THE CITY OF NEW YORK
MANHATTAN COMMUNITY BOARD 3
59 East 4th Street - New York, NY 10003
Phone: (212) 533-5300 - Fax: (212) 533-3659
www.cb3manhattan.org - info@cb3manhattan.org

Gigi Li, Board Chair

Susan Stetzer, District Manager

# Community Board 3 Liquor License Application Questionnaire

**Please bring the following items to the meeting:**

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

- ☐ Photographs of the inside and outside of the premise.
- ☐ Schematics, floor plans or architectural drawings of the inside of the premise.
- ☐ A proposed food and or drink menu.
- ☐ 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: http://www.nyc.gov/html/mancb3/html/communitygroups/community_group_listings.shtml
- ☐ Photographs of proof of conspicuous posting of meeting with newspaper showing date.
- ☐ If applicant has been or is licensed anywhere in City, letter from applicable community board indicating history of complaints and other comments.

Check which you are applying for:

☒ new liquor license (Transfer application) ☐ 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:** August 1, 2014

**If applying for sale of assets, you must bring letter from current owner confirming that you are buying business or have the seller come with you to the meeting.**

Is location currently licensed? ☒ Yes ☐ No Type of license: On-Premises Liquor

If alteration, describe nature of alteration: N/A

Previous or current use of the location: Cocktail Bar

Corporation and trade name of current license: Milk & Honey Cocktail Bar, Inc.

**APPLICANT:**

Premise address: 134 Eldridge Street, New York, NY 10002

Cross streets: Grand Street & Delancey Street

Name of applicant and all principals: Attaboy Cocktails LLC

Samuel J. Ross & Michael Mcilroy

Trade name (DBA): N/A

**PREMISE:**

Type of building and number of floors: 5 Story attached brick building.

Will any outside area or sidewalk cafe be used for the sale or consumption of alcoholic beverages? *(includes roof & yard)* ☐ Yes ☒ No If Yes, describe and show on diagram: _____

Does premise have a valid Certificate of Occupancy and all appropriate permits, including for any back or side yard use? ☒ Yes ☐ No What is maximum NUMBER of people permitted? _____

Do you plan to apply for Public Assembly permit? ☐ Yes ☒ No

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:**

Will any other business besides food or alcohol service be conducted at premise? ☐ Yes ☒ No

If yes, please describe what type: N/A

What are the proposed days/hours of operation? (Specify days and hours each day and hours of outdoor space) 6PM-4AM Seven days a week.

Number of tables? 3 Number of seats at tables? 18

How many stand-up bars/ bar seats are located on the premise? 1 bar with 10 stools

(A **stand up bar** is any bar or counter (whether with seating or not) over which a patron can order, pay for and receive an alcoholic beverage)

Describe all bars (length, shape and location): _____

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

What are the hours kitchen will be open? Food Prep, food available all open hours.

Will a manager or principal always be on site? ☒ Yes ☐ No If yes, which? Principle.

How many employees will there be? 8 employees

Do you have or plan to install ☐ French doors ☐ accordion doors or ☐ windows? No.

Will there be TVs/monitors? ☐ Yes ☒ No (If Yes, how many?) N/A

Will premise have music? ☒ Yes ☐ No

If Yes, what type of music? ☐ Live musician ☐ DJ ☐ Juke box ☒ Tapes/CDs/iPod

If other type, please describe _____

What will be the music volume? ☒ Background (quiet) ☐ Entertainment level

Please describe your sound system: 4 small ceiling 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. N/A

_____

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.")

Please see attached.

Will there be security personnel? ☐ Yes ☒ No (If Yes, how many and when) _____

_____

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

Do you ☒ have or ☐ plan to install sound-proofing?

**APPLICANT HISTORY:**

Has this corporation or any principal been licensed previously? ☐ Yes ☒ No

If yes, please indicate name of establishment: N/A

Address: N/A Community Board #_____

Dates of operation: _____

**If you answered "Yes" to the above question, please provide a letter from the community board indicating history of complaints or other comments.**

Has any principal had work experience similar to the proposed business? ☒ Yes ☐ No If Yes, please attach explanation of experience or resume. Please see attached resumes.

