



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

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

The following items and questionnaire package are due by date listed in email invite:

- ☒ Schematics, floor plans or architectural drawings of the inside of the premise.
- ☒ A proposed food and or drink menu.

The following items are due by noon Friday before the meeting:

- ☒ 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:
<https://www1.nyc.gov/site/manhattancb3/resources/community-groups.page>
(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: 03/28/2023

Is location currently licensed? ☐ Yes ☒ No Type of license: Full Liquor

If alteration, describe nature of alteration: N/A

Previous or current use of the location: Previously Art gallery

Corporation and trade name of current license: N/A

APPLICANT:

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

Cross streets: Broome Street & Delancey Street

Name of applicant and all principals: Attaboy Cafe LLC and Michael Mcilroy & Samuel Ross

Trade name (DBA): Same

PREMISE:

Type of building and number of floors: 5

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): C4-4A

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) MON- SUN 8 AM-4AM

Will any other business besides food or alcohol service be conducted at premise, i.e., retail? ☐ Yes ☒ No

If yes, please describe what type: N/A

Number of indoor tables? 3 Total number of indoor seats? 30

3 booths, 8 bar seats and a small window bench.

How many stand-up bars/bar seats are located on the premise (number, length, and location) _____

1 Bar - 8 Seats

(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 _____

Pastries and Charcuterie board

What are the hours the kitchen will be open? During all hours of Operation

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

How many employees will there be? 8

Do you have or plan to install ☐ French doors ☐ accordion doors or ☐ windows? N/A

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 ☐ DJs ☒ Streaming services/playlists

If other type, please describe N/A

What will be the music volume? ☒ Background (conversational) ☐ Entertainment (live music venue level) Please describe your sound system: Minimal Speakers with low amperage

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? N/A

LOCATION:

How many licensed establishments are within 1 block? 3

How many On-Premise (OP) liquor licenses are within 500 feet? 17

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) _____ restaurant, or
☒ I will operate a Bar/ Tavern /Cafe
☐ 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 8 AM- 4AM; Tue 8 AM- 4AM; Wed 8 AM- 4AM;
Thu 8 AM- 4AM; Fri 8 AM- 4AM; Sat 8 AM- 4AM;
Sun 8 AM- 4AM. (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
N/A
5. ☐ I will employ a doorman/security personnel: N/A
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 N/A DJs per N/A, ☒ more than N/A private parties per N/A
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 N/A.
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: Michael Mcilroy

Phone Number: (917) 325-9374

March 31, 2023

Attaboy Cafe LLC
134 Eldridge Street, South Storefront
New York, NY 10009

SUPERVISION/NOISE PLAN

- All staff will be properly trained to obtain correct and legal identification of patrons ordering any alcoholic beverages.
- All staff will be properly trained to identify if a patron is visibly intoxicated and can no longer be served alcohol.
- There will be a staff member responsible to consistently monitor the exterior of the premises to ensure there are no disturbances, congestion or loitering.
- There will be a staff member responsible for monitoring the sound level of the speakers Streaming music. This will be played at a low background level.
- There will be a camera system with multiple cameras on the entire premises with remote access.

ATTABOY COCKTAILS LLC | Active**Premises Details**

Premises Name	ATTABOY COCKTAILS LLC
Serial #	1280838
Category	Retail
Type	On Premises Liquor
Method of Operations	Bar/tavern Serving Liquor, Cider Wine & Beer
Days / Hrs of Operation	CB3 APPROVED HRS OF OPERATION: 6PM TO 4AM ALL DAYS
Other	RECORDED MUSIC PERMITTED, NO DANCING
Address	134 ELDRIDGE ST NEW YORK, NY 10002 New York County

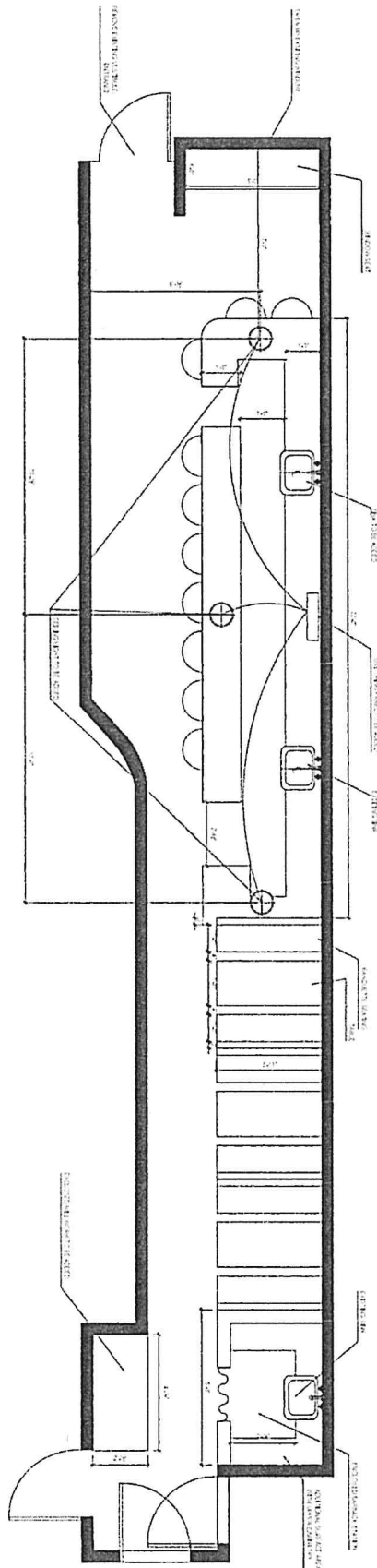
License Details

Cert #	799319
Lic Type	OP
Lic Class	252
SLA Zone	1
Lic Exp Date	11/30/2024
Lic Eff Date	12/1/2022
Lic Iss Date	11/1/2022
Lic Org Date	12/19/2014
Status	Active

Principal(s)

Mcilroy, Michael P Ross, Samuel J

EXISTING LICENSE NEXT DOOR TO THE APPLICATION PREMISES ALSO HELD BY APPLICANTS SINCE 2014.



