

225 BOWERY AKA 3 FREEMAN ALLEY

PETITION IN SUPPORT OF PROPOSED BUSINESS

CORRESPONDENCE WITH OFFICERS FROM THE 5TH PRECINCT

NOTICE LETTER OF PROPOSED BUSINESS TO COMMUNITY GROUPS

NOTICE LETTER OF PROPOSED BUSINESS TO RESIDENTIAL BUILDINGS:

5 RIVINGTON ST
6 RIVINGTON ST
7 RIVINGTON ST
15 RIVINGTON ST
11 STANTON ST
13 STANTON ST
15 STANTON ST
17 STANTON ST
19 STANTON ST
217 BOWERY
219 BOWERY
221 BOWERY

PHOTOGRAPHIC PROOF OF CONSPICUOUS POSTING AT THE SITE

**Petition to Support
 Untitled @ 3 Freeman Alley Liquor License
 March 2022**

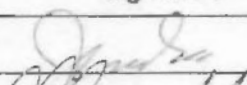
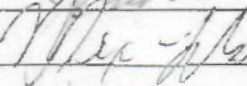
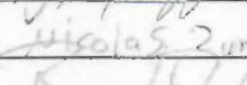


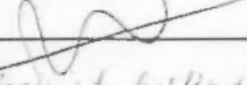
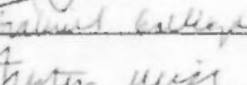
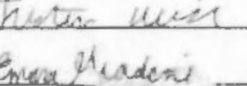
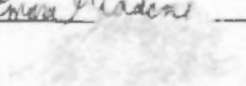
The following undersigned residents support the issuance of a full liquor license for Untitled @ 3 Freeman Alley, located at 225 Bowery. This will be a full service hotel and eating establishment that will employ over 150 individuals, many from the local neighborhood.

The hours of operation will be :

- Ground Floor Restaurant/Gallery (name TBD): 7am-4am; Seven days a week
- Outdoor Garden Area (name TBD): 7am- 12am; Seven days a week
- Interior Lounge 11th Floor (name TBD): 7am-4am; Seven days a week
- Outdoor Lounge 11th Floor (name TBD): 7am-2am; Seven days a week

We strongly encourage Community Board 3's SLA and DCA Licensing Committee to support this application.

Sincerely,

Name	Signature	Address/Apt # (required)
JULIA Szpunar		187 Chrystie Apt 2
Max Lorente		187 Chrystie St Apt 2
Nicolas Zuniga		187 Chrystie St Apt 14
Bradford Cover		187 Chrystie St #15
Lisa Humbel		187 Chrystie Street #6
Victor		187 CHRYSSTIE #6
Gabriel Gallego		187 Chrystie St, apt 13
Justin Wise		187 CHRYSSTIE, apt 11
EMMA GUIDICANI		187 CHRYSSTIE, apt 7

**Petition to Support
 Untitled @ 3 Freeman Alley Liquor License
 March 2022**


The following undersigned residents support the issuance of a full liquor license for Untitled @ 3 Freeman Alley, located at 225 Bowery. This will be a full service hotel and eating establishment that will employ over 150 individuals, many from the local neighborhood.

The hours of operation will be :

- Ground Floor Restaurant/Gallery (name TBD): 7am-4am; Seven days a week
- Outdoor Garden Area (name TBD): 7am- 12am; Seven days a week
- Interior Lounge 11th Floor (name TBD): 7am-4am; Seven days a week
- Outdoor Lounge 11th Floor (name TBD): 7am-2am; Seven days a week

We strongly encourage Community Board 3's SLA and DCA Licensing Committee to support this application.

Sincerely,

Name	Signature	Address/Apt # (required)
John Luna		181 Chrystie
Miguel Rivera		181 Chrystie
DAVID MORRISON		187 Chrystie
Nareh Shiptolik		187 Chrystie
Paris Davis		187 Chrystie
HARRY PERRY		187 CHRYSIE
Mika Nadri		187 CHRYSIE
Karen Pannascan		187 CHRYSIE,

**Petition to Support
 Untitled @ 3 Freeman Alley Liquor License
 March 2022**

The following undersigned residents support the issuance of a full liquor license for Untitled @ 3 Freeman Alley, located at 225 Bowery. This will be a full service hotel and eating establishment that will employ over 150 individuals, many from the local neighborhood.

The hours of operation will be :

Ground Floor Restaurant/Gallery (name TBD): 7am-4am; Seven days a week

Outdoor Garden Area (name TBD): 7am- 12am; Seven days a week

Interior Lounge 11th Floor (name TBD): 7am-4am; Seven days a week

Outdoor Lounge 11th Floor (name TBD): 7am-2am; Seven days a week

We strongly encourage Community Board 3's SLA and DCA Licensing Committee to support this application.

Sincerely,

Name	Signature	Address/Apt # (required)
Alfredo Sandoval	[Signature]	240 E 4th St NY, NY
Inne Sherrick	[Signature]	58 Kenmore
Sasha Wu	[Signature]	87 Chay Street
Diana [Signature]	[Signature]	215 [Signature]
KIRIL Stoi [Signature]	[Signature]	13 [Signature]
[Signature]	[Signature]	13 [Signature]
Richard Ang [Signature]	[Signature]	260 Mott St
Luigi [Signature]	[Signature]	260 Mott
DEL COLE	[Signature]	203 Grand St

Barbara Kwon

From: Steven Escobar <steven@arloveny.com>
Sent: Wednesday, March 30, 2022 8:25 PM
To: TSERING DHUNDUP; ENRIQUE URENA; rodney.rosado@nypd.com
Cc: Barbara Kwon
Subject: 225 Bowery//Security Plan & Traffic Study
Attachments: 225 Bowery AKA 3 Freeman Alley Security Operations Plan V4.pdf; 225 Bowery_SLA Traffic Assessment_03_29_22.pdf

Hello Officers,

It was great meeting you all in the last week. I appreciate the time and the welcoming to the neighborhood. I just wanted to send over our current security plan and traffic study for your revision. If you have any concerns or questions, please feel free to reach out to me directly via email or my cell phone number is (718) 873-6119.

Again, greatly appreciate your time.

Thank you,
Steve Escobar

Barbara Kwon

From: Steven Escobar <steven@arloveny.com>
Sent: Wednesday, March 30, 2022 8:39 PM
To: rodney.rosado@nypd.org
Cc: Barbara Kwon
Subject: 225 Bowery//Security Plan & Traffic Study
Attachments: 225 Bowery AKA 3 Freeman Alley Security Operations Plan V4.pdf; 225 Bowery_SLA Traffic Assessment_03_29_22.pdf

Hello Officer Rosado,

It was great meeting you tonight. I appreciate the time and the welcoming to the neighborhood. I just wanted to send over our current security plan and traffic study for your revision. If you have any concerns or questions, please feel free to reach out to me directly via email or my cell phone number is (718) 873-6119.

Again, greatly appreciate your time.

Thank you,
Steve Escobar

Barbara Kwon

From: Steven Escobar <steven@arloveny.com>
Sent: Tuesday, March 29, 2022 12:31 PM
To: mitchellgrubler@yahoo.com; bstarztwo@gmail.com; ban62007@gmail.com; smaasbach@bowery.org
Cc: Barbara Kwon; Gadi Peleg
Subject: 225 Bowery - Letter of Outreach
Attachments: OUTREACH LETTER FORM - GPGB LLC.docx.pdf

Hello All,

On behalf of Gadi Peleg and David Paz, please see attached for a letter of outreach.

We appreciate your time and hope for a positive working relationship in the future.

Thank you,
Steve Escobar

GPGB, LLC dBa TBD
18 East 16th St, Suite 307
New York, NY 10003

March 29th, 2022

Dear Neighbors,

My name is Gadi Peleg. I am the proprietor of GPGB LLC, which will be the food and beverage operator of the restaurant premises located at 225 Bowery AKA 3 Freeman Alley in New York City (the "Premises"). Together with the hotel operator, 225 Bowery LLC, we are excited to serve the local community and hotel guests at the Premises, which previously operated as Sister City.

Over the course of the last decade, I have been a part of several hospitality ventures throughout the New York City area. We pride ourselves in providing hospitality memories and experiences at all of our establishments. Below are some of the establishments:

A.R.T. at the Arlo NoMad Hotel - 11 East 31st St, NY, NY (Licensed)

LamaLo at the Arlo NoMad Hotel - 11 East 31st St, NY, NY (Licensed)

BarLo at the Arlo NoMad Hotel - 11 East 31st St, NY, NY (Licensed)

Nur- 34 East 20th St, NY, NY (Licensed)

Breads Bakery (various locations) - 18 East 16th St, NY, NY (Licensed), 1890 Broadway, NY, NY (Licensed), 1294 3rd Ave, NY, NY, 1080-1090 6th Ave, NY, NY

My team and I are proud to work closely with the local communities of each of our establishments, getting to know our neighbors and becoming a part of their lives. We pride ourselves in operating quality neighborhood establishments without disturbance to local residents. Our track record in this regard has been nothing short of exemplary and we hope to join your community and continue this method of operation.

