

Manhattan Community Board 4

(All Fields Must Be Completed)

CORPORATION NAME		DOING BUSINESS AS (DBA)			
Pier 84 Chip Shop LLC		HOOK'D ON THE HUDSON			
STREET ADDRESS		CROSS STREETS		ZIP CODE	
557 12th Avenue		Pier 84		10036	
OWNER <small>(Attach a list of all the people that will be associated/listed with the license)</small>	NAME: Itai Shofman Jason Hicks	ATTORNEY/ REPRESENTAIVE	NAME: Stacy L. Weiss, Esq		
	PHONE: 9176202914		PHONE: 2125210828		
	EMAIL: ishofman44@gmail.com		EMAIL: slweissattorney@aol.com		
MANAGER	NAME: Jeff O'Connell	LANDLORD	NAME: Hudson River Park Trust		
	PHONE: 9172910329		PHONE: 9176618763		
	EMAIL: joconnell@upislonventures.com		EMAIL:		
APPLICATION TYPE (<input checked="" type="checkbox"/> <i>Liquor License</i> _____ <i>Unenclosed Sidewalk Cafe</i>)					
<input type="radio"/> New	Has applicant owned or managed a similar business?		YES	NO	yes
	What is/was the name and address of establishment?		see attached		
	What were the dates applicant was involved with this former premise?		see attached		
<input type="radio"/> Corp Change/Class Change/Removal	What is the license # and expiration date?		1317813 11/30/2020		
	Is applicant making any alterations or operational changes?		YES	NO	no
	<i>If alterations or operational changes are being made, please describe/list all changes.</i>				
<input type="radio"/> Alteration	What is the current license # and expiration date?				
	<i>Please list/describe the nature of all the changes and attach the plans:</i>				
METHOD OF OPERATION					
TYPE OF ALCOHOL	<input checked="" type="checkbox"/> Liquor/Wine/Beer & Cider <input type="checkbox"/> Beer & Cider <input type="checkbox"/> Wine/Beer & Cider				
ESTABLISHMENT TYPE	<input checked="" type="checkbox"/> Restaurant <input type="checkbox"/> Cabaret <input type="checkbox"/> Night Club <input type="checkbox"/> Hotel <input type="checkbox"/> Bar/Tavern <input type="checkbox"/> Catering Establishment <input type="checkbox"/> Adult Entertainment <input type="checkbox"/> Wine Bar <input type="checkbox"/> Dance Club <input type="checkbox"/> Sports Bar <input type="checkbox"/> Club (Fraternal Organization – Members Only)				
Has applicant/owner filed with the SLA? If yes, when? If no, when do you plan to file?			YES	NO	no
Is the 500 Foot Rule applicable? If yes, please attach a diagram of the On-Premise liquor license establishments within a 500 ft. radius of your establishment and the Public Interest Statement.			YES	NO	no
Is the 200 Foot Rule applicable? If yes, please attach a diagram of the schools and houses of worship that trigger the rule.			YES	NO	no
Has applicant/owner(s) read MCB4 Policy Regarding Concentration and Location of Alcoholic-Serving Establishments?			YES	NO	yes

OPERATIONAL DETAILS (*Closing time will be when establishment is vacated of all patrons)

HOURS* <i>(Indoor Only)</i>		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	Operation	8am-12am	8am-12am	8am-12am	8am-12am	8am-12am	8am-12am	8am-12am
	Kitchen	8am-12am	8am-12am	8am-12am	8am-12am	8am-12am	8am-12am	8am-12am
	Music	8am-12am	8am-12am	8am-12am	8am-12am	8am-12am	8am-12am	8am-12am
If you plan to have music, what type(s)? (Circle all that apply)			BACKGROUND	LIVE MUSIC	DJ	JUKE BOX	KARAOKE	

OCCUPANCY

	Capacity (Certificate of Occupancy)	Maximum # of Persons Occupying Premises (Including Employees)	Number of Tables	Number of Seats	Number of Service Only Bars	Number of Stand-Up Bars	Number of Seats at Stand-Up Bar
INSIDE	74	74	12	24	1	0	0
OUTSIDE <i>(Other than sidewalk café)</i>	n/a	208	39	200	0	1	9
DCA APPROVED UNENCLOSED SIDEWALK CAFÉ	n/a	n/a	n/a	n/a			

How many floors are there? What is the capacity for each floor?	1 floor outdoor capacity of less than 200	
How frequently will the owner(s) be at the establishment?	an owner/manager will be on premises all the time	
Will there be dancing?	YES	NO
Will applicant have bottle or table service for beverage alcohol?	YES	NO
Will applicant be hosting private; promotional or corporate events?	YES	NO
Will outside promoters be used on a regular basis? If yes please describe.	YES	NO
Will applicant have a security plan? If, yes please attach.	YES	NO
Will security plan be implemented?	YES	NO
Will State certified security personnel be used?	YES	NO
Will New York Nightlife Association and NYPD Best Practices be followed?	YES	NO
Does applicant agree to notify MCB4 prior to making changes to its method of operation?	YES	NO
Will applicant be using delivery bicycles? If yes, how many?	YES	NO
Will delivery bicycles be clearly marked with the name of the restaurant and will staff wear attire clearly noting name as described by NYC Law?	YES	NO
Where will delivery bicycles be stored during the day when not in use?	n/a	