INTERIOR DIAGRAM

Attaboy Cafe LLC
134 Eldridge Street-South storefront
New York, NY 10009

ATTABOY CAFE LLC MENU

COFFEE

Drip
Espresso
Americano
Piccolo
Latte
Matcha

SPRITZ

Como Spritz
Wimbledon
Sbagliato
Pino Spritz
M&M Royal

WHITE

Domaine de l'Ecu, Muscadet Sèvre-et-Maine Granite (2021)
Isabelle Garrault, Sancerre Les Grands Monts Blancs (2019)
Matthiasson, Chardonnay Linda Vista Vineyard Napa Valley (2020)

ORANGE

COS, Terre Siciliane Ramí (2020)

RED

Jean-Claude Lapalu, Brouilly La Croix des Rameaux (2019)
A Tribute to Grace, Grenache Santa Barbara County (2018)
Domaine du Possible, Côtes du Roussillon Le Fruit du Hasard (2020)

SPARKLING

Piper Heidsieck Cuvee 1785

BEER

Rothaus Pilsner
Shacksbury Cider
Good Time Lager (N/A)

FOOD

Selection of Pastries
Olives
Cheese Board
Meat Board
Pâté

Petition to Support Proposed Liquor License

Date: 03/24/2023

The following undersigned residents of the area support the following liquor license (indicate the type of license such as full-liquor or beer-wine) Full Liquor

to the following applicant/establishment (company and/or trade name) Attaboy Cafe LLC

Address of premises: 134 Elridge Street, South Storefront, New York NY 10002

This business will be a: (circle) ☒ Bar Restaurant Other: Cafe

The hours of operation will be:

Mon- Sun 8 AM- 4 AM

PLEASE NOTE: Signatures should be from residents of building, adjoining buildings, and within 2-blocks on the same street.

Other information regarding the license:

Name	Signature	Address and Apt # (required)
	<div>SIGNATURES PENDING</div>	

ATTENTION RESIDENTS & NEIGHBORS

Attaboy Cafe LLC - (917) 325 -9374

Company/DBA Name and Contact Number for Questions

**Plans to open a
Cafe/Bar/Tavern**

(Please choose) Bar/Restaurant/Club and indicate if there will be a Sidewalk Café or Backyard Garden

at the following location

134 Elridge Street, South Storefront, New York NY 10002

Building Number and Street Name (Address)

This establishment is seeking a license to serve

Beer/Wine and Liquor

Beer & Wine or Beer/Wine & Liquor

There will be an opportunity for public comment on

**Monday , April 17th, 2023 @6:30PM- Via ZOOM
<https://us06web.zoom.us/j/82311671041>**

Date/Time/Location

Michael Mcilroy- (917) 325-9374

Applicant Contact Information

**At COMMUNITY BOARD 3
SLA & DCA Licensing Committee Meeting
mn03@cb.nyc.gov - www.cb3manhattan.org**

NEIGHBORING RESIDENTS VECINOS DE LA COMUNIDAD

Attaboy Cafe LLC (917) 325 -9374

Company Name/ Contact Info

Nombre de la Compañía/el teléfono de contacto

Plans to open a:

Planifique abrir un/una:

Cafe/Bar/ Tavern

(Please choose) Bar/Restaurant
sidewalk café/backyard use

(Favor de escoger) una Barra/un Restaurante
un café de acera o un patio de atrás

134 Elridge Street, South Storefront, New York NY 10002

address

dirección

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En búsqueda de una
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Beer/Wine and Liquor

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Cerveza y vino o cerveza/vino y bebidas alcohólicas

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ATTENTION RESIDENTS & NEIGHBORS

第 3 社區居民 請注意

Attaboy Cafe LLC - (917) 325 -9374

公司名字(Company) and/ 和 聯繫人的資料 (Contact Info)

Plans to open a (以上的店主想要在第 3 社區申請生意相關牌照擴展生意)

Cafe/Bar/Tavern

(請選擇/ please choose)

酒吧(Bar)/ 餐館 (Restaurant)

戶外咖啡 (Sidewalk Café) or 或者

後院花園咖啡(Backyard Use)

134 Elridge Street, South Storefront, New York NY 10002

Address/ 生意地址

seeking a license to serve(以上的店主想要請以下相關酒牌照)

Beer/Wine & Liquor

(請選擇/ please choose)

啤酒和酒牌照(Beer & Wine)

or/ 或者

啤酒牌照 (Beer)

or/ 或者

酒和烈酒牌照 (Wine & Liquor)

Public meeting for comments

第 3 社區的居民有權利提出自己的意見和建議.

(CB3 SLA & DCA Committee Meeting)

曼哈頓第 3 社區委員會

酒牌和紐約市消費局有關小商業牌照委員會

Monday , April 17th, 2023 @6:30 PM- Via ZOOM
<https://us06web.zoom.us/j/82311671041>

時間 (Time) 和地點 (Location)

mn03@cb.nyc.gov - www.cb3manhattan.org



Miriam Martinez <miriam@cblservices.com>

Attaboy Cafe LLC- 134 Eldridge Street,South Storefront New York,NY 10009

1 message

Miriam Martinez <Miriam@cblservices.com>

Wed, Mar 29, 2023 at 5:35 PM

To: orchardstblockassociation@gmail.com

Cc: attaboy134@gmail.com

Dear Tamara Daley,

I hope all is well with you today.