I am reaching out to invite you to share your feedback about your experience related to the former operators of the Premises. As we begin our tenure as the food and beverage providers, we welcome any insight or suggestions you might have. Our goal is to understand the needs and concerns of our neighbors to improve the quality of life of our new neighbors.

My contact information is below - please feel free to contact me directly if you have any feedback. We look forward to being good neighbors and being in touch with you.

We hope to meet with Community Board 3 on April 11th at 6:00pm and welcome the opportunity to answer any questions and address any concerns prior to the meeting. As always, please feel free to reach out to me directly at gadi@gpg.nyc or at (212) 697-1463.

Sincerely yours,

Gadi Peleg

Barbara Kwon

From: Steven Escobar <steven@arloveny.com>
Sent: Tuesday, April 5, 2022 1:48 PM
To: michele campo
Cc: mitchell grubler; Gadi Peleg; Barbara Kwon
Subject: Re: 225 Bowery - Letter of Outreach
Attachments: Hours of Operation.pdf

Hello Michele,

We appreciate your response in regards to our forthcoming project on 225 Bowery. Below I am attaching the specifics to the project. In the proposed food and beverage spaces, we hope to open a largely dining focused operation that centers around the community at large. We hope to be able to provide our brand of hospitality to the neighborhood, along with guests of the hotel.

If you have any further questions, please feel free to reach out.

Thank you,
Steve Escobar

On Thu, Mar 31, 2022 at 11:59 AM michele campo <bstarztwo@gmail.com> wrote:
— as of today no asked for information has been received from your organization.
please send all information.
thank you,
———michele campo

On Mar 30, 2022, at 10:52 AM, michele campo <bstarztwo@gmail.com> wrote:
— please send specific information on the application for 225 Bowery..... hours of operation,
layout, etc.
thank you,
———michele
Bowery Block Association

On Mar 29, 2022, at 12:30 PM, Steven Escobar <steven@arloveny.com> wrote:

Hello All,

On behalf of Gadi Peleg and David Paz, please see attached for a letter of outreach.

We appreciate your time and hope for a positive working relationship in the future.

Thank you,
Steve Escobar

<OUTREACH LETTER FORM - GPGB LLC.docx.pdf>

Hours of Operation:

Ground Floor Restaurant/Gallery (name TBD)-

7am-4am, seven days per week, indoor space

Method of Operation - Restaurant

Square Footage - 2356 sq ft.

Maximum Seating and Capacity- 150

Licensed - Yes

Number of Bars - 1, stand up

Bar Length - 32 ft

Stools - 16

Food Service - Yes, from central kitchen

Hours of Food Service- 7am-4am

Music - recorded, DJ, background music

7am-12am, seven days per week, outdoor space

Method of Operation - Restaurant Annex

Square Footage - 1541 sq ft

Maximum Capacity and Seating- 44

Licensed - Yes

Number of Bars - serviced from restaurant

Bar Length - NA

Stools - NA

Proximity to Neighbor - Directly adjacent

Food Service - Yes, from central kitchen

Hours of Food Service- 7am-12am

Music - recorded background music only

11th Floor Restaurant/Bar (name TBD)-

7am-4am, seven days per week, indoor space

Method of Operation - Lounge

Square Footage - 2260 sq ft

Maximum Capacity and Seating- 100

Licensed - Yes

Number of Bars - 1, stand up

Bar Length - 23 ft

Stools - 10

Food Service - Yes, from central kitchen

Hours of Food Service- 7am-4am

Music - recorded, DJ, background music

11th Floor Restaurant/Bar (name TBD)-

7am-2am, seven days per week, outdoor space

Method of Operation - Lounge

Square Footage - 1795 sq ft

Maximum Capacity and Seating- 95

Licensed - Yes

Number of Bars - 1, stand up

Bar Length - 32 ft

Stools - 16

Proximity to Neighbor - 6 stories down, approximately 60 feet

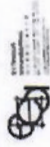
Food Service - Yes, from central kitchen

Hours of Food Service- 7am-2am

Music - recorded background music

AEH-VSLV, LLC

HAKS
Hazardous Waste Analytical & Laboratory Services, Inc.
1000 Westchester Ave., Suite 200
Westchester, NY 10804
Tel: 914.941.1100



ATELIER ACE
Y NET
LABORATORY

TURF
LABORATORY
LABORATORY

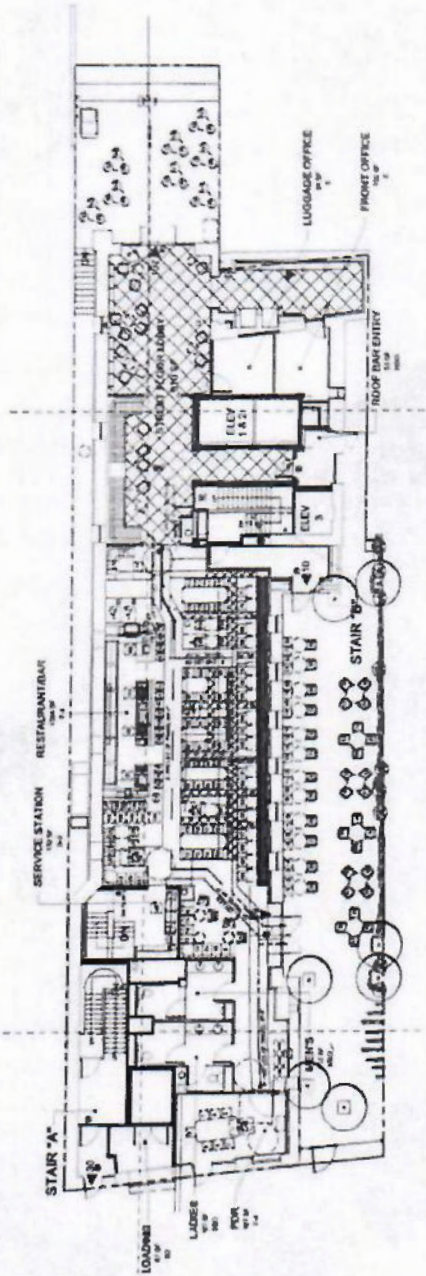
Octagon Fibric
Lab Alliance
LABORATORY
LABORATORY

No.	Description	Date
1	Initial Survey	Aug 13, 2014
2	Site Assessment	Aug 13, 2014
3	Site Investigation	Aug 13, 2014
4	Site Investigation	Aug 13, 2014
5	Site Investigation	Aug 13, 2014
6	Site Investigation	Aug 13, 2014
7	Site Investigation	Aug 13, 2014
8	Site Investigation	Aug 13, 2014
9	Site Investigation	Aug 13, 2014
10	Site Investigation	Aug 13, 2014

BOWERY HOTEL
232 BOWERY
NEW YORK, NY 10002

Project Name	Bowery Hotel, New York, NY
Client	...
Address	232 Bowery, New York, NY 10002
Project No.	...
Scale	...
Sheet No.	PA-2
Revision	...

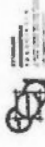
GROUND FLOOR PA



3 CODE ANALYSIS GROUND FLOOR
DATE: 08/13/14

AEH-VSLV, LLC

HAKS



ATELIER Y NET
ACE

TURF

P. 25.100
FLOOR 17
JOB CODE 1111

Creseppi Frable
Lufza

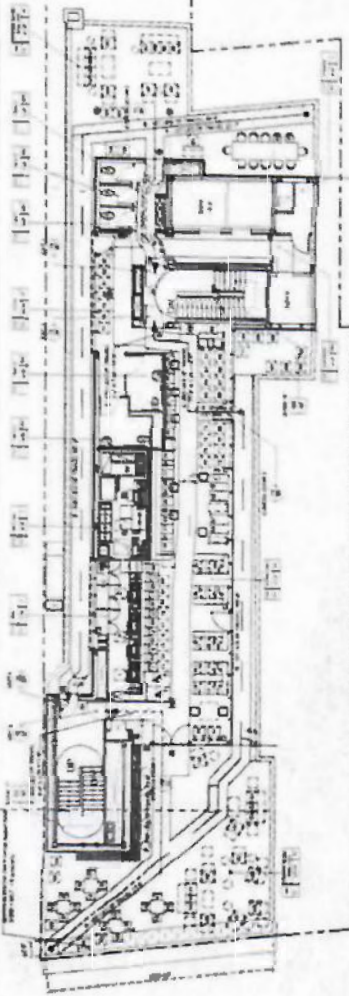
ARCHITECTS & ENGINEERS
PLC & ARCHITECTS LLP
100 N. WASHINGTON ST., SUITE 1000
NEW YORK, NY 10002

