

**APPLICANT INFORMATION:**

Name of applicant(s): White Horse Hospitality LLC

Trade name (DBA): Made In New York Pizza

Premises address: 561 Hudson Street NY NY 10014

Cross Streets and other addresses used for building/premise:  
Hudson between Perry and W11th

**CONTACT INFORMATION:**

Principal(s) Name(s): Eytan Sugarman

Office or Home Address: [REDACTED]

City, State, Zip: NY NY 10036

Telephone #: [REDACTED] email : [REDACTED]

Landlord Name / Contact: Centennial Property - Daisy Alecia

Landlord's Telephone and Fax: T: [REDACTED]

NAMES OF ALL PRINCIPAL(s):	NAMES / LOCATIONS OF PAST / CURRENT LICENSES HELD
Eytan Sugarman	White Horse Tavern - 567 Hudson Street
	Hunt & Fish Club - 125 W44th Street

Briefly describe the proposed operation (i.e. "We are a family restaurant that will focus on..."):  
Neighborhood Pizzeria offering Pizza, Salads and Calzones

**WHAT TYPE(S) OF LICENSE(S) ARE YOU APPLYING FOR ( MARK ALL THAT APPLY):**

- a new liquor license (  Restaurant  Tavern / On premise liquor  Other )
- an UPGRADE of an existing Liquor License
- an ALTERATION of an existing Liquor License
- a TRANSFER of an existing Liquor License
- a HOTEL Liquor License
- a DCA CABARET License
- a CATERING / CABARET Liquor License
- a BEER and WINE License
- a RENEWAL of an existing Liquor License
- an OFF-PREMISE License (retail)
- OTHER : \_\_\_\_\_

If upgrade, alteration, or transfer, please describe specific nature of changes:  
(Please include physical or operational changes including hours, services, occupancy, ownership, etc.)

N/A

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If this is for a new application, please list previous use of location for the last 5 years:

Stationary Shop followed by the Pizzeria

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Is any license under the ABC Law currently active at this location?  yes  no

If yes, what is the name of current / previous licensee, license # and expiration date: \_\_\_\_\_

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Have any other licenses under the ABC Law been in effect in the last 10 years at this location?  
 yes  no

If yes, please list DBA names and dates of operation:

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**PREMISES:**

By what right does the applicant have possession of the premises?

Own  Lease  Sub-lease  Binding Contract to acquire real property  other: \_\_\_\_\_

Type of Building:  Residential  Commercial  Mixed (Res/Com)  Other: \_\_\_\_\_

Number of floor: 5 Year Built : 1902

Describe neighboring buildings: Mixed use buildings

Zoning Designation: C1

Zoning Overlay or Special Designation (applicable) c1-6

Block and Lot Number: 633 / 53

Does the premise occupy more than one building, zoning lot, tax lot or more than one floor?  yes  no

Is the premise located in a historic district?  yes  no

(if yes, have all exterior changes or changes governed by the Landmarks Preservation Commission (LPC) been approved by the LPC?  yes  no, please explain : No changes made

Will any outside area or sidewalk café be used for the sale or consumption of alcoholic beverages? (including sidewalk, roof and yard space)  no  yes : explain 3 stand up tables, 3 seats

What is the proposed Occupancy? 60 each and roadside dining with 3 tables of 4 seats each

Does the premise currently have a valid Certificate of Occupancy (C of O) and all appropriate permits?

no  yes \*Pending\*\*

If yes, what is the maximum occupancy for the premises? n/a

If yes, what is the use group for the premises? n/a

If yes, is proposed occupancy permitted? n/a yes n/a no, explain : n/a

If your occupancy is 75 or greater, do you plan to apply for Public Assembly permit?  yes  no n/a

Do you plan to file for changes to the Certificate of Occupancy?  yes  no  
(if yes, please provide copy of application to the NYC DOB)

Will the façade or signage be changed from what currently exist at the premise?  no  yes

(if yes, please describe: \_\_\_\_\_)

**INTERIOR OF PREMISES:**

What is the total licensed square footage of the premises? 500 Sq Feet

If more than one floor, please specify square footage by floors: 500 Sq Feet

If there is a sidewalk café, rear yard, rooftop, or outside space, what is the square footage of the area?  
Sidewalk 171 Sq Feet / Roadway 161 Sq Feet

