



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.
Notice of proposed business to block or tenant association if one exists.
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 **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? 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

- Wholesale

#### Pending Licenses

- Pending

#### 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

- ◆ Churches

#### Schools

- ◆ Schools

#### Zones

- Zones

#### Community\_Boards

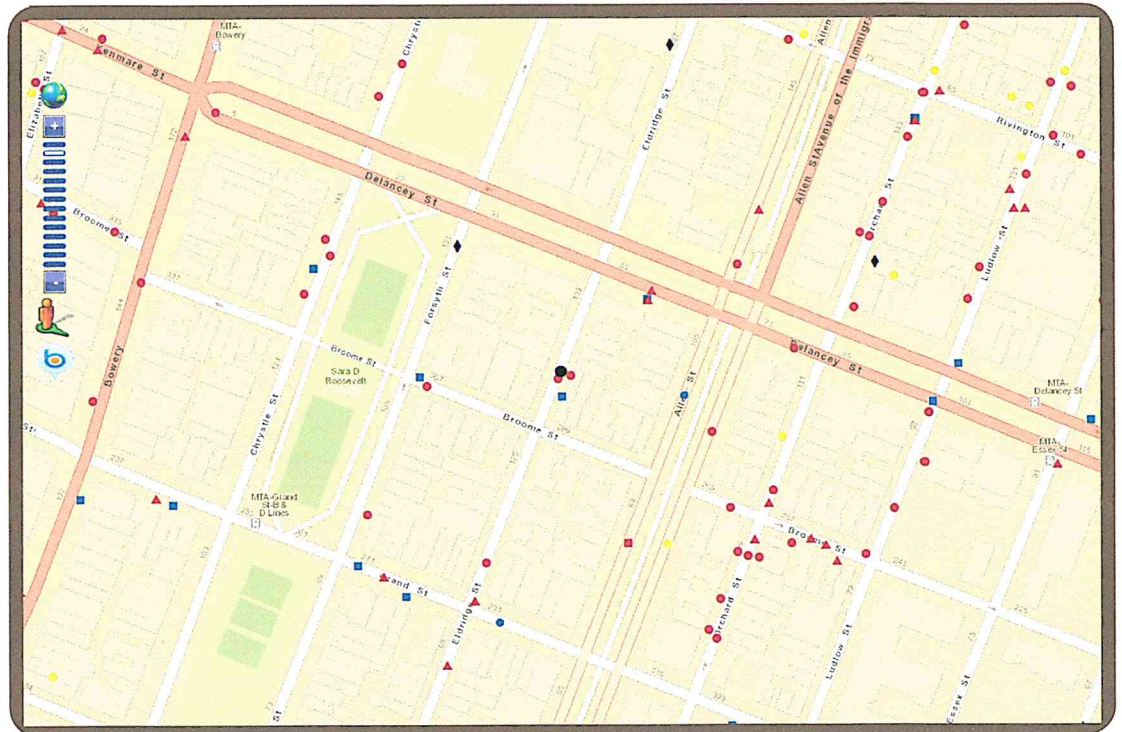
- Community\_Boards

#### Police\_Precincts

- Police\_Precincts

#### Counties

- Counties



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



## 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
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### 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
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# 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”

Mixed olives - \$5

Fra mani “gentile”

Mixed nuts - \$5

Fra mani “nostrano”

Bazzini’s pretzel & mustard

\$2

Armandino Batali’s hot sopressata

Armandino Batali’s mole

Armandino Batali’s guanciale

Duck prosciutto

# 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, Azeze (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, cane syrup, crushed ice*