Does any principal have other businesses in this area? ☐ Yes ☒ No If Yes, please give trade name and describe type of business _____

Has any principal had SLA reports or action within the past 3 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 **B**ar, **R**estaurant, 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? 1

How many On-Premise (OP) liquor licenses are within 500 feet? 13

Is premise within 200 feet 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. 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. ☒ I agree to close any doors and windows at 10:00 P.M. every night?
2. ☒ I will not have ☒ DJs, ☒ live music, ☒ promoted events, ☒ any event at which a cover fee is charged, ☒ scheduled performances, ☐ more than ____ DJs/ promoted events per ____, ☐ more than ____ private parties per ____
3. ☒ I will play ambient recorded background music only.
4. ☒ I will not apply for an alteration to the method of operation agreed to by this stipulation without first coming before CB 3.
5. ☐ I will not seek a change in class to a full on-premise liquor license. Or ☐ my business plan is to seek an upgrade at a later date.
6. ☒ I will not participate in pub crawls or have party buses come to my establishment.
7. ☒ I will not have a happy hour. Or ☐ Happy hour will end by _____.
8. ☒ I will not have wait lines outside. ☐ There will be a staff person outside to monitor sidewalk crowds and ensure no loitering.
9. ☒ Residents may contact the manager/owner at the following phone number. Any complaints will be addressed immediately and I will revisit the above-stated method of operation if necessary in order to minimize my establishment's impact on my neighbors.

## Page 3: Plan to manage vehicular traffic and crowds:

One of the applicant's staff will be responsible for monitoring the outside space, to minimize the establishment's impact on their neighbors. This has not been an issue with this premises.

# 134 Eldridge Street

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

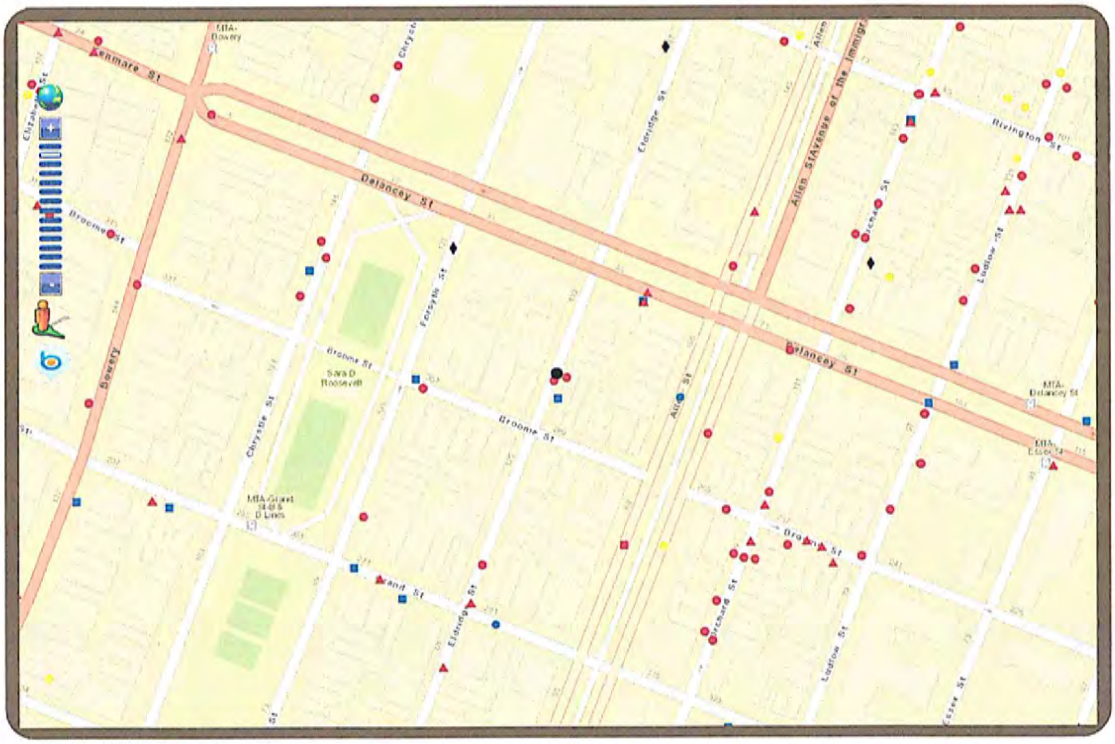
Schools

Zones

Community_Boards

Police_Precincts

Counties




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

August 1, 2014

# Proximity Report for Location:

August 1, 2014

134 ELDRIDGE ST, New York, 10002

* This report is for informational purposes only in aid of identifying establishments potentially subject to 500 and 200 foot rules. Distances are approximated using industry standard GIS techniques and do not reflect actual distances between points of entry. The NYS Liquor Authority makes no representation as to the accuracy of the information and disclaims any liability for errors.

