



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:

- ☐ 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.

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: 3/14/22

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

If alteration, describe nature of alteration: _____

Previous or current use of the location: Currently Hotel Lodging (previously with Food/Beverage Facility)

Corporation and trade name of current license: _____

APPLICANT:

Premise address: 225 Bowery aka 3 Freeman Alley

Cross streets: Rivington St and Stanton St

Name of applicant and all principals: GPGB LLC and 225 Bowery LLC

Gadilia Peleg and David Paz

Trade name (DBA): Untitled @ 3 Freeman Alley & TBD

PREMISE:

Type of building and number of floors: Hotel - 14 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 varies per floor (see C of O)

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): C6-1

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) see attached

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

If yes, please describe what type: Hotel Lodging (previously with food and beverage facility)

Number of indoor tables? Ground: 64, 11th Floor: 29 Total number of indoor seats? Ground: 251, 11th Floor: 151

How many stand-up bars/bar seats are located on the premise (number, length, and location) 2 Bars
Ground Floor: 32' and 16 seats, 11th Floor: 23' and 6 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 Modern Middle Eastern, see attached for menu

What are the hours the kitchen will be open? 7am-4am

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

How many employees will there be? Approximately 150

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: See Attached

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

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

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.") We plan to have internal personnel, including security, expediting crowds. See attached for plan

Will there be security personnel? ☒ Yes ☐ No (If Yes, how many and when) See attached

How do you plan to manage noise inside and outside your business so neighbors will not be affected?

Please attach plans. See attached

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:

APPLICANT HISTORY:

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

If yes, please indicate name of establishment: See attached

Address: _____ Community Board # _____

Dates of operation: _____

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? 2

How many On-Premise (OP) liquor licenses are within 500 feet? 15

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)
Modern Middle Eastern 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 see attached ; Tue _____ ; Wed _____ ;
Thu _____ ; Fri _____ ; Sat _____ ;
Sun _____. (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
See attached
5. ☒ I will employ a doorman/security personnel: 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 3 private parties per week
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 8pm.
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: Steven Escobar

Phone Number: 718-873-6119

ATTENTION RESIDENTS & NEIGHBORS

GPGB LLC & 225 Bowery LLC - (718) 873-6119

Company/DBA Name and Contact Number for Questions

Plans to open a

Full Service Hotel and Restaurant with Exterior Courtyard

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

at the following location

225 Bowery

Building Number and Street Name (Address)

This establishment is seeking a license to serve

Beer/Wine & Liquor

Beer & Wine or Beer/Wine & Liquor

There will be an opportunity for public comment on

Monday, April 11, 2022 at 6:30pm

Online: <https://zoom.us/j/92199317942>

By Phone: +1 646 518 9805, +1 929 205 6099

Meeting ID: 921 9931 7942

Date/Time/Location

Steven Escobar: steven@arloveny.com, (718) 873 - 6119

Applicant Contact Information

At COMMUNITY BOARD 3

SLA & DCA Licensing Committee Meeting

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

ATTENTION RESIDENTS & NEIGHBORS

第 3 社區居民 請注意

GPGB LLC & 225 Bowery LLC - (718) 873-6119

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)

Full Service Hotel and Restaurant with Exterior Courtyard

(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)

225 Bowery

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 11, 2022 at 6:30pm

Online: <https://zoom.us/j/92199317942>

By Phone: +1 646 518 9805, +1 929 205 6099

Meeting ID: 921 9931 7942

時間 (Time) 和地點 (Location)

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

NEIGHBORING RESIDENTS VECINOS DE LA COMUNIDAD

GPGB LLC & 225 Bowery LLC - (718) 873-6119

Company Name/ Contact Info

Nombre de la Compañía/el teléfono de contacto

Plans to open a:

Planifique abrir un/una:

Full Service Hotel and Restaurant with Exterior Courtyard

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

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

225 Bowery

address

dirección

Seeking a license to serve

**En búsqueda de una
licencia para servir:**

Beer/Wine & Liquor - Cerveza/Vino y bebidas alcoholicas

Beer & Wine or Beer/Wine & Liquor

Cerveza y vino o cerveza/vino y bebidas alcohólicas

**Public meeting
for comments**

**Reunión público
para comentarios**

Monday, April 11, 2022 at 6:30pm

Online: <https://zoom.us/j/92199317942>

By Phone: +1 646 518 9805, +1 929 205 6099

Meeting ID: 921 9931 7942

**At COMMUNITY BOARD 3
SLA & DCA Licensing
Committee Meeting**

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

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

ATTACHMENTS

Photographs of the Premises

Schematics/Floorplans

Proposed Food and Drink Menu

Certificate of Occupancy

Hours of Operation and Method of Operation

Sound System Description

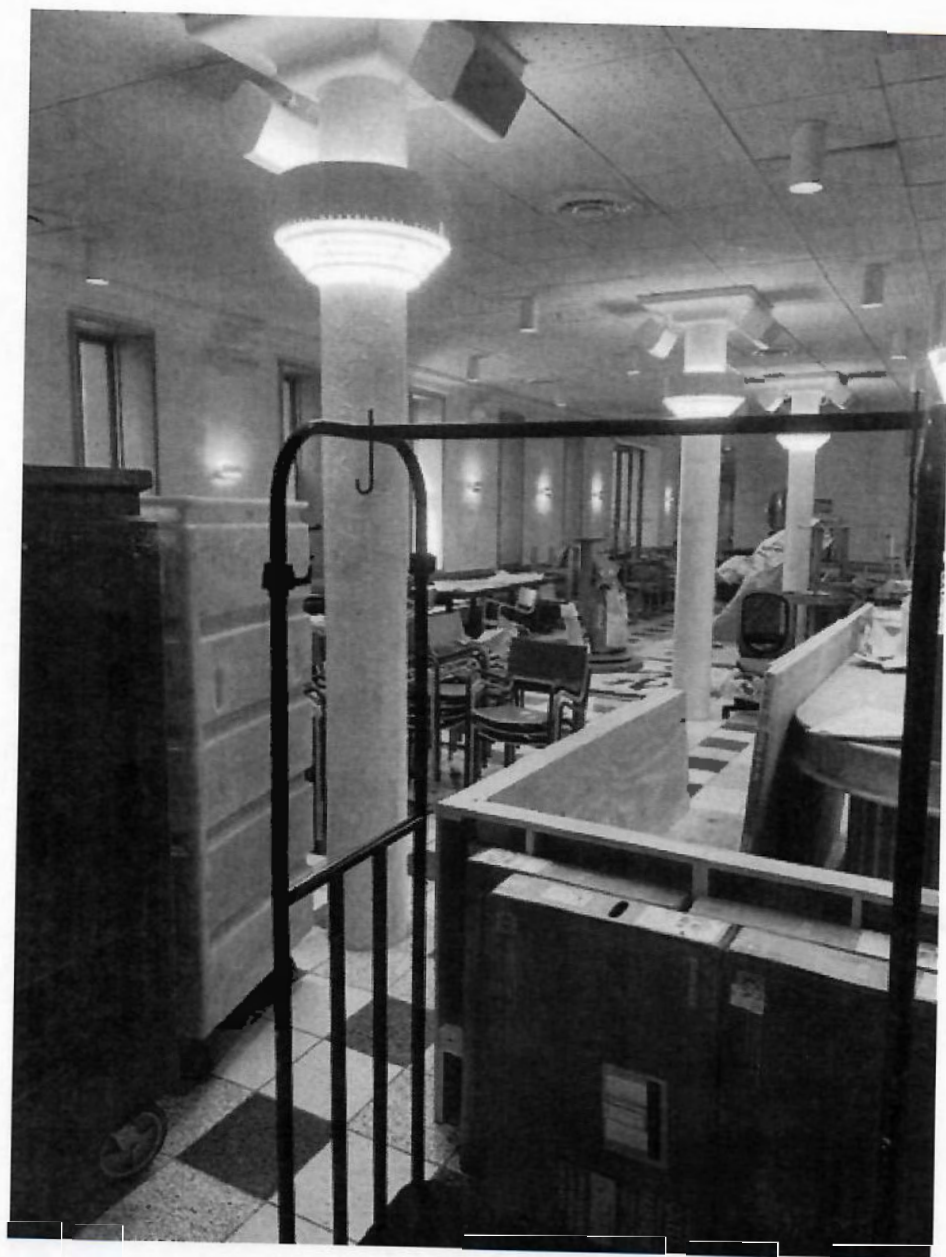
Security Plan

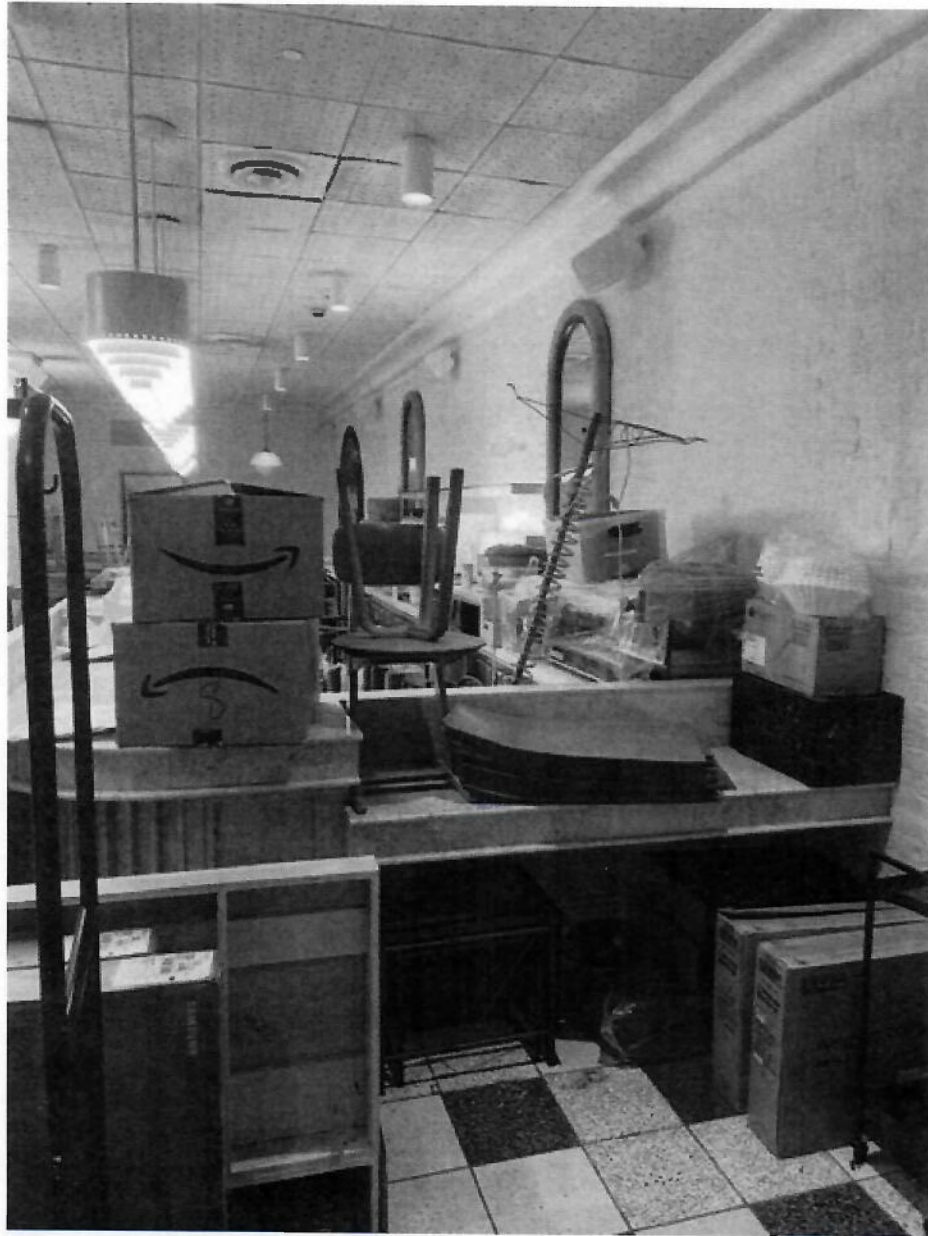
Policy for Managing Noise

Applicant History

Diagram of Licensed Premises within Two Block Radius

















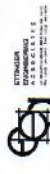


AEH-VSLV, LLC

COMPANIES:



HAKS
ARCHITECTS & LANDSCAPE ARCHITECTS, PC
100 WEST 11TH STREET, 11TH FLOOR
NEW YORK, NY 10011
TEL: 212 717 1000 FAX: 212 717 1001



EG
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100 WEST 11TH STREET, 11TH FLOOR
NEW YORK, NY 10011
TEL: 212 717 1000 FAX: 212 717 1001

ATELIER
ACE
7' x 3' x 3' ST
FLOOR 12
100' x 100' x 100'

Y NET
TECHNOLOGICAL SOLUTIONS
TURF
LANDSCAPE
URBAN DESIGN

Cleaver & Frable
Landscape Architecture
39 WESTMORELAND AVE., WHITE PLAINS, NY 10606
TEL: 914 937 5960 FAX: 914 937 5971

No	Description	Date
1	NOI PROGRESS SET	JAN 26, 2015
2	NOI CO SET	MAY 2, 2015
3	REVISION 1	MAY 26, 2015
4	REVISION 2	JULY 2, 2015
5	REVISION 3	AUG 21, 2015
6	REVISION 4	NOV 11, 2015
7	REVISION 5	NOV 11, 2015
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102	REVISION 100	NOV 11, 2015

BOWERY HOTEL
225 BOWERY
NEW YORK, NY 10002

Project Architect/Engineer: Transilvania A. Roldan AIA, LEED AP

Owner: BWA

Checked by: WAC

Date: MARCH 12, 2015

Drawing Title: GROUND FLOOR PA

Drawing No: PA-2

Revised by: C. Roldan

Revised Date: 10/10/2014

Revised by: C. Roldan

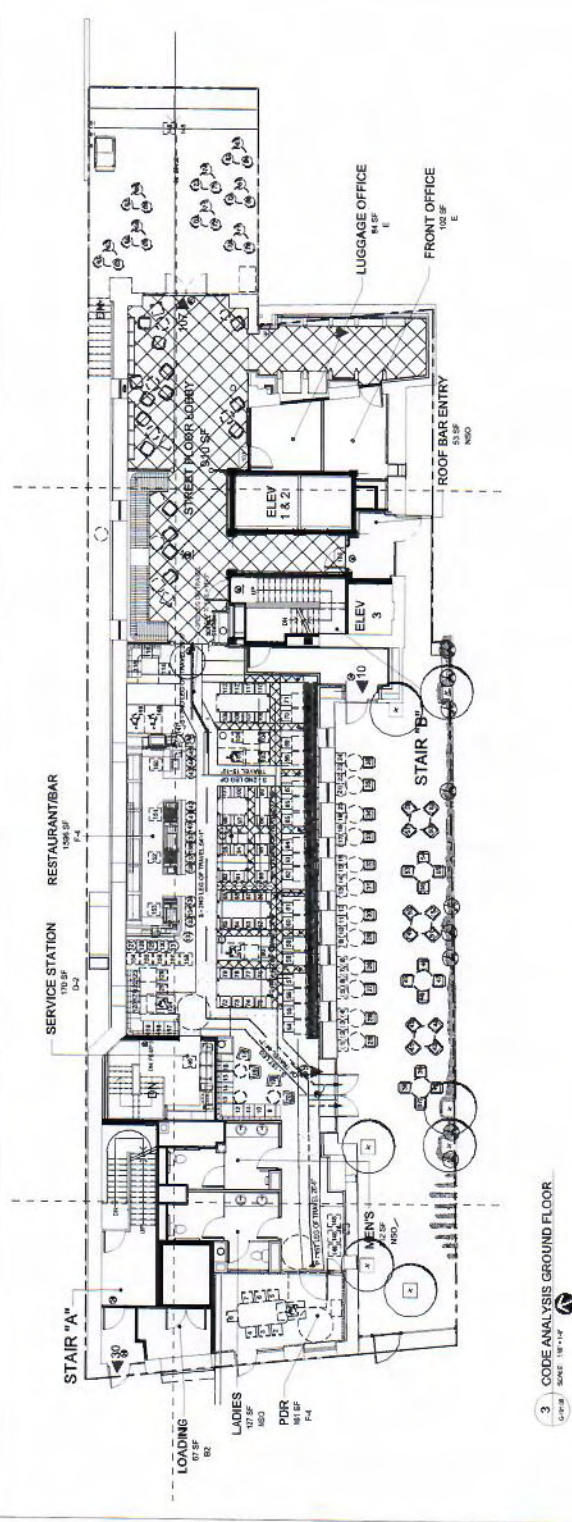
Revised Date: 10/10/2014

Revised by: C. Roldan

Revised Date: 10/10/2014

Revised by: C. Roldan

Revised Date: 10/10/2014



AEH-VSLV, LLC

Consulting



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ENGINEERS, ARCHITECTS & LAND INNOVATIONS, INC.
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NEW YORK, NY 10018
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**Cleverley Fi able
LaVallee**
FLOORING & INTERIORS
CONSULTING & DESIGN
30 WESTMORELAND AVE., WHITE PLAINS, NY 10605
TEL: 914 997-5568 FAX: 914 997-5571