No. Date/Project/Drawn

BOWERY HOTEL
225 BOWERY
NEW YORK, NY 10002

CODE ANALYSIS PLANS

PA-1



1 PUBLIC ASSEMBLY PLAN-17TH FLOOR IMK

Tapas

- WARM MARINATED OLIVES**
preserved lemon, harissa, orange peel, fennel seeds - 9
- CUCUMBER-MINT GAZPACHO**
red snapper, yogurt, almonds, sumac - 11
- SHRIMP CARPACCIO**
raw shrimp, tomato seeds, green chili, sea salt, olive oil - 19
- LAMB ARAYES**
finely ground lamb, spearmint, caramelized onions, cumin - 21
- SHRIMP QATAYEF**
shrimp, caramelized onion, green chili, preserved lemon aioli - 16
- FRIED BABY ARTICHOKE**
black garlic aioli - 14
- ROMAINE LETTUCE SALAD**
string beans, radishes, parsley, red onions, mustard-mint vinaigrette - 17
- SHAVED CELERY FENNEL SALAD**
mint, parmesan, dates, hazelnuts - 18
- KALE CAESAR SALAD**
kale, crostons, parmesan, caesar dressing - 17
- SPICY TOMATO SALAD**
heirloom tomatoes, mint, green chili, white onion, cilantro - 18
- FRIED CALAMARI** *pl*
coated with chickpea flour, tomato salsa, preserved lemon aioli - 17
- HOUSE BREAD**
dinner + lunch

Skewers

- GRILLED OCTOPUS** - 19
- GRILLED LAMB** - 17
- GRILLED BRANZINO** - 18

Hummus

- CLASSIC** - 16
- LAMB** - 19
- TOMATO** - 17

Tiffin Box

selection of 4, served with tafia - 21

- Tzatziki
Skordalia
Classic Hummus
Labneh
Spicy Tomato Salad
Tahini
Babaganoush
Tershhi
Matbucha

Main

- FRIED CHICKEN SANDWICH**
chicken schnitzel, amba, pickles, lettuce, tahini - 21
- MIDDLE EASTERN
LECHE DE TIGRE CEVICHE**
red snapper, tahini shrikia pepper sauce, avocado, crispy lupin beans, pickled sumac onions - 23
- UNI ISRAELI
CHOPPED SALAD**
cucumbers, radishes, tomatoes, mint, scallions, tahini, uni - 25

DESSERT

9

- Local Farm Fruit Plate
Chocolate Mousse
Coconut Malabai
Cardamom Turkish Coffee Creme Brulee
Local Ice Cream

GPOB LLC.

MIDDLE EASTERN TAPAS

Follow @f

*All items are allergen free unless otherwise noted. All ingredients are fresh. All items are made from scratch. All items are made from scratch. All items are made from scratch.



Follow @ f

Lunch

WARM MARINATED OLIVES

preserved lemon, harissa, orange peel, fennel seeds - 9

LAMB ARAYES

finely ground lamb, spearmint, caramelized onions, cumin - 19

ROMAINE LETTUCE SALAD

string beans, radishes, parsley, red onions, mustard-mint vinaigrette - 17

SHAVED CELERY FENNEL SALAD

mint, parmesan, dates, hazelnuts - 18

SPICY TOMATO SALAD

heirloom tomatoes, mint, green chili, white onion, cilantro - 18

MIDDLE EASTERN

LECHE DE TIGRE CEVICHE

red snapper, tahini shifka pepper sauce, avocado, crispy lupin beans, pickled sumac onions - 23

FRIED CHICKEN SANDWICH

chicken schnitzel, amba, pickles, lettuce, tahini - 21

.....

Skewers

GRILLED OCTOPUS - 19

GRILLED LAMB - 17

GRILLED BRANZINO - 18

Hummus

CLASSIC - 16

LAMB - 19

TOMATO - 17

.....

DESSERT 9

Local Farm Fruit Plate

Chocolate Mousse

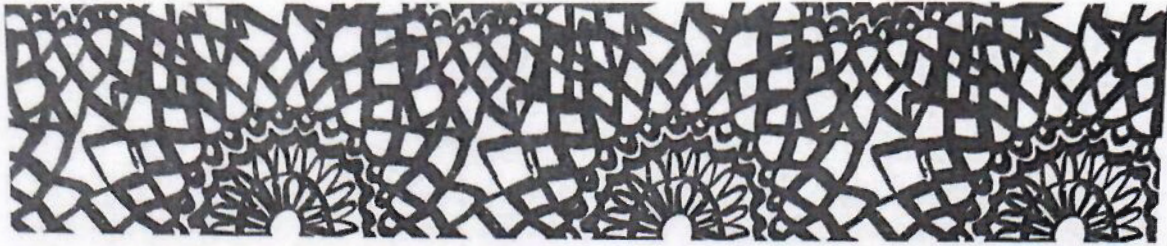
Coconut Malabai

Local Ice Cream

GPGB LLC.

MIDDLE EASTERN TAPAS

*If you have allergies, please alert us as not all ingredients are listed. Consuming raw or undercooked meats, poultry, seafood, shellfish, eggs, may increase your risk of food-borne illness.



Follow @ f

Breakfast

BOARDS

all served with two eggs any style & bread - 24

MIDDLE EASTERN

chopped israeli salad, labneh, avocado, tahini

CONTINENTAL

jam, butter, ham, cheese, croissant

ENGLISH

bean stew, bacon, sausage, hash brown

GREEK

greek salad, tzatziki, feta, kalamata olives

GRANOLA BOWL

granola, date honey jam, fruit & yougurt - 12

GPGB LLC.

MIDDLE EASTERN TAPAS

**If you have allergies, please alert us as not all ingredients are listed.*



Signature Cocktails

16

TRULY MADLY DEEPLY

rye whiskey, house blend vermouth, campari

YOU OUGHTA KNOW

vodka, lillet rouge, grapefruit, dill, honey

DON'T SPEAK

mezcal joven, reposado tequila,
amaro montenegro, orange, egg white

SMELLS LIKE TEEN SPIRIT

dark rum, galliano ristretto, raspberry,
blueberry, vanilla cordial

DOO WOP

silver rum, kaffir lime, passion fruit,
lemongrass, lavender

GETTIN' JIGGY WIT IT

vodka, bergamot, smoked pineapple, grapefruit

I WANT IT THAT WAY



silver tequila, chinola, poblano, cilantro

WANNABEE

rum, gin, cognac, oat orgeat
amontillado sherry, orange, lime, allspice

GPGB LLC.

MIDDLE EASTERN TAPAS

Follow  

Nov 2021 v1



GPGB, LLC dBa TBD
18 East 16th St, Suite 307
New York, NY 10003

March 29th, 2022

Dear Neighbors,

My name is Gadi Peleg. I am the proprietor of GPGB LLC, which will be the food and beverage operator of the restaurant premises located at 225 Bowery AKA 3 Freeman Alley in New York City (the "Premises"). Together with the hotel operator, 225 Bowery LLC, we are excited to serve the local community and hotel guests at the Premises, which previously operated as Sister City.

Over the course of the last decade, I have been a part of several hospitality ventures throughout the New York City area. We pride ourselves in providing hospitality memories and experiences at all of our establishments. Below are some of the establishments:

A.R.T. at the Arlo NoMad Hotel - 11 East 31st St, NY, NY (Licensed)

LamaLo at the Arlo NoMad Hotel - 11 East 31st St, NY, NY (Licensed)

BarLo at the Arlo NoMad Hotel - 11 East 31st St, NY, NY (Licensed)

Nur- 34 East 20th St, NY, NY (Licensed)

Breads Bakery (various locations) - 18 East 16th St, NY, NY (Licensed), 1890 Broadway, NY, NY (Licensed), 1294 3rd Ave, NY, NY, 1080-1090 6th Ave, NY, NY

My team and I are proud to work closely with the local communities of each of our establishments, getting to know our neighbors and becoming a part of their lives. We pride ourselves in operating quality neighborhood establishments without disturbance to local residents. Our track record in this regard has been nothing short of exemplary and we hope to join your community and continue this method of operation.