## Closest Liquor Stores

| Name | Address | Approx. Distance |
|---|---|---|
| KK & HZ LLC | 101 ALLEN ST | 235 ft |
| OCEAN WINE & SPIRIT INC | 297 GRAND ST | 485 ft |
| DELANCEY WINE INC | 41 ESSEX ST | 1140 ft |
| WINE O INC | 171 ELIZABETH ST | 1170 ft |
| R & S 49 LIQUOR CORP | 49 CHRYSTIE ST | 1180 ft |
| ELIZABETH ST WINE & LIQUOR STORE INC | 86 ELIZABETH ST | 1190 ft |
| FLYNN MCCLURE INC | 100 STANTON ST | 1270 ft |

## Churches within 500 Feet

| Name | Approx. Distance |
|---|---|
| Seventh Day Adventist Church of Union Square | 305 ft |

## Schools within 500 Feet

| Name | Address | Approx. Distance |
|---|---|---|

## On-Premise Licenses within 750 Feet

| Name | Address | Approx. Distance |
|---|---|---|
| SECOND NATURE NYC LLC | 132A ELDRIDGE ST | 15 ft |
| MILK & HONEY INC | 134 ELDRIDGE ST | 20 ft |
| LA GENTE LLC | 303 305 BROOME ST | 250 ft |
| CONGEE VILLAGE INC | 100 ALLEN ST | 305 ft |
| L E S VIXENS INC | 105 107 ELDRIDGE ST | 385 ft |
| HILL AND DALE RESTAURANT GROUP LLC | 115 ALLEN ST | 390 ft |
| XLR8 LLC | 266 BROOME ST | 405 ft |
| BARNORTH GROUP LLC | 77 DELANCEY ST | 440 ft |
| MONTORONE INC | 100B FORSYTH STREET | 450 ft |
| FUZZY WUZZY LLC, THE | 96 ORCHARD ST | 455 ft |
| SAIGONNYC LTD | 85 ORCHARD ST UNIT B | 475 ft |
| ORCHARD 85 CORP | 85 ORCHARD STREET | 475 ft |
| SAIGON SHACK CORP | 139 CHRYSTIE ST | 485 ft |
| TWO BIKES LLC | 85 ORCHARD STREET | 490 ft |
| TLS CHRYSTIE LLC | 131 CHRYSTIE ST BASEMENT STORE | 505 ft |
| FAYS RESTAURANT & BAR INC | 141 CHRYSTIE STREET | 505 ft |
| COMPAS GROUP NEW YORK LLC | 86 ORCHARD STREET | 510 ft |

| Name | Address | Approx. Distance |
|---|---|---|
| GRAZ RESTAURANT LLC | 79 ORCHARD STREET | 520 ft |
| BARRIO CHINO LLC | 253 BROOME STREET | 540 ft |
| NIKKI MAX ENTERPRISES LLC | 75 ORCHARD STREET | 555 ft |
| 120 ORCHARD LLC | 120 ORCHARD STREET | 565 ft |
| NORMAN'S CAY GROUP LLC | 74 ORCHARD ST | 580 ft |
| SAMMY SCHMUL INC | 155 157 CHRYSTIE STREET | 620 ft |
| ALPHA 129 REST LLC | 127 129 ORCHARD STREET | 620 ft |
| FOURTHGEN LLC | 127 ORCHARD ST | 635 ft |
| DIXON PLACE LLC | 161 CHRYSTIE ST | 645 ft |
| L E S RESTAURANT CORP | 81 LUDLOW ST AKA 246 BROOME ST | 665 ft |
| CDT LUDLOW INC | 87 LUDLOW ST | 675 ft |
| 131 ORCHARD STREET RESTAURANT LLC | 131 ORCHARD ST | 685 ft |
| 93 LUDLOW ST INC | 95 DELANCEY ST | 690 ft |
| AMBER AVALON CORP, THE | 92 LUDLOW STREET | 700 ft |

