



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

Paul Rangel, Board Chair

Susan Stetzer, District Manager

**Community Board 3 Liquor License Application Questionnaire**

Please email [echan@cb.nyc.gov](mailto:echan@cb.nyc.gov) by 12pm the Friday before the meeting with the following items:

**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](http://www.nyc.gov/html/mancb3/html/communitygroups/community_group_listings.shtml)  
 (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: 02/03/2022

Is location currently licensed?  Yes  No    Type of license: \_\_\_\_\_

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

Previous or current use of the location: Restaurant

Corporation and trade name of current license: NA

**APPLICANT:**

Premise address: 321 East Houston Street, New York, NY 10002

Cross streets: Attorney Street and Ridge Street

Name of applicant and all principals: Cobart Inc. /Erik Mayor, Owner

Trade name (DBA): Milk Burger

**PREMISE:**

Type of building and number of floors: Mixed Residential & Commercial - 4 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): R8A

**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) Monday-Closed; Tuesday 12pm-11pm; Wednesday 12pm-11pm, Thursday 12pm-11pm; Friday 12 pm-12am; Saturday 12pm-12am; Sunday 12 pm-10pm

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? 9 Total number of indoor seats? 36

How many stand-up bars/bar seats are located on the premise (number, length, and location) \_\_\_\_\_  
One Counter Top (stand up bar) 13ft. \*see attached diagram\*

*(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 Burgers, Salads, Milkshakes, \*See attached menu\*

What are the hours the kitchen will be open? Same hours of operation

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

How many employees will there be? 8

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

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  DJs  Streaming services/playlists

If other type, please describe \_\_\_\_\_

What will be the music volume?  Background (conversational)  Entertainment (live music venue level) Please describe your sound system: Bose Bluetooth Speaker

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? NA

If promoted events, please explain the nature in which you plan to promote? Social media / online ads / outside promoters? NA

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.") Will have a staff person in anticipation of any congestion and to assist of any crowds plus the closing hours are early.

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. Will have staff person responsible for ensuring no loitering, noise or crowds outside in addition the closing hours are early.

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: NA

**APPLICANT HISTORY:**

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

If yes, please indicate name of establishment: Milk Burger, Inc.

Address: 148 Bruckner Blvd., Bronx, NY 10454 Community Board # CB1, Bronx

Dates of operation: Tuesday-Sunday 12pm-8pm; Closed on Monday's

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? 7

How many On-Premise (OP) liquor licenses are within 500 feet? 6

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)

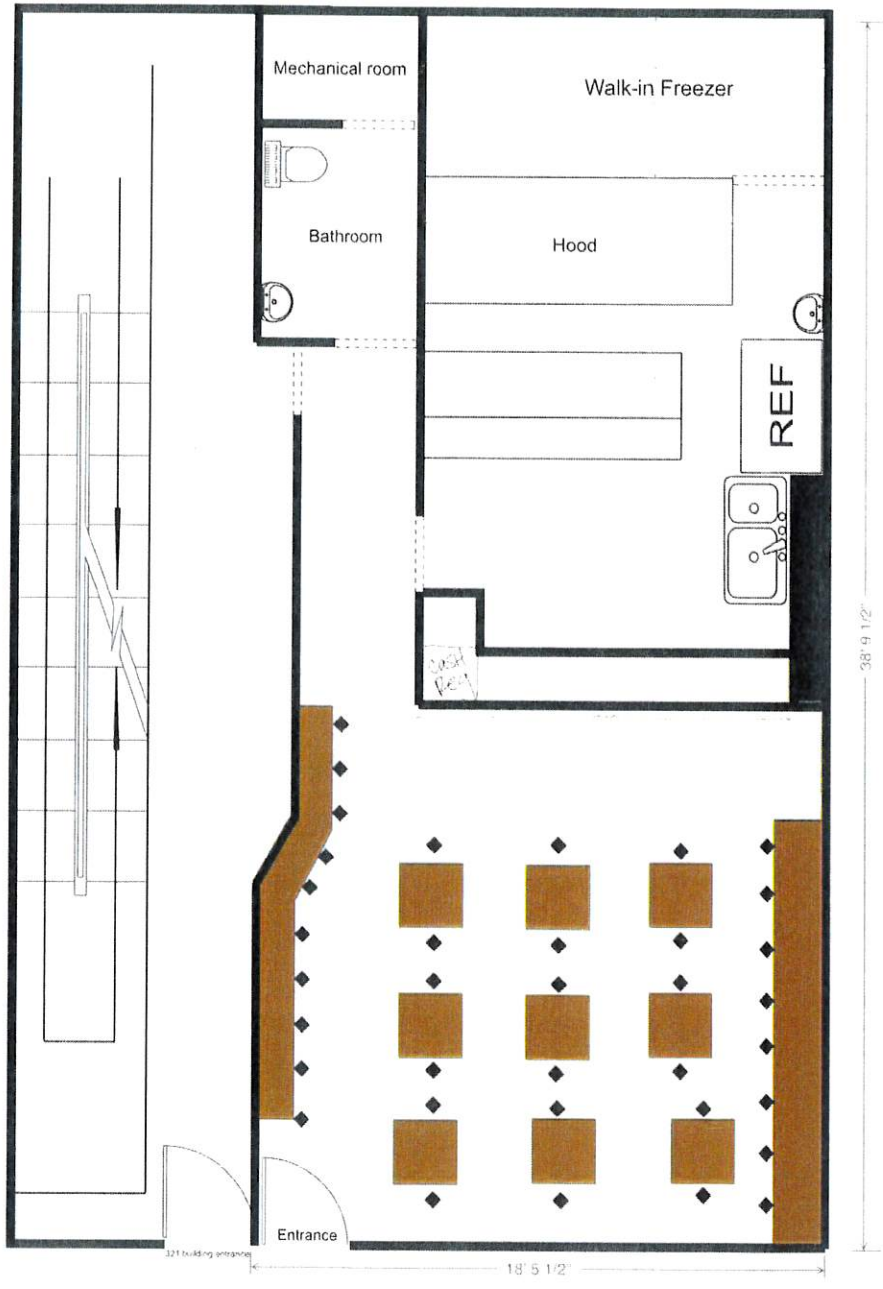
***We are including the following questions to be able to prepare stipulations and have the meeting be faster and more efficient. Please answer per your business plan; do not plan to negotiate at the meeting.***