LOCATION & ZONING			
Is this a Special District? If yes, is it Clinton, West Chelsea or Hudson Yards?	YES	NO	yes clinton
Does the building have a Certificate of Occupancy ("C of O") or a letter of no objection?	YES	NO	yes
Is a Public Assembly permit required?	YES	NO	no
Are your plans filed with DOB?	YES	NO	yes

Community Notification/Relations			
NOTIFICATION: List all block associations; tenant associations, co-op boards or condo boards of residential buildings; and community groups that applicant has notified regarding its application. For each please list both the organization and individual you contacted	# 1	see attached emails sent to all block associations as requested	
	# 2	All emails sent on 3/11/21	
	# 3		
	# 4		
	# 5		
Please provide dates when applicant met with the groups listed above.	n/a		
Who was your contact person at each group you met with?	no one requested a meeting		
When did applicant post the notice that was provided?	3/11/21		
Where did applicant post the notice that was provided?	doors near the premises and on the premises door		
Will applicant provide owner cell phone number to neighbors and respond to complaints that arise? Please provide number in space provided.	YES	NO	yes 917,620,2914
Will applicant inform the Community Board office of its job openings and/or provide a hyperlink to applicants jobs webpage?	YES	NO	yes

BUILDING DESIGN			
State the name and type of business previously located in the space.	pier 84 chip shop LLC		
Has a liquor-licensed establishment previously occupied this space at any time? If yes, please provide the name of the business.	YES	NO	yes pier 84 chip shop LLC
Do you plan any changes to the existing façade? If yes, please describe.	YES	NO	no
Has the applicant/owner(s) read MCB 4 ADA Guidelines Memo?	YES	NO	yes
Is the entrance ADA Compliant?	YES	NO	yes
Do you plan any changes to the existing façade? If yes, please describe.	YES	NO	no
Will applicant have a vestibule within the establishment?	YES	NO	no
Will applicant use a storm enclosure?	YES	NO	no
Does applicant agree to keep the sidewalk clear of all items or obstructions, such as sandwich boards, sidewalk signs, freestanding menus and plants, as per the law?	YES	NO	yes
Will applicant comply with the NYC noise code?	YES	NO	yes
Will the establishment have any of the following: (circle all that apply)	FRENCH DOORS		GARAGE DOORS
	WINDOWS THAT CAN BE OPENED		
Will applicant close all windows, French doors, garage doors when any music or amplified sound (including televisions) is played inside the establishment?	YES	NO	no - glass doors
Will applicant close all windows, French doors, garage doors by 11 PM Friday and Saturday and 10 PM on all other days even if no music or amplified sound is played inside the establishment?	YES	NO	yes
Has applicant obtained an acoustical report from a certified sound engineer to assess potential noise disturbance to the neighboring residents and buildings?	YES	NO	no
Will applicant follow the recommendations of a certified sound engineer to mitigate potential noise disturbance to the neighboring residents and buildings, including placing speakers on the floor of the establishment?	YES	NO	n/a
Will the kitchen exhaust system extend to the roof?	YES	NO	yes
Will the establishment have an illuminated sign?	YES	NO	no
Will the establishment have a canopy extending over the sidewalk?	YES	NO	no
Where will the air conditioner be located? What type is it?	n/a		
When was the air conditioner installed?	n/a		

OUTDOOR ITEMS - OTHER THAN SIDEWALK CAFÉ			
Has the applicant/owner(s) read MCB 4 Rear Yard Rooftop Policy?	YES	NO	yes
Will applicant use any outdoor spaces: rooftop, rear yard, patio, porch, balcony, pavilion, tents, deck, gazebo or open dining in the parking lane? If yes, which one(s)?	YES	NO	
Are the floorplans for the outdoor space(s) included?	YES	NO	yes see attached
Will applicant close and vacate the outdoor space(s) by 11PM on Friday & Saturday and 10 PM on all other days?	YES	NO	no - 12 am
Will the service and consumption of alcohol in any outdoor space only be via seated food service?	YES	NO	yes
Will applicant not allow standing space for patrons to drink or smoke in any outdoor space(s) or on the sidewalk?	YES	NO	yes - no smoking allowed in outdoor area
Will there be no amplified music, as per the law?	YES	NO	yes
If amplified sound is played inside the establishment, will windows and doors be closed?	YES	NO	no
Will applicant agree to post signs outside asking customers to respect the neighbors'?	YES	NO	yes
Will applicant agree to train staff to encourage a peaceful environment?	YES	NO	yes
Will applicant provide effective sound control (landscaping enclosure, soundproofing tenants apartments)	YES	NO	yes
Will there be a lighting plan that allows safe usage of the outdoor space without disrupting neighbors?	YES	NO	yes
If open dining in the parking lane, will applicant agree to leave the sidewalk free of any furniture?	YES	NO	yes
If open dining, will you comply with all NYC DOT guidelines?	YES	NO	yes
If open dining, will the installation be year-round?	YES	NO	yes