## Pending Licenses within 750 Feet

| Name | Address | Approx. Distance |
|---|---|---|
| BIG CANDY LLC | 86 ALLEN ST | 380 ft |
| BIRDS AND BUBBLES NYC LLC | 100B FORSYTH ST | 395 ft |
| LOWER EAST SIDE TENEMENT MUSEUM | 103 ORCHARD ST | 435 ft |
| ULLI BAR CORP | 120 ORCHARD ST | 650 ft |

## Unmapped licenses within zipcode of report location

| Name | Address |
|---|---|

# Attaboy

## Bites

(All served with baguette)

### Cheese - $3

Cow

Morbier – France

*Layer of vegetable ash / strong aroma / semi firm / nutty*

Tallegio – Italy

*Strong aroma / mild flavor / fruity tang*

Mahon – Spain

*Paprika rub / crumbly / salt / high acidity*

Goat

Chevre du Poitou – France

*Bloomy rind / creamy / sweet / grassy / earthy*

Sheep

Fromage D'Affinios – France

*Soft ripened / creamy / mild / sweet / rich*

Castillo – Spain

*Rich / mature / semi-firm / piquant bite*

Roquefort – France

*Strong / salty / blue / wonderful*

### Charcuterie - $3

Fra mani "sopressata"

Fra mani "gentile"

Fra mani "nostrano"
$2

Armandino Batali's hot sopressata

Armandino Batali's mole

Armandino Batali's guanciale

Duck prosciutto

Mixed olives - $5

Mixed nuts - $5

Bazzini's pretzel & mustard

# Attaboy

## Cocktails

### Highballs

Dark 'n Stormy

*Bermudan Rum, fresh ginger, lime & club soda*

Late Night Reviver

*Gin, Fernet Branca, fresh ginger, lime & club soda*

El Cabayo Blanco

*Tequila, Mezcal, fresh pineapple, ginger, lime & bitters*

Southern Buck

*Bourbon, cucumber, fresh ginger, lime & club soda*

### Swizzles

Sherry Cobbler

*Amontillado Sherry, fresh lemon & berries*

Queen's Park Swizzle

*Rum, fresh mint, lime & bitters*

Seasonal Fix

*Gin, rum, vodka or tequila, served with fresh lemon over muddled seasonal fruit*