No Description Date

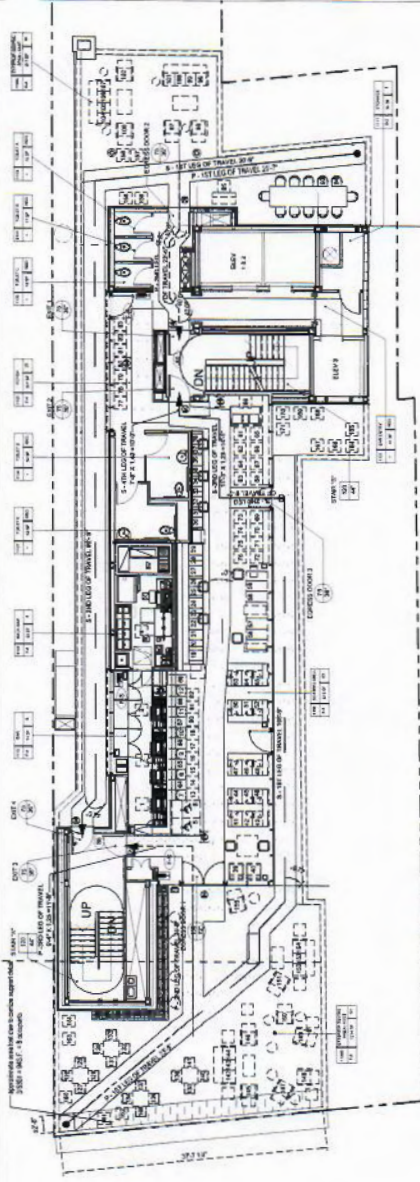
BOWERY HOTEL
225 BOWERY
NEW YORK, NY 10002

Project Architect/Engineer: Francisco A. Smith AIA, LEED AP
Owner: MK
Contractor: MK
Date: MARCH 03, 2015

Drawing Title
CODE ANALYSIS PLANS

Drawing No.
PA-1

Prepared by: Francisco A. Smith AIA, LEED AP
Checked by: Francisco A. Smith AIA, LEED AP
Date: MARCH 03, 2015



1 PUBLIC ASSEMBLY PLAN - 11TH FLOOR BAR
SCALE: 1/8" = 1'-0"



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, croutons, parmesan, caesar dressing - 17
- SPICY TOMATO SALAD**
heirloom tomatoes, mint, green chili, white onion, cilantro - 18
- FRIED CALAMARI** *gf*
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 taffa - 21

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

Follow @f

Main

- FRIED CHICKEN SANDWICH**
chicken schnitzel, amba, pickles, lettuce, tahini - 21
- MIDDLE EASTERN
LECHE DE TIGRE CEVICHE**
red snapper, tahini shifka 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

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.*



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  

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

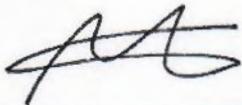


Certificate of Occupancy

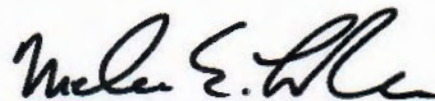
CO Number: 121862751F

This certifies that the premises described herein conforms substantially to the approved plans and specifications and to the requirements of all applicable laws, rules and regulations for the uses and occupancies specified. No change of use or occupancy shall be made unless a new Certificate of Occupancy is issued. *This document or a copy shall be available for inspection at the building at all reasonable times.*

A. Borough: Manhattan Address: 225 BOWERY Building Identification Number (BIN): 1089461	Block Number: 00426 Lot Number(s): 5 Building Type: Altered	Certificate Type: Final Effective Date: 07/09/2019
This building is subject to this Building Code: Prior to 1968 Code		
<i>For zoning lot metes & bounds, please see BISWeb.</i>		
B. Construction classification: 1 (Prior to 1968 Code designation) Building Occupancy Group classification: R-1 (2014/2008 Code) Multiple Dwelling Law Classification: LH		
No. of stories: 14 Height in feet: 171 No. of dwelling units: 201		
C. Fire Protection Equipment: Standpipe system, Fire alarm system, Sprinkler system, Fire Suppression system		
D. Type and number of open spaces: None associated with this filing.		
E. This Certificate is issued with the following legal limitations: None		
Borough Comments: None		



Borough Commissioner



Commissioner

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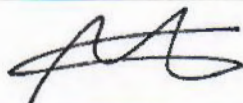
Certificate of Occupancy

CO Number: 121862751F

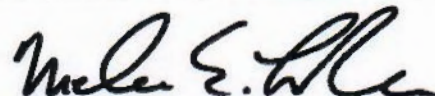
Permissible Use and Occupancy

All Building Code occupancy group designations below are 2008 designations.

Floor From To	Maximum persons permitted	Live load lbs per sq. ft.	Building Code occupancy group	Dwelling or Rooming Units	Zoning use group	Description of use
CEL	40	OG	R-1 S-1 U		5, 6	STORAGE ROOMS, LAUNDRY, REFUSE ROOM, KITCHEN, OFFICES, MECH/ELEC ROOMS, LOCKER ROOMS, TOILETS, DATA ROOM
001	170	100	A-2		6	EATING OR DRINKING ESTABLISHMENT, ACCESSORY TOILETS
001	14	100	R-1 S-1		5	HOTEL LOBBY, ACCESSORY OFFICE, STORAGE
002	0	40	R-1 U	20	5	HOTEL ROOMS, UTILITY CLOSETS
003		40	R-1 U	20	5	HOTEL ROOMS, UTILITY CLOSETS
004		40	R-1 U	20	5	HOTEL ROOMS, UTILITY CLOSETS
005		40	R-1 U	20	5	HOTEL ROOMS, UTILITY CLOSETS
006		40	R-1 U	20	5	HOTEL ROOMS, UTILITY CLOSETS
007		40	R-1 U	20	5	HOTEL ROOMS, UTILITY CLOSETS
008		40	R-1 U	20	5	HOTEL ROOMS, UTILITY CLOSETS
009		40	R-1 U	20	5	HOTEL ROOMS, UTILITY CLOSETS
010		40	R-1 U	20	5	HOTEL ROOMS, UTILITY CLOSETS
011	112	100	A-2		6, 6	EATING OR DRINKING ESTABLISHMENT, ACCESSORY TOILETS, UTILITY CLOSETS



Borough Commissioner



Commissioner

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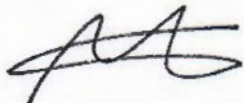
Certificate of Occupancy

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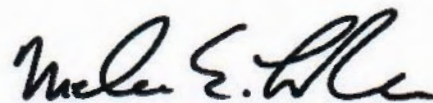
Permissible Use and Occupancy

All Building Code occupancy group designations below are 2008 designations.

Floor From To	Maximum persons permitted	Live load lbs per sq. ft.	Building Code occupancy group	Dwelling or Rooming Units	Zoning use group	Description of use
011	71	100	A-2		6	OUTDOOR TERRACE (WEST)
011 011 35		100	A-2		6	OUTDOOR TERRACE (EAST)
012		40	R-1 U	7	5	HOTEL ROOMS, UTILITY CLOSETS
013		40	R-1 U	7	5	HOTEL ROOMS, UTILITY CLOSETS
014		40	R-1 U	7	5	HOTEL ROOMS, UTILITY CLOSETS
RO F		60	U			ELEVATORS AND STAIRS BULKHEAD, MECHANICAL EQUIPMENT, BOILER ROOM, FIRE PUMPRM
ALL EXISTING WINDOWS TO REMAIN AT HOTEL ROOMS ON THE SOUTH FACADE ARE LOCATED NO CLOSER THAN 14'-1" MINIMUM FROM ADJACENT PROPERTY LINE, ZONING FOR C6-1 STATES SIDE YADS ARE NOT REQUIRED, IF PROVIDED MUST BE A MINIMUM OF 8'-0". CFRN NO. 201407090041101 & 201407090041102.						
END OF SECTION						



Borough Commissioner



Commissioner

END OF DOCUMENT

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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

Sound System Spec and Explanation

Indoor speakers specifications are attached. Outdoor speakers are same in specification, but placed on the ground, so as to minimally impact the ambient sound. Outdoor speakers will be turned off 30 minutes before closing time at all of our outdoor spaces.

Control® 25AV

Professional Series – Shielded Indoor/Outdoor Monitor Speaker



Key Features:

- Video shielded for use near video monitors
- Extremely smooth frequency response
- Stainless steel grille for harsh environments
- 60 Watt transformer for 70V or 100V lines, with 8Ω thru
- SonicGuard™ overload protection
- 130 mm (5¼") polypropylene coated woofer, 10 mm (¾") titanium coated horn-loaded tweeter
- Includes InvisiBall® mounting hardware and sealed input panel cover
- Screw-down input terminals
- 100° x 100° high frequency horn



Description:

The Control 25AV utilizes a deep cabinet, high power components and complex network to achieve extremely smooth high fidelity performance from a compact 2-way loudspeaker.

Premium performance capability and even coverage ensures excellent sound quality throughout the listening area. Magnetic shielding allows use of the speaker in close proximity to video monitors.

The top-quality transformer, with reduced saturation, allows use on either 70 volt or 100 volt distributed speaker lines, with similar performance fidelity. In the bypass position, the high 8Ω impedance allows use of more speakers on a loudspeaker line.

The unique, global patent pending InvisiBall® mounting method is simple to install, aims easily, and provides a high degree of theft deterrence. The cabinet accepts a variety of paints to match any décor.

Weather resistance is maximized by a stainless steel grille, which is paintable. Coating the woofer in polypropylene and terminating its circumference in JBL's WeatherEdge™, a seamless, butyl rubber extension of the woofer surround, protects critical transducer elements. The polycarbonate tweeter diaphragm is reinforced with a thin film of titanium for added rigidity and endurance. Nickel/zinc rust-resistant terminals ensure a secure input connection.

JBL's exclusive SonicGuard overload protection is virtually inaudible to the listener, ensuring reliability while providing full fidelity sound.

The Control 25AV can be used full range or low frequencies can be further augmented with the addition of one of the Control Contractor subwoofer models.

Available in black or white (-WH).

Control® 25AV

Professional Series – Shielded Indoor/Outdoor Monitor Speaker



Specifications:

System

Frequency Range (-10 dB) ¹	70 Hz – 23 kHz
Midrange (±1.5 dB, typical) ²	130 Hz – 14 kHz
100 Hr Power Capacity ³	200 Watts Continuous Program Power 100 Watts Continuous Pink Noise
Nominal Coverage	100° x 100°
Nominal Sensitivity ⁴	87 dB SPL, 1W @ 1 m (3.3ft)
Nominal Coverage	100° x 100°
Maximum SPL @ 1m	113 dB continuous peak pink noise 107 dB continuous average pink noise 103 dB continuous average music or speech
Directivity Factor (Q)	4.9, averaged 500 Hz to 4 kHz
Directivity Index (DI)	6.9 dB, averaged 500 Hz to 4 kHz
Nominal Impedance	8 ohms
Minimum Impedance	6.7 ohms at 230 Hz
Crossover Type	2nd order lowpass, 2nd order highpass, complex optimization for maximally flat response
Transformer Taps	170V: 60W, 30W, 15W, 7.5W taps (Taps #4, #3, #2 & #1) 100V: 60W, 30W, 15W taps (Taps #3, #2, & #1) Thru position: 8 nominal

Transducers

Low Frequency	130 mm (5.25 in) polypropylene-coated paper with WeatherEdge surround, 25 mm (1 in) voicecoil on kapton former
High Frequency	20 mm (0.75 in) titanium-coated PEI

Physical

Enclosure Material	High-impact polystyrene
Grille	Painted stainless steel, black or white to match cabinet, paintable
Overload Protection	Full-range power limiting to protect network and transducers. Internal fuse to protect during exceptional overload condition
Environmental	Exceeds Mil Spec 810 for humidity, salt spray, temperature & UV. IEC 529 IP-X4 splashproof rating

Termination	Screw-down terminal strip, zinc-plated copper base, nickel plated metal screws/washers, accepts up to 9 mm outside 4 mm inside open lug (#6, #8 or #10), plus bare wire (up to 12 AWG)
Safety Agency Rating	Transformer is listed per UL1876
Colors	Black or white (-WH)
Rotation	Against wall on InvisiBall Base: 37° vertical, 44° horizontal On bracket: 44° all directions
Dimensions (H x W x D)	236 x 186 x 159 mm (9.3 x 7.4 x 6.3 in)
Net Weight (each)	4.0 kg (9 lb)
Shipping Weight (pair)	9.0 kg (20 lb)
Included Accessories	» 1 pair MTC-PC input panel cover, InvisiBall mounting base, 6 mm x 100 mm InvisiBall hex wrench
Optional Accessories	» MTC-25V for vertical columnar mounting of up to 3 speakers » MTC-25/23H for horizontal splaying of 2 speakers. Three brackets array either 3 or 6 speakers in a hanging array module for 360° horizontal coverage. » MTC-28/25CM to install speaker down from the ceiling. Check JBL Control Contractor Bracket and Adapter Handbook. » MTC-xxWMG WeatherMax™ Stainless Steel Grille with a three-layer backing, including vapor barrier to break up driving precipitation. Available in black or white (-WH).

¹ In half-space (on wall)

² In full-space

³ Continuous Pink Noise rating is IEC-shaped pink noise with a 6 dB crest factor for 100 hours continuously. Continuous program power is a conservative expression of the system's ability to handle normal speech and music program material and is defined as 3 dB above the Continuous Pink Noise Rating.

⁴ Half-space (on wall) averaged 100 Hz to 10 kHz

JBL continually engages in research related to product improvement. Changes introduced into existing products without notice are an expression of that philosophy.

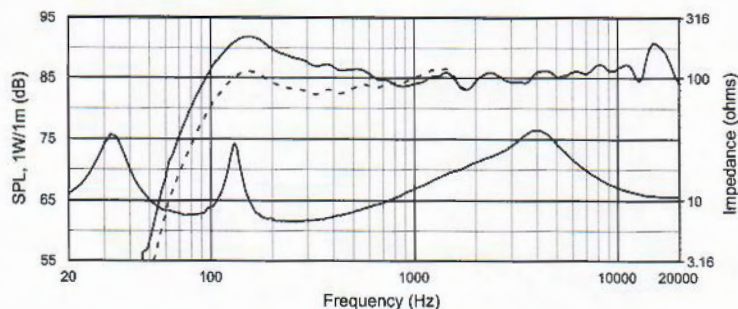
Control® 25AV

Professional Series – Shielded Indoor/Outdoor Monitor Speaker

JBL

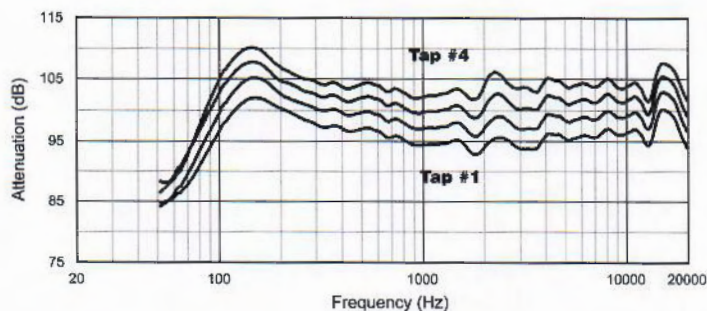
PROFESSIONAL
by HARMAN

Frequency Response:



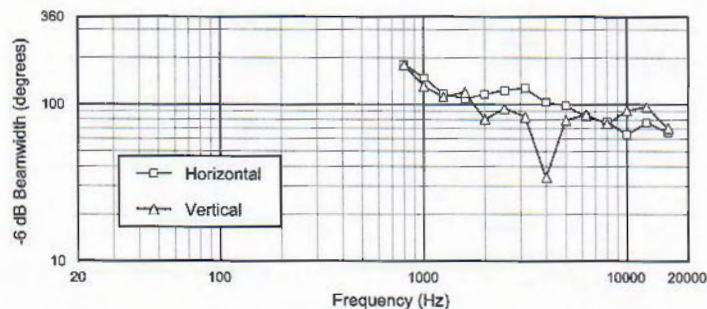
On axis in half-space (2pi, solid line) and full-space (4pi, dotted line)
at thru (8Ω) setting Input Impedance

Frequency Response:

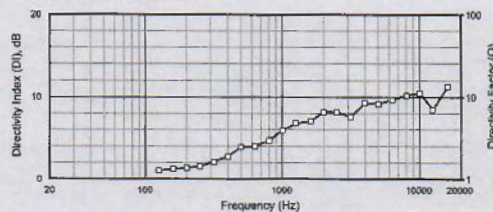


In half-space with 70.7V input, taps #1 through #4.
For 100V input, raise each curve 3 dB.

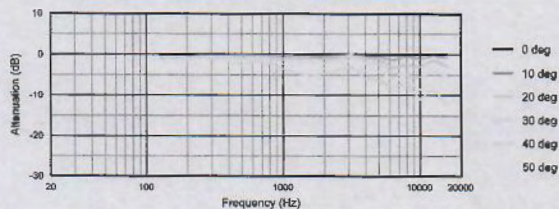
Beamwidth vs. Frequency:



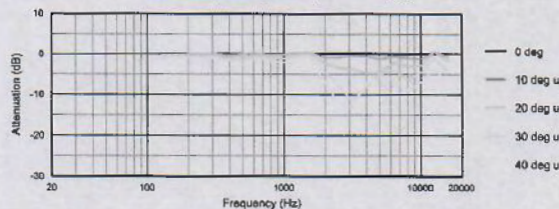
Directivity Index, Q:



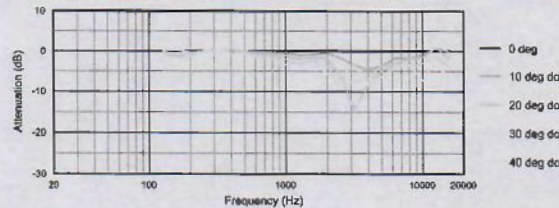
Horizontal Off Axis Frequency Response:



Vertical Off Axis Frequency Response (up):



Vertical Off Axis Frequency Response (down):



Control® 25AV

Professional Series – Shielded Indoor/Outdoor Monitor Speaker



Architectural Specifications:

The loudspeaker shall consist of a 135 mm (5-1/4 in) low frequency transducer, 20 mm (3/4 in) high frequency transducer, and frequency dividing network installed in ported enclosure. The low frequency voice coil shall be 25 mm (1 in) in diameter.