DCA APPROVED UNENCLOSED SIDEWALK CAFÉ

Has the applicant/owner(s) read MCB4 Sidewalk Café Policy?	YES	NO	
Will applicant be applying for a sidewalk café now or in the future?	YES	NO	
Is applicant in this application seeking to include a sidewalk café in its liquor license?	YES	NO	
If yes, has applicant submitted an application and plans to NYC Dept. of Consumer Affairs? Please attach application and plans.	YES	NO	
Will applicant close and vacate the sidewalk café by 11 PM on Friday & Saturday and 10 PM on all other days?	YES	NO	
Will applicant be serving alcohol in the sidewalk café? If so, will you have waiter service?	YES	NO	
Will the café have a 3 ft. wide serving aisle running the entire length of the sidewalk cafe?	YES	NO	
Will applicant mark the perimeter of the café on the sidewalk?	YES	NO	
Will the service and consumption of alcohol in the sidewalk café only be via seated food service?	YES	NO	
Will the sidewalk café not provide standing space for drinking or smoking?	YES	NO	
Will applicant use any portable natural gas heaters? If so, do you have the requisite approvals from DOB & the Fire Department?	YES	NO	
Will applicant have a lighting plan that will allow safe usage of the outdoor space without disrupting neighbors?	YES	NO	
Will all furniture, plants and barricades be stored inside between the evening closing hours and the morning opening hours?	YES	NO	
Will all furniture be stored inside between December 21 st and March 21 st , and any other day when it rains or snows?	YES	NO	
Will applicant use umbrellas?	YES	NO	
If construction or construction protection has reduced the sidewalk width, will applicant always maintain an 8 foot clear path of sidewalk between the perimeter of the café and the closest obstruction including construction barricades?	YES	NO	
If open dining is in the parking lane, will applicant agree to remove its sidewalk café?	YES	NO	

ADDITIONAL STIPULATIONS: (Office Use Only)

- There will be no music or amplified sound in any outdoor space
- Any music or amplified sound played inside will be kept at background levels so that it is not audible beyond footprint of establishment (including applicant's outdoor space)

To the extent any additional stipulation on pages 7 and 8 of this application conflicts with any response on pages 1 – 6 of this application, the stipulations on pages 7 and 8 control.

ADDITIONAL STIPULATIONS: (Office Use Only), *Continued*

To the extent any additional stipulation on pages 7 and 8 of this application conflicts with any response on pages 1 – 6 of this application, the stipulations on pages 7 and 8 control.

Manhattan Community Board 4 (MCB4) recommends:
 (MCB4's recommendation is based on a vote taken at its
 May 5, 2021 full board meeting, with 36 members voting in favor
 of the recommendation, 0 members opposed, 0 members
 abstaining and 0 present but not eligible)

Denial unless all stipulations agreed to by applicant/owner are part of the method of operation

Denial Approval

CB4 REPRESENTATIVES



Nelly Gonzalez
 CB4 Assistant District Manager



Frank Holozubiec
 CB4 BLP Committee Co-Chair



Burt Lazarin
 CB4 BLP Committee Co-Chair

APPLICANT AGREEMENT WITH THE COMMUNITY

Applicant agrees to these stipulations as the basis for the community support of this application and acknowledges that all of these stipulations are essential prerequisites to the MCB4 recommendation regarding this application. Applicant agrees to have these stipulations incorporated in the method of operation of its liquor license. The stipulations in this application constitute the entire agreement between MCB4 and applicant and may only be altered in writing signed by MCB4 and applicant. These stipulations supersede any oral statements or representations in connection with this application.