### Negroni & the like

Classic Negroni

*Gin, sweet vermouth & Campari, rocks, orange twist*

White Negroni

*Gin, Aveze (bitter gentian), bianco vermouth, rocks, grapefruit twist*

Harajuku

*Hibiki Japanese Whiskey, Gran Classico, Byrrh Quinquina & Chocolate bitters*

Kingston Negroni

*Smith + Cross Jamaican Rum, Gran Classico, sweet vermouth, rocks, orange twist*

Remember the Alimony

*Gin, Cynar & Fino Sherry, rocks, orange twist*

# Attaboy

## Cocktails

### Not Wallflower's

Penicillin

*Scotch, fresh lemon, ginger, honey, Islay float*

Tommy's #2

*Tequila and/or Mezcal, lime, orange & agave*

Jungle Bird

*Black Strap Rum, fresh pineapple, lime & Campari*

### Brown & Boozy

Bee Keeper

*Bourbon, honey, absinthe & bitters, lemon twist*

Double Barrel

*Rye, sweet & dry vermouths, bitters, rocks, lemon twist*

Don't Mind if I Do Julep

*Applejack, bourbon, mint, canne syrup, crushed ice*

Good Friday

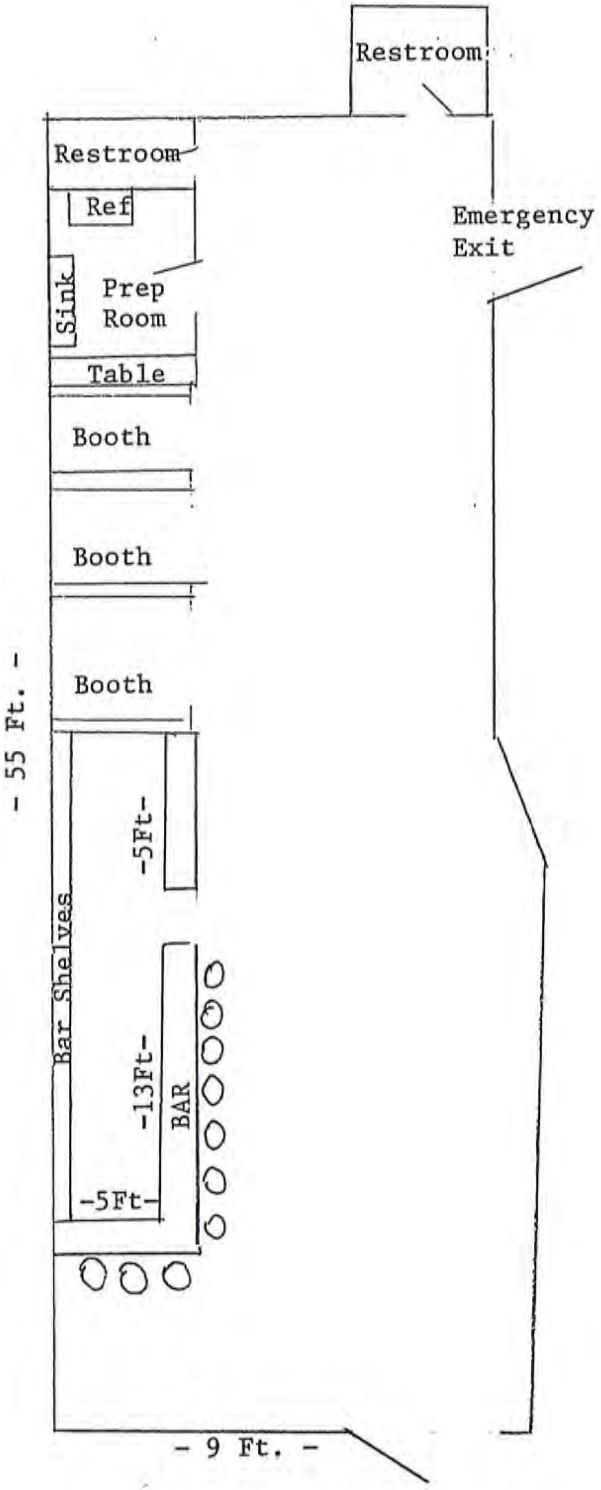
Cognac, sweet & dry vermouths, bitters, rocks, lemon twist

Toronto Redux

Rye, Angostura Amaro, orange bitters, lemon twist

Coffee House

Rye, coffee liqueur, orange bitters, rocks, lemon twist




Attaboy Cocktails LLC
134 Eldridge Street
New York, NY 10002
**Interior Diagram**

# SAM ROSS

213 Van Brunt St, 2nd Floor, Brooklyn, NY 11231 | | C: 646-530-3976 | samueljoelross@gmail.com

## Executive Summary

Working in the hospitality industry since the age of 16, starting from the bottom and working my way up. Accomplished Manager with extensive experience in front-of-house and back-of-house operations. Proven ability to cut costs and decrease staff turnover. Large emphasis on training.

## Core Qualifications

- Operations management
- Staff development
- Policy/program development
- Policy/program development
- Supervision and training
- Inventory control

## Professional Experience

**Bar Manager** — Dec 2004 to Jul 2014
**Milk & Honey** - New York City, NY
Ran arguably the most influential cocktail bar in the world for a decade.

**Bartender** — Apr 2005 to Dec 2013
**Little Branch** - New York City, NY

**Bartender** — Sep 2005 to Sep 2007
**Pegu Club** - New York City, NY
Opening bar team

**Head Bartender** — Dec 2004 to Dec 2005
**East Side Co. Bar** - New York City, NY
Opening bar team

## Affiliations

Consulting Projects:
Comme Ca - Los Angeles & Las Vegas
Hinoki & the Bird - Los Angeles
Noble Experiment - San Diego

## Awards

**Nominated International Bartender of the Year**
Tales of the Cocktail - 2009 '10 '11 '12
**Won American Bartender of the Year**
Tales of the Cocktail - 2011
**Starchefs Rising Star** - 2009

## References

Sasha Petraske - Milk & Honey
212-470-8782
Joseph Schwartz - Little Branch
646-299-0259
David Myers - Comme Ca & Hinoki
310-804-1567

# MICHAEL MCILROY

545 EAST 12TH ST
APT 1A
MANHATTAN, 10009

MR.MCILROY@GMAIL.COM

## SUMMARY

Working in the hospitality industry since the age of 16. Started in Belfast making coffee and bar backing to become an accomplished bartender known internationally. Experience in both Back of House and Front of House operations, staff training and development.