If more than one floor, what is the access between floors? Stairs

How many entrances are there? 1 How many exits? 1 How many bathrooms? 1

Is there access to other parts of the building?  no  yes, explain: \_\_\_\_\_

**OVERALL SEATING INFORMATION:**

Total number of tables? 6 Total table seats? 18

Total number of bars? 1 Total bar seats? 0

Total number of "other" seats? 0 please explain: \_\_\_\_\_

Total OVERALL number of seats in Premises : 18

**BARS:**

How many \*stand-up bars / bar seats are being applied for on the premises? Bars 1 Seats 0

How many service bars are being applied for on the premises? 0

Any food counters?  no  yes, describe: \_\_\_\_\_

**For Alterations and Upgrades:**

Please describe all current and existing bars / bar seats and specific changes: \_\_\_\_\_

\_\_\_\_\_

\* A stand-up bar is any bar or counter (whether seating or not) over which a member of the public can order, pay for and receive food and alcoholic beverages.

**PROPOSED METHOD OF OPERATION:**

What type of establishment will this be? (check all that apply)

Bar  Bar & Food  Restaurant  Club/ Cabaret  Hotel  Other: \_\_\_\_\_

What are the Hours of Operation?

Sunday: 11am12am Monday: 11am12am Tuesday: 11am 12am Wednesday: 11am12am Thursday: 11am 2am Friday: 11am 2am Saturday: 11am2am  
\_\_\_\_ to \_\_\_\_ \_\_\_\_ to \_\_\_\_ \_\_\_\_ to \_\_\_\_ \_\_\_\_ to \_\_\_\_ \_\_\_\_ to \_\_\_\_ \_\_\_\_ to \_\_\_\_

Will the business employ a manager? \_\_\_\_ no  yes, name / experience if known : Adam Alyan / 5+ years

Will there be security personnel?  no \_\_\_\_ yes( if yes, what nights and how many?) \_\_\_\_\_

Do you have or plan to install French doors, accordion doors or windows that open?  no \_\_\_\_ yes

If yes, please describe : N/A

Will you have TV's ?  no \_\_\_\_ yes ( how many? ) \_\_\_\_\_

Type of MUSIC / ENTERTAINMENT: \_\_\_\_ Live Music \_\_\_\_ Live DJ \_\_\_\_ Juke Box  Ipod / CDs \_\_\_\_ none

Expected Volume level:  Background (quiet) \_\_\_\_ Entertainment level \_\_\_\_ Amplified Music  
(check all that apply)

Do you have or plan to install soundproofing?  no \_\_\_\_ yes

IF YES, will you be using a professional sound engineer? \_\_\_\_\_

Please describe your sound system and sound proofing: Music would be play at background levels only.

\_\_\_\_\_

Will you be permitting: \_\_\_\_ promoted events \_\_\_\_ scheduled performances \_\_\_\_ outside promoters

\_\_\_\_ any events at which a cover fee is charged?  private parties

Do you have plans to manage or address vehicular traffic and crowd control on the sidewalk caused by your establishment?  no \_\_\_\_ yes ( if yes, please attach plans)

Will you be utilizing \_\_\_\_ ropes \_\_\_\_ movable barriers \_\_\_\_ other outside equipment (describe) \_\_\_\_

N/A

Are your premises within 200 feet of any school, church or place of worship?  no \_\_\_\_ yes

***If there is a school, church or place of worship within 200 feet of your premises or on the same block, please submit a block plot diagram or area map showing its' location in proximity to your applicant premises ( no larger than 8 1/2 " x 11").***

Indicate the distance in feet from the proposed premise:

Name of School / Church: \_\_\_\_\_

Address: \_\_\_\_\_ Distance: \_\_\_\_\_

Name of School / Church: \_\_\_\_\_

Address: \_\_\_\_\_ Distance: \_\_\_\_\_

Name of School / Church: \_\_\_\_\_

Address: \_\_\_\_\_ Distance: \_\_\_\_\_

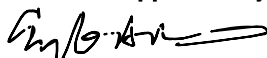
Please provide contact information for Residents / Community Board and confirm that if complaints are made you will address it immediately.

Contact Person: Eytan Sugarman Phone: ██████████

Address: ██████████

Email : ██████████

Application submitted on  
behalf of the applicant by:



Signature

Print or Type Name Eytan Sugarman

Title Principal

Thank you for your cooperation. Please return this questionnaire along with the other required documents as soon as you can. This will expedite your application and avoid any unnecessary delays. Use additional pages if necessary.