SIGN HERE



ITAI SHOFFMAN

PRINT NAME OF APPLICANT



SIGNATURE OF APPLICANT

03/24/2021

DATE

Itai Shoffman Licenses

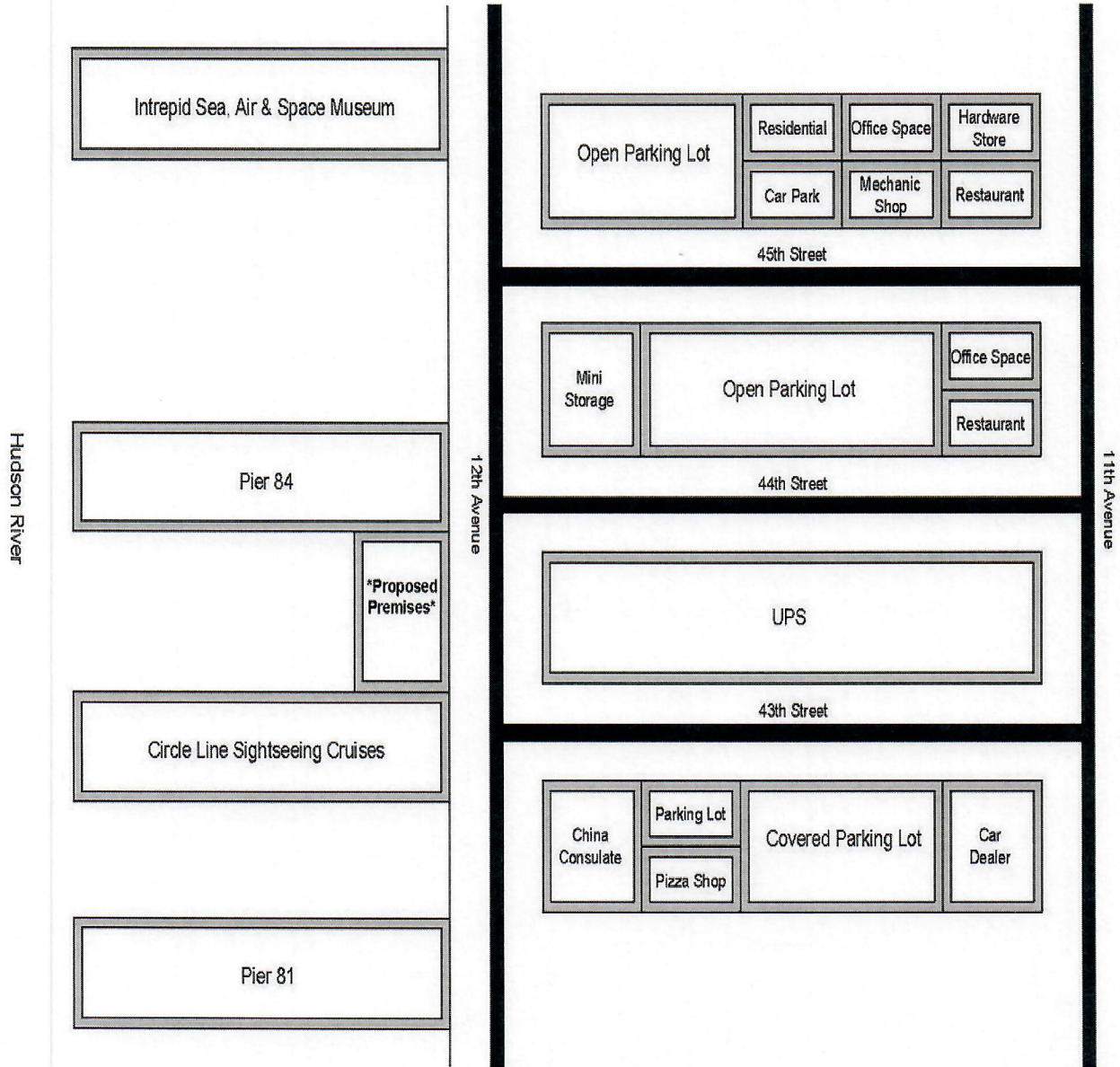
<u>License Type</u>	<u>Filing Date</u>	<u>Expires</u>	<u>Number</u>
On Premises Liquor Lakeside Brooklyn LLC Bluestone 171 East Drive, Prospect Park Brooklyn, NY 11225	04/29/2014	04/30/2022	1278045
Summer Restaurant Wine Pier 84 Chip Shop 557 12 th Avenue New York, NY 10036	05/02/2020	10/31/2020	1317813
Winter (O.P) Food & Bev Bryant Park Market Events LLC Celsius Bryant Park, near 42 nd Street and 5 th Avenue New York, NY 10017	09/15/2008	03/31/2016	1214627
On Premises Liquor Pounds & Ounces LLC Studio Kraut 160 8 th Avenue New York, NY 10011	02/08/2012	03/31/2018	1260953

Jason Hicks Licenses

<u>License Type</u>	<u>Filing Date</u>	<u>Expires</u>	<u>Number</u>
Restaurant Wine Blue Nun Restaurant Group LLC Jones Wood Foundry 401 East 76 th Street New York, NY 10021	11/05/2010	12/31/2022	1249016
On Premises Liquor Court Jester Restaurant Group LLC The Peacock 24 East 39 th Street New York, NY 10016	03/18/2013	10/31/2021	1269695
Summer Restaurant Wine Pier 84 Chip Shop LLC 557 12 th Avenue New York, NY 10036	05/02/2019	10/31/2020	1317813