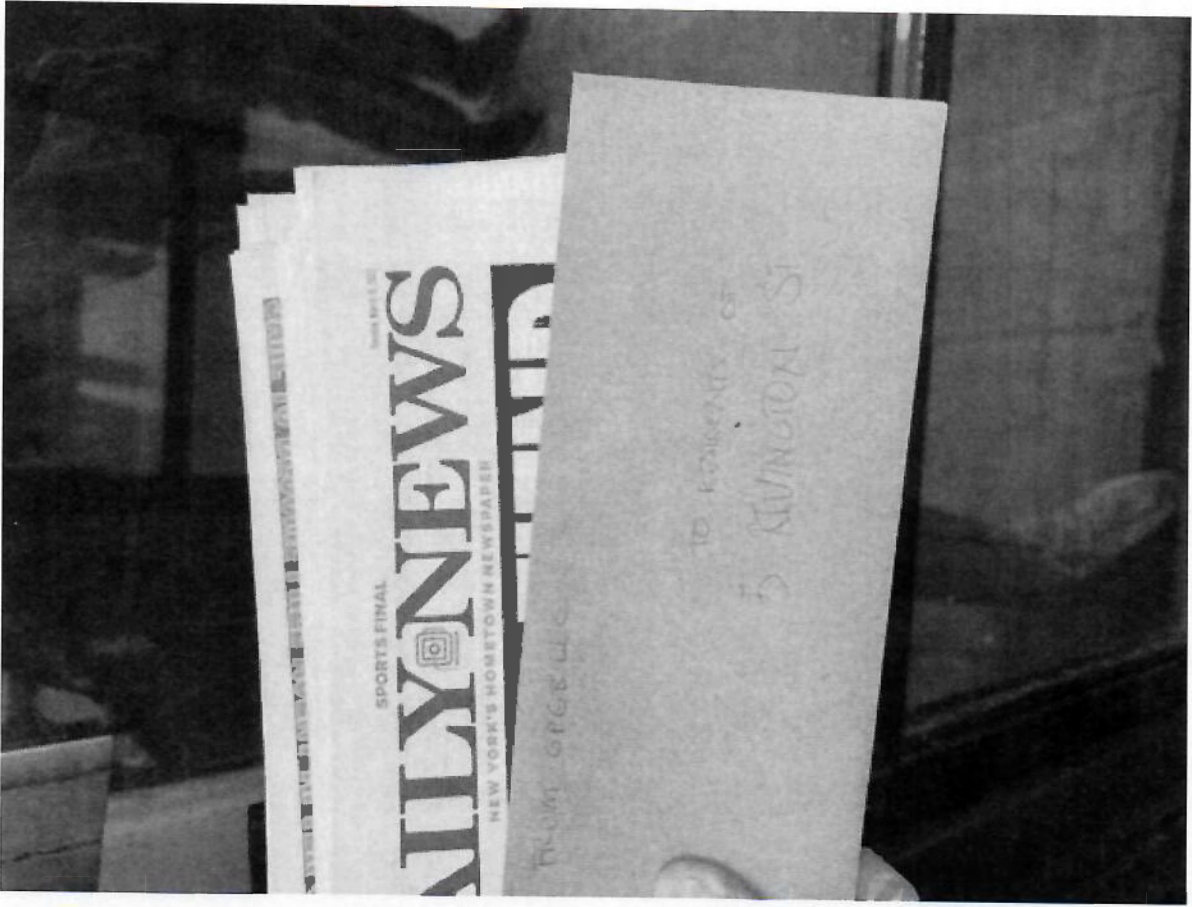
I am reaching out to invite you to share your feedback about your experience related to the former operators of the Premises. As we begin our tenure as the food and beverage providers, we welcome any insight or suggestions you might have. Our goal is to understand the needs and concerns of our neighbors to improve the quality of life of our new neighbors.

My contact information is below - please feel free to contact me directly if you have any feedback. We look forward to being good neighbors and being in touch with you.

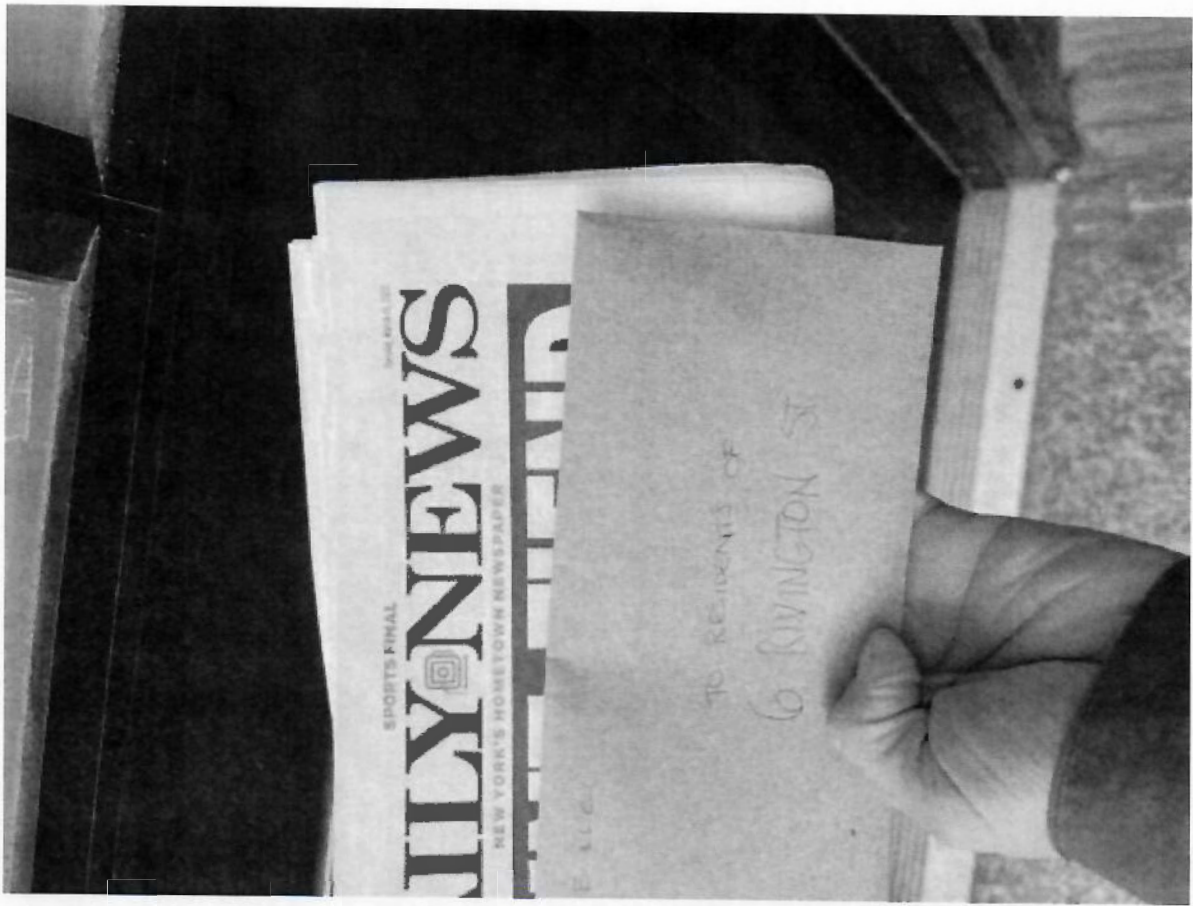
We hope to meet with Community Board 3 on April 11th at 6:00pm and welcome the opportunity to answer any questions and address any concerns prior to the meeting. As always, please feel free to reach out to me directly at gadi@gpg.nyc or at (212) 697-1463.

