

THE CITY OF NEW YORK  
 MANHATTAN COMMUNITY BOARD 3  
 59 East 4th Street - New York, NY 10003  
 Phone (212) 533-5300  
 www.cb3manhattan.org - mn03@cb.nyc.gov

Tareake Dorill, Board Chair

Susan Stetzer, District Manager

**Community Board 3 Liquor License Application Questionnaire**

**NOTE: ALL ITEMS MUST BE SUBMITTED FOR APPLICATION TO BE CONSIDERED.**

**The following items and questionnaire package are due by date listed in email invite:**

- Schematics, floor plans or architectural drawings of the inside of the premise.
- A proposed food and or drink menu.

**The following items are due by noon Friday before the meeting:**

- Petition in support of proposed business or change in business with signatures from residential tenants at location and in buildings adjacent to, across the street from and behind proposed location. Petition must give proposed hours and method of operation. For example: restaurant, sports bar, combination restaurant/bar. (petition provided)
- Notice of proposed business to block or tenant association if one exists. You can find community groups and contact information on the CB 3 website:  
<https://www1.nyc.gov/site/manhattancb3/resources/community-groups.page>  
 (this is not required but strongly suggested if a relevant group exists)
- Proof of conspicuous posting of notices at the site for 7 days prior to the meeting (please include newspaper with date in photo or a timestamped photo).

Check which you are applying for:

- new liquor license     alteration of an existing liquor license     corporate change

Check if either of these apply:

- sale of assets     upgrade (change of class) of an existing liquor license

Today's Date: 10/23/2023

Is location currently licensed?  Yes  No    Type of license: OP

If alteration, describe nature of alteration: \_\_\_\_\_

Previous or current use of the location: Bar/ Tavern

Corporation and trade name of current license: Swoon Corp, dba The Whiskey Ward

**APPLICANT:**

Premise address: 121 Essex Street, New York, NY 10002

Cross streets: Essex and Rivington

Name of applicant and all principals: Stephanie Watkins

Trade name (DBA): Sadie's Ward

**PREMISE:**

Type of building and number of floors: Mixed Use; 5 floors

Does premise have a valid Certificate of Occupancy, including for any back/side yard or roof use?

Yes  No What is maximum NUMBER of people permitted 74

What is the zoning designation (check zoning using map: <http://gis.nyc.gov/doitt/nycitymap/> - please give specific zoning designation, such as R8 or C2): C4-4A

**PROPOSED METHOD OF OPERATION:**

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space, if applicable) Sunday-Saturday: 4pm-4am

Will any other business besides food or alcohol service be conducted at premise, i.e., retail?  Yes  No

If yes, please describe what type: \_\_\_\_\_

Number of indoor tables? 6 Total number of indoor seats? 26

How many stand-up bars/bar seats are located on the premise (number, length, and location) \_\_\_\_\_  
One 22 foot long bar, 11 bar seats, on north wall

(A **stand-up bar** is any bar or counter -with seating or not- where you can order, pay for, and receive alcohol)

Does premise have a full kitchen?  Yes  No

Does it have a food preparation area?  Yes  No (If any, show on diagram)

Is food available for sale?  Yes  No If yes, describe type of food and submit a menu \_\_\_\_\_

New American Bistro Style Sandwiches

What are the hours the kitchen will be open? Open until 1hour prior to closing

Will a manager or principal always be on site?  Yes  No If yes, which? Managers & Principal

How many employees will there be? 10

Do you have or plan to install  French doors  accordion doors or  windows?

Will there be TVs/monitors?  Yes  No (If Yes, how many?) 3-4

Will premise have music?  Yes  No

If Yes, what type of music?  Live musician  DJs  Streaming services/playlists

If other type, please describe Juke Box

What will be the music volume?  Background (conversational)  Entertainment (live music venue level) Please describe your sound system: 4 small speakers (basic receiver & speakers)

Will you host any promoted events, scheduled performances, or any event at which a cover fee is charged? If Yes, what type of events or performances are proposed and how often? NO

If promoted events, please explain the nature in which you plan to promote? Social media / online ads / outside promoters? Not applicable

How do you plan to manage vehicular traffic and crowds on the sidewalk caused by your establishment?