The Pier 84 Chip Shop, LLC

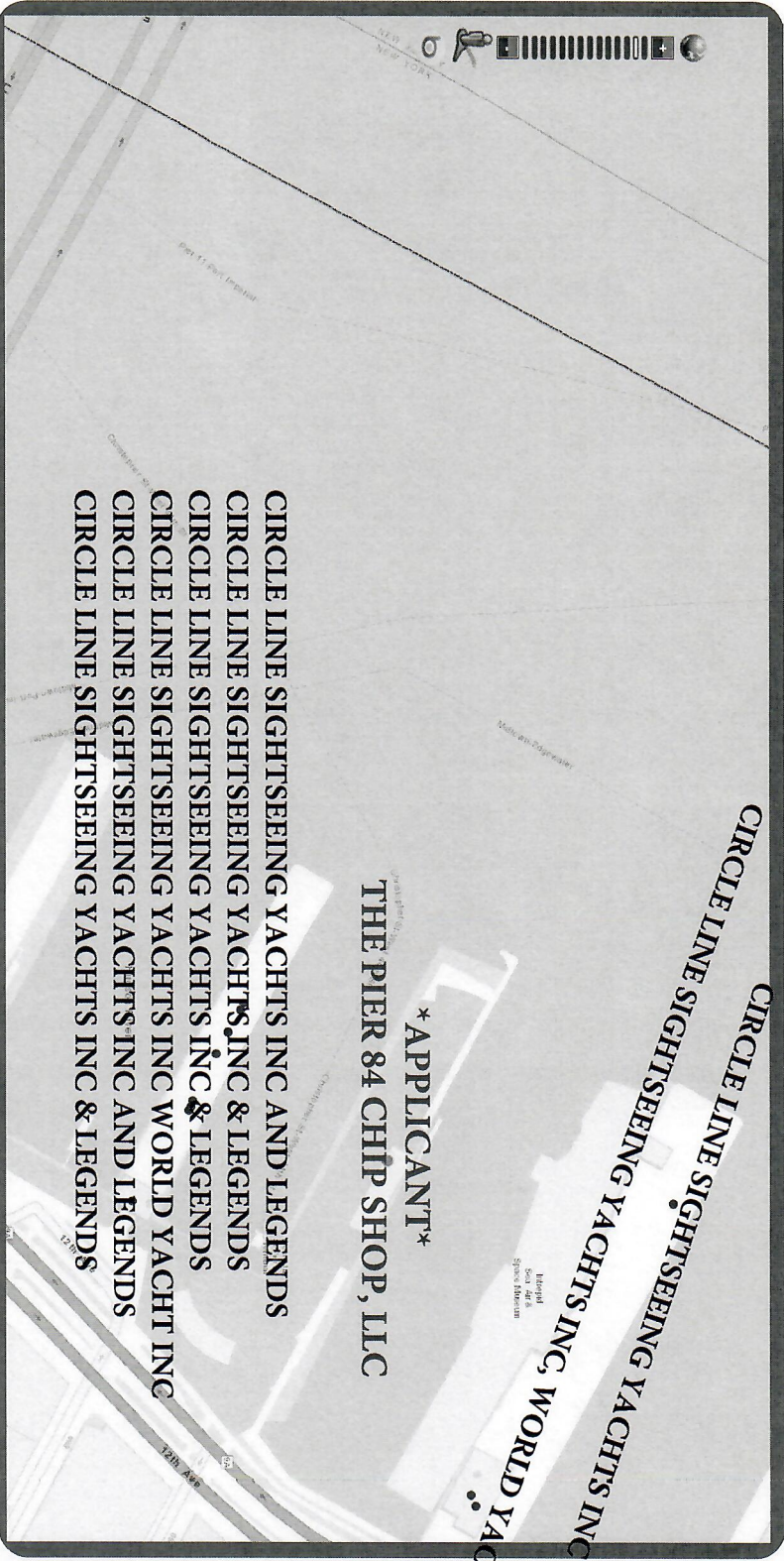
BLOCK PLOT DIAGRAM



The Pier 84 Chip Shop, LLC
555 12th Avenue, New York, NY 10019

Legend

- LEGEND**
- On-Premise Licenses
 - On-Premises Liquor
 - ▲ On-Premises Wine and Beer
 - On-Premises Beer
 - Off-Premise Licenses
 - Off-Premises Liquor
 - ▲ Off-Premises Wine
 - Off-Premises Beer
 - Wholesale Licenses
 - Pending Licenses
 - All Licenses
 - On-Premises Liquor
 - ▲ On-Premises Wine and Beer
 - On-Premises Beer
 - Off-Premises Liquor
 - ▲ Off-Premises Wine
 - Off-Premises Beer
 - Wholesale
 - Pending
 - ◆ Churches
 - ◆ Schools
 - ◆ Zones
 - Community_Seats
 - Police_Precincts
 - Counties



Disclaimer: The NYS Liquor Authority is not responsible for the accuracy of maps or data obtained from third party sources.