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) American Burger, Salads, Specialty Drinks, Frozen Margaritas, Frozen Pina Coladas restaurant, or  
 I will operate a \_\_\_\_\_,  
 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  
\_\_\_\_\_
3. My hours of operation will be:  
Mon Closed ; Tue 12pm-11pm ; Wed 12pm-11pm ;  
Thu 12pm-11pm ; Fri 12pm-12am ; Sat 12pm-12am ;  
Sun 12pm-10pm . (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  
 My sidewalk café hours or other outside hours (including Open Restaurants) will be  
\_\_\_\_\_
5.  I will employ a doorman/security personnel: \_\_\_\_\_
6.  I will install soundproofing, \_\_\_\_\_

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 participate in pub crawls or have party buses come to my establishment.
11.  I will not have unlimited drink specials, including boozy brunches, with food.
12.  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 \_\_\_\_\_.
13.  I will not have wait lines outside.  I will have a staff person responsible for ensuring no loitering, noise or crowds outside.
14.  I will conspicuously post this stipulation form beside my liquor license inside of my business.
15.  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: Erik Mayor

Phone Number: 646-335-6612



Houston st.

ADD BACON TO ANY BURGER \$2

**milkburger**

American Cheese, lettuce, tomato, pickles, onions and milk sauce.

**hamburger**



**cheeseburger**

**portobello burger (NO MEAT)**

Grilled Portobello mushroom with Muenster and Cheddar Cheese, lettuce, tomato, onions and milk sauce.

**milk-a-bello burger**

Cheeseburger, Grilled Portobello mushroom, Cheddar cheese, Muenster cheese, lettuce, tomato, onions and milk sauce.

**swiss mushroom burger**

Sauteed mushrooms and Swiss cheese on top of a cheeseburger.

**guacaburger**

Freshly made authentic Guacamole on top of a cheeseburger.

**jalapeno burger**

Black Angus Burger, Jalapeno sauce and melted Jack cheese.

**sriracha burger**

Black Angus Burger with Sriracha aioli, Swiss cheese, arugula, red onion, tomato on a seeded bun.

**BX COAT burger**

Black Angus Burger, Arugula, Goat cheese and savory grilled onions.

**el barrio burger**

Black Angus Burger, Sunnyside Egg, Bacon, melted Cheddar cheese.

**turkey burger**

Turkey Burger cooked to perfection. Seasoned with cilantro, garlic, Cheddar cheese, fresh bread crumbs and milk sauce.

**classic fish burger**

Fresh Fried Tilapia served with home made Pico de Gallo, lettuce, tomato and garlic mayo on a toasted seeded bun.

**grilled chicken sandwich**

Grilled chicken, mixed greens, tomato, mayonaise on a seeded bun.

**sides**

fries



cheese fries

onion rings

sweet potato fries

truffle fries

spicy fries

chicken wings

hot wings

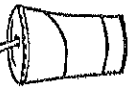
**milk shakes & drinks**

Vanilla, Chocolate, Strawberry Black & White, Oreo Shake

java shake

Vanilla shake spun with Cafe Patron

fresh squeezed lemonade



fresh brewed iced tea

half & half

Half Lemonade & Half Ice Tea

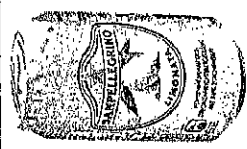
frozen mint lemonade

frozen strawberry lemonade

soda cans

Coke, Diet Coke, Sprite, Orange, Grape, Dr. Pepper, Ginger Ale

bottled water



**salads**

green side salad

Mixed greens, plum tomatoes, red onions dried cranberries and cucumbers.

grilled chicken salad

Grilled chicken over a bed of mixed greens, plum tomatoes dried cranberries, red onions and dressing of choice.

arugula walnut goat cheese salad

Fresh arugula, goat cheese, candied walnuts, caramelized onions with reduced balsamic dressing.