Performance specifications of a typical unit shall be as follows: Usable frequency response shall extend from 70 Hz to 23 kHz (10 dB below rated sensitivity, in half-space, with no external equalization) and the speaker shall be flat from 130 Hz to 14 kHz (typically ± 1.5 dB). Rated power shall be at least 200 watts continuous program power for 100 continuous hours duration (defined a 3 dB above a test signal of filtered random pink noise conforming to international standard IEC268-5). Measured sensitivity shall be at least 87 dB-SPL (at 1m [3.3ft] with 2.83V input, averaged from 100 Hz to 10 kHz).

The input shall be switchable for use either at nominal 8 ohms, or on a 70.7V or 100V distributed speaker line via a built-in 60W transformer. Selectable taps shall allow operation nominally at 15W, 30W or 60W from either a 70.7V or 100V distributed speaker line, plus 7.5W from a 70.7V line only.

The system shall be protected against damage from occasional overpowering via full range limiting that limits the power to the network and transducers. The limiting system shall be inaudible during activation. The high frequency transducer shall be horn-loaded to more evenly cover a nominal 90° horizontal by 90° vertical area.

The enclosure shall be constructed of high-impact polystyrene and the grille shall be made of treated stainless steel for protection against the elements in outdoor applications, and for easy paintability of both cabinet and grille. The grille shall be secured via screws to keep it in place when facing downward.

The low frequency transducer shall have a polypropylene-coated cone and a butyl rubber surround which shall extend seamlessly over the edge of the speaker frame to protect against the elements. The high frequency transducer shall be constructed of polycarbonate, reinforced with a titanium film for additional weather resistance. The system shall withstand Mil Spec 810 testing with specified durations for exposure to the following environments with no effect on its acoustical performance or structural integrity: salt spray (method 509.3), temperature (method 501.3 and 502.3), humidity (method 507.3) and ultra-violet (method 505.3). The system shall have an IEC 529 splashproof rating of IP-X4.

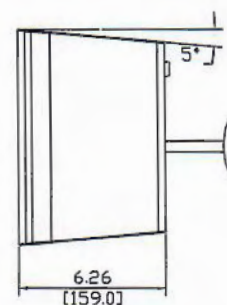
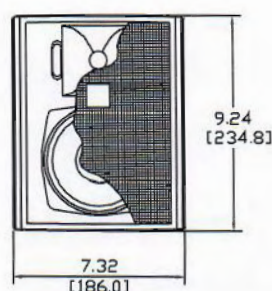
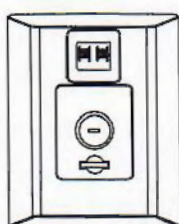
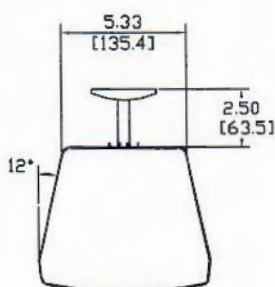
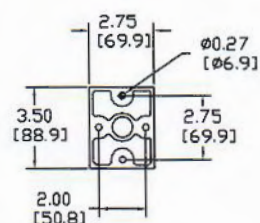
For theft deterrence, the installation access area shall be hidden behind a snap-out cover, and the access area shall be on the front of the loudspeaker for ease of installation and adjustment. The loudspeaker shall be rotatable over a minimum of $\pm 35^\circ$ in all directions via a ball-type mounting system. The ball mechanism shall be internal to the cabinet to allow low-profile mounting and better stability via short moment arm. The logo shall be rotatable for proper orientation when the loudspeaker is mounted horizontally or vertically.

The external wiring connectors shall be screw-down terminals. Overall cabinet dimensions shall be no greater than 236 high x 186 wide x 159 mm deep (9.3 x 7.4 x 6.3 in), and shall weigh no more than 4.0 kg (9 lb). The finish shall be lightly textured black or white.

The system shall be the JBL Model Control 25AV (or Control 25AVWH) with included InvisiBall™ mounting system.

Mounting Dimensions:

Dimensions in inches (mm)

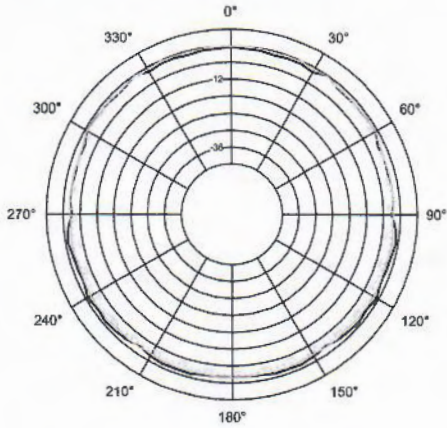


Control® 25AV

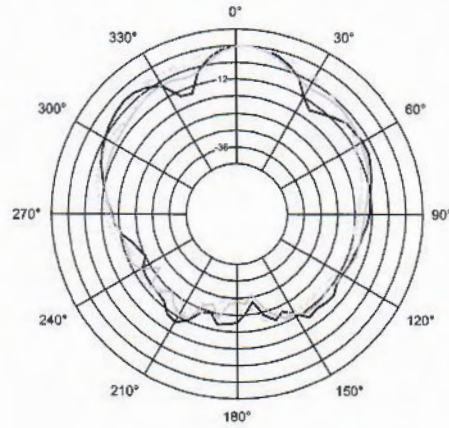
Professional Series – Shielded Indoor/Outdoor Monitor Speaker



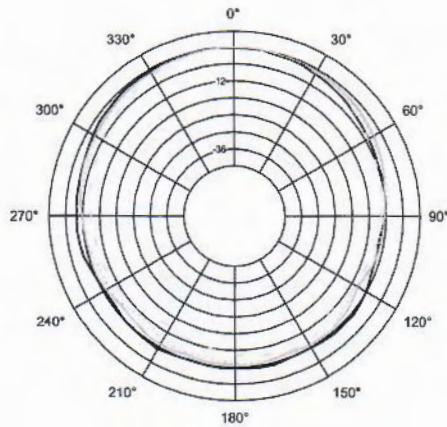
Horizontal 1/3 Octave Polars:



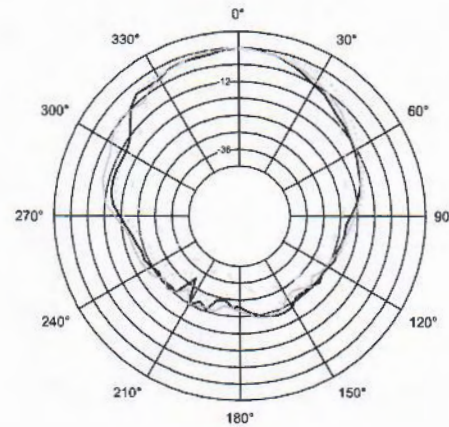
— 200Hz
— 250Hz
- - - 315Hz
- - - 400Hz



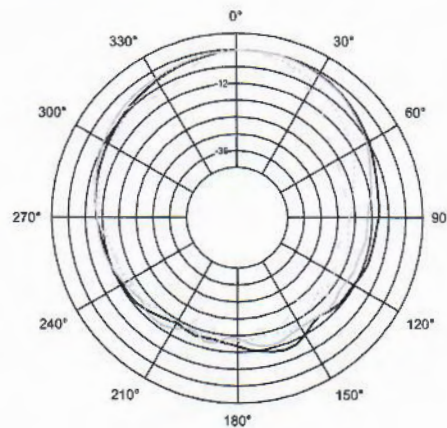
— 3.15kHz
— 4kHz
- - - 5kHz
- - - 6.3kHz



— 500Hz
— 630Hz
- - - 800Hz
- - - 1kHz



— 8kHz
— 10kHz
- - - 12.5kHz
- - - 16kHz



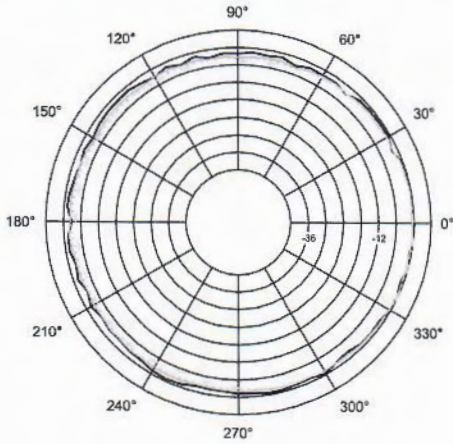
— 1.25kHz
— 1.6kHz
- - - 2kHz
- - - 2.5kHz