Seasonal Menu

Menu

- Beer battered Fish & Chips \$17.00
- JWF Scotch Egg \$8.00
- JWF Burger (cheddar/lettuce/red onion) \$9.50
- Scotch egg burger (lettuce tartar sauce) \$12.00
- Crispy fish sandwich (lettuce tartar sauce) \$15.00
- Triple cooked chip cone \$6.50

Salads

- Shaved pear, baby arugula, stilton & walnut \$9.00
- Caesar: romaine lettuce, parmesan, croutons \$9.00

Kids Meal Combos (includes meal, chips and drink)

- Mini Fish & Chips \$11.00
- Mini Plain Burger w/Chips \$10.00
- Chicken Fingers or Fish Nuggets \$9.00

Carts (menu examples)

- Breakfast/Coffee
- Assorted muffins & pastries
- Assorted bagels & cream cheese
- Smoothies & Fresh Juice
- Acai Bowls
- Pretzels

Milk Shakes

- Old Fashioned Classics \$6.50
 - Tahitian Vanilla Bean, Double Chocolate, Strawberry
- House Specialities \$7.50
 - Banoffee pie, Sticky toffee pudding
- Seasonal Ice Cream \$7.50

Frozen Drinks

- Lemonade \$5.00
- Add: Strawberry, Raspberry \$1.00
Passionfruit or Mango
- Coffee \$6.00
- Mocha \$6.00

Ice Cream Cones

- Wafer single \$4.50 double \$5.75
- Konary Waffle single \$5.50 double \$6.50

Soda \$2.25

Boxed Water \$3.25

Snacks \$2.00 - \$4.00

(Menu is Subject to Change)

Pier 84 Chip Shop LLC

Seasonal Beverage Menu

Imported Draft Beer \$8

A selection of draft beers imported from the UK
Rotating cask beer selection

Bottled Beer \$7

Domestic & imported bottled beer selections

Wine by the Glass \$9

Selected wines by the glass

White/Red/Rose

Selected sparkling wines by the glass

British Fizz/Prosecco/Champagne/Rose

Specialty Cider Drinks \$12

Bottled Wine Selection

Selection of still and sparkling wine by the bottle

Chilled Sangria by the Glass \$9

Fresh cider/Red & White sangria

Non Alcoholic

Boxed Water/Soda/Iced Tea

Subject: **PIER 84 CHIP SHOP LLC CLASS CHANGE SUMMER RW TO ON PREMISES LIQUOR LICENSE**

Date: 3/11/2021 12:28:59 PM Eastern Standard Time

From: slweissattorney@aol.com

To: rjbenfatto@hyhkalliance.org, pgouris@hyhkalliance.org, kathleentreat123@gmail.com, mcgee79@aol.com, brianscottweber@gmail.com, cberthet@me.com, info@clintonhousing.org, jrestuccia2@clintonhousing.org, rmarcano@clintonhousing.org, eduardozeiger@compuserve.com, mpta@mptenants.com, ashleyll@aol.com, twocatsltd@worldnet.att.net, Rudi_Papiri@timemagazine.com, tangotanner@gmail.com, west45ba@gmail.com, west45ba@gmail.com, chanawid@gmail.com, block45@hellskitchen.net, stephenfanto@gmail.com, AllisonTupper@verizon.net, hudson62747@hotmail.com, aefearshk@earthlink.net, larrymichaelroberts@gmail.com, jamesbogues@gmail.com, mariagnys@aol.com, ecelnik@actorsfund.org, rpimentel@commonground.org, dsage@commonground.org, nkyriacou@yahoo.com, gdclay@att.net, larrymichaelroberts@gmail.com, john.mudd@usa.net, info@hcc-nyc.org, ploeb315@aol.com, west55ba@gmail.com, hk5051@gmail.com, tenants350west51st@gmail.com, rrlarios@hotmail.com, acernitz@gmail.com, awm3333@me.com, jessbondy@aol.com, john.waldman@redcross.org, juliacampanelli@gmail.com

Cc: slweissattorney@aol.com, negonzalez@cb.nyc.gov, ishoffman44@gmail.com

To Whom it May Concern.

Pier 84 Chip Shop LLC ("Hook'd on the Hudson") has been licensed at the Pier 84 location for the previous 2 summer seasons. As part of their ongoing renovation with Hudson River Park Trust, they would like to be a year round operation with a liquor license on the pier. Last year you supported them and they were approved by the community board for a summer liquor license. Unfortunately, due to the pandemic, they were not able to operate with the new license. We are now respectfully asking you again to support my client so that they can secure a full 2 year license and their customers can enjoy outdoor dining year round.

If you wish to speak or meet with them please reach them at (917) 620-2914

Thank you for your consideration.

Thank you and stay safe,

Stacy L. Weiss, PLLC
111 Worth Street, #15M
New York, New York 10013
Cell: (646) 784-5995
Tel: (212) 521-0828

www.stacyweisslaw.com
slweissattorney@aol.com

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3/11/2021

PIER 84 CHIP SHOP LLC CLASS CHANGE SUMMER RW TO ON PREMISES LIQUOR LICENSE

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3/12/2021

Your email has been received

Subject: **Your email has been received**
Date: 3/11/2021 12:29:05 PM Eastern Standard Time
From: mpta@mptenants.com
To: slweissattorney@aol.com

Thank you for your message. We will get back to you as soon as possible.