## EXPERIENCE

***Head Bartender*: Milk and Honey - January 2005 - Present Day**

**I ran what is regarded as the most important and influential cocktail bar in the world. in charge of staff training and development.**

***Bartender*: Little Branch - January 2005 December 2010**

**Helped with everyday bartending duties.**

***Bartender*: East Side Company January 2005 - December 2008**

**Helped with everyday bartending duties.**

## AFFILIATIONS

**THE MERCHANT HOTEL, BELFAST**
**THE BLIND PIG, MANILA**
**THE EVERLEIGH, MELBOURNE**
**RAINES LAW ROOM, NEW YORK CITY**

## AWARDS

**Worlds Best Bar (Tales of the Cocktail) 2008**
**Worlds Best Bar (Tales of the Cocktail) 2010**
**Nominated Worlds Best Bartender (Tales of the Cocktail 2009,2010)**

## REFERENCES

Sasha Petraske % Milk and Honey
212-470-8782

Joseph Schwartz % Little Branch
646-299-0259

Michael Madrusan % the Everleigh
michaelmadrusan@gmail.com

Andrew Escaler % The Blind Pig
andrew@blingpig.ph

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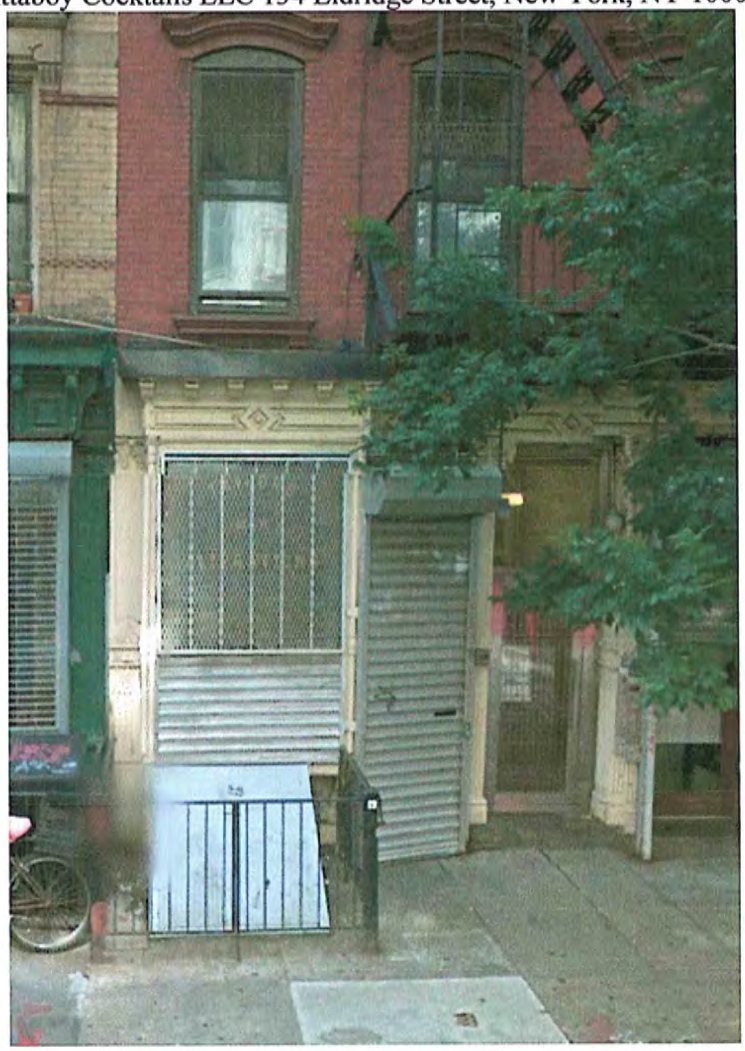