Sincerely yours,

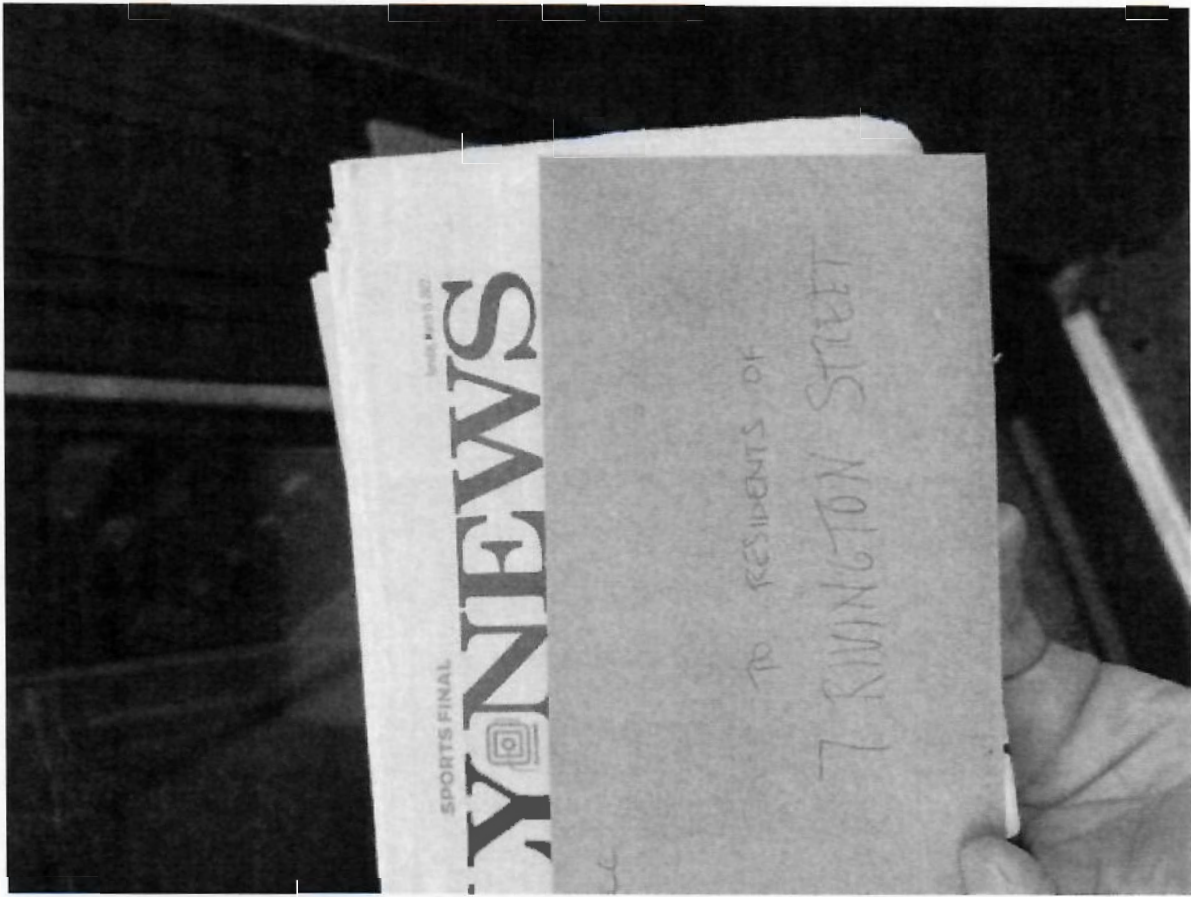
Gadi Peleg



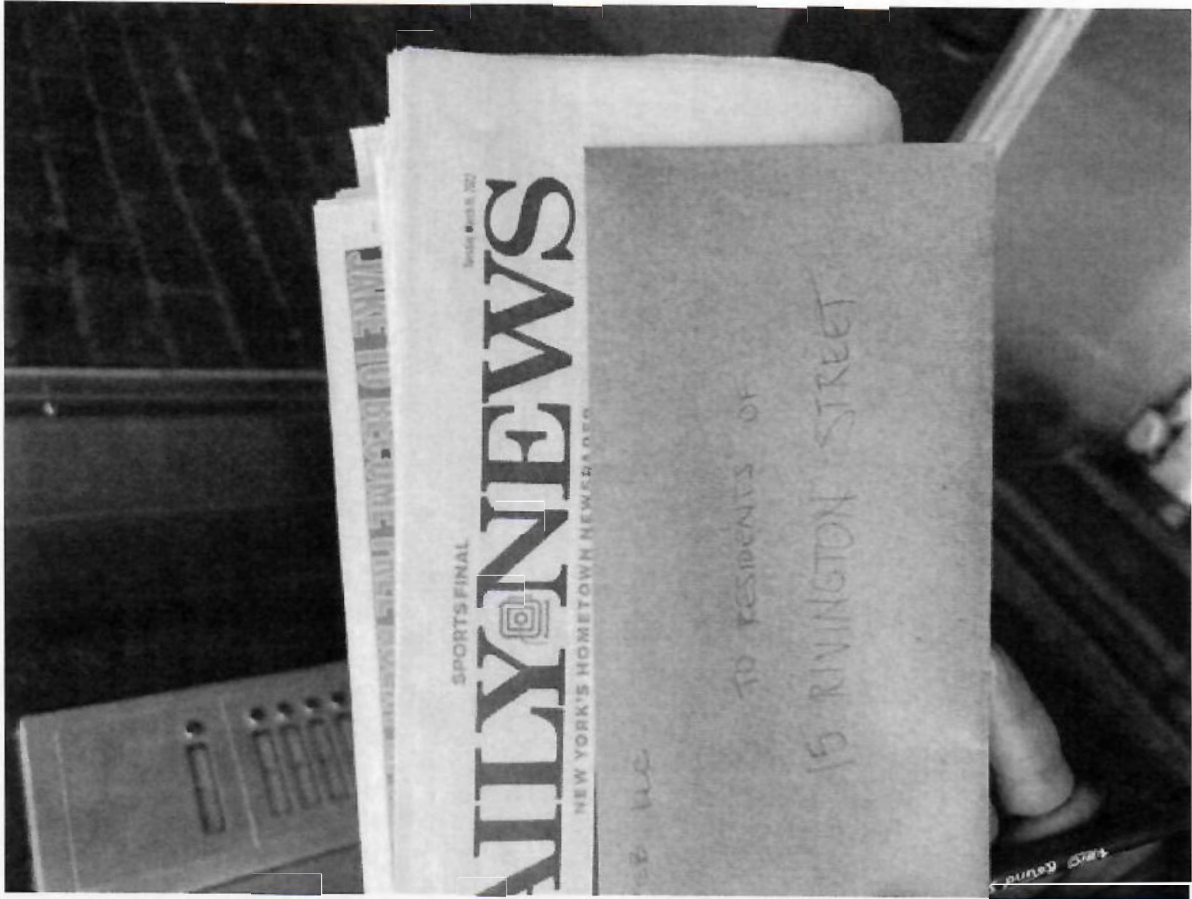
Residents of 5 Rivington Street, New York, NY 10002



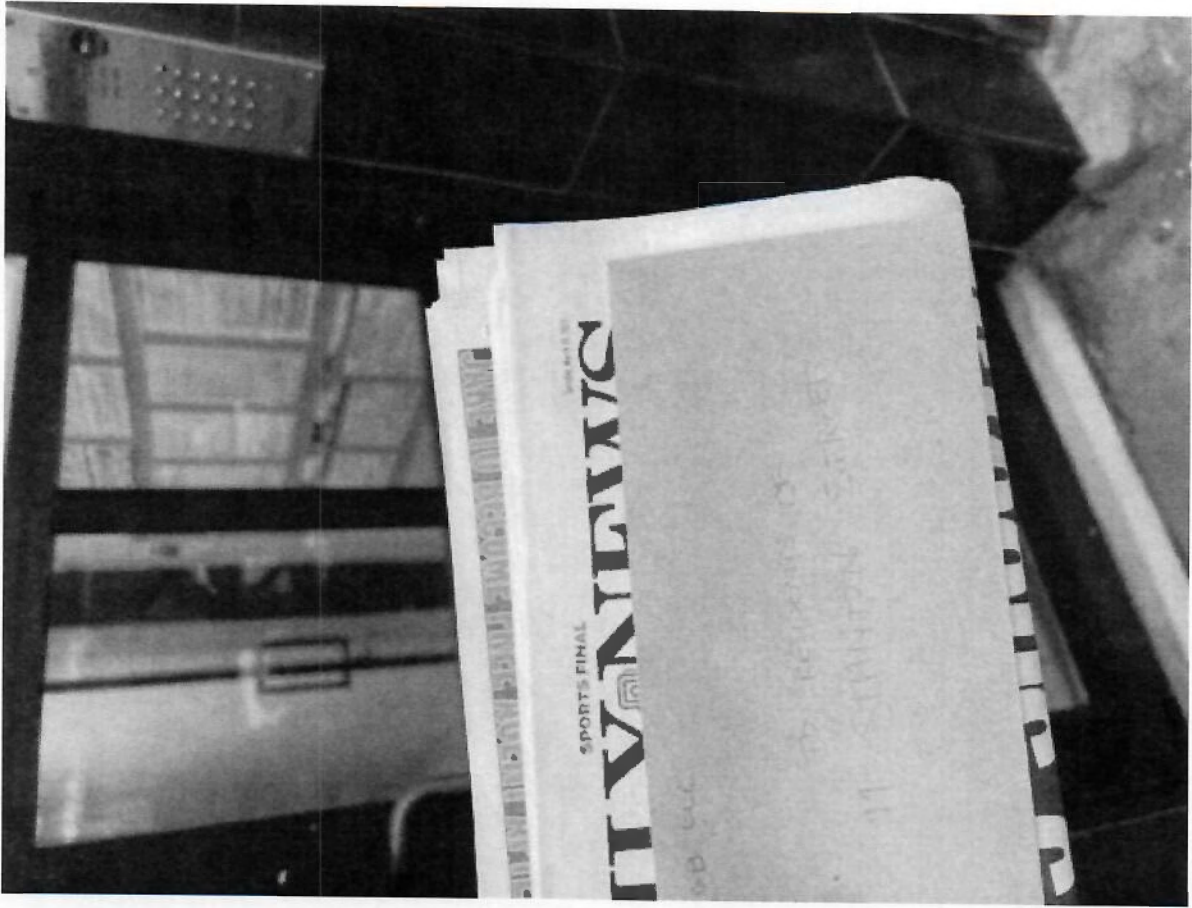
Residents of 6 Rivington Street, New York, NY 10002