-MPTA Executive Committee

Subject: **Re: PIER 84 CHIP SHOP LLC CLASS CHANGE SUMMER RW TO ON PREMISES LIQUOR LICENSE**

Date: 3/11/2021 3:24:30 PM Eastern Standard Time

From: kathleentreat123@gmail.com

To: slweissattorney@aol.com

Will do.

Kathleen Treat, Chair

Hell's Kitchen Neighborhood Association

On Thu, Mar 11, 2021 at 12:28 PM Stacy L. Weiss <slweissattorney@aol.com> wrote:
To Whom it May Concern.

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Thank you for your consideration.

Thank you and stay safe,

Stacy L. Weiss, PLLC
111 Worth Street, #15M
New York, New York 10013
Cell: (646) 784-5995
Tel: (212) 521-0828

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slweissattorney@aol.com

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UPSILON ENTERTAINMENT GROUP, LLC

HUDSON RIVER PARK TRUST PIER 84
INDOOR / OUTDOOR SEASONAL CAFE

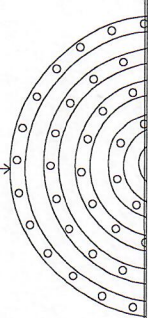
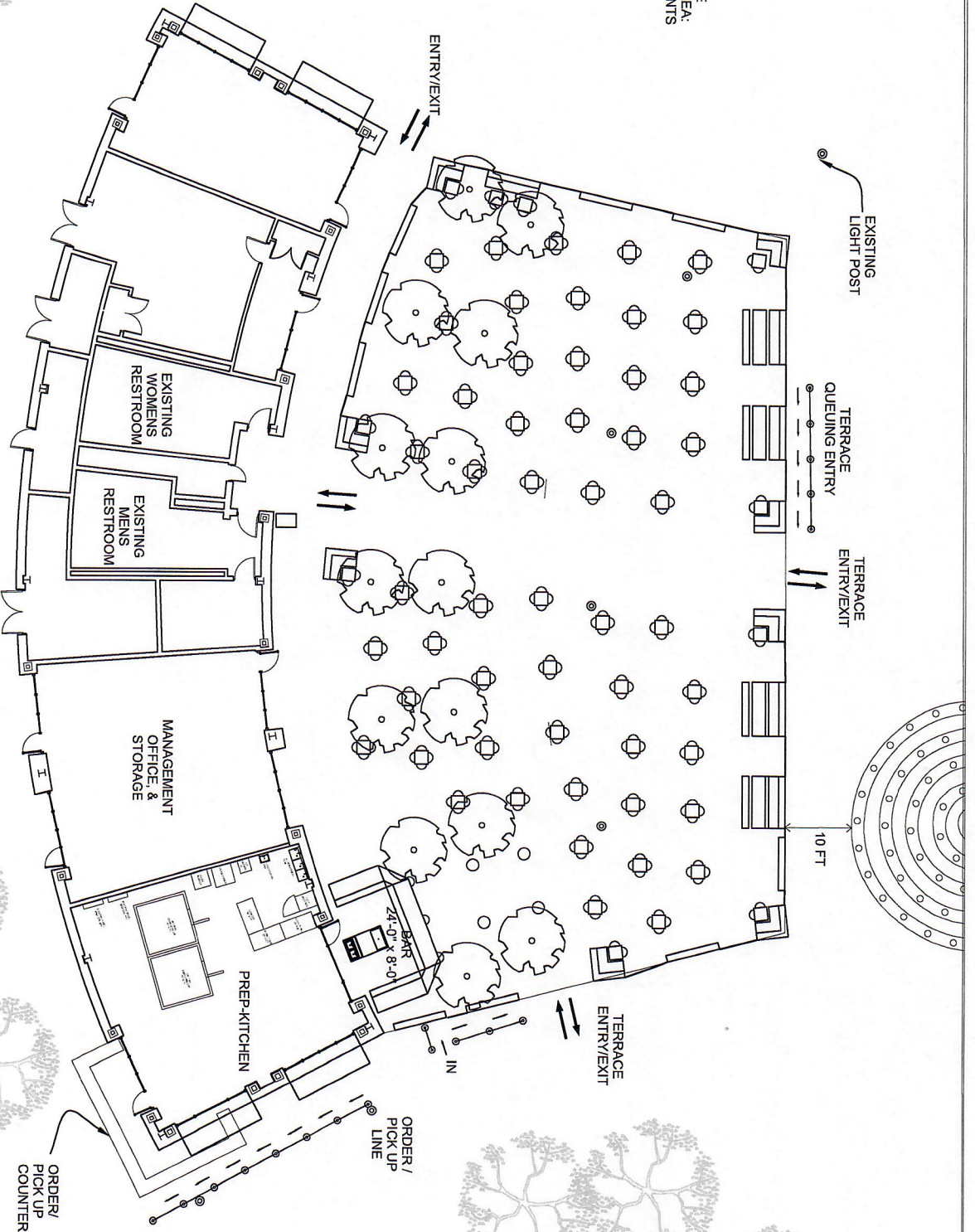
PROPOSED OUTDOOR
SEATING LAYOUT
SUMMER 2020