We are reaching out to you in hopes of gaining the Orchard Street Block Support for the following New Cafe/Tavern serving On-Premises Liquor :

Attaboy Cafe LLC
134 Eldridge Street,South Storefront
New York,NY 10009

The applicant, Michael Mcilroy, has experience in the food and beverage industry. He currently has liquor licenses with the New York State Liquor Authority next door Attaboy Cocktails LLC.

Please let us know if you have any questions or would like any additional information.The applicants are excited to join and serve the community and were willing to further discuss this application with you and the association.

We look forward to hearing from you soon. Thank you very much .

--

Sincerely,

Miriam Martinez

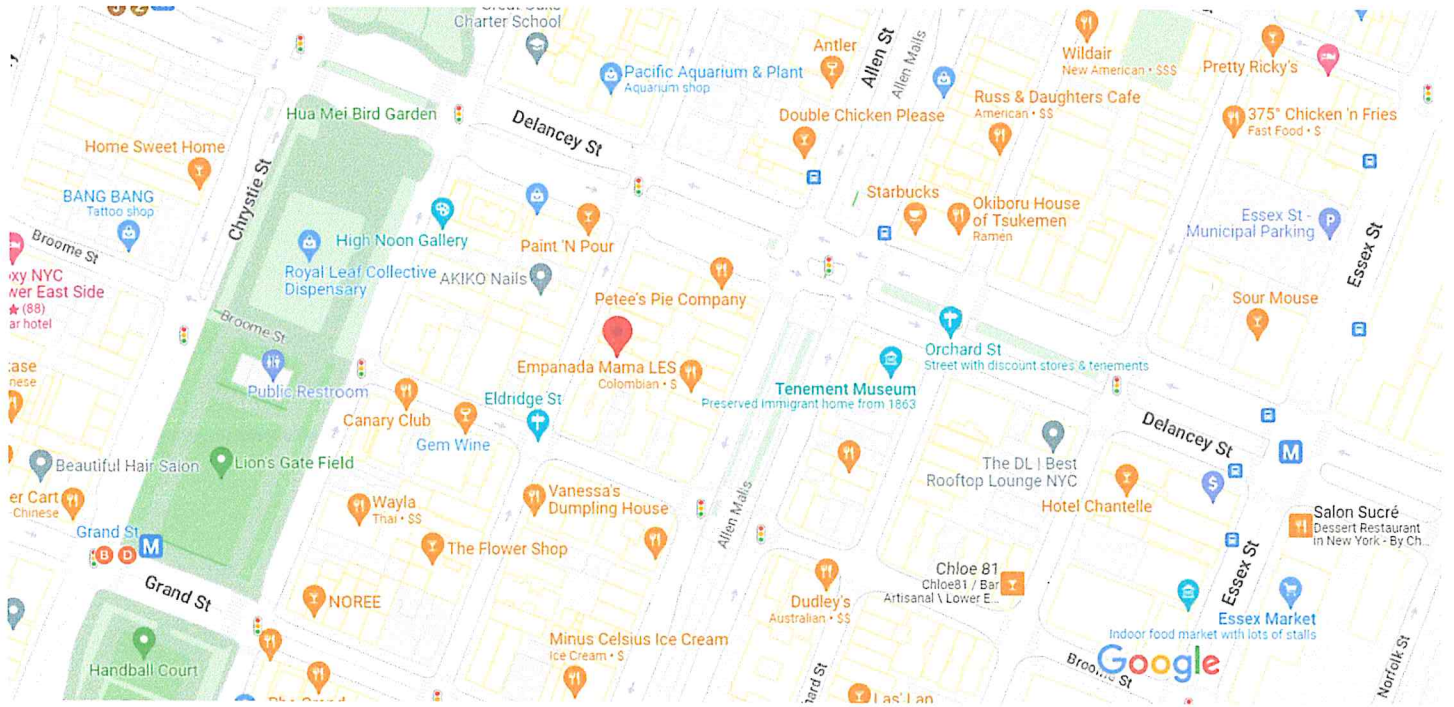
Caraballo Business Licensing Services

111 Atlantic Ave

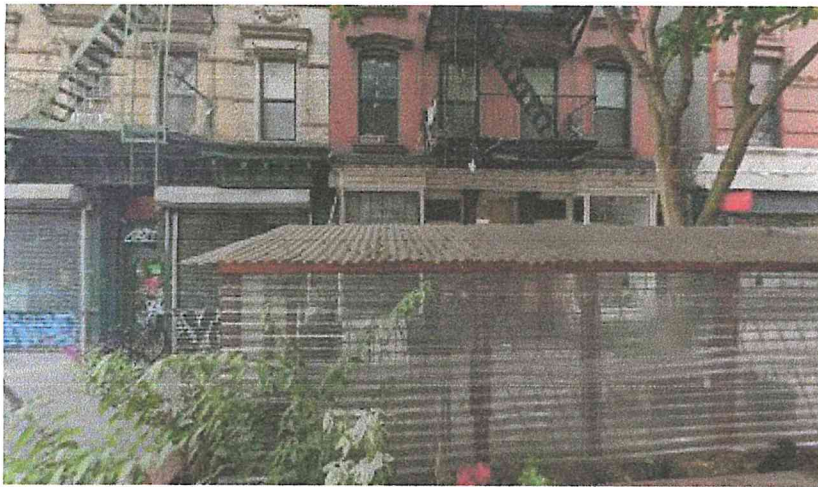
Brooklyn, NY 11201

Tel: 718-875-2929

Fax: 718-875-4200



Map data ©2023 Google 100 ft



134 Eldridge St

Building



Directions



Save



Nearby



Send to
phone

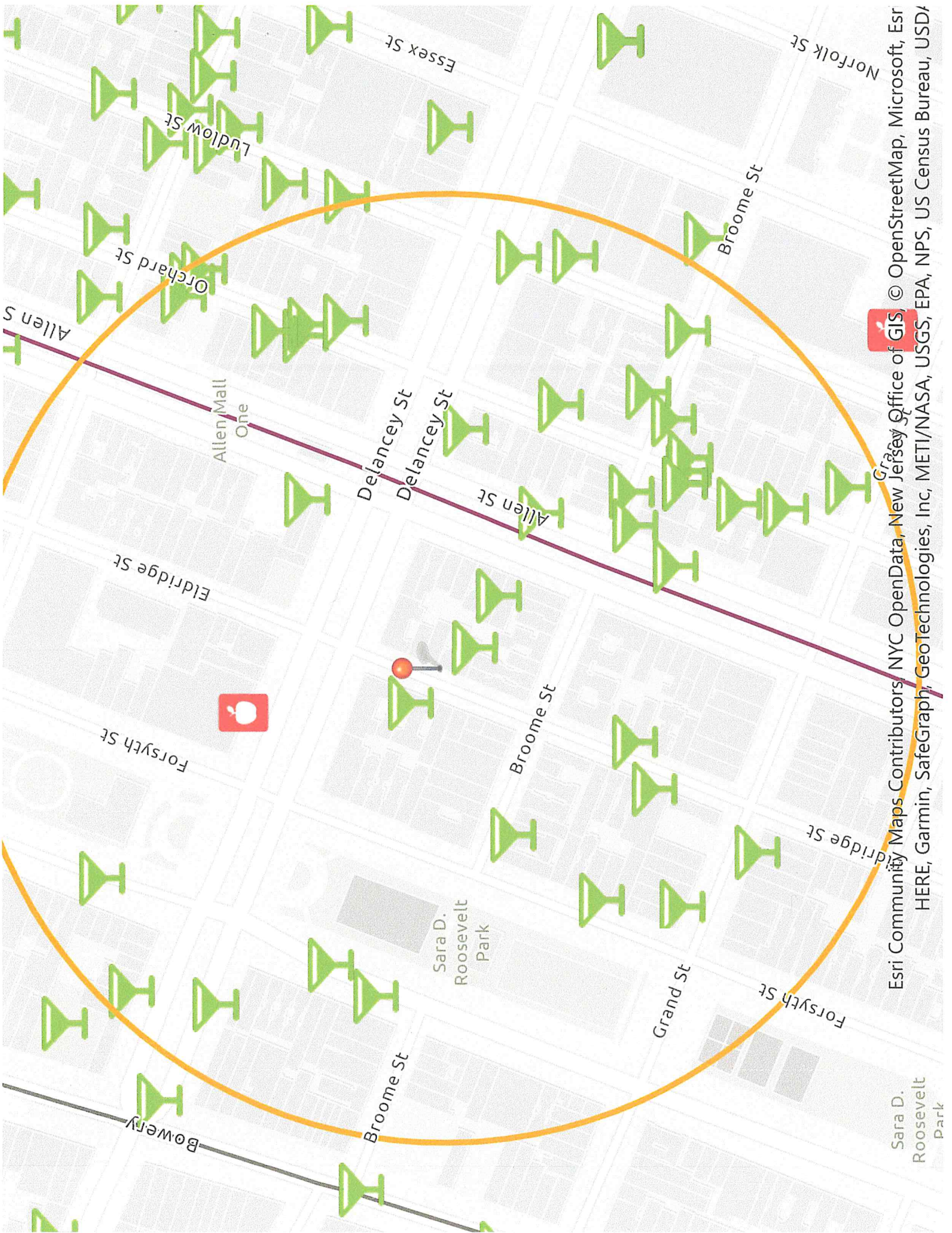


Share



134 Eldridge St, New York, NY 10002

Photos



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.

Proximity Report For:	
Location	134 Eldridge St, New York, New York, 10002
Geocode	Latitude: 40.71892 longitude: -73.99148
Report Generated On	3/31/2023

8 Closest Liquor Stores		
Name	Address	Distance
YI DING FA CORP Ser #: 1339668	101 ALLEN ST NEW YORK, NY 10002	187 ft
ORANGE GLOU LLC Ser #: 1330686	264 BROOME ST NEW YORK, NY 10002	363 ft
OCEAN WINE & SPIRIT INC Ser #: 1296083	273 GRAND ST NEW YORK, NY 10002	581 ft
SEWARD PARK LIQUORS INC Ser #: 1306851	53 LUDLOW ST NEW YORK, NY 10002	905 ft
PET NAT LLC Ser #: 1306926	115 DELANCEY ST NEW YORK, NY 10002	976 ft
DELANCEY WINE INC Ser #: 1301401	35 ESSEX ST NEW YORK, NY 10002	1,155 ft
WINE-O INC Ser #: 1262156	171 ELIZABETH ST SPRING & KENMARE STREETS NEW YORK, NY 10012	1,183 ft
R & S 49 LIQUOR CORP Ser #: 1297191	92 ELIZABETH ST NEW YORK, NY 10013	1,199 ft

Schools within 500 feet		
Name	Address	Distance
GREAT OAKS CHARTER SCHOOL	38 DELANCEY ST-3RD FL NEW YORK, NY 10002	345 ft

Churches within 500 feet	
Name	Distance
Guan Kwong Temple Of America	117 ft
Kehila Kedosha Janina Synagogue & Museum	150 ft
Spanish Delancey Seventh Day Adventists Church	271 ft
N Y Chinese Alliance Church	422 ft
Sea Of Galilee Temple	441 ft

Pending On Premises Liquor Licenses within 750 feet		
Name	Address	Distance
NOREE THAI BAZAAR INC Ser #: 1344426	274 GRAND ST NEW YORK, NY 10002	507 ft
GRIFFON Q LLC & ZODIAC CLUB LLC Ser #: 1339607	119 ORCHARD ST AKA 120 ALLEN ST NEW YORK, NY 10002	528 ft
ALLEN STREET HOSPITALITY LLC ORCHARD F&B LLC Ser #: 1346590	139 ORCHARD ST NEW YORK, NY 10002	696 ft
INWANY INC Ser #: 1357394	65 RIVINGTON ST NEW YORK, NY 10002	699 ft

Active On Premises Liquor Licenses within 750 feet		
Name	Address	Distance
ATTABOY COCKTAILS LLC Ser #: 1280838	134 ELDRIDGE ST NEW YORK, NY 10002	50 ft
BESTE BAT LLC Ser #: 1312502	135 137 ELDRIDGE ST NEW YORK, NY 10002	88 ft
HERMES B NY LLC Ser #: 1287964	95 ALLEN ST NEW YORK, NY 10002	138 ft
303 CANARY LLC Ser #: 1316840	303 305 BROOME ST NEW YORK, NY 10002	268 ft
CONGEE VILLAGE INC Ser #: 1273685	100 ALLEN ST NEW YORK, NY 10002	285 ft
ZEST HOSPITALITY INC Ser #: 1315058	112 ELDRIDGE ST NEW YORK, NY 10002	296 ft
ELDRIDGE HOSPITALITY LLC Ser #: 1294588	107 ELDRIDGE ST NEW YORK, NY 10002	357 ft
ALLEN HOTEL INC, THE Ser #: 1313154	88 ALLEN ST NEW YORK, NY 10002	363 ft
EAST VILLAGE HOSPITALITY GROUP LLC Ser #: 1322518	115 ALLEN ST NEW YORK, NY 10003	366 ft
BIG CANDY LLC Ser #: 1275668	86 ALLEN ST NEW YORK, NY 10002	381 ft
BARNORTH GROUP LLC Ser #: 1261959	77 DELANCEY ST NEW YORK, NY 10002	388 ft
XLR8 LLC Ser #: 1271863	266 BROOME ST NEW YORK, NY 10002	396 ft
100 FORSYTH RESTAURANT LLC Ser #: 1313086	100 FORSYTH ST BASEMENT NEW YORK, NY 10002	421 ft
JOHANNPRO LLC Ser #: 1289900	96 ORCHARD ST NEW YORK, NY 10002	455 ft
SAIGONNYC LTD Ser #: 1256341	85 ORCHARD ST UNIT B BROOME ST & GRAND ST NEW YORK, NY 10002	466 ft
ORCHARD 85 CORP Ser #: 1250820	85 87 ORCHARD STREET STORE # 5 NEW YORK, NY 10002	466 ft
TWO BIKES LLC Ser #: 1151213	85 ORCHARD STREET CRN OF BROOME & ORCHARD NEW YORK, NY 10002	484 ft
COMPAS GROUP NEW YORK LLC Ser #: 1222226	86 ORCHARD STREET BROOME ST AND GRANT ST NEW YORK, NY 10002	500 ft

Attaboy Café LLC
134 Eldridge Street, South Storefront
New York ,NY 10002

NEIGHBORING RESIDENTS VECINOS DE LA COMUNIDAD

Attaboy Cafe LLC (917) 325 -9374

Company Name / Contact Info

Nombre de la Compañía/el teléfono de contacto

Plans to open a:

Planifique abrir un/una:

Cafe/Bar/ Tavern

(Please choose) Bar/Restaurant
sidewalk cafe/backyard use

(Favor de escoger) una Barra/un Restaurant
un cafe de acera o un patio de atrás

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address

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Beer/Wine and Liquor

Beer & Wine or Beer/Wine & Liquor

Cerveza y vino o cerveza/vino y bebidas alcohólicas

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Company/DRA Name and Contact Number for Questions

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Michael McIlroy- (917) 325-9374

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Attaboy Café LLC
134 Eldridge Street, South Storefront
New York ,NY 10002



Attaboy Café LLC
134 Eldridge Street, South Storefront
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VECINOS DE LA COMUNIDAD**

Attaboy Cafe LLC (917) 325-9374

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Other names for the business

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31 COMMUNITY BOARD 3
SIA & DCA Licensing
Committee Meeting

En la JUNTA COMUNITARIA 3
La reunión del Comité
de Licencias del SIA y del DCA

mail@ch.nyc.gov www.ch3manhattan.org

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& NEIGHBORS**

Attaboy Cafe LLC - (917) 325-9374

Company/DBA Name and Contact Number for Questions

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For More Information

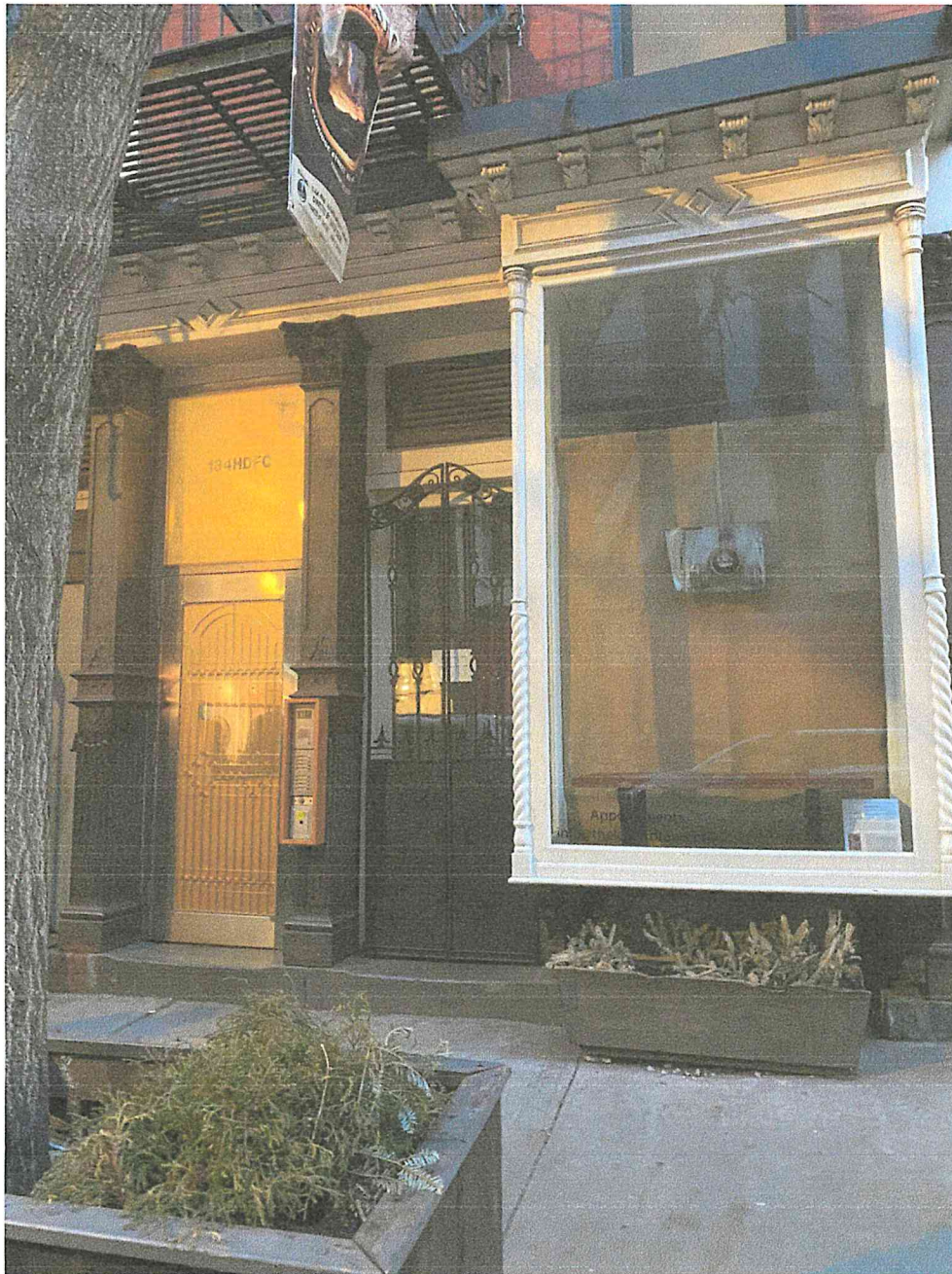