Good Friday

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

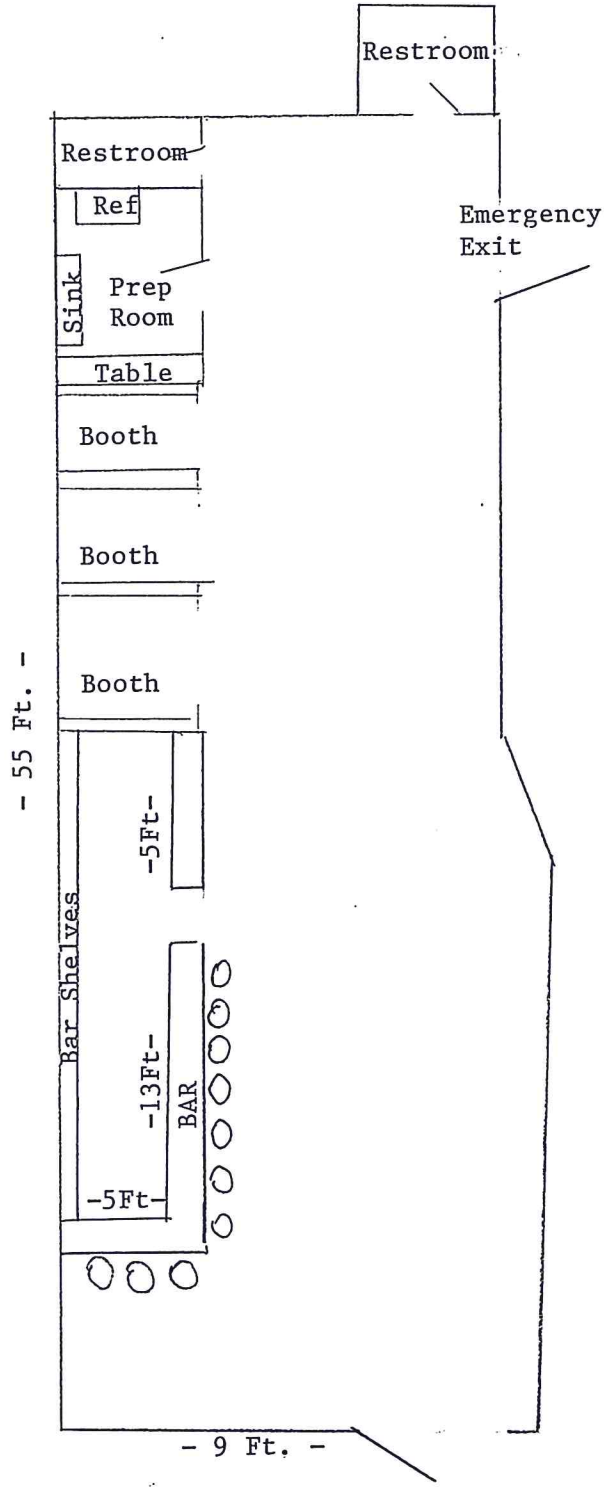
Toronto Redux

*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

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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

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

## Professional Experience

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<b>Bar Manager</b> <b>Milk &amp; Honey</b> - New York City, NY Ran arguably the most influential cocktail bar in the world for a decade.	Dec 2004 to Jul 2014
<b>Bartender</b> <b>Little Branch</b> - New York City, NY	Apr 2005 to Dec 2013
<b>Bartender</b> <b>Pegu Club</b> - New York City, NY Opening bar team	Sep 2005 to Sep 2007
<b>Head Bartender</b> <b>East Side Co. Bar</b> - New York City, NY Opening bar team	Dec 2004 to Dec 2005

## Affiliations

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

## Awards

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**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

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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](mailto:michaelmadrusan@gmail.com)

Andrew Escaler % The Blind Pig  
[andrew@blingpig.ph](mailto:andrew@blingpig.ph)