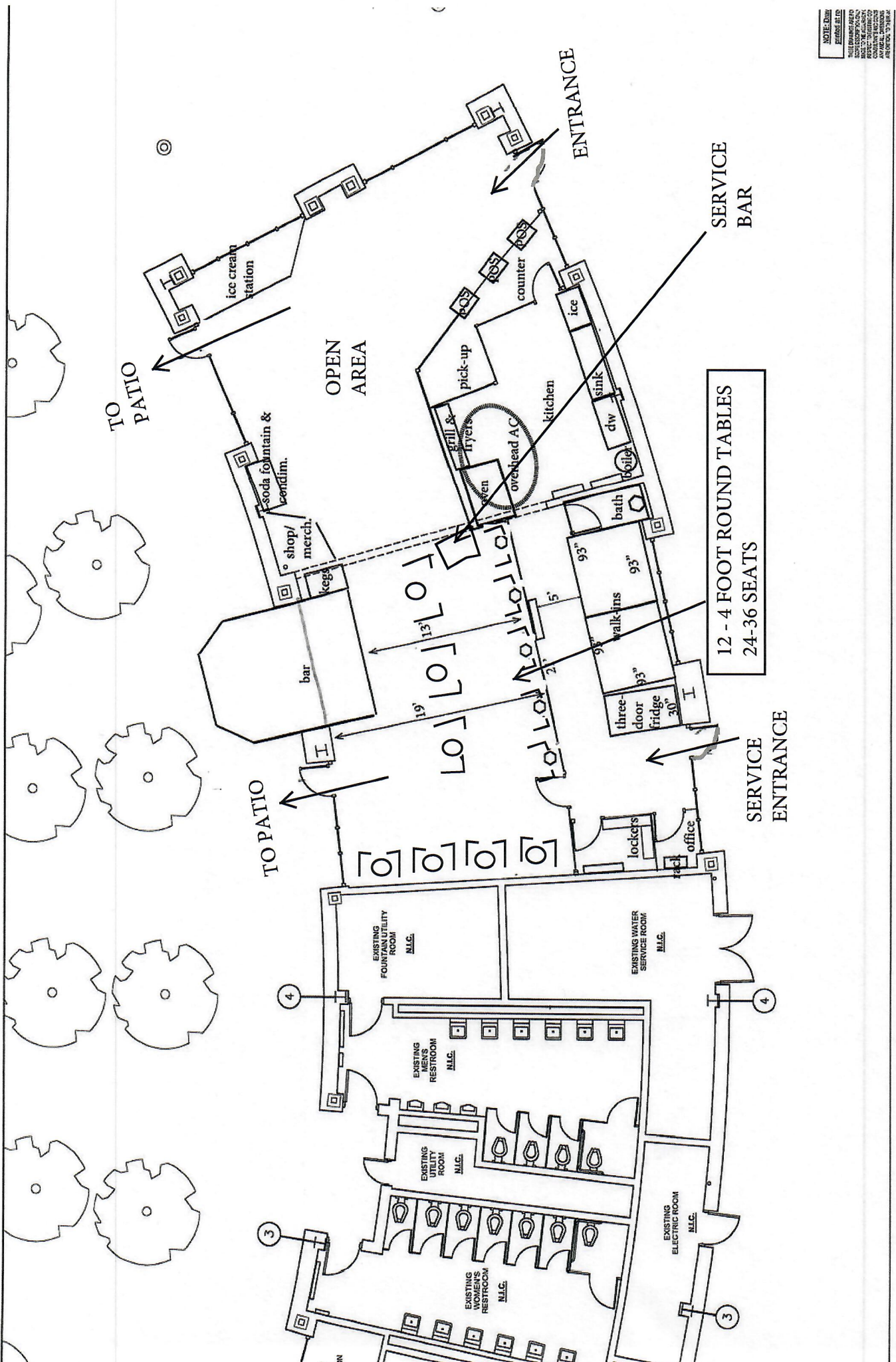
TGA
PROJECT #
1907



A001B

05/12/2020





Client: PARK TRUST

Project: PIER 84, HUDSON RIVER PARK - TEMP. STRUCTURES

Project Architect/Engineer: STEVE LAROSCCA, P.A.

Discipline Lead: JASON LAROSCCA, P.A.

Designer: JASON LAROSCCA, P.A.

Drawn By: LEONARDO TEJEDA

Checked By: STEVE LAROSCCA, P.A.

Date: 12/30/2019

LCA Proj. No.: 1901

Map Plan: Block #117, Lot #1

Revision Table:

No.	Date	Revision
1	12/30/2019	DOCS SUBMISSION
2	12/30/2019	3D SUBMISSION

Sheet No: A0

Sheets in Project: 1

Scale:

