

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 your proposed location. Petition must give proposed hours and method of operation. For example: restaurant, sports bar, combination restaurant/bar. (petition provided)
- Letter of notice of proposed business to block or tenant association if one exists. E-mail the CB3 office at **info@cb3manhattan.org** for help to find block associations.
- 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 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: 4/1/2013

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.

Type of license: On Premise. Full liquor Is location currently licensed? Yes No (Pending renewal)

If alteration, describe nature of alteration: _____

Previous or current use of the location: _____

Corporation and trade name of current license: _____

APPLICANT:

Premise address: 13 1st Avenue aka 72 East 1st Street

Cross streets: 1st Avenue and East 1st Street

Name of applicant and all principals: Gregory Boehm

Trade name (DBA): Golden Cadillac

PREMISE:

Type of building and number of floors: Mixed use with 5 floors

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 certificate
of occupancy for back or side yard intended for commercial use? Yes No

Indoor Certificate of Occupancy 74 Outdoor Certificate of Occupancy N/A
(fill in maximum NUMBER of people permitted)

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

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

R8XC6-2A

Is this premise wheel chair accessible? Yes No

PROPOSED METHOD OF OPERATION:

What type of establishment will this be (i.e.: restaurant, bar, performance space, club, hotel)?

Restaurant with bar

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

If yes, please describe what type: _____

What are the proposed days/hours of operation? (Specify days and hours each day and hours of
outdoor space) Open Monday - Friday from 5pm-4am. From

12pm-4am on Saturday and Sunday.

Number of tables? 17 Number of seats at tables? 50

How many stand-up bars/ bar seats are located on the premise? One

(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) 5 feet from entrance. Rectangular. 12

Describe all bars (length, shape and location): feet long.

Any food counters? Yes No If Yes, describe: _____

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

See attachment.

What are the hours kitchen will be open? Open til 3am everyday

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

How many employees will there be? 15 approximately

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

Will you agree to close any doors and windows at 10:00 P.M. every night? Yes No

Will there be TVs/monitors? Yes No (If Yes, how many?) _____

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: Bose Speaker System. Ambient.

Will you host promoted events, scheduled performances or any event at which a cover fee is charged? If Yes, what type of events or performances are proposed? _____

No.

How do you plan to manage vehicular traffic and crowds on the sidewalk caused by your establishment? Please attach plans. Personal agreement with parking lot on Ludlow and Essex. Manager will direct traffic.

Will there be security personnel? Yes No (If Yes, how many and when) _____
One security person on premises daily.

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

We have security personal who will handle outside traffic every day.

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: _____

Address: _____ 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.

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? _____ 8

How many licensed establishments are within 500 feet? _____ 8

Is premise within a 500 foot radius of 3 or more establishments with OP licenses? Yes No

How many On-Premise (OP) liquor licenses are within 500 feet? _____ 12

Is premise within 200 feet of any school or place of worship? Yes No

If there is a school or place of worship within 200 feet of your premise on the same block, submit a block plot diagram or area map showing its location in proximity to your premise and indicate the distance and name and address of the school or house of worship.

COMMUNITY OUTREACH:

If there are block associations or tenant associations in the immediate vicinity of your location, you must contact them. **Please attach proof (copies of letters and poster) that you have advised these groups of your application with sufficient time for them to respond to your notice.** You may contact the Community Board at info@cb3manhattan.org for any contact information.

Please 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).

EPsteins OP
Links BW
Hotel-Blue Ribbon OP
Rockwood OP
Pala OP

OP Mezzetto
 OP Mole
 BW Los Peros Locos

Houston St

One and one OP
Euchan OP
Sultra OP
Lucky Chags OP

1st Avenue

OP Boca Chica 13 1st Ave
 OP La Linea
 OP Little Frankie

OP DBA



Golden Cadillac

FOOD & DRINK

RESTAURANT PROPOSAL

04.01.2013

LOCATION

13 1ST AVE., NEW YORK, NY 10003

OPERATOR PROFILES

FRANCIS DERBY

Francis Derby started his career as a 14-year-old line cook at his uncle's Varney's Restaurant, a local seafood restaurant adored by the locals. Two years later, Derby was working as a line cook at the Bellport Restaurant on Long Island. He became sous chef after six years of dedication under the tutelage of his mentor, Chef Taylor Alonzo.

In 2001, Derby made the move to Manhattan to work at Atlas Restaurant, which at the time was the New York starting point for Chef Paul Liebrant. In 2003, he was part of the opening team of wd~50 under Chef Wylie Dufresne, going from chef de partie and garde manger to tournant of the kitchen; during this time, Derby was able to develop new menu ideas with new techniques within the scientific approach of the restaurant. In 2005, Derby took a trip that would change the way he looked at food, working under Andoni Luis Aduriz at Mugaritz as a one month stagier.

Late in 2005, Derby was given the opportunity to head up development of new techniques and menu concepts for Chef Paul Liebrant at Gilt Restaurant in New York City. And in 2007, he opened Tailor Restaurant in collaboration with Chef Sam Mason, developing savory food around a "pastry" driven menu.

Eager to keep expanding his culinary experience with new perspectives and challenges, Derby went to work at David Chang's Momofuku Ssam Bar as sous chef in 2008. Finally in 2009, Derby moved west (not all the way West, just to Soho) to work with Chef Josh Eden as the chef de cuisine of Shorty's .32 executing a market driven menu of modern American ideas.

Mr. Derby will be the Executive Chef of the Golden Cadillac.



- shop
- recipes
- chefs
- jobfinder
- wine
- features
- chefs congress
- rising stars
- news

Latest Feature



Chef Francis Derby of Shorty's .32 - Biography New York, NY

January 2011

Like One person likes this. Be the first of your friends.

Francis Derby started his career as a 14-year-old line cook at his uncle's *Varney's Restaurant*, a local seafood restaurant adored by the locals. Two years later, Derby was working as a line cook at the *Bellport Restaurant* on Long Island. He became sous chef after six years of dedication under the tutelage of his mentor, Chef Taylor Alonzo.

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Chef Francis Derby

Shorty's .32
199 Prince Street
New York, NY 10012
(212) 375-8275
www.shortys32.com..

formerly of *wd-50*
50 Clinton Street
New York, NY 10002
www.wd-50.com..

formerly of *Tailor*
525 Broome Street (btw
Thompson St. & 6th
Avenue)
New York, NY 10013
www.tailornyc.com/..

formerly of *Gilt Restaurant
& Bar*
455 Madison Avenue
New York, NY 10022
www.giltnewyork.com..

formerly of *Momofuku Ssäm
Bar*
207 2nd Avenue
New York, NY 10003
www.momofuku.com..

Related Features

- [Gastronomika San Sebastian 2010: Essence and Experimentalism](#)

GIUSEPPE GONZALEZ

Giuseppe Gonzalez has bartending in his blood. He's a third generation barman, with a bottle-slinging family history going back to the 1950s. He moved to the US from Puerto Rico just almost two decades ago to attend college at Cornell University. He earned a degree in neurobiology (with minors in Psychology and Spanish Literature), but he couldn't resist the urge to get back to the bar. Throwing all of his neuro-energy into a full-blown mixology career, Gonzalez has made a name for himself in the New York cocktail scene in just six short years.

He is a graduate of the prestigious BAR program, not to mention the winner of several national competitions, including the 2006 Plymouth Gin, 2008 Vinos de Jerez Sherry, Tales of the Cocktail "On the Fly" competitions, and he was the runner-up at the 2008 Cabana Cachaça cocktail competition. He was invited to participate in the Martin Miller's Gin Master's competition representing the winning USA team, and, most recently, Gonzalez represented the USA TIKI team during this year's UK Rumfest/London Cocktail week. Additionally, he was honored by Sauza Tres Generaciones, Plymouth Gin, and Ketel One as one of New York's best bartenders. Most recently, he was chosen as one of three "True Originals" by Bacardi to represent current trends in mixology.

He was the head bartender at Julie Reiner's well-known Flatiron Lounge and her more recent Brooklyn endeavor, Clover Club. Gonzalez also worked as lead barman at Sasha Petraske's project in Long Island City, Dutch Kills, where he mixed classically-based cocktails in 19th century saloon-style digs. He then went on to be a key player in the revival of Tiki Cocktail culture in the United States with the opening of PKNY/Painkiller as their head barman/operating manager. He is working at the recently opened Mother's Ruin in Soho.

Other than being Head Barman at some of the world's greatest bars, he has become more well known for his unique style of writing about cocktails. Part whimsical, but always serious, it's a combination of cocktail history with a scientific method of approach. Attached you can find an example of his thesis on the "Pina Colada."

Mr. Gonzalez will be Head Barman of the Golden Cadillac.

JAMES TUNE

James Tune is a native New Yorker who grew up in Brooklyn and now resides on the Upper East Side. During his ten years in the industry, he has become a master of managing the bottom line as well as the training and development of staff.

After graduated from the University of Hartford in 2002, James Tune took a position as an assistant event manager and became an integral part of One 51's and its successful transition into Vue nightclub, restaurant and banquet space. He quickly made the transition over to managing the two-floor nightclub, which became a regular celebrity favorite for album launches and MTV award after parties. His responsibilities included overseeing management, promotional affairs, ensuring the operational standards and developing strong customer and local community affair relationships.

In 2006, James Tune moved into a management position at the financial district powerhouse Ulysses. There, he helped build the brand into a more profitable operation, concentrating on the bottom line as well as higher service standards. He ran all operations on the floor and was in charge of running all the special events on Stone street for the venue.

In 2007, James Tune was approached by Audrey Saunders to come on board as the General Manager of the world wide known Pegu Club. There he implemented the owner's vision and applied it in a practical and fluid manner which resulted in the ensuing success. During his time at the Pegu Club the bar won numerous awards in the best bar category, which include New York Magazines' Critic Awards, Cheers magazine and made the best bar list for both Esquire and GQ magazines. Pegu also won the best bar in the world category as well as the best bar in America category at the annual tales of the cocktail awards in New Orleans.

His commitment and expertise was of great success, ultimately proving his abilities and leadership. In addition, his eye for trends and his ability to recognize and adapt to the industry, has ensured his continued ability to remain at the top of his field. James Tune is currently consulting for a million dollar project located in the financial district, which is set to open towards the end of October.

Mr. Tune will be the General Manager of the Golden Cadillac.

GREGORY BOEHM

If bartenders are the players on the stage, the ones who deliver the performance and high drama, then Gregory Boehm is the director, toiling behind the scenes to select a script, offer cues for historical context and now, provide a link with a props department. At first glance, he seems like an unlikely candidate for such a position. Mud Puddle, his publishing company, was known primarily for its line of children's books and activity sets. Boehm started that business in 2003 after selling his family's publishing house, Sterling Publishing Co., Inc., to Barnes and Noble. Sterling owned the North American rights to, "The Guinness Book of World Records" and Kevin Zraly's "Windows on the World Complete Wine Course," which remains one of the best-selling instructive wine books.

Sterling also publishes the American editions of all of the cocktail books by celebrated London bartender Salvatore Calabrese. His introduction into cocktail culture came about when he got to know Calabrese about a decade ago. Sitting at the Library Bar in London's Lanesborough Hotel, he became enamored with the formality and richness of history on display. When Boehm returned to the States, though, he couldn't find anything comparable. "Twelve years ago, there weren't good cocktail bars in the U.S.," he says. "There weren't orange bitters on the market. The Internet barely existed." But as the eBay phenomenon grew, Boehm began hunting down vintage cocktail guides—the more obscure, the better. Now, he is the largest collector of vintage cocktail books in the world.

Eventually, his business would evolve into launching "Cocktailkingdom.com." Specializing in vintage book reproductions, custom & foreign barware production and boutique bitters and cordials, it has become an internationally acclaimed resource for bartenders and operators around the world. He now travels the world lecturing on the history of the cocktail and barware.

Mr. Boehm will be the managing partner of the Golden Cadillac.

SAMPLE MENU

FOOD MENU

SMALL PLATES

Bacon-wrapped Lamb Chops
Potato Knish – *with asparagus and shitake mushrooms*
Stuffed Artichoke – *with bourbon butter*
Hot dog trio – *a history lesson in NYC*
Cheese Plate – *lavash, herbs & honeyed pistachios*
Deviled Quail Eggs

SALADS

Shaved Asparagus Salad – *arugula, parmesan and preserved lemon vinaigrette*
Cucumber & Radish Salad – *poppy seed vinaigrette & caraway crackers*
Baby Spinach Mango Salad
Spinach & Portabella Salad – *served with goat cheese & garlic crostini*

LARGE PLATES

Caddy Burger – *Pat Lafrieda beef served with our signature egg waffle fries*
GC Short-Rib Patty Melt – *Moishe's rye, caramelized onion, horseradish*
Stone Bass – *market beans, faro & sherry tomato*
Chicken Under Brick – *Half Chicken slowly roasted served with root vegetables in chicken brandy jus*
Monte Cristo Sandwich – *with Bentons ham and Gruyere Premiere Cru*
Vegetable Shish Kebab – *with Migliorelli Farm seasonal vegetables*

DESSERT

Icebox Cake
PB'nJ Trifle
Meyer Lemon Chiffon Cake

Executive Chef: FRANCIS DERBY

COCKTAILS

Sherry Cobbler
 Rockette
 Hoffman House
 Brandy Highball
 Astoria
 Waldorf
 Bronx
 Cosmopolitan

BEER

Six Points Sweet Action
 Brooklyn Gotham Project
 Hitachino White
 Pilsner Urquell \$8
 Anchor Steam Porter
 Amstel Light
 Abita Light \$7
 Ballast Point IPA
 Guinness

WINE

SPARKLING *(by the Glass)*

Gruet Blanc de Noirs
 Moet Brut (375ml)

WHITE *(by the Glass)*

Ermita del Nieve (Verdejo)
*Medium-bodied & crisp with loads of citrus.
 Recommended if you like: Sauvignon Blanc,
 citrusy whites. \$10*

Stadlmann Zierfandler
*Light and lively on the palate, great tropical and
 floral notes. Recommended if you like: Riesling or
 Gewurtztraminer, floral whites. \$13*

Manfredi Bianco di Basilicata
*Full-bodied and rich with golden apple and Meyer
 lemons on the palate. Recommended if you like:
 Roussanne, full whites. \$9*

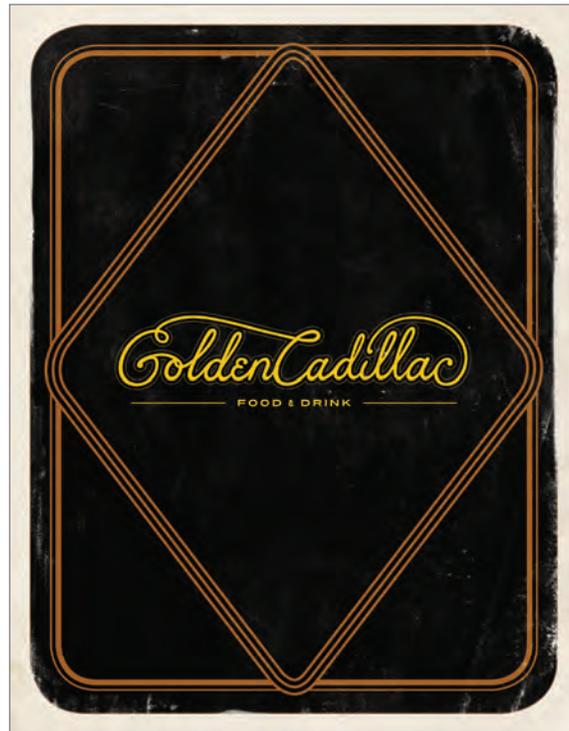
RED *(by the Glass)*

Perene Douro Tinto
*Medium to full-bodied, loads of ripe red fruits.
 Recommended if you like: Merlot. \$11*

Heartland Dolcetto/Lagrein
*Full-bodied and dark with tobacco, cigar box and dark
 fruits. Recommended if you like: Cabernet Sauvignon,
 bold spicy reds. \$13*

Chateau Fuisse Morgon "Charmes"
*Light-bodied with tart red fruits and dried flowers.
 Recommended if you like: Burgundy, lighter red
 wines. \$13*

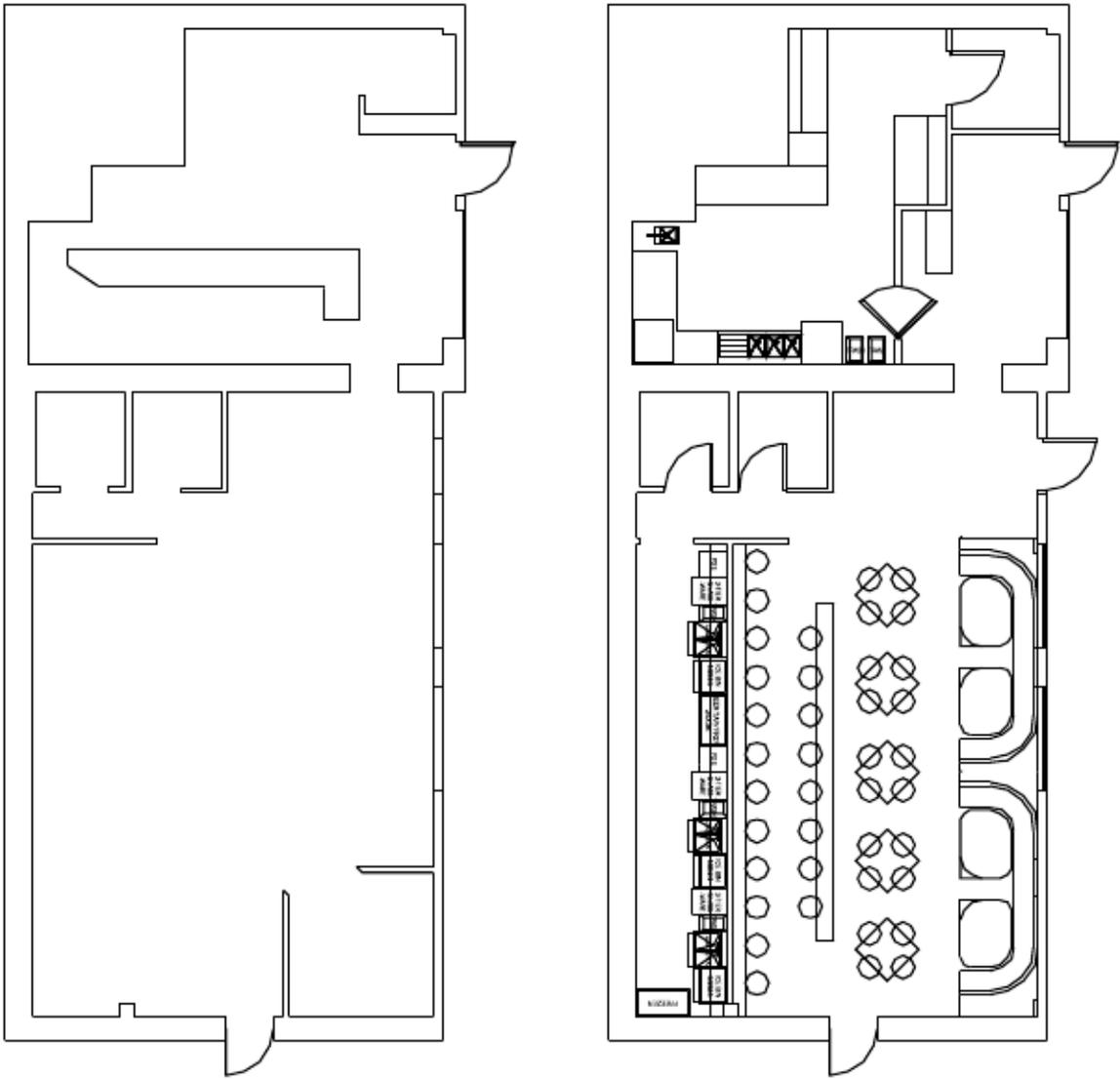
Castello Monaci Negroamaro
*Medium-bodied with black cherry and blackberry
 notes. Recommended if you like: Chianti. \$10*

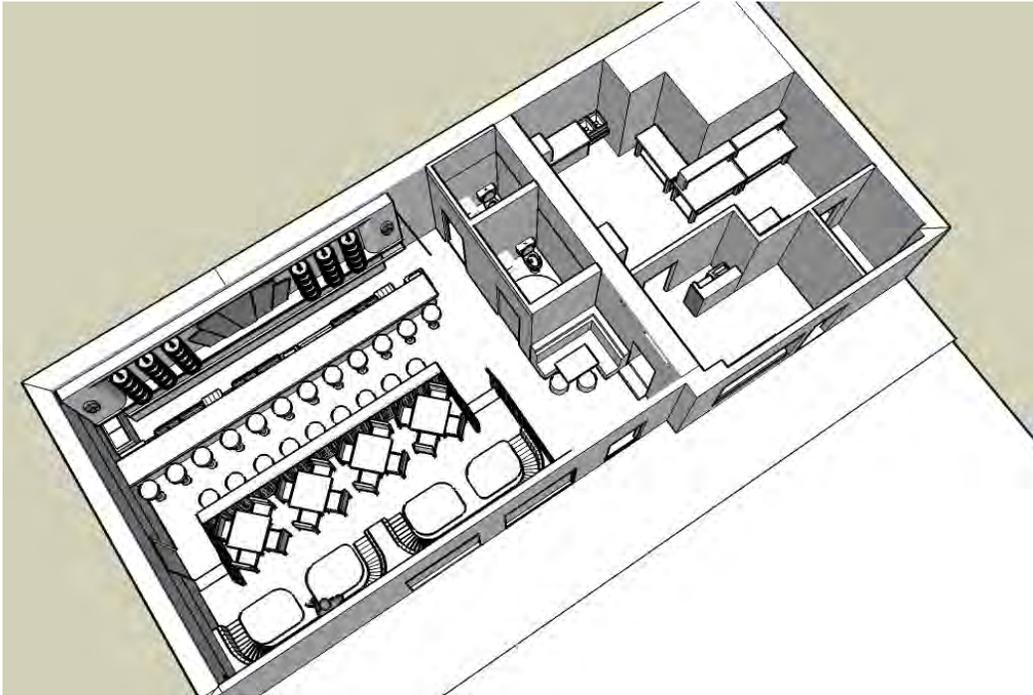


<p>FOOD MENU</p> <hr/> <p><i>Small Plates</i></p> <hr/> <ul style="list-style-type: none"> MINI LAMB CHOPS Wrapped in applewood-smoked bacon POTATO KNISH Wrapped in applewood-smoked bacon STUFFED ARTICHOKE Bourbon butter HOT DOG TRIO A history lesson in NYC CHEESE PLATE Lavash, herbs and honeyed pistachios DEVILED QUAIL EGGS Hungarian paprika <hr/> <p><i>Salads</i></p> <hr/> <ul style="list-style-type: none"> SHAVED ASPARAGUS SALAD Arugula, parmesan and preserved lemon vinaigrette CUCUMBER & RADISH SALAD Poppysed vinaigrette & caraway crackers SPINACH & PORTABELLA SALAD Served with goat cheese and garlic crostini 	<p>FOOD MENU</p> <hr/> <p><i>Large Plates</i></p> <hr/> <ul style="list-style-type: none"> CADDY BURGER Pat Lafrieda beef served with our signature egg waffle fries GC SHORT-RIB PATTY MELT Moishe's rye, caramelized onion, horseradish STONE BASS Market beans, aro and cherry tomato CHICKEN UNDER BRICK Half chicken slowly roasted served with root vegetables in brancy jus MONTE CRISTO SANDWICH Benton's ham and Gruyere Premiere Cru VEGETABLE SHISH KEBAB Miglorielli Farm seasonal vegetables <hr/> <p><i>Dessert</i></p> <hr/> <ul style="list-style-type: none"> ICEBOX CAKE PBNJ TRIFLE MEYER LEMON CHIFFON CAKE
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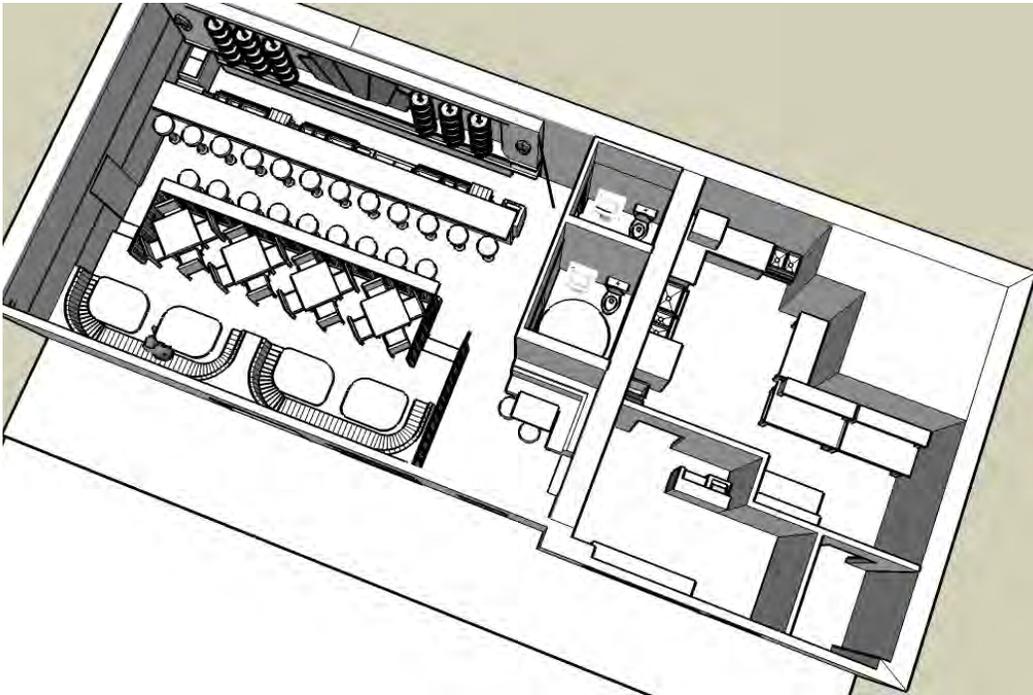
EXAMPLE PAGES

**PROPOSED ARTISTIC
RENDERINGS
AND FLOOR PLANS**

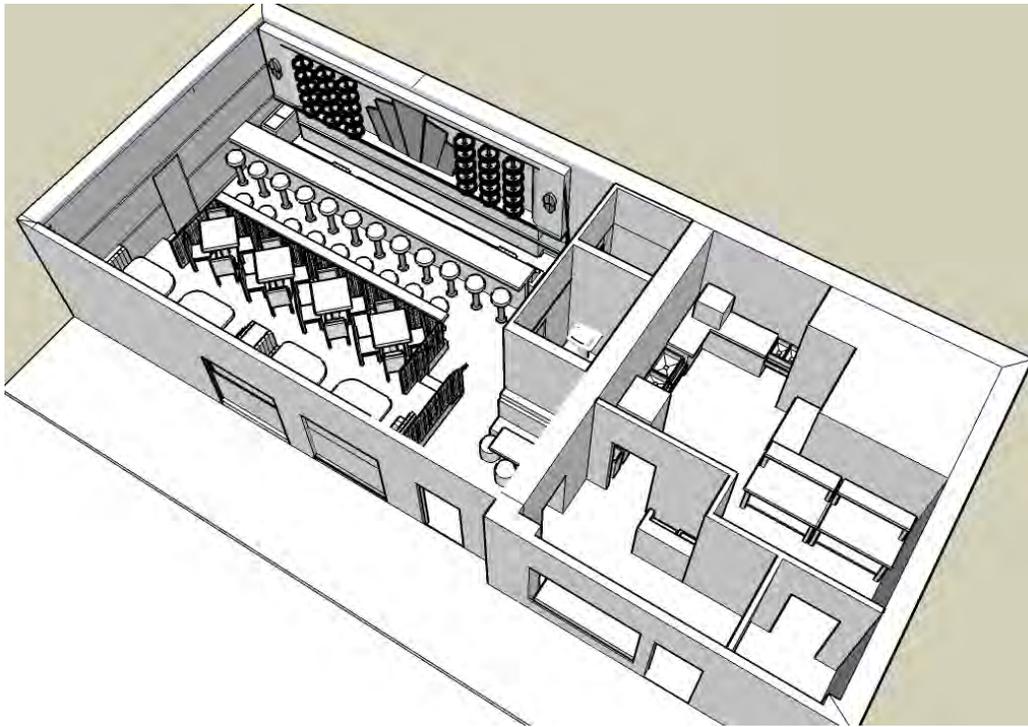




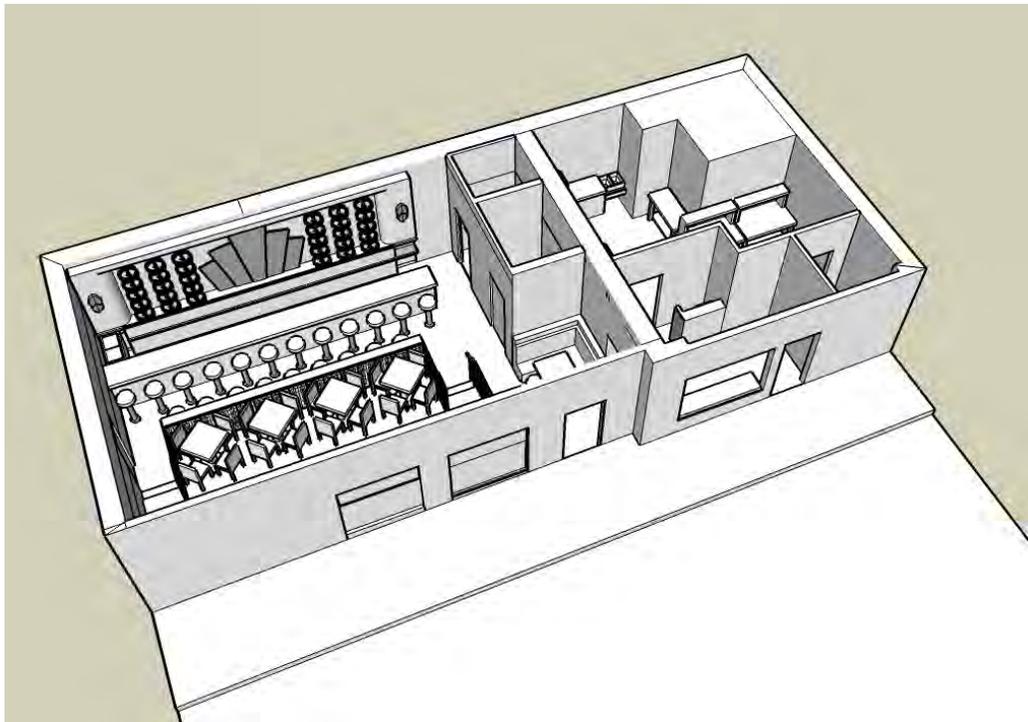
3-DIMENSIONAL RENDERINGS OF FLOOR PLAN #1



3-DIMENSIONAL RENDERINGS OF FLOOR PLAN #2



3-DIMENSIONAL RENDERINGS OF FLOOR PLAN #3



3-DIMENSIONAL RENDERINGS OF FLOOR PLAN #4



CORNER (perspective)



ENTRANCE (perspective)