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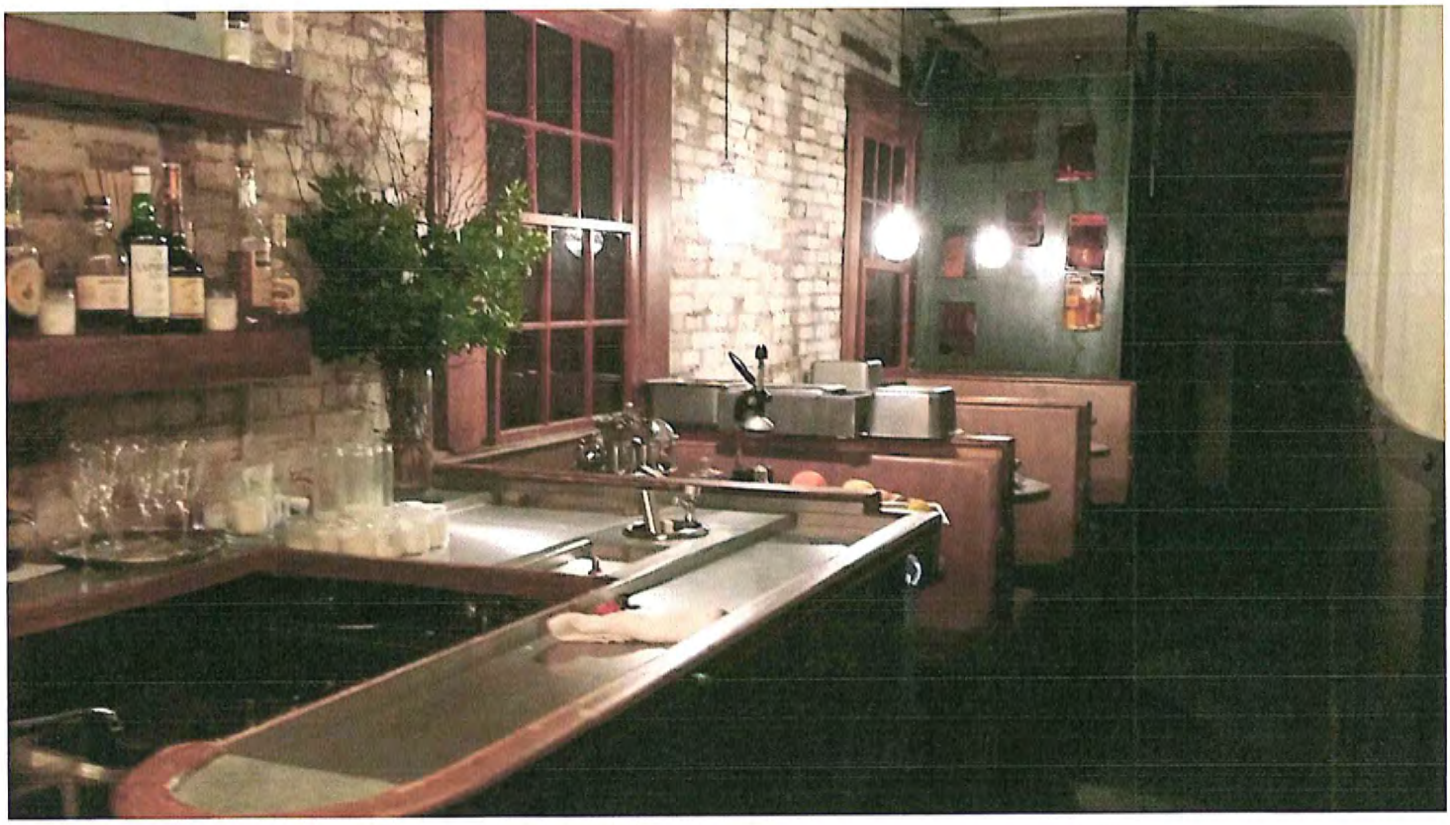