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### COMMUNITY BOARD 2 APPLICATION FOR A STATE LIQUOR AUTHORITY LICENSE ADDENDUM FOR OUTDOOR SEATING

For a Liquor License Application that includes any outdoor areas, please complete the following:

- Submit a diagram of outdoor seating indicating length and width of area(s) and location of all tables and chairs. Include all obstructions (trees, fire hydrants, proximity to bus stops, bike racks, signs, etc.).
- Submit photos of the premises where the sidewalk café and/or roadbed will be located. Required photos show one frontal, one left and one right side view of proposed sidewalk café and/or roadbed.
  - Photos must show complete sidewalk and/or roadway area where sidewalk café and/or roadbed will be including views to curb and neighboring properties.
  - If seating is in a rear yard show photos of yard and surrounding area, including upper view of adjacent buildings.

**Sidewalk café** will have no more than *(If premises is located on a corner please indicate for both streets):*

3 tables and 10 seats on Hudson Street  
           tables and            seats on            Street

Hours of sidewalk café: 11 am to 12 am Sunday to Wednesday / 11 am to 2 am Thursday to Saturday

Describe any obstructions (trees, fire hydrant, proximity to bus stop, etc): \_\_\_\_\_  
\_\_\_\_\_

**Roadbed** will have no more than *(If premises is located on a corner please indicate for both streets):*

3 tables and 12 seats on Hudson Street  
           tables and            seats on            Street

Hours of roadbed: 11 am to 12 am Sunday to Wednesday / 11 am to 2 am Thursday to Saturday

Describe any obstructions (trees, fire hydrant, proximity to bus stop, etc): \_\_\_\_\_  
\_\_\_\_\_

**Rear yard** will have no more than            tables and            seats

Hours of rear yard:            to            .

Does seating extend beyond the business frontage?   No   Yes

Will outdoor dining structures **on the sidewalk** be enclosed on three (3) or more sides?   X  No   Yes

Will outdoor dining structures **on the roadbed** be enclosed on three (3) or more sides?   No   X  Yes

Is there any outdoor music, speakers or TVs?   X  No   Yes, please describe: \_\_\_\_\_

Will heating elements be used?   No   X  Yes, please describe: Overhead outdoor electric heaters are installed



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## #NEWYORKSTRONG

In 2020, most of our city was completely shut down by the scourge of Covid. Hospitals were overcrowded & healthcare workers were working 7 days a week, double, & triple shifts in the service of sick patients.

The owners of Made In New York Pizza proudly donated & personally delivered over 10,000 pies in a 9 month period to healthcare workers at local Emergency Rooms. Made In New York Pizza is a proud supporter of all healthcare workers & first responders.



**"HOME OF THE WORLD FAMOUS SPICY PEPPERONI SQUARE"**



## PureWow

The Ultimate Guide to the 21 Best Pizza Spots in Manhattan

By: Nakeisha Campbell | Apr. 15, 2022

"If there's a topic that can spark debate between New Yorkers, it's where to find the best pizza in Manhattan. So, to celebrate the iconic, cheesy slice that you can only get in New York, we taste-tested, crowdsourced, Yelp-confirmed and called on a few native New Yorkers to bring you the ultimate NYC pizza tour, from mouth-watering margherita slices to spicy pepperoni squares. Keep reading for the best spots to visit in Manhattan..."

### 1. MADE IN NEW YORK PIZZA

- Neighborhood: West Village, Manhattan
- Yelp Rating: 4 Stars

It's the home of the famous Spicy Pepperoni Square, complete with a generous amount of crispy pepperoni, flavorful sauce and a thick, hearty crust. If you're partial to pizza that fills you up quickly, the Grandma Squares and Eggplant Squares are also divine. Plus, they offer garlic knots, calzones and plenty of vegan alternatives (made with Violife cheese).

The restaurant has two locations: one on the **Upper West Side** and one in West Village—which opened earlier this year. The latter features colorful art murals, NFTs and graffiti that'll give you all the New York vibes.