Please attach plans. (Please do not answer "we do not anticipate congestion.") \_\_\_\_\_

Managed the same as current owner; security & staff. Most patrons will arrive by bus, ride share, or foot traffic.

Will there be security personnel?  Yes  No (If Yes, how many and when) \_\_\_\_\_

We will continue to provide the same security current owner has, 1 security guard (Thurs- Sat 9pm-4am)

How do you plan to manage noise inside and outside your business so neighbors will not be affected?

Please attach plans. Windows will be closed at 10pm, music will not have bass and will serve as background noise.

Is sound proofing installed?  Yes  No

If not, do you plan to install sound proofing?  Yes  No

Are there current plans to use the Open Restaurants program for the sale or consumption of alcoholic beverages outdoors? (includes roof & yard)  Yes  No If Yes, describe and show on diagram:

\_\_\_\_\_  
\_\_\_\_\_

#### APPLICANT HISTORY:

Has this corporation or any principal been licensed for sale of alcohol previously?  Yes  No

If yes, please indicate name of establishment: \_\_\_\_\_

Address: \_\_\_\_\_ Community Board # \_\_\_\_\_

Dates of operation: \_\_\_\_\_

Has any principal had work experience similar to the proposed business?  Yes  No If Yes, please attach explanation of experience or resume. Note: failure to disclose previous experience or information hampers the ability to evaluate this application.

Does any principal have other businesses in this area?  Yes  No If Yes, please give trade name, address and describe the business \_\_\_\_\_

Has any principal had SLA reports or action within the past 5 years?  Yes  No If Yes, attach list of violations and dates of violations and outcomes, if any.

Attach a separate diagram that indicates the location (**name and address**) and total number of establishments selling/serving beer, wine (B/W) or liquor (OP) for 2 blocks in each direction. Please indicate whether establishments have On-Premise (OP) licenses. Please label streets and avenues and identify your location. Use letters to indicate **Bar**, **Restaurant**, etc. The diagram must be submitted with the questionnaire to the Community Board before the meeting.

**LOCATION:**

How many licensed establishments are within 1 block? 8

How many On-Premise (OP) liquor licenses are within 500 feet? 36

Is the premise within 200 feet on the same street of any school or place of worship?  Yes  No

**COMMUNITY OUTREACH:**

Please see the Community Board website to find block associations or tenant associations in the immediate vicinity of your location for community outreach. Applicants are encouraged to reach out to community groups, but it is not required. Also use provided petitions, which clearly state the name, address, license for which you are applying, and the hours and method of operation of your establishment at the top of each page. (Attach additional sheets of paper as necessary)

***We are including the following questions to be able to prepare stipulations and have the meeting be faster and more efficient. Please answer per your business plan; do not plan to negotiate at the meeting.***

1. My license type is:  beer & cider  wine, beer & cider  liquor, wine, beer & cider

2.  I will operate a full-service restaurant, specifically a (type of restaurant) \_\_\_\_\_ restaurant, or

I will operate a Tavern/ Bar that serves food,

with a kitchen open and serving food during all hours of operation OR  with less than a full-service kitchen but serving food during all hours of operation OR  Other with less than a full-kitchen but serving food until 1 hour prior to closing

3. My hours of operation will be:

Mon 4pm-4am; Tue 4pm-4am; Wed 4pm-4am; Thu 4pm-4am; Fri 4pm-4am; Sat 4pm-4am; Sun 4pm-4am. (I understand opening is "no later than" specified opening hour, and all patrons are to be cleared from business at specified closing hour.)