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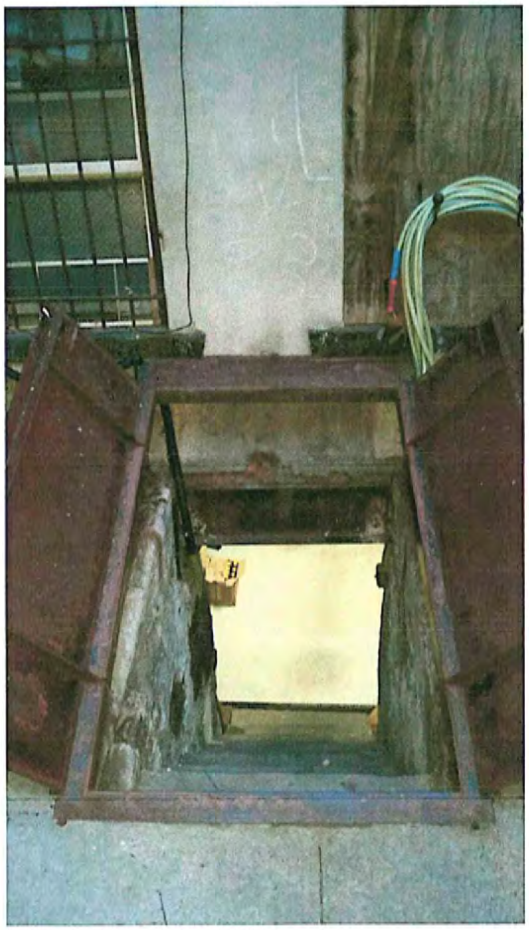
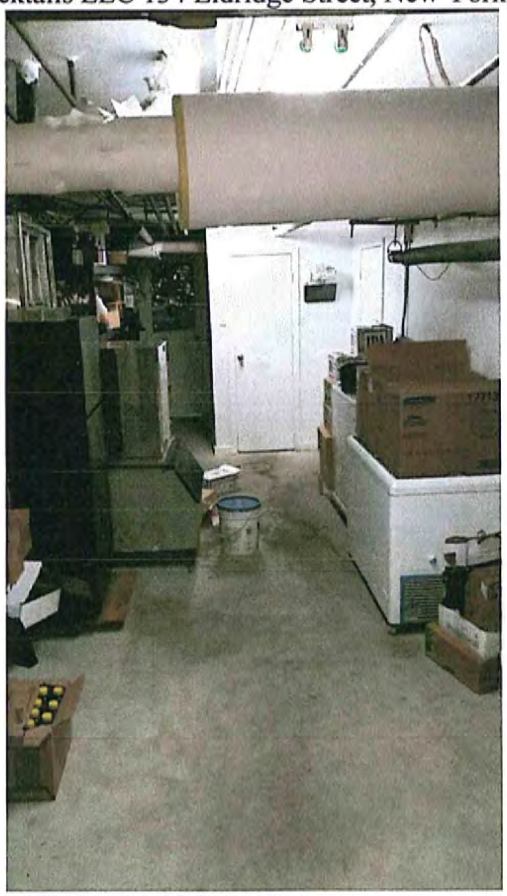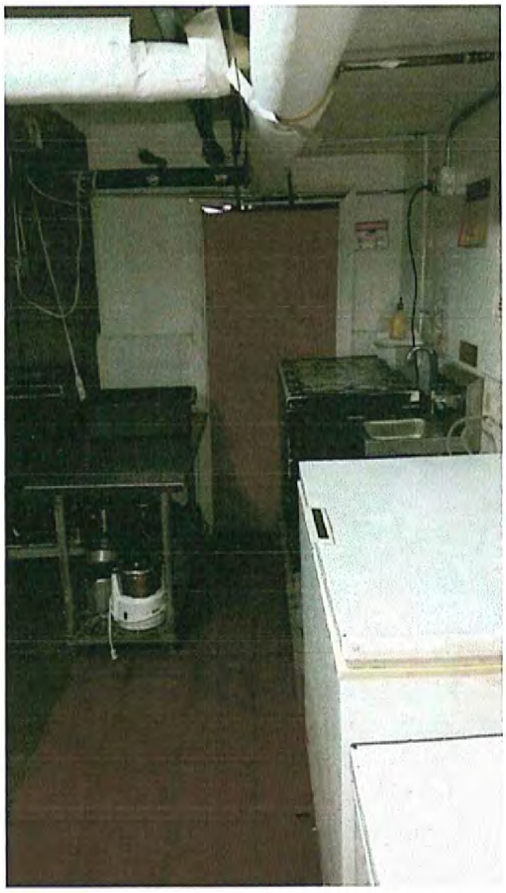
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