



OFFICE USE ONLY  
☐ Original ☐ Amended Date 4/24

## Standardized NOTICE FORM for Providing 30-Day Advance Notice to a Local Municipality or Community Board

11

2

1. Date Notice Sent: May 06, 2025 1a. Delivered by: CMKRR

2. Select the type of Application that will be filed with the Authority for an On-Premises Alcoholic Beverage License:  
 For premises outside the City of New York:

Received

MAY 12 2025

by Community Board 3, Man.

☐ New Application ☐ Removal ☐ Class Change

For premises in the City of New York: (counties of Kings, New York, Bronx, Queens and Richmond):

☐ New Application ☐ New Application and Temporary Retail Permit ☐ Temporary Retail Permit ☐ Removal  
☐ Class Change ☒ Method of Operation ☐ Corporate Change ☐ Renewal ☐ Alteration

Extend hours of  
operation to 2am  
7 days a week

For New and Temporary Retail Permit applicants, answer each question below using all information known to date

For Renewal applicants, answer all questions

For Alteration applicants, attach a complete written description and diagrams depicting the proposed alteration(s)

For Corporate Change applicants, attach a list of the current and proposed corporate principals

For Removal applicants, attach a statement of your current and proposed addresses with the reason(s) for the relocation

For Class Change applicants, attach a statement detailing your current license type and your proposed license type

For Method of Operation Change applicants, although not required, if you choose to submit, attach an explanation detailing those changes

**Please include all documents as noted above. Failure to do so may result in disapproval of the application.**

**This 30-Day Advance Notice is Being Provided to the Clerk of the Following Local Municipality or Community Board:**

3. Name of Municipality or Community Board: Cb3

### Applicant/Licensee Information:

4. Licensee License ID (if applicable): 0340-25-107904 Expiration Date (if applicable): 3/31/27

5. Applicant or Licensee Name: White horse hospitality group LLC

6. Trade Name (if any): Pardon Me

7. Street Address of Establishment: 162 orchard st

8. City, Town or Village: NYC, NY Zip Code: 10002

9. Business Telephone Number of applicant/ Licensee: 3322090601

10. Business E-mail of Applicant/Licensee: Info@pardonmenyc.com

11. Type(s) of alcohol sold or to be sold: ☐ Beer & cider ☐ Wine, Beer & Cider ☒ Liquor, Wine, Beer & Cider

12. Extent of Food Service: ☒ Full Food menu; full kitchen run by a chef/cook ☐ Menu meets legal minimum food requirements; food prep area required

13. Type of Establishment: Restaurant

☐ Seasonal Establishment ☐ Juke Box ☒ Disc Jockey ☒ Recorded Music ☐ Karaoke

14. Method of Operation: (check all that apply) ☐ Live Music (give details i.e., rock bands, acoustic, jazz, etc.): Bar / Restaurant

☐ Patron Dancing ☐ Employee Dancing ☐ Exotic Dancing ☐ Topless Entertainment

☐ Video/Arcade Games ☐ Third Party Promoters ☒ Security Personnel

☐ Other (specify):

15. Licensed Outdoor Area: ☒ None ☐ Patio or Deck ☐ Rooftop ☐ Garden/Grounds ☐ Freestanding Covered Structure  
 (check all that apply) ☐ Sidewalk Cafe ☐ Other (specify): None

OFFICE USE ONLY		
<input type="radio"/> Original	<input type="radio"/> Amended	Date _____

16. List the floor(s) of the building that the establishment is located on: Ground Floor : Basement
17. List the room number(s) the establishment is located in within the building, if appropriate: \_\_\_\_\_
18. Is the premises located within 500 feet of three or more on-premises liquor establishments? ☒ Yes ☐ No
19. Will the license holder or a manager be physically present within the establishment during all hours of operation? ☒ Yes ☐ No
20. If this is a transfer application (an existing licensed business is being purchased) provide the name and ID number of the licensee:
- |       |                   |
|-------|-------------------|
| _____ | _____             |
| Name  | License ID Number |
21. Does the applicant or licensee own the building in which the establishment is located? ☐ Yes (if YES, SKIP 23-26) ☐ No

**Owner of the Building in Which the Licensed Establishment is Located**

22. Building Owner's Full Name: Misrahi Realestate
23. Building Owner's Street Address: 88 rivington
24. City, Town or Village: Nyc State: NY Zip Code: 10002
25. Business Telephone Number of Building Owner: 8446924692

**Representative or Attorney Representing the Applicant in Connection with the Application for a License to Traffic in Alcohol at the Establishment Identified in this Notice**

26. Representative/Attorney's Full Name: Frank Palillo
27. Representative/Attorney's Street Address: 60 Broad Street, Suite 3504
28. City, Town or Village: New York State: NY Zip Code: 10004
29. Business Telephone Number of Representative/Attorney: (212) 227-1640
30. Business E-mail Address of Representative/Attorney: fwpalillo@gmail.com

I am the applicant or licensee holder or a principal of the legal entity that holds or is applying for the license. Representations in this form are in conformity with representations made in submitted documents relied upon by the Authority when granting the license. I understand that representations made in this form will also be relied upon, and that false representations may result in disapproval of the application or revocation of the license.

By my signature, I affirm - under **Penalty of Perjury** - that the representations made in this form are true.

31. Printed Principal Name: Dimitri Williot Title: Owner

Principal Signature: \_\_\_\_\_

Date: \_\_\_\_\_

04/24