4.  I will not use outdoor space for commercial use (including Open Restaurants) OR

I will close all outdoor dining allowed under the temporary Open Restaurants program and any other subsequent uses by 10:00 P.M. all days and not have any speakers or TV monitors outdoors

5.  I will employ a doorman/security personnel: continue using current owners security personnel

6.  I will install soundproofing, Current owner installed

7.  I will close any front or rear façade doors and windows at 10:00 P.M. every night or when amplified sound is playing, including but not limited to DJs, live music and live nonmusical performances, or during unamplified performances or televised sports.
- I will have a closed fixed façade with no open doors or windows except my entrance door, which will close by 10:00 P.M. or when amplified sound is playing, including but not limited to DJs, live music and live nonmusical performances, or during unamplified performances or televised sports.
8. I will not have  DJs,  live music,  third-party promoted events,  any event at which a cover fee is charged,  scheduled performances,  more than \_\_\_\_\_ DJs per \_\_\_\_\_,  more than \_\_\_\_\_ private parties per \_\_\_\_\_
9.  I will play ambient recorded background music only.
10.  I will not apply for an alteration to the method of operation or for any physical alterations of any nature without first coming before CB 3.
11.  I will not seek a change in class to a full on-premises liquor license without first obtaining approval from CB 3.
12.  I will not participate in pub crawls or have party buses come to my establishment.
13.  I will not have unlimited drink specials, including boozy brunches, with food.
14.  I will not have a happy hour or drink specials with or without time restrictions OR  I will have happy hour and it will end by 8pm.
15.  I will not have wait lines outside.  I will have a staff person responsible for ensuring no loitering, noise or crowds outside.
16.  I will conspicuously post this stipulation form beside my liquor license inside of my business.
17.  Residents may contact the manager/owner at the number below. Any complaints will be addressed immediately. I will revisit the above-stated method of operation if necessary in order to minimize my establishment's impact on my neighbors.

Name: Stephanie Watkins

Phone Number: 917-862-1080

# ATTENTION RESIDENTS & NEIGHBORS

121 Three Group Hospitality / Sadie's Ward

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**\_ Company/DBA Name and Contact Number for Questions**

**Plans to open a**

Bar

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**(Please choose) Bar/Restaurant/Club and indicate if there will be a Sidewalk Café or Backyard Garden**

**at the following location**

121 Essex Street, New York, NY 10002

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**Building Number and Street Name (Address)**

**This establishment is seeking a license to serve**

Beer/Wine & Liquor

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**Beer & Wine or Beer/Wine & Liquor**

**There will be an opportunity for public comment on**

**Monday, November 13, 2023 at 6:30pm**

**Online: <https://us06web.zoom.us/j/89482152857>**

**see [www.cb3manhattan.org](http://www.cb3manhattan.org) for zoom meeting details**

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**Date/Time/Location**

Stephanie Watkins / 917-862-1080

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**Applicant Contact Information**

**At COMMUNITY BOARD 3**

**SLA & DCA Licensing Committee Meeting**

**[mn03@cb.nyc.gov](mailto:mn03@cb.nyc.gov) - [www.cb3manhattan.org](http://www.cb3manhattan.org)**

# ATTENTION RESIDENTS & NEIGHBORS

## 第 3 社區居民 請注意

121 Three Group Hospitality / Sadie's Ward

公司名字(Company) and/和 聯繫人的資料 (Contact Info)

**Plans to open a** (以上的店主想要在第 3 社區申請生意相關牌照擴展生意)

Bar

(請選擇/please choose) 酒吧(Bar)/餐館 (Restaurant)  
戶外咖啡 (Sidewalk Café) or 或者  
後院花園咖啡(Backyard Use)

121 Essex Street, New York, NY 10002

Address/生意地址

**seeking a license to serve**(以上的店主想要請以下相關酒牌照)

Beer/Wine & Liquor

(請選擇/please choose) 啤酒和酒牌照(Beer & Wine) or/或者  
啤酒牌照 (Beer) or/或者  
酒和烈酒牌照 (Wine & Liquor)