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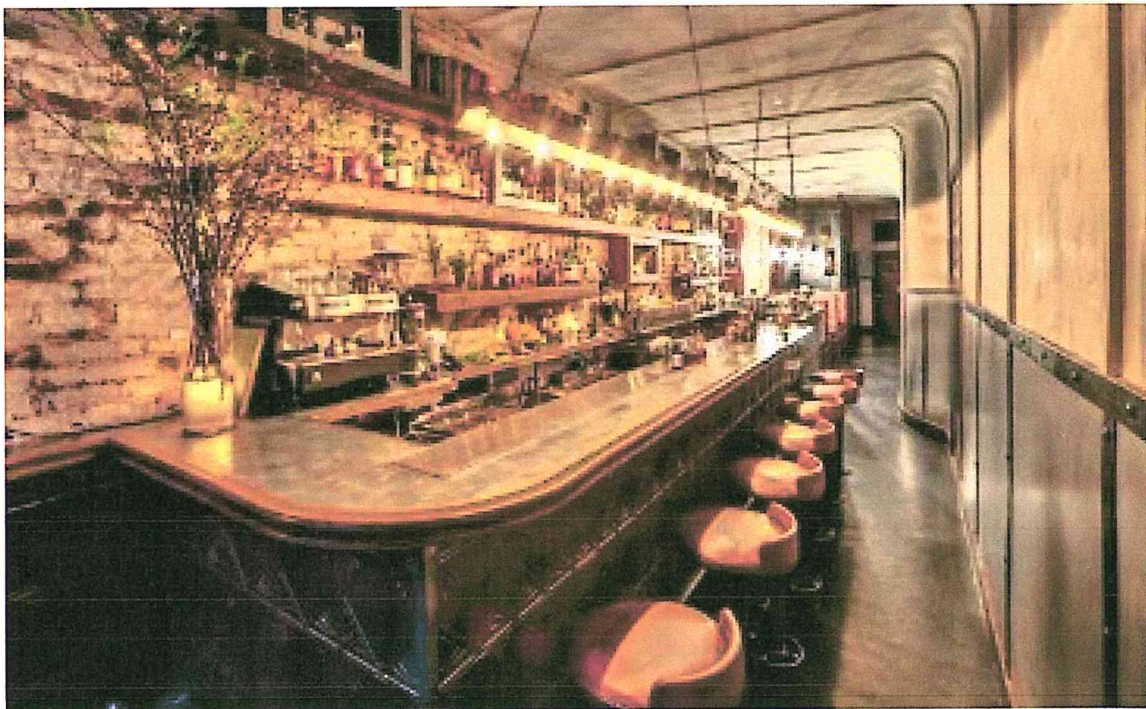
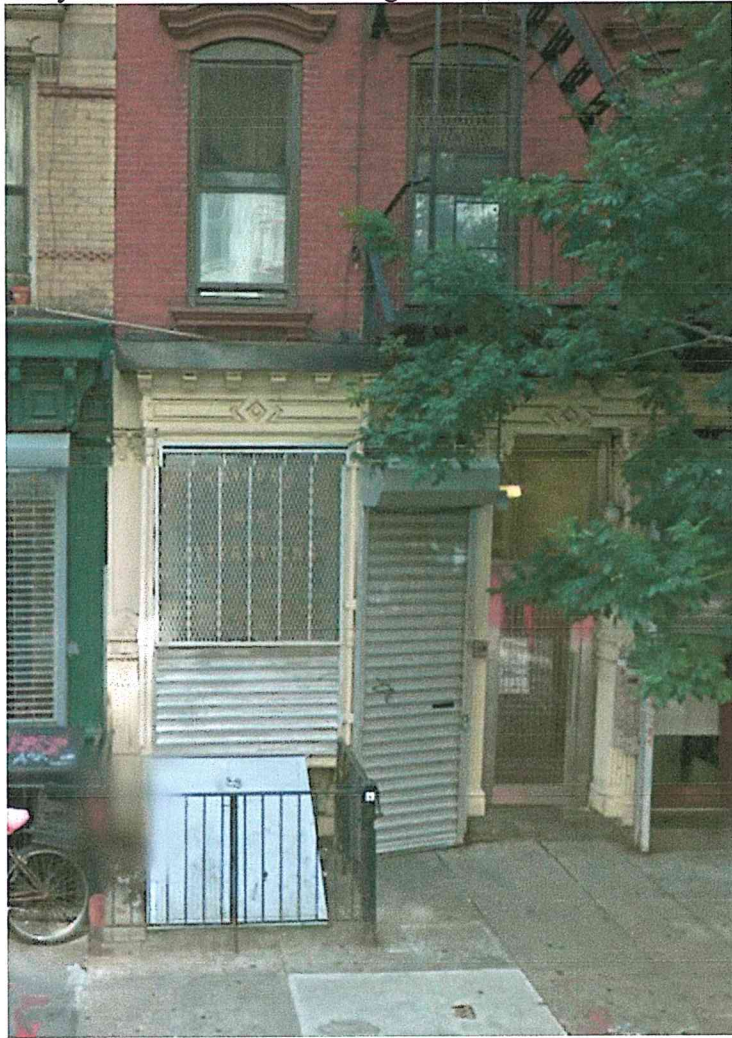




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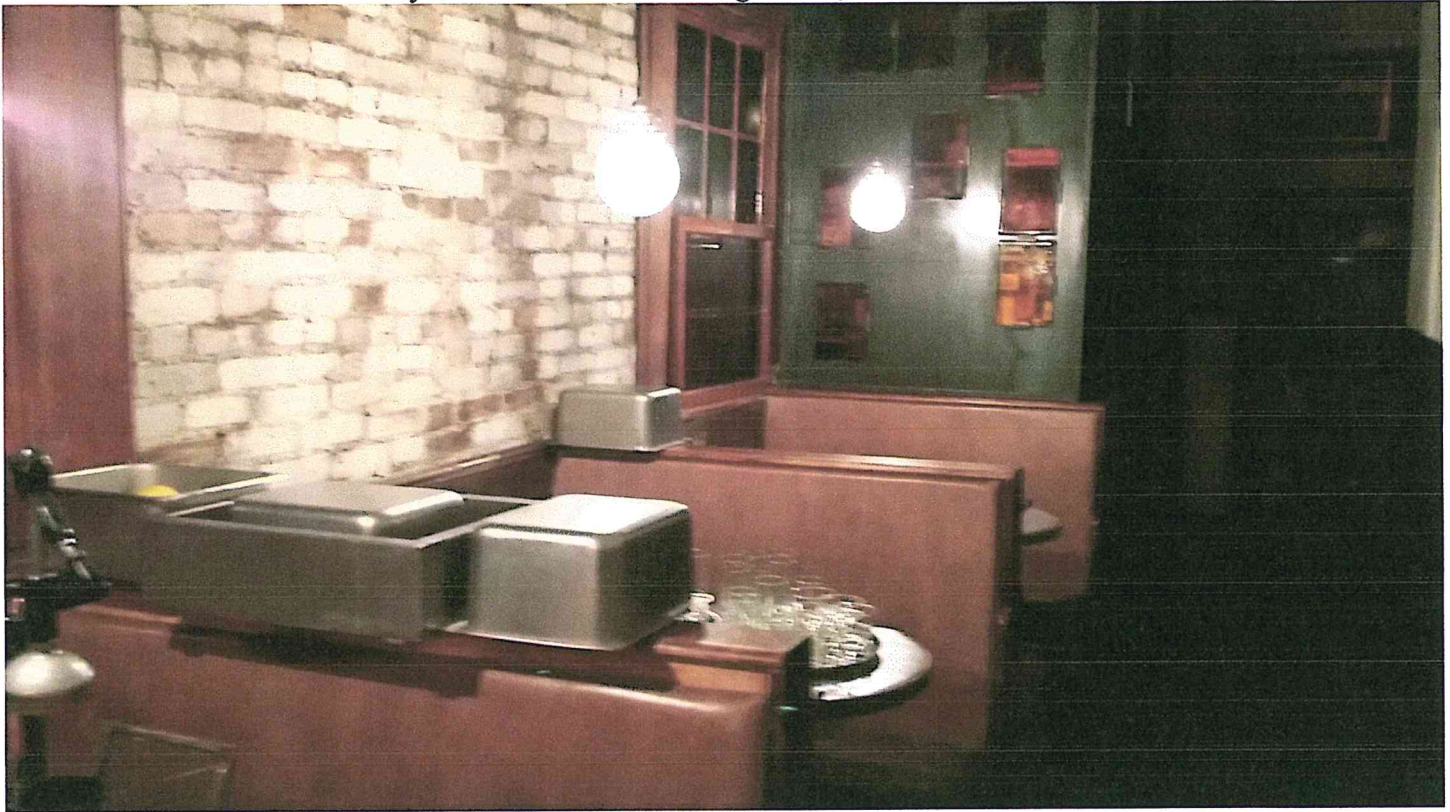






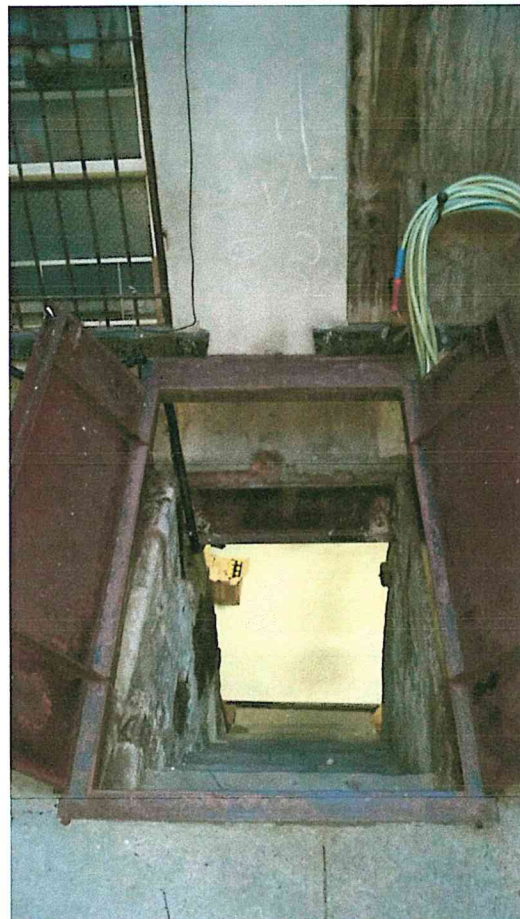


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