Residents of 7 Rivington Street, New York, NY 10002



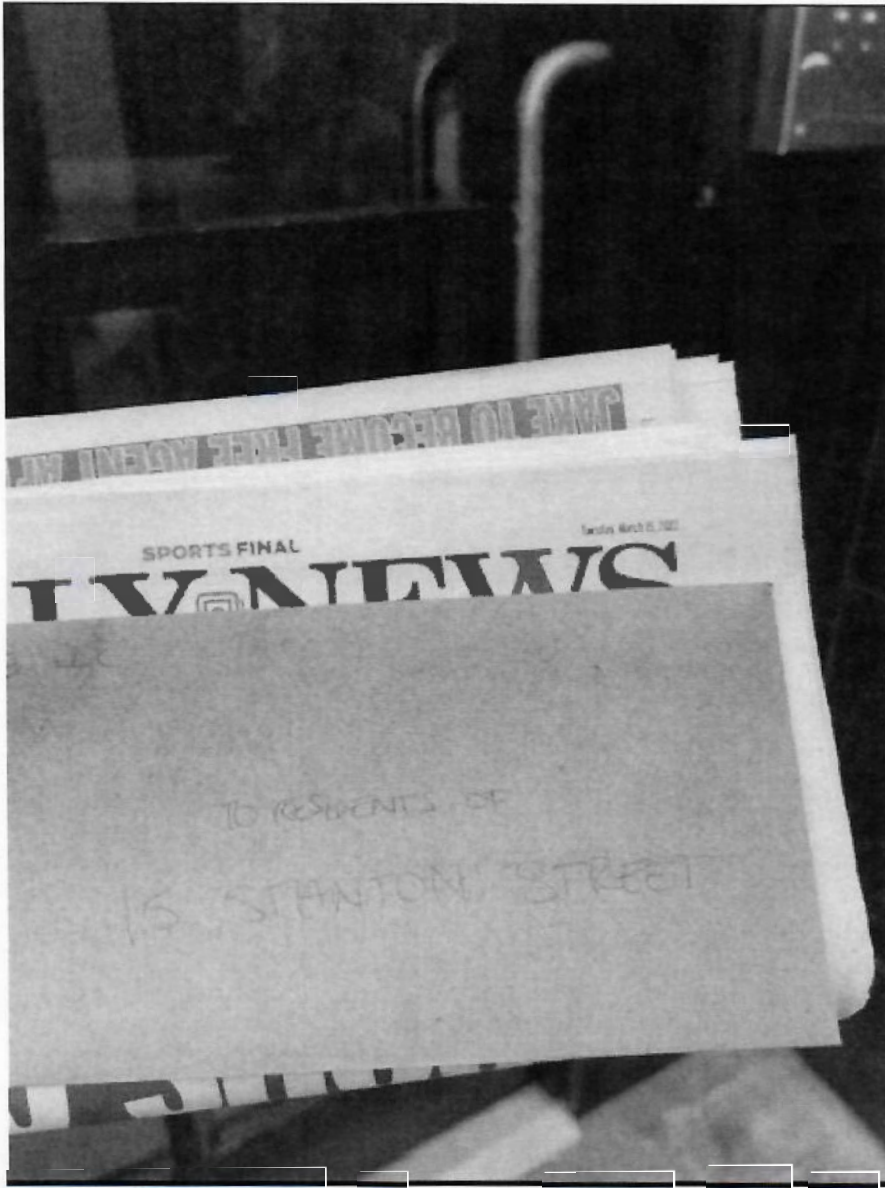
Residents of 15 Rivington Street, New York, NY 10002



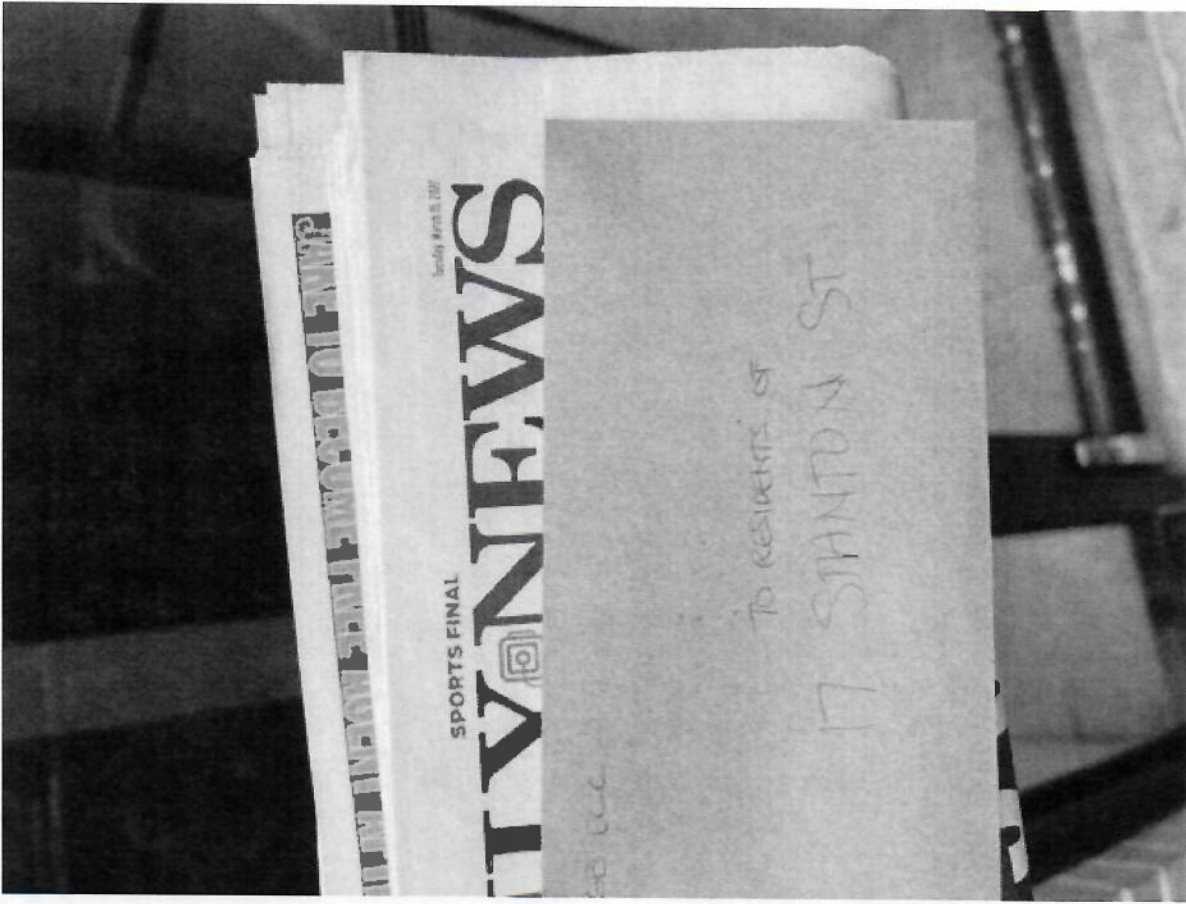
Residents of 11 Stanton Street, New York, NY 10002



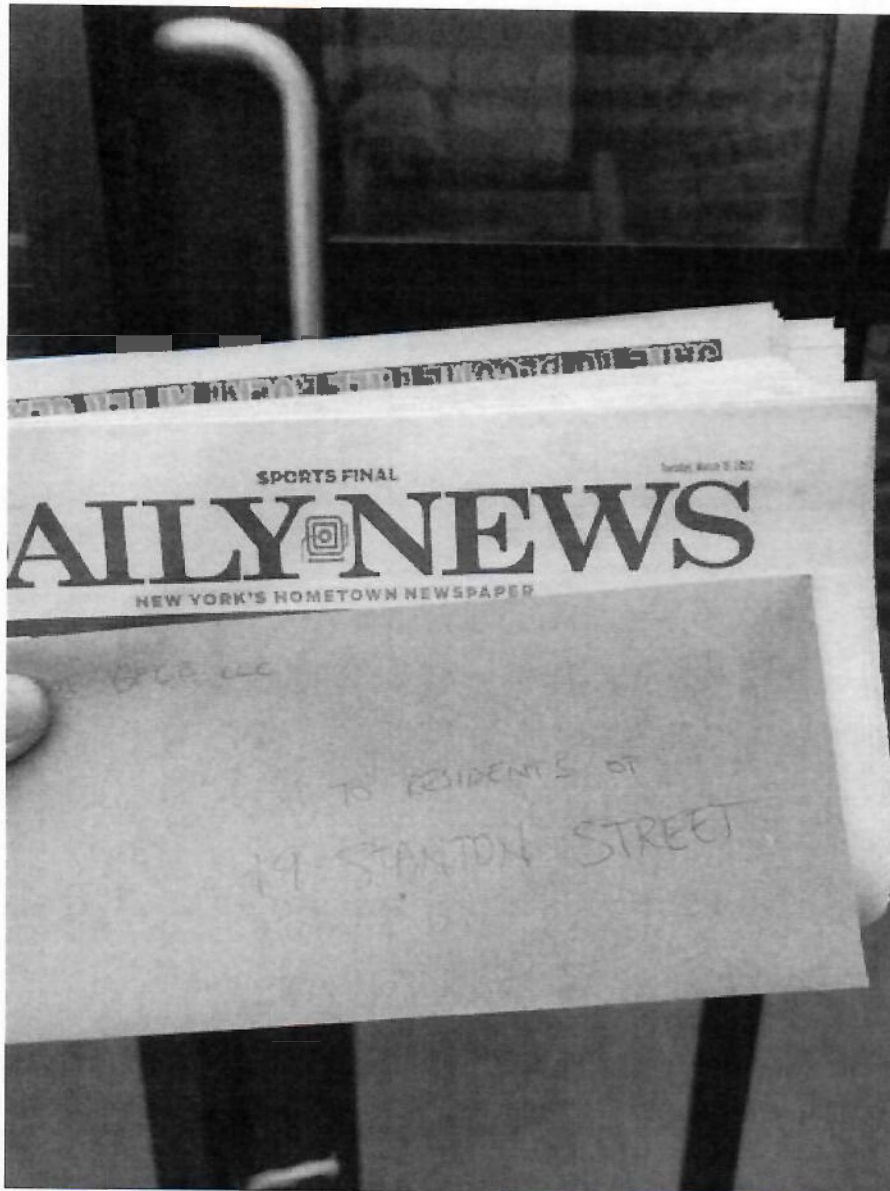
Residents of 13 Stanton Street, New York, NY 10002



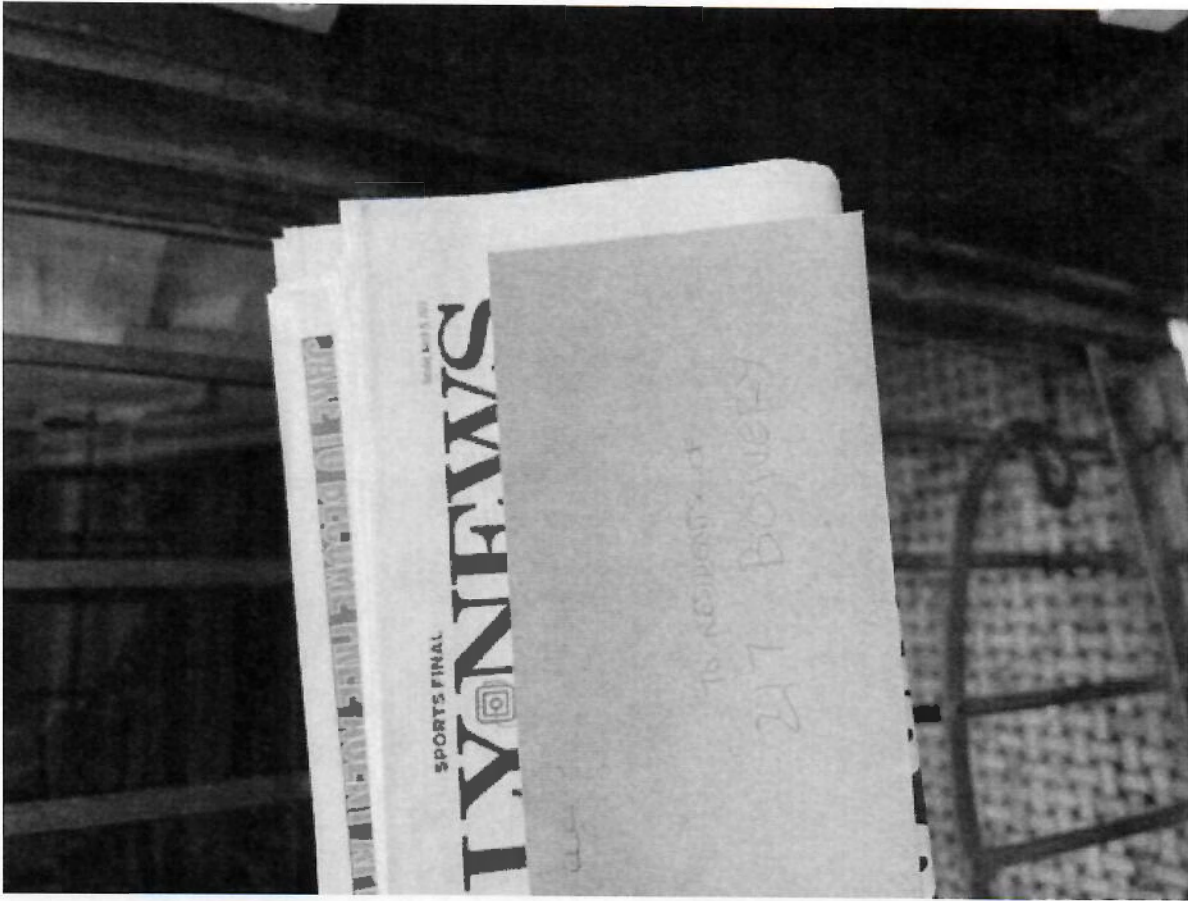
Residents of 15 Stanton Street, New York, NY 10002



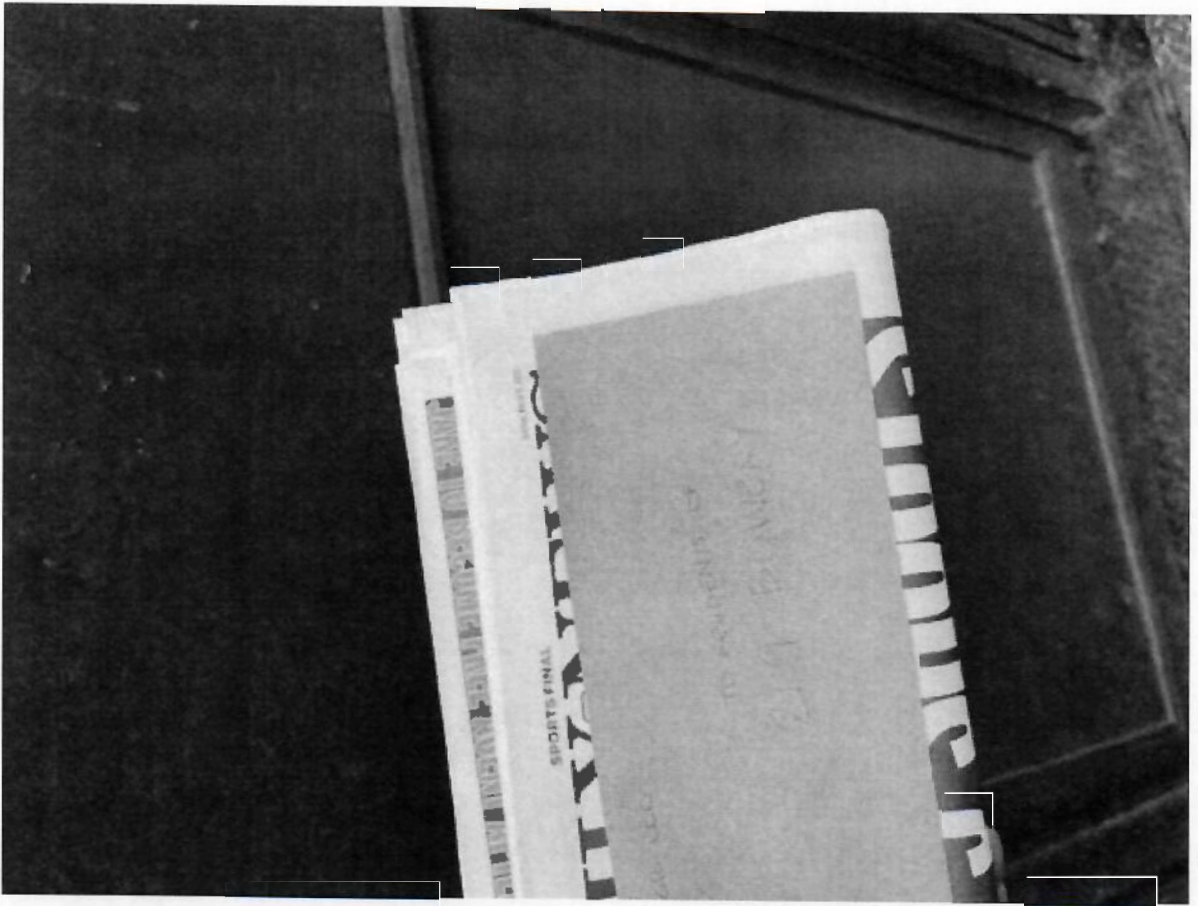
Residents of 17 Stanton Street, New York, NY 10002



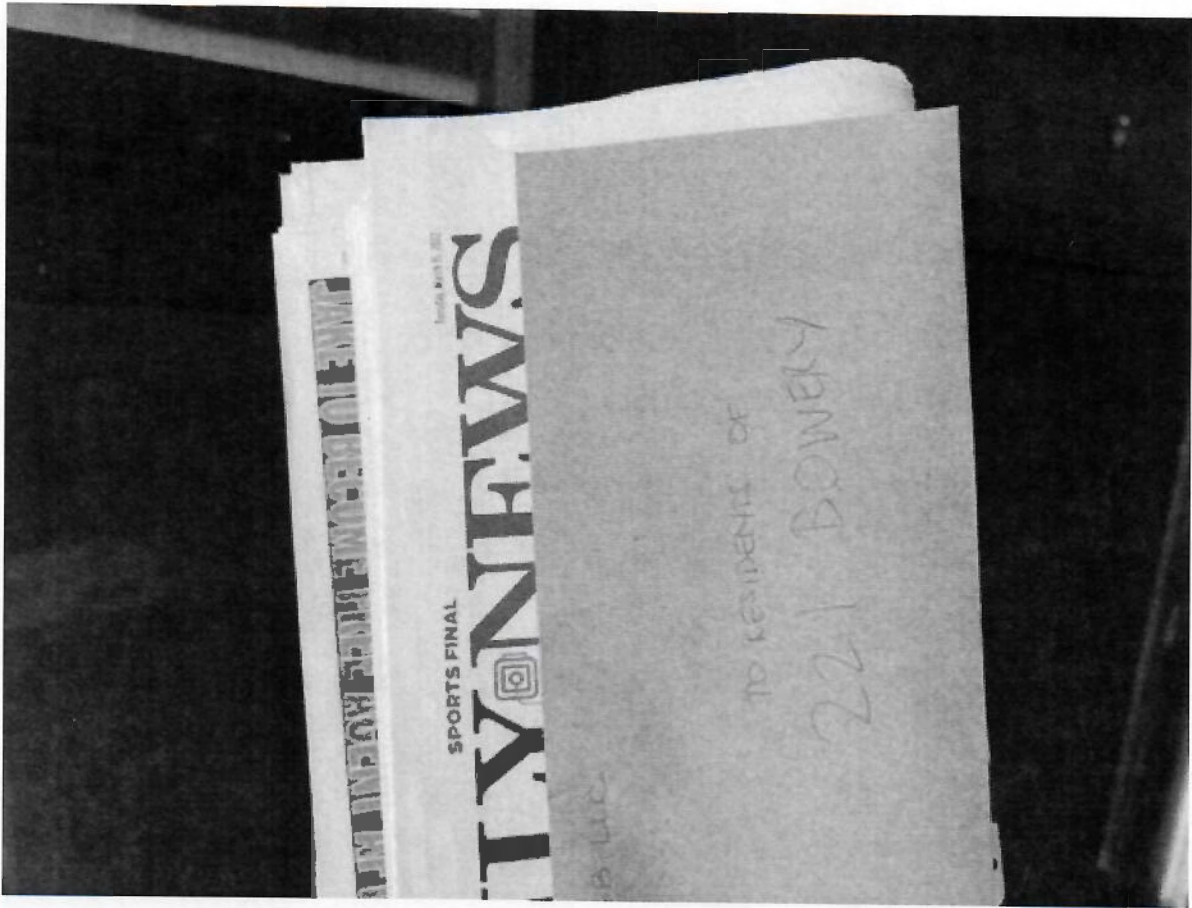
Residents of 19 Stanton Street, New York, NY 10002



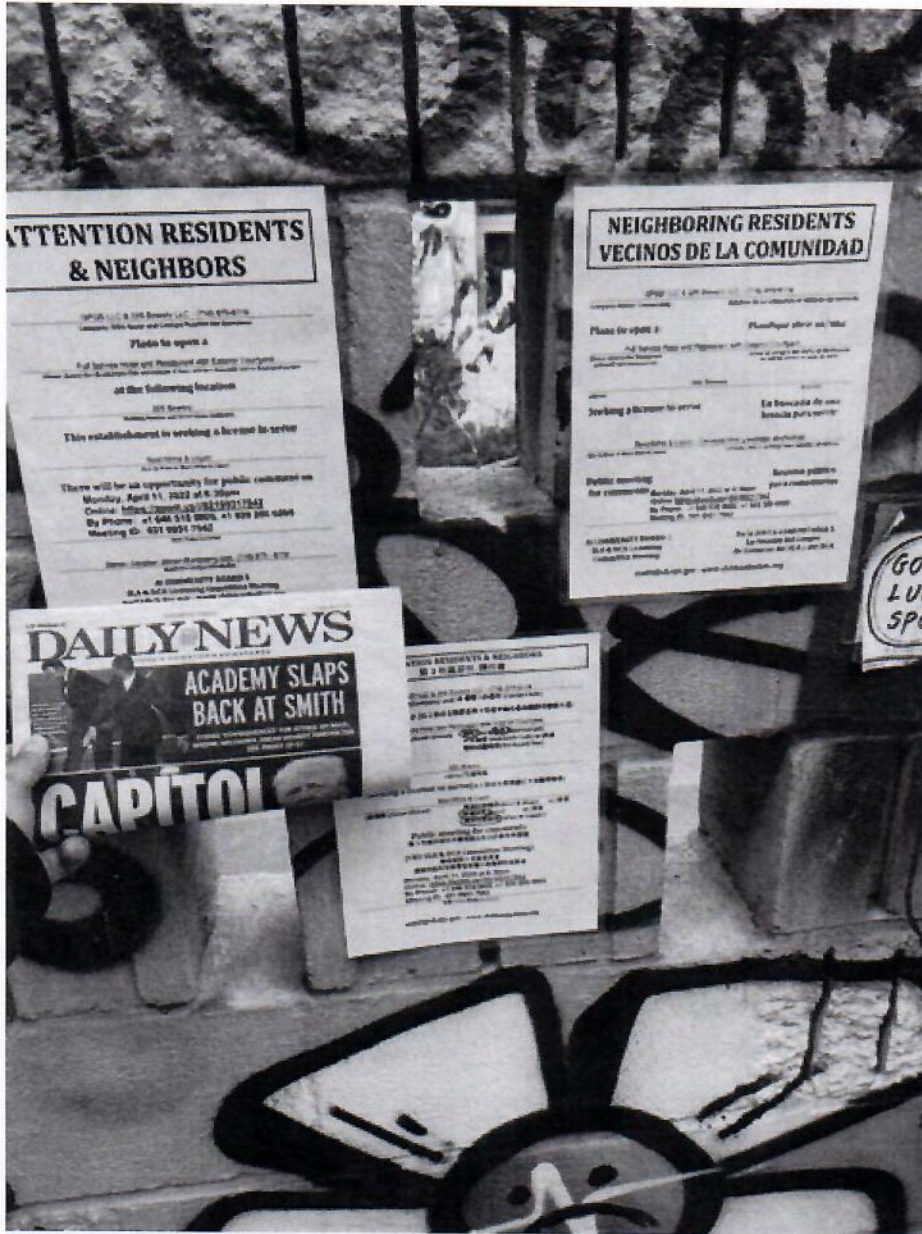
Residents of 217 Bowery Street, New York, NY 10002



Residents of 219 Bowery, New York, NY 10002



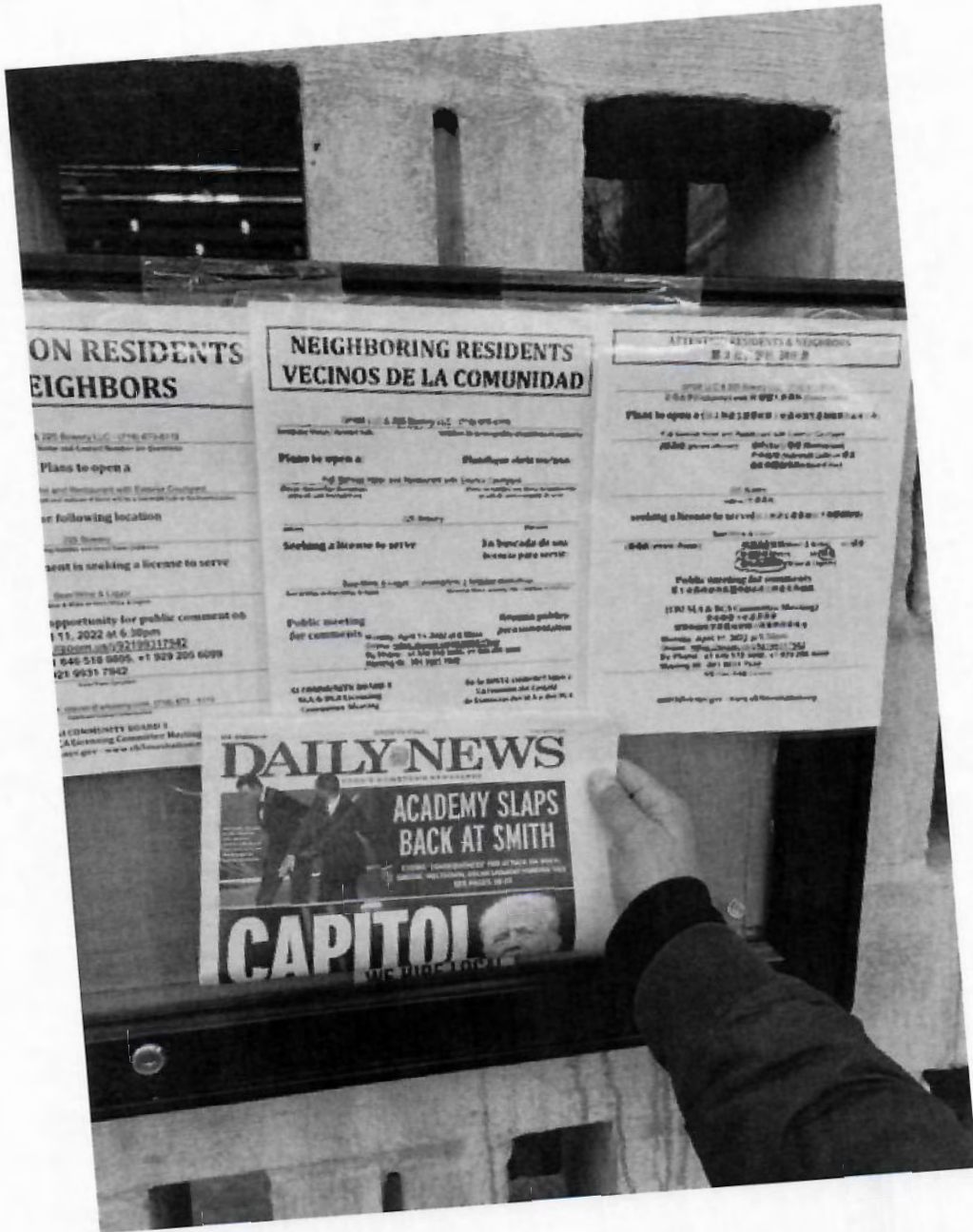
Residents of 221 Bowery, New York, NY 10002



Freeman Alley, posted 3/29/22



Freeman Alley, posted 3/29/22



Bowery, posted 3/28/22



Bowery, posted 3/28/22