### Public meeting for comments

第 3 社區的居民有權利提出自己的意見和建議。

### (CB3 SLA & DCA Committee Meeting)

曼哈頓第 3 社區委員會

酒牌和紐約市消費局有關小商業牌照委員會

Monday, November 13, 2023 at 6:30pm

Online: <https://us06web.zoom.us/j/89482152857>

see [www.cb3manhattan.org](http://www.cb3manhattan.org) for zoom meeting details

時間 (Time) 和地點 (Location)

[mn03@cb.nyc.gov](mailto:mn03@cb.nyc.gov) - [www.cb3manhattan.org](http://www.cb3manhattan.org)

# NEIGHBORING RESIDENTS VECINOS DE LA COMUNIDAD

121 Three Group Hospitality / Sadie's Ward

Company Name/ Contact Info

Nombre de la Compañía/el teléfono de contacto

**Plans to open a:**

**Planifique abrir un/una:**

Bar

(Please choose) Bar/Restaurant  
sidewalk café/backyard use

(Favor de escoger) una Barra/un Restaurante  
un café de acera o un patio de atrás

121 Essex Street, New York, NY 10002

address

dirección

**Seeking a license to serve**

**En búsqueda de una  
licencia para servir:**

Beer/Wine & Liquor

Beer & Wine or Beer/Wine & Liquor

Cerveza y vino o cerveza/vino y bebidas alcohólicas

**Public meeting  
for comments**

**Reunión público  
para comentarios**

**Monday, November 13, 2023 at 6:30pm**

**Online: <https://us06web.zoom.us/j/89482152857>**

**see [www.cb3manhattan.org](http://www.cb3manhattan.org) for zoom meeting details**

**At COMMUNITY BOARD 3  
SLA & DCA Licensing  
Committee Meeting**

**En la JUNTA COMUNITARIA 3  
La reunión del Comité  
de Licencias del SLA y del DCA**

**[mn03@cb.nyc.gov](mailto:mn03@cb.nyc.gov) - [www.cb3manhattan.org](http://www.cb3manhattan.org)**



**Petition to Support Proposed Liquor License**

**Date:** \_\_\_\_\_

The following undersigned residents of the area support the following liquor license (indicate the type of license such as full-liquor or beer-wine) full-liquor license

to the following applicant/establishment (company and/or trade name) 121 Three Group Hospitality / Sadie's  
Ward

**Address of premises:** 121 Essex Street, New York, NY 10002

**This business will be a: (circle) Bar    Restaurant    Other:** \_\_\_\_\_

**The hours of operation will be:**  
Sunday - Saturday / 4pm - 4am

**PLEASE NOTE: Signatures should be from residents of building, adjoining buildings, and within 2-blocks on the same street.**

**Other information regarding the license:**

Name	Signature	Address and Apt # (required)

# Sadie's Sandwiches

**\$10**

## **Queen of the Waterfront**

Sourdough Pressed Panini bread with cold Tuna Salad, Provolone Cheese, LTO, Mayo, & Mustard

## **L.E.S. Sliders**

3 Kings Hawaiian Rolls Sandwiches with melted 3-Cheese, Pickled Jalapenos, & Honey Mustard

## **Pirates Pest-o**

Sourdough, Pesto, Mozzarella, Red Peppers, & Onions pressed panini (served warm)

## **Fourth Ward**

Choice of Vegan or Beef Hotdog, Pickled Relish, Mayo, Mustard, & Ketchup

## **Charlton Chicken**

Sourdough Pressed Panini bread with cold Chicken Salad, Provolone Cheese, LTO, Mayo, & Mustard