Control® 25AV

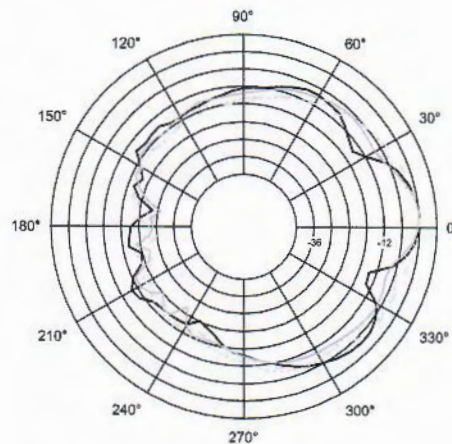
Professional Series – Shielded Indoor/Outdoor Monitor Speaker



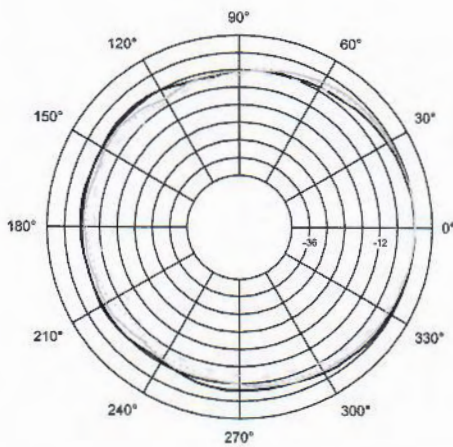
Vertical 1/3 Octave Polars:



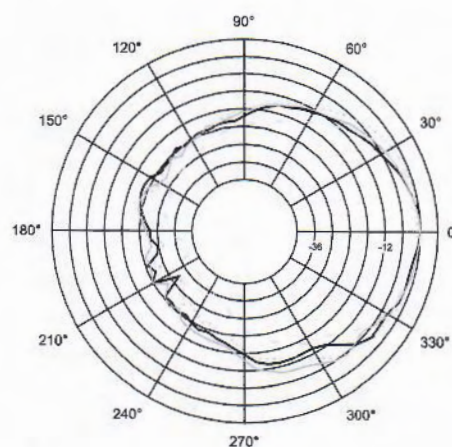
— 200Hz
— 250Hz
- - - 315Hz
- - - 400Hz



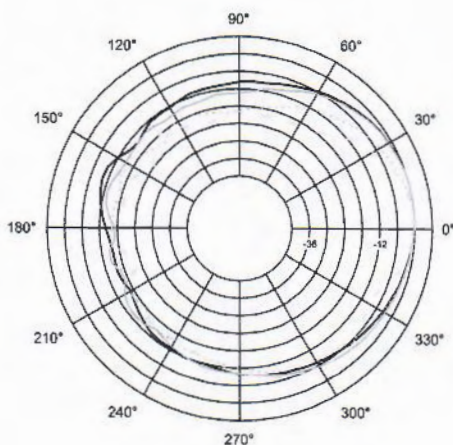
— 3.15kHz
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— 8kHz
— 10kHz
- - - 12.5kHz
- - - 16kHz



— 1.25kHz
— 1.6kHz
- - - 2kHz
- - - 2.5kHz



225 Bowery AKA 3 Freeman Alley, New York, NY Security Operations Plan

Presented By: The 5280 Protection Group

The business plan of GPGB LLC and Untitled @ 3 Freeman Alley is to provide upscale casual and fine dining in two separate assembly spaces in conjunction with a bar/lounge atmosphere. The venue will not be a 'night club' or host promoted events. GPGB LLC and Untitled @ 3 Freeman Alley have consulted with The 5280 Protection Group (5280) as to their Security Plan for the Venue, and 5280 has participated in the creation of and approves this plan.

5280 is recommending that an average 5 New York State licensed Security Guards at peak operating hours at 225 Bowery AKA 3 Freeman Alley, New York, NY (Venue).

An outsourced provider (Security Vendor) will provide security during the operating hours of the two assembly spaces. There will be several security guards assigned to the venue at different times serving in different capacities. The main responsibility of the security guard at the primary entrances of the venue located at 225 Bowery and 3 Freeman Alley will be to ingress and egress customers as quickly and orderly as possible and to discourage loitering. The guards posted on the inside of the respective venues will have several responsibilities outlined later in this plan. Using personnel, 'metal bicycle rack' barricades and/or other industry standard crowd control barriers to control patron ingress and maintain a pedestrian walkway will not be necessary as all queueing will take place inside the venue footprint.

The Security Vendor will staff entrance/exit positions as mandated with New York City licensed Fire Guards. All activity within the venue will be monitored by staff placed in strategic observational positions.

The venue is located within a half a mile of the 5th Precinct of the New York City Police Department (NYPD) and the 33rd Ladder of the Fire Department of New York (FDNY). In the event of an emergency or disturbance both should have minimal response times.

5280 currently provides security services in the NYC area at several venues such as Madison Square Garden, Forest Hills Stadium, Terminal 5, Webster Hall, Brooklyn Steel, MetLife Stadium, and several bars and lounges. We also consult at venues nationwide on security operations and emergency preparation and procedures. We stand on our excellent record and reputation with the citizens of NYC, the Police and Fire Departments, the buildings and neighborhoods we work in, and our clients. 5280 has been invited to bid to become the venues security vendor.

SECURITY OPERATIONS PLAN

This Security Operations Plan constitutes the "Standard Operating Procedures" relating to physical and procedural security for the venue. The purpose of this plan is to create a safe environment for all patrons and staff at the venue and its surrounding areas. It contains an overview of the security program and procedures to use to properly execute the security plan. Security personnel and venue managers shall be familiar with the information and procedures associated with this Security Operations Plan.

SECURITY STAFF RESPONSIBILITIES:

Security staff will be a licensed and bonded third party security team hired by venue management. Their responsibilities include the following:

- Enforce alcohol compliance policies
- Enforce venue policies
- Emergency evacuation procedures
- Control access to restricted areas
- Safe and orderly ingress and egress
- Monitoring and patrolling the venues and their immediate surrounding areas
- Security will be placed at 225 Bowery and 3 Freeman Alley to direct patrons into and away from the venue to minimize impact to the surrounding areas

SECURITY PROCEDURES

This portion describes each of the procedures used by the security staff to execute the security operation plan.

PROCESSING/LINE CONTROL

- Security will be posted at 225 Bowery and 3 Freeman Alley to ingress and egress customers and to discourage loitering. **After 10:00 PM 3 Freeman Alley will only be used as an entrance. All exiting will occur out of 225 Bowery.**

-
- This detailed floor plan of the Bowery Theatre building illustrates the internal queuing spaces and exits. The plan is divided into several sections:
 - Left Section (Bowery):** Includes the Bowery Entrance, Hotel Entrance, and various rooms like the Bar, Kitchen, and Restrooms. It also shows exits to the Bowery and the Bowery Garden.
 - Central Section:** Features a large internal queuing space, a bar/lounge area, and a service station. It includes exits to the Bowery and the Bowery Garden.
 - Right Section (Freeman Alley):** Contains a vestibule and lounge, a bar/lounge area, and a service station. It includes exits to Freeman Alley, Freeman Garden, and Freeman Alley.
 The plan also shows various other rooms such as the Bar, Kitchen, Restrooms, and a large internal queuing space. Arrows indicate the flow of traffic and the location of exits.

ALCOHOL COMPLIANCE

- In the 1st level assembly area all customers attempting to purchase alcohol will have their identification checked by their server.
- For the 11th level assembly area all customers will have their ID's checked by security before entering the elevator to go upstairs. This level is 21+ only.
- Any patron under the age of 21 found to be in possession of an alcoholic beverage within the venue will be immediately escorted out of the venue.
- Any patron found to be providing a patron under the age of 21 an alcoholic beverage will be immediately escorted out of the venue.
- Security will monitor bar areas to intervene with any patron found to be intoxicated.
- Security will escort intoxicated patrons to the garden area to assess necessary action.
- Security posted at the 225 Bowery and 3 Freeman Alley entrances will stop alcoholic beverages from exiting the lines of alcohol consumption

EJECTION POLICY

Security will escort out of the venue any patron found to:

- Violate a stated venue policy
- Violate alcohol compliance policies
- Pose a danger to themselves and/or other patrons
- Knowingly enter into a restricted area

COMMUNICATION

- Security personnel will be equipped with radios.
- A Security supervisor will be in direct radio contact with venue management.

EMERGENCY SITUATIONS

In the case of an emergency that may require an evacuation, security supervisors along with venue management will convene to discuss the details of the emergency and properly disseminate all information to venue staff. Announcements will be made and if necessary, emergency lights will be activated. All Emergency Exits will be opened and prepared for evacuation. Security staff will direct all patrons to the nearest clearly defined emergency exits. Once outside, the venue security will continue to direct patrons to a safe destination away from the venue.

SECURITY DEPLOYMENT

The below deployment is based on currently planned operating hours which are subject to change.

1 guard posted at 225 Bowery and 1 guard posted at 3 Freeman Alley from 3P-4:30A seven days per week (based on the 1st level assembly space operating from 7A-4A daily with peak times during hotel check in and dinner)

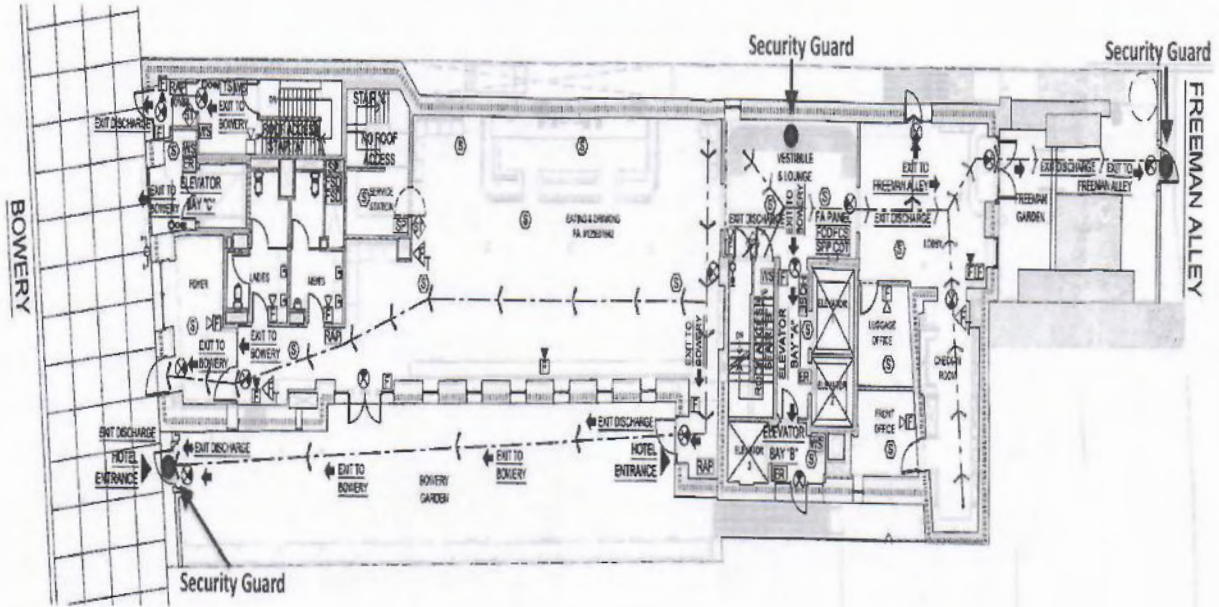
1 guard posted at the 1st floor vestibule, 1 guard posted at the 11th floor vestibule, and 1 guard floating at the following times:

Sun-Wed from 3:30P-12:30A (based on the 11th level assembly space operating from 4P-12A)

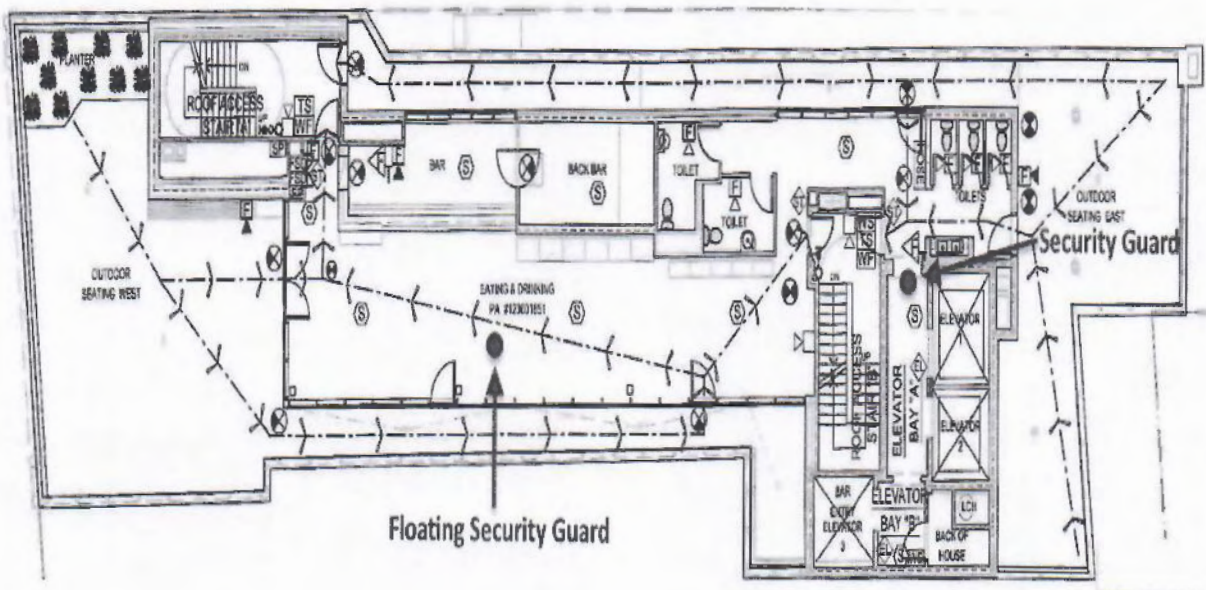
Thu from 3:30P-2:30A (based on the 11th level assembly space operating from 4P-2A)

Fri-Sat from 3:30P-4:30A (based on the 11th level assembly space operating from 4P-4A)

First Floor Deployment



Eleventh Floor Deployment



To: Community Board 3 SLA & DCA Licensing Committee

From: Untitled @ 3 Freeman Alley Hotel Applicants

Re: Untitled @ 3 Freeman Alley Policy for Managing Noise in Areas Surrounding Hotel

In an effort to manage noise levels from incoming and outgoing guests, Untitled @ 3 Freeman Alley Hotel will place both internal personnel and security at the outdoor garden entrance to ensure minimal noise levels. We have a large ground floor indoor lobby sufficient to accommodate all hotel guests and food and beverage patrons.

With the assistance of our security company and their proposed plan, we will be able to navigate all guests quickly in and out of the hotel. Furthermore, all of our spaces will play background music in an effort to keep levels of conversation at a lower volume. Lastly, our outdoor spaces will seek to operate in limited hours, so as not to cause more than regular noise levels.

Guests with reservations will be let onto the premises immediately, so as not to disturb the surrounding neighbors. If a guest does not have a reservation, but we have room to accommodate, they will also be let up immediately. We will have staff managing our reservation system, RESY, to ensure that there isn't unnecessary noise created by guests waiting in the surrounding areas. Our indoor spaces will serve as waiting areas, if necessary. This will in turn minimize or eliminate any guest noise in the surrounding areas

If a guest does not have a reservation and we are unable to accommodate them at that time, if there is occupancy at the bar in the ground floor restaurant, we will allow them to wait until occupancy becomes available. If there is no room at the ground floor bar, our RESY reservation system will alert the guest when availability becomes available. This has proved highly effective at our Midtown location, Arlo NoMad.

To ensure that guests waiting for alerts from our reservation system do not loiter in the surrounding areas, our security staff will politely seek to disperse any pedestrians. Furthermore, if those pedestrians fail to adhere to our policy, they will be politely informed that there won't be a reservation available to them that evening.

Applicant History - Gadi Peleg:

- 1) Bread of Lincoln Center LLC dba Breads Bakery - 1890 Broadway, NY, NY (Licensed)
Community Board Manhattan 7 - operational from 2/2016 – Present
- 2) AYYA F&B LLC and Arlove 31 LLC dba A.R.T. at the Arlo NoMad Hotel - 11 East 31st St, NY, NY (Licensed)
Community Board Manhattan 5 - operational from 3/2019 – Present
- 3) AYYA F&B LLC and Arlove 31 LLC dba LamaLo at the Arlo NoMad Hotel - 11 East 31st St, NY, NY (Licensed)
Community Board Manhattan 5 - operational from 3/2019 – Present
- 4) AYYA F&B LLC and Arlove 31 LLC dba BarLo at the Arlo NoMad Hotel - 11 East 31st St, NY, NY (Licensed)
Community Board Manhattan 5 - operational from 3/2019 – Present
- 5) 20th Street Food LLC dba Nur- 34 East 20th St, NY, NY (Licensed)
Community Board Manhattan 5 - operated from 6/2017 - 1/2022

In addition to his years of experience in the hospitality industry, Mr. Peleg has worked in IT Sales and Real Estate/Hedge Funds.



Gadi Peleg

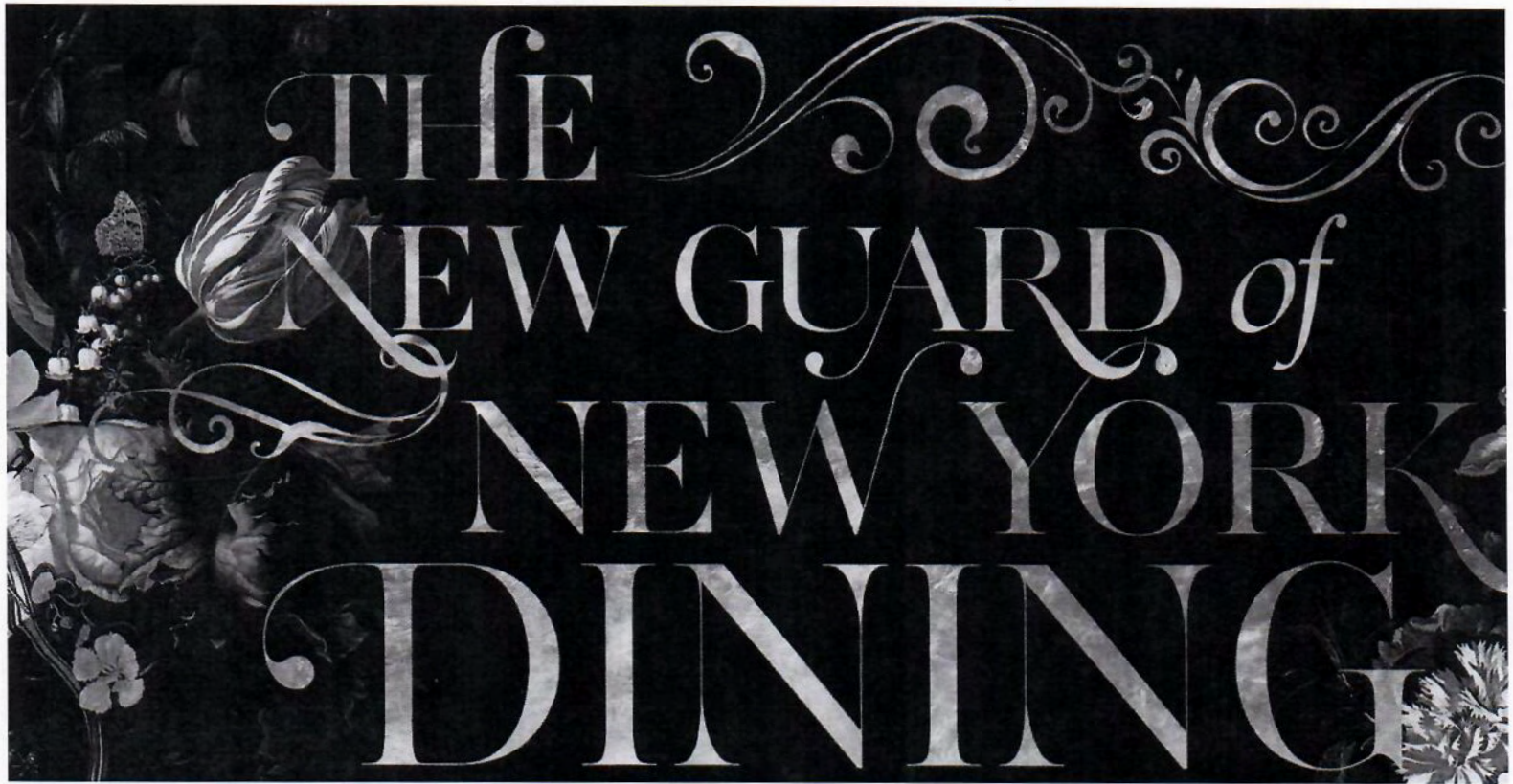
Gadi Peleg was born in Israel and moved to New York as a young man. His passion has been to bring the flavors of his childhood and the warm hospitality of the Middle East to New York.

Peleg founded Breads Bakery in 2013, an artisanal bakery and cafe, where all items are produced daily, in-house and where New York's most highly trained baristas serve thousands of cups of coffee daily. By incorporating high-end ingredients and refined techniques, the Bakery has become a New York staple. The bakery has received great praise from many major media outlets and expanded to multiple locations around NYC.

More recently in 2019, Lamalo opened in 2019 in the Arlo NoMad hotel. This modern Middle Eastern restaurant became famous for its mezze spread. It was featured in the Michelin Guide, the New York Times and many other media outlets. The group also operates a rooftop lounge at the Arlo NoMad Hotel as well as the hotel's bar, private events and private dining.

Peleg holds an engineering degree from Columbia University's School of Engineering and Applied Science and is a graduate of the Harvard Business School Owner President Management Program.

He was selected by Eater NY as one of "*The New Guard of New York Dining*".



New York's food scene is more dynamic and diverse than ever — and these are the chefs and restaurateurs defining the next generation of dining in the city

by Eater Staff Jan 13, 2020, 10:13am EST

Photography by Gary He

Part of **The Power Issue**

Gadi Peleg

GPG Hospitality (Breads Bakery,
Nur Lamalo)

Babka wasn't new to New York when Breads Bakery opened in 2013, but restaurateur Gadi Peleg undeniably took its popularity to a new level. Today, chocolate and cinnamon babkas at Breads still attract long lines, and the Union Square bakery has become a go-to for all sorts of Jewish and Middle Eastern foods.



Peleg capitalized on that success – albeit sans chef Uri Scheft – by opening the lauded Nur in the Flatiron District with chef Meir Adoni in 2017 and then Lamelo, a Midtown hot spot highlighting mezze style dips and spreads. Their appeal is indicative of Peleg's operational prowess, one driven by his longtime goal of adapting flavors from his childhood around the Mediterranean and the Middle East to New York.

BREADS BAKERY



"Best of NY chocolate babka" - **NEW YORK**
MAGAZINE

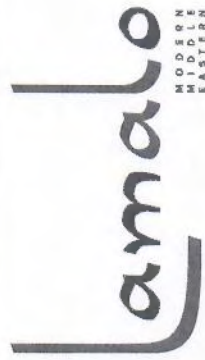
EATER

"15 essential bakeries in NYC"

"One of New York's Chicest Bakeries" - **BAZAAR**
Harpers

Breads Bakery is a quintessential New York bakery known for producing artisan, handmade breads and pastries, baked in small batches throughout the day to ensure unparalleled freshness. In just a short time after opening, the bakery received various accolades including "Best of NY chocolate babka" by New York magazine. Breads Bakery operates 4 locations throughout Manhattan including Union Square, Upper West Side, Bryant Park and most recently, the Upper East Side.





Forbes



Lamalo is a casual, modern Middle Eastern experience unique in the Manhattan dining scene. A meal begins with the main event: a feast of Middle Eastern dips and spreads accompanied by a Jerusalem Laffa baked to order. Lamalo radiates with the warmth of Middle Eastern hospitality as one of NoMad's hidden gems. The menu at Lamalo draws from the diverse and flavorful cuisine of the Middle East, specifically Israel, by offering an authentic taste of the region with a few nods to New York. The menu is designed for sharing and features a variety of Middle Eastern dips that fill the table minutes after guests are seated.

"The spirit of this place has a casual, don't-mind-if-I-do vibe" -





"9 Best Rooftop Bars in" New York City" -

Condé Nast
Traveler



TimeOut
New York

THE
INFATUATION

A.R.T. NoMad is a rooftop bar that sits 31 stories in the sky atop Arlo NoMad Hotel and offers inventive cocktails and small bites. A.R.T. NoMad offers breathtaking views of the Empire State Building and surrounding cityscape and is a refined yet approachable lounge atmosphere, perfect for post-work drinks or a late night out in Manhattan. The infamous "sky walk" glass floor installation offers a birds-eye view of the New York streets, 31 stories below.



Nur was a modern Middle Eastern restaurant in the heart of New York's Gramercy neighborhood. Nur opened to much acclaim, including a 2-star The New York Times review and had become a sought-out reservation in New York. The menu at Nur embodied the rich and flavorful cuisine of the Middle East. Nur closed its doors at the Gramercy address in February of 2022.



*"...the finest couscous I've ever eaten in
a restaurant..."*

★★ The New York Times

STRETCH

PIZZA

GPG Hospitality's most recent venture, a pizza residency with Michelin-Starred chef and James Beard Award winner, Wylie Dufresne, sold out within minutes of opening and after an hour of opening reservations, had a 3,000 person wait-list. Stretch was approached by a private equity group who has bought a share of the concept and is in the early stages of growing it nationally.



CBSN
NEW YORK

The New York Times

THE

INFATUATION



Coffee@ is a network of coffee shops in various lobbies of both commercial and residential buildings in New York City. It is a thoughtful expression of the modern coffee break, offering heightened hospitality by celebrating the pleasure found in gathering around great coffee and wholesome food. Coffee@ replaces the smoke break, becoming a local social hub. Coffee@ is a comprehensive coffee program, with light fare, and is coffee as an amenity.

at @ 521 Fifth Avenue
@ Jerusalem Venture Partners - 122 Grand St
@ Anagram - 122 Grand Street - coming soon