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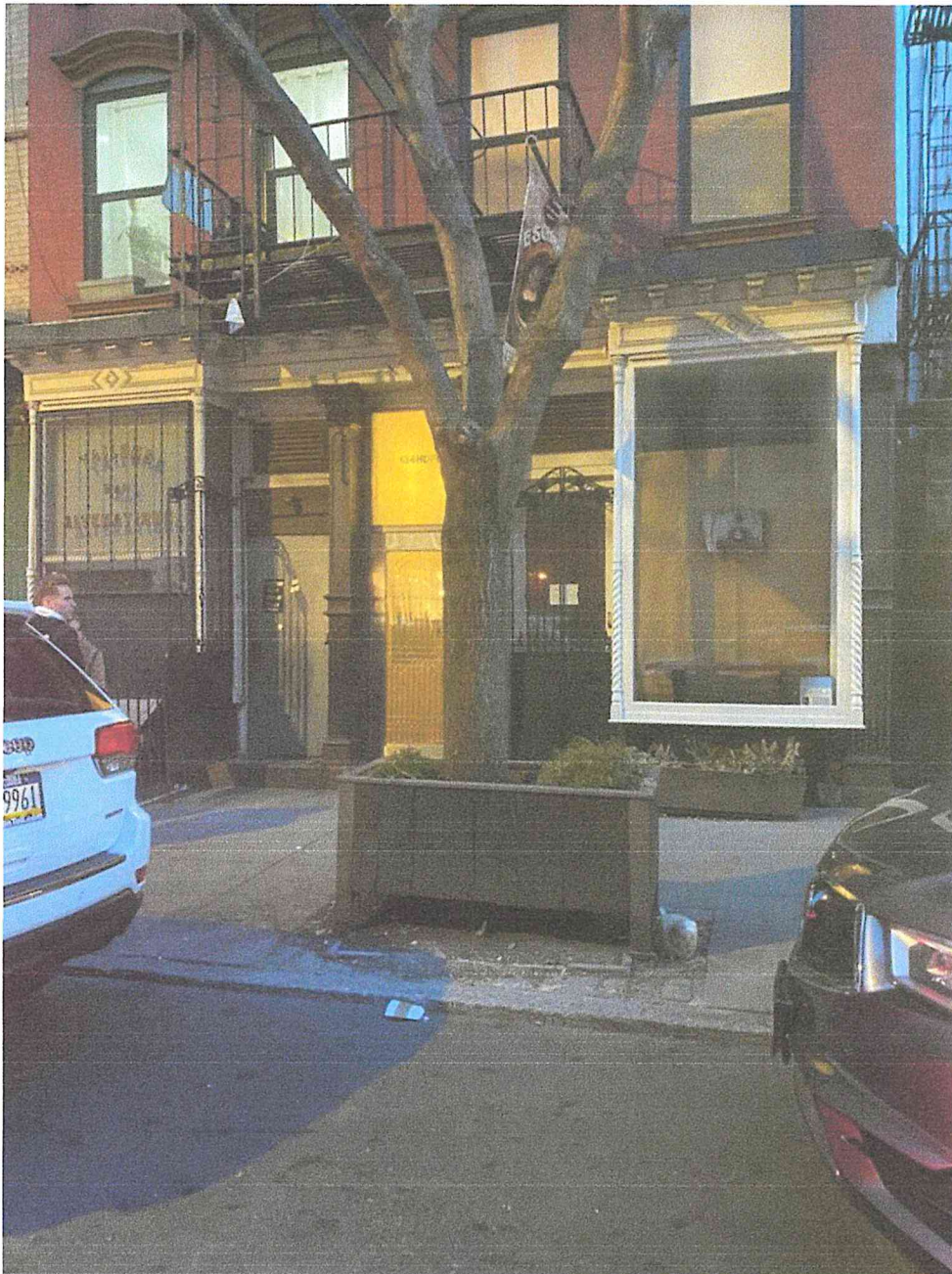
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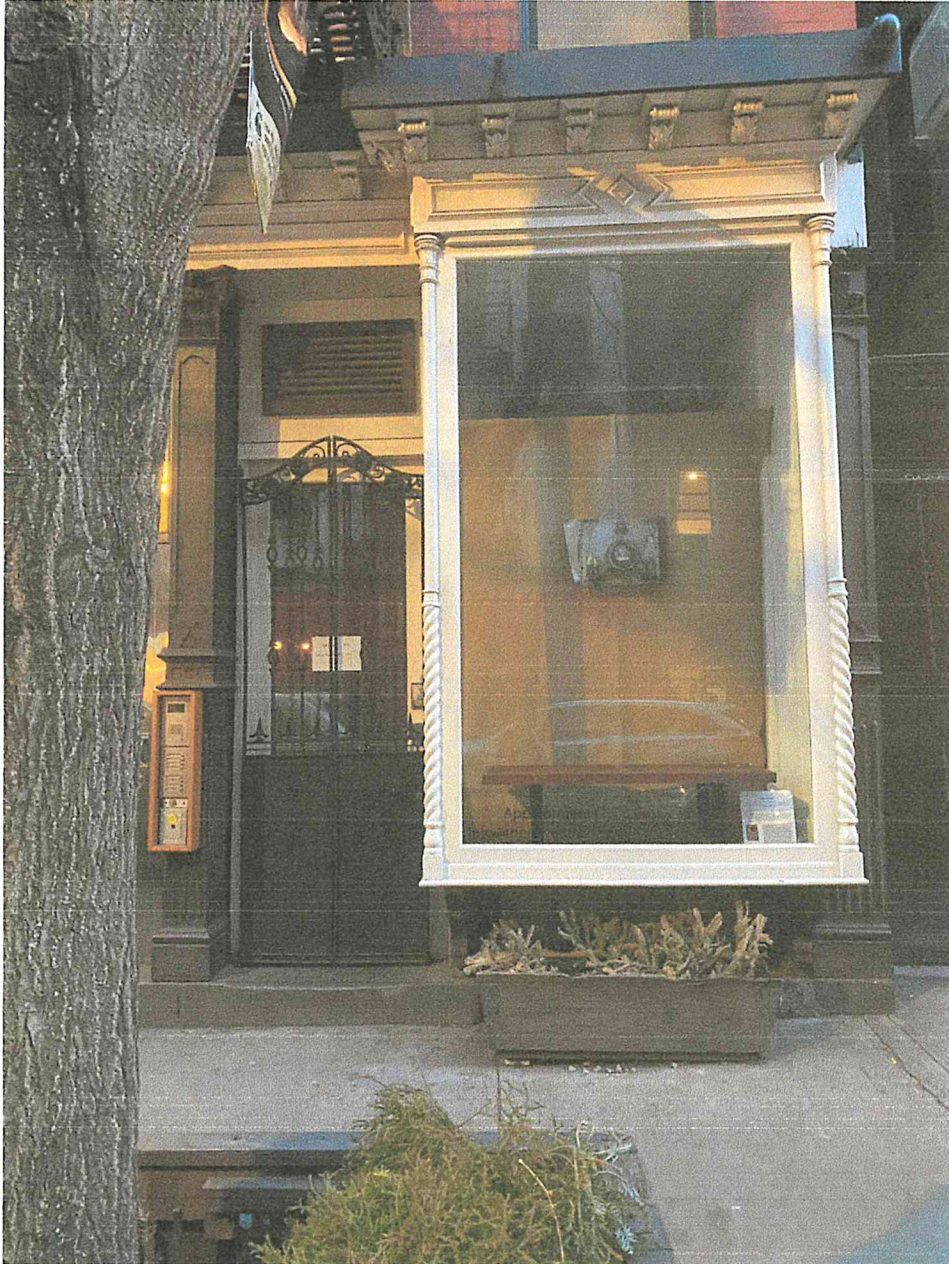
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Attaboy Café LLC
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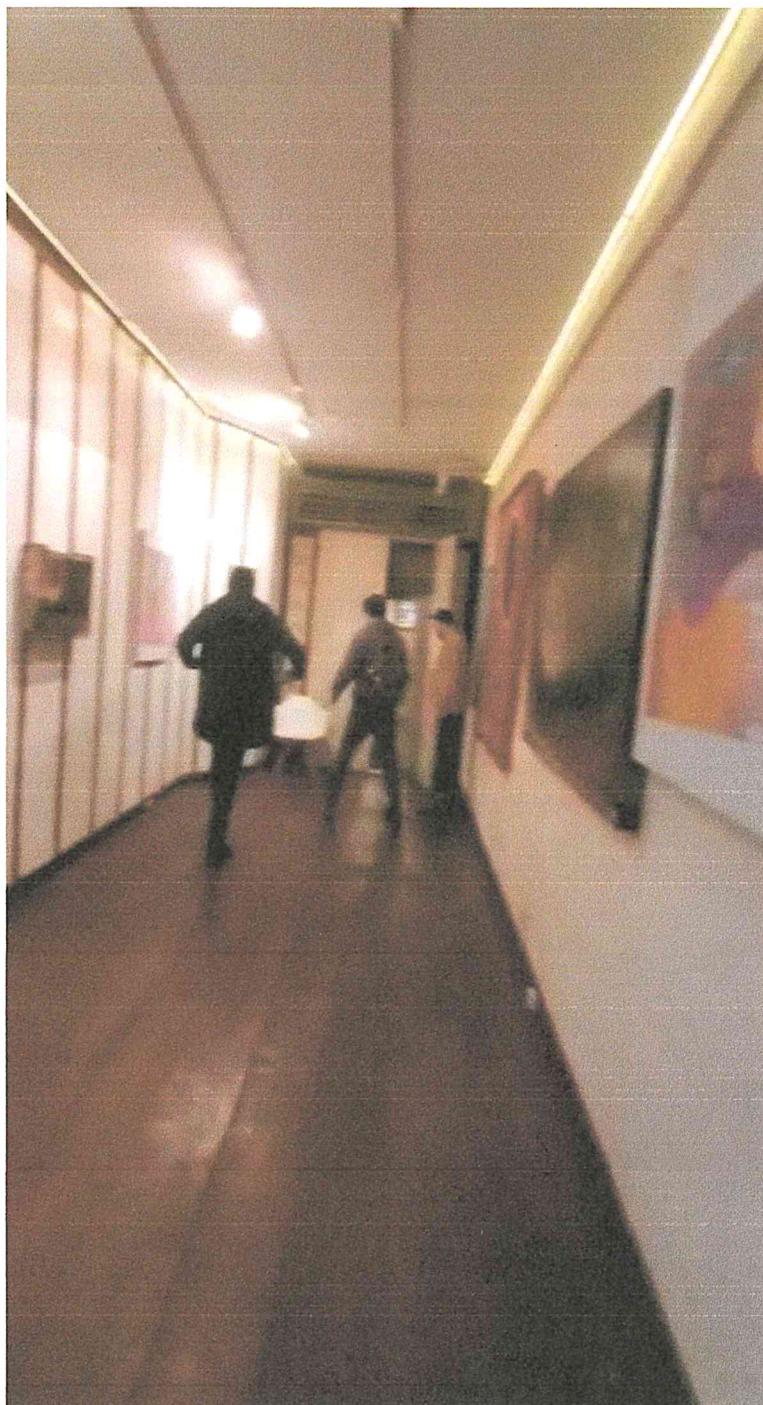
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134 Eldridge Street, South Storefront
New York, NY 10002