## **The Goat**

Turkey, LTO, Mayo, Mustard, Potato Chips (inside) on Sourdough

Side of Tomato Soup \$5

Add Bacon to any Sandwich \$2

Bag o' Chips \$2

# Cocktails

\$14

## Sadie's Mistake

Campari, Sweet Vermouth, Prosecco served over Large Ice Cube

## Mag's Manhattan

Rye Manhattan served up with a Luxardo Cherry

## Hell Cat Margarita

Jalapeno infused tequila or Mezcal Margarita

## Queen of the Tini

Titos Vodka or Hendricks Gin served with a Twist

## L.E.S. Sweet Tea

Vodka, fresh brewed lemon tea with a dash of honey

## Charlton Mule

Your mule- your way

## Pirates Old Fashion

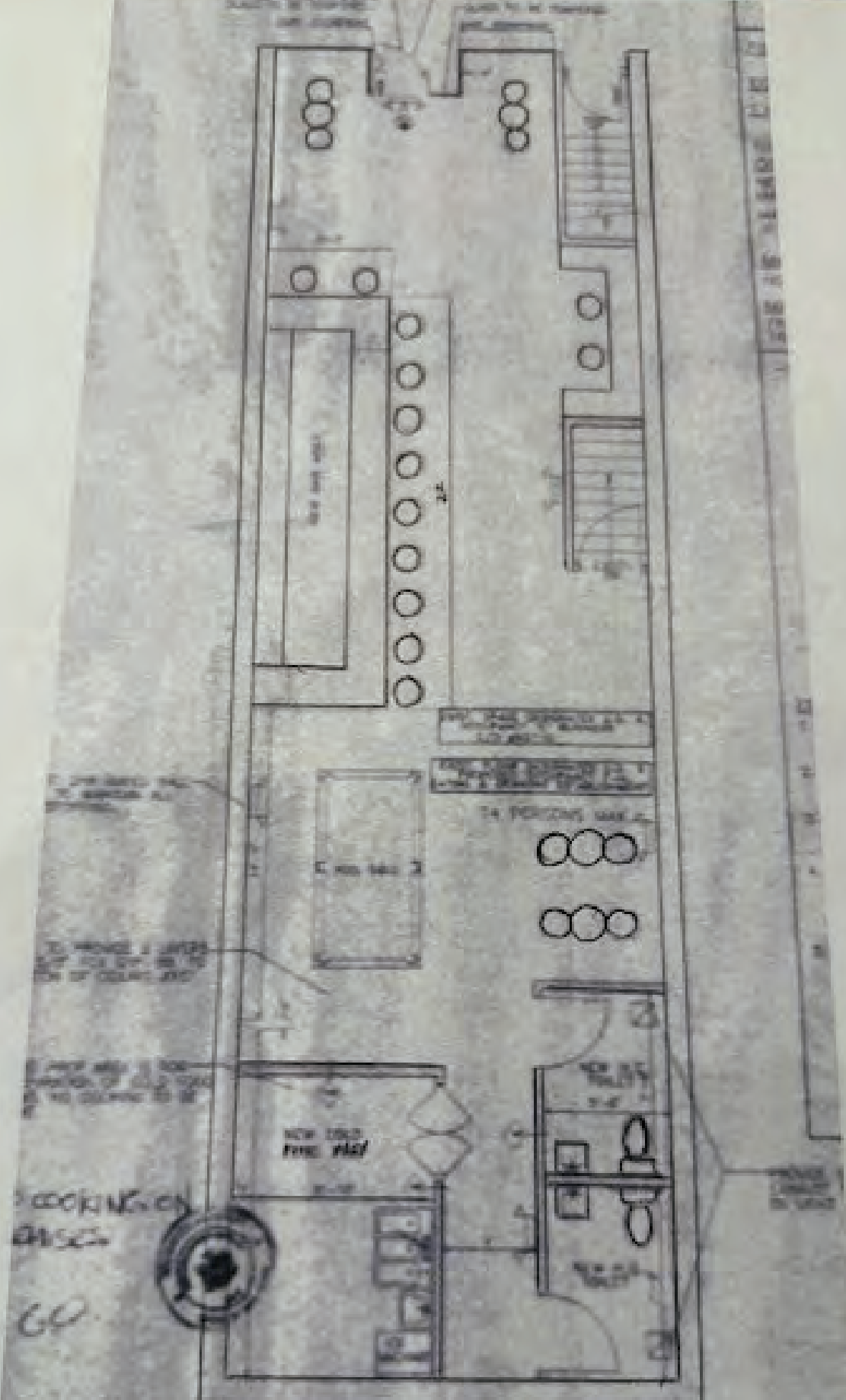
Bourbon, Brown Sugar Cube, Orange Bitters