### WE CATER!



@MADEINNEWYORKPIZZA

**561 HUDSON ST.  
WEST VILLAGE  
646-881-4200**

**271 AMSTERDAM AVE,  
UPPER WEST SIDE  
646-362-6657**

**MADEINNEWYORKPIZZA.COM**

**512 7TH AVENUE  
MIDTOWN  
646-370-6488**

**421 AMSTERDAM AVE,  
UPPER WEST SIDE  
646-484-6200**







## SLICES & PIES

<b>cheese</b>	3.50 / 24
<i>tomatoes, mozzarella, pecorino, oregano</i>	
<b>pepperoni</b>	4.50 / 28
<i>california tomatoes, mozzarella, pecorino, oregano, pepperoni</i>	
<b>sausage</b>	4.50 / 28
<i>tomatoes, mozzarella, pecorino, oregano, + sweet Italian sausage</i>	
<b>mushroom</b>	4.50 / 28
<i>tomatoes, mozzarella, pecorino, oregano, fresh mushrooms</i>	
<b>vodka</b>	5 / 32
<i>vodka sauce, pecorino, fresh mozzarella, basil, + e.v.o.o</i>	
<b>white</b>	5.25 / 34
<i>a four cheese blend, basil, + e.v.o.o</i>	
<b>classic margherita</b>	5 / 32
<i>plum tomato sauce, fresh mozzarella, pecorino, fresh garlic, basil and e.v.o.o</i>	
<b>new margherita</b>	5.25 / 34
<i>tomatoes, pecorino, post-oven stracciatella, basil, + e.v.o.o</i>	
<b>white spinach</b>	5.50 / 35
<i>a blend of cheeses, fresh garlic, spinach, ricotta</i>	
<b>street fair</b>	5.25 / 34
<i>tomatoes, mozzarella, pecorino, oregano, sweet Italian sausage, white onion, + hot cherry peppers</i>	
<b>yo paulie</b>	5.25 / 34
<i>tomatoes, mozzarella, pecorino romano, oregano, pepperoni, hot cherry peppers, + honey drizzle</i>	
<b>buffalo chicken</b>	5.50 / 35
<i>mozzarella cheese, breaded chicken marinated in frank's red hot sauce, + ranch drizzle</i>	
<b>bbq chicken</b>	5.50 / 35
<i>mozzarella cheese, breaded chicken marinated in sweet baby ray's BBQ sauce</i>	
<b>chicken bacon ranch</b>	5.50 / 35
<i>mozzarella, breaded chicken, bacon cuts, + ranch</i>	

## SQUARES



**spicy pepperoni** 5.50 / 35  
*slow-cooked tomato sauce, mozzarella, pecorino romano, spicy pepperoni cups*

**classic sicilian pie** 4.75 / 30  
*slow-cooked tomato sauce, mozzarella, sicilian oregano, pecorino romano*

**upside down sicilian pie** 4.75 / 30  
*slow-cooked tomato sauce, mozzarella, pecorino romano, sicilian oregano*

**original grandma** 4.50 / 28  
*fresh mozzarella, pecorino, seasoned plum tomatoes and fresh garlic topped with basil + e.v.o.o*

**pepperoni grandma** 5 / 32  
*Fresh mozzarella, pecorino, seasoned plum tomatoes, fresh garlic, pepperoni, basil + e.v.o.o*

**white grandma** 5.25 / 34  
*a four cheese blend, basil + e.v.o.o*

**drunken grandma** 5 / 32  
*Fresh mozzarella, pecorino, vodka sauce, basil + e.v.o.o*

**eggplant grandma** 5.50 / 35  
*Fresh mozzarella, pecorino, seasoned plum tomatoes, fresh garlic, charred eggplant, basil + e.v.o.o*

Tax not included. Payment with card will incur a non-cash adjustment fee of 3.95%. No fee applied for cash payments.



## VEGAN

**vegan pie** 24  
*tomatoes, sicilian oregano and E.V.O.O*

**vegan cheese** 28  
*tomatoes, vio-life vegan cheese, sicilian oregano and E.V.O.O*

**gluten free personal pie** 18

## SIDES & SALADS

**garlic knots (4)** 4  
*tied knots, tossed in pecorino, garlic, oregano, salt, black pepper, basil, oil w/ a side of marinara*

**chicken roll** 9  
*breaded chicken, sauce, mozzarella, pecorino and sicilian oregano w/ a side of marinara*

**pepperoni roll** 9  
*pepperoni, sauce, mozzarella, pecorino romano and sicilian oregano w/ a side of marinara*

**caesar salad** 8  
*chopped romaine lettuce, crunchy croutons, and pecorino romano w/ caesar dressing*

**house salad** 9  
*spring mix, black olive, red onion, cherry tomatoes + pecorino w/ balsamic vinaigrette*

**chopped spicy italian salad** 9  
*chopped romaine, cherry tomatoes, red onion, chickpeas and pepperoncini w/ italian dressing*

## EXTRA TOPPINGS

**\$1 per slice \$4 per pie** 1 / 4  
*pepperoni | mushroom | olive | sausage | jalapeño | onion*

**\$1.50 per slice \$5 per pie** 1.50 / 5  
*spicy pepperoni | stracciatella | eggplant*