Attaboy Café LLC
134 Eldridge Street, South Storefront
New York, NY 10002



Applicant History

Michael Mcilroy and Samuel Ross are the owners and founders of Attaboy, they have extensive experience in the bartending industry. As the owners and founders of a successful cocktail bar, they have gained a wealth of knowledge and skills in various aspects of the industry, such as:

- Creating innovative and high-quality cocktails
- Interacting with customers and providing exceptional service
- Networking within the industry and staying up-to-date on industry trends and best practices
- Ensuring compliance with regulations and laws related to serving alcohol.

Below you will find articles that speak to the hard work, time, and dedication that we have put into Attaboy and which has led to the success of our bar and the enjoyment of many. With locations in New York and Nashville, we hope and aspire to extend Attaboy to even greater heights.

ATTABOY New York & Nashville

<https://attaboy.us/>

<https://www.instagram.com/attaboy134/?hl=en>

<https://www.instagram.com/attaboynashville/?hl=en>

<https://www.vogue.com/article/this-is-the-best-bar-in-north-america>

<https://ny.eater.com/2022/6/10/23161104/attaboy-50-best-bar-north-america>

https://classbarmag.com/news/fullstory.php/aid/695/Michael_McIlroy_and_Sam_Ross_92_Attaboy_crowned_North_America_92s_Best_Bar.html

<https://www.newschannel5.com/news/2022-james-beard-awards-names-attaboy-a-finalist-for-outstanding-bar-program>

<https://nashville.eater.com/2020/10/22/21526104/attaboy-reopens-nashville-tornado-pandemic>

<https://www.belfasttelegraph.co.uk/opinion/viewpoint/michael-is-the-toast-of-the-town-in-new-york/41772277.html>

<https://www.mensjournal.com/food-drink/penicillin-cocktail>

HEARTS CAFE Nashville (2 locations)

<https://www.heartsnashville.com/>

<https://www.instagram.com/heartsnashville/?hl=en>

<https://nashville.eater.com/2020/7/20/21331577/hearts-australian-all-day-cafe-open-in-east-nashville>

<https://nashvilleguru.com/109193/hearts-nashville>

https://www.nashvillepost.com/business/development/work-to-begin-on-australia-influenced-caf-in-12south/article_e63a039c-d0b2-



HEARTS