## 5 Points

Vodka, Lime, Cherry Juice, Brown Sugar Cube & Seltzer splash

## The GOAT

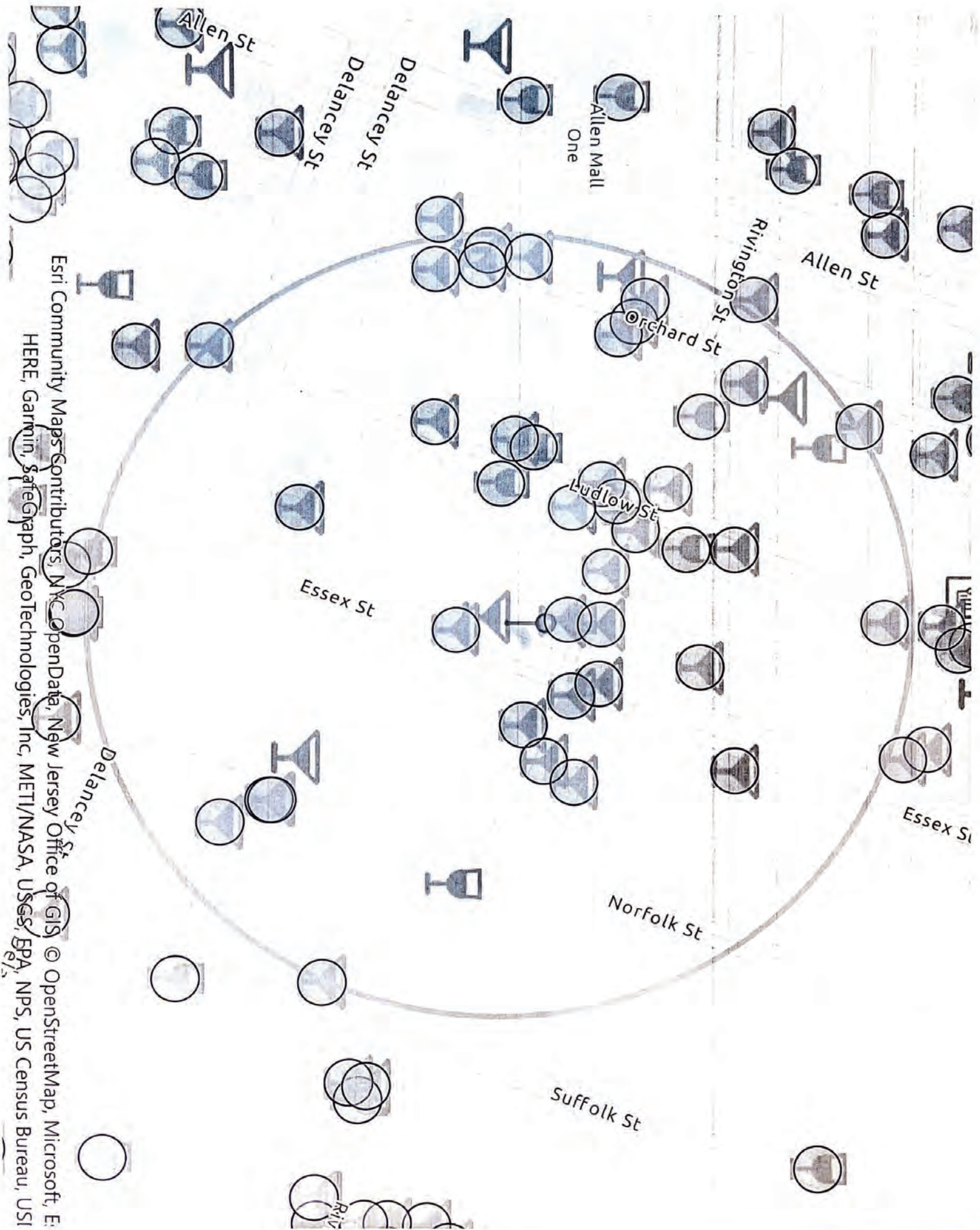
Gin, Sweet Vermouth, Luxardo Cherry Liquor, served up



**FLOOR PLAN**

SCALE 1/4" = 1'-0"





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# STEPHANIE WATKINS

917.862.1080 | [MsStephanieWatkins@gmail.com](mailto:MsStephanieWatkins@gmail.com) | [www.linkedin.com/in/stephaniewatkins1/](http://www.linkedin.com/in/stephaniewatkins1/)

## SUMMARY OF QUALIFICATIONS

- Self-starter with a proven track record in the hospitality industry for 20+ years both internationally & domestically.
- Ability to train staff to highest standards of customer service while ensuring customer satisfaction.
- Demonstrated efficiency in controlling operational costs while increasing revenue.
- Mentor, contributor, and reliable manager for day-to-day operations.

## EXPERIENCE

### **The Whiskey Ward, New York, NY**

**2018-Present**

#### *Bar Manager*

- Curated cocktail menu based on the clientele and favorable liquor.
- Control operational costs and identifying ways to cut waste.
- Complete daily inventory of bar supplies, alcohol, and maintained equipment to ensure quality products.
- Source, recruit, and on-board front and back-of-house team members.
  - Train staff to adhere to New York City and State covid protocols.
  - Train staff to follow NYC food protection and practices while ensuring safety of food being served.

### **Eastpoint, New York, NY**

**2019- 2023**

#### *Head Bartender*

- Ensured customers are of legal drinking age by checking photo IDs.
- Used proper judgement and, when necessary, refused service to patrons who are intoxicated.
- Developed seasonal cocktails to reflect the product most sought out by the consumer.
- Responsible for day-to-day cash transactions to reflect accurate and correct numbers recorded.
- Cultivated a core customer following to increase business and encourage repeat guests.
- Created requisitions forms for liquor, beer, and other bar-related supplies.

### **Tavern 29, New York, NY**

**2012-2021**

#### *Head Bartender/ Manager*

- Recruited, hired and on-boarded front and back-of-house teams.
- Installed and programmed point of sale and reservations systems.
- Responsible for maintaining safety and food quality standards.
- Coordinated daily front and back-of-house restaurant operations.
- Provided ongoing training for employees on systems and sales techniques.
- Oversaw brand and concepts to boost and attract clients to host events.
- Reported to owner directly to develop and execute profit and loss model to ensure continuous success.

## EDUCATION

### **New York University, New York, NY**

**2010**

Doctor of Philosophy (ND) Candidate, Social Psychology

### **National University, San Diego, CA**

**2010**

Master of Arts, Clinical Psychology

- Specialized in Marriage and Family therapy focused on children with Autism and Adoption

### **California State University, San Marcos CA**

**2007**

Bachelor of Arts, Liberal Arts and Sciences

- Minor in Psychology and German

## INTERESTS / EXTRACURRICULAR

▪ Cultural Immersion ▪ Travel ▪ Member of Self Help Africa Charity ▪ Collaborate with women's group to build & expand female driven companies ▪ Volunteer with local homeless shelters