NEW VEGAN falafel burger

House made falafel patty, lettuce wrapped, tomato, pickles, onions and tahini sauce.

kids corner

grilled cheese chicken strips



## **ERIK MAYOR, MPA**

New York, N.Y. | (646) 335-6612

erik@milkburger.com

### **EXPERIENCE**

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#### **Milk Burger Inc | New York, New York**

**April 2011 – Current**

Operating Manager

- Founder and Creator of Milk Burger Inc.
- Establish and manage high quality customer relationships
- Maximize revenue and market share of Milk Burger products within the territory
- Develop and maintain in-depth knowledge of products, market and customers
- Generate new business throughout New York State
- Develop, manage and train team members
- Train, supervise and serve as a coach / mentor to members of the team

#### **Community Service**

**New York City Community Board #11, New York N.Y.**

**April 2010 – March 2012**

**Appointed Board Member by Scott Stringer.**

**New York City Community Board #11, New York N.Y.**

**April 2012 – March 2014**

**Position - Chairman of Economic Development**

### **EDUCATION**

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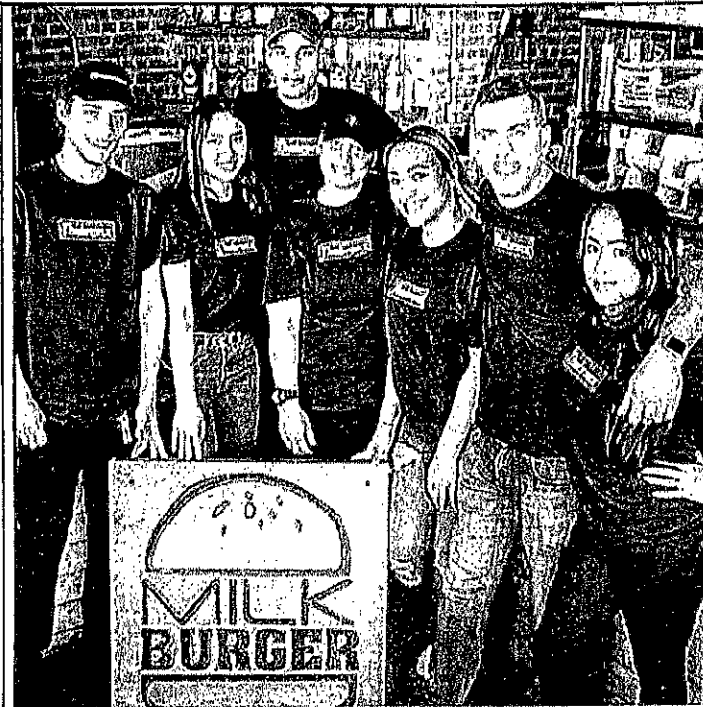
**Baruch College, Marxe School of Public and International Affairs, New York, NY.**

**Master's in Public Administration, MPA – May 2020**

**Stony Brook University, Stony Brook, N.Y.**

**Bachelor of Arts, BA – 1999**





Erik Mayor (r) and the rest of his staff.

## Milk Burger delivers its guilty pleasures to the Bronx

BY ALEX MITCHELL

Did you know the late well-respected food critic Anthony Bourdain's guilty pleasure is right here in the Bronx?

His favorite comfort food comes from Milk Burger, one of the city's very best burger joints.

The south Bronx burger bar at 148 Bruckner Boulevard originated in Spanish Harlem in 2011, moving to the Bronx two years ago.

So where does the name Milk Burger come from?

"Well, everything comes from the cow so that's how we settled on Milk Burger for the name, there's no milk in any food (item here) except the milkshakes," said Erik Mayor, Milk Burger's owner. Mayor hinted that an adolescent nickname of his also inspired his hit restaurant's name too.

Milk Burger became an overnight success thanks to Bourdain, whom ordered delivery from there quite often.



A double jalapeno burger.

"I never got to meet him but my delivery guy did a lot," Mayor said. "It meant a lot that he didn't know me but knew my food, that's something special," the esteemed owner added.

The menu's signature item is a Milk Burger, a standard cheeseburger with a 'special and secret' sauce.

Here's a hint, it's not made with milk.

Other hot commodities on the menu are various burgers like the jalapeno

burger for spice lovers and the guacamole burger for those more held back.

The burger's size is ideal, neither too big nor too small; rather just right for the potato roll that it snugly fits into.

Ordering a burger medium is optimal from Milk Burger.

The patty is just soft enough to sink your teeth into, while still maintaining good texture without any mush.

If you're going to brave the spice of a jalapeno burger do be careful.

The burger's kick is a delayed and very subtle.

It's the kind that hits you in the back of your throat a second or two after finishing a bite.

This reporter didn't even notice the burger's blast until sweat began forming on his forehead. Regardless of the heat, it was too damn good to put down.

Call (212) 380-1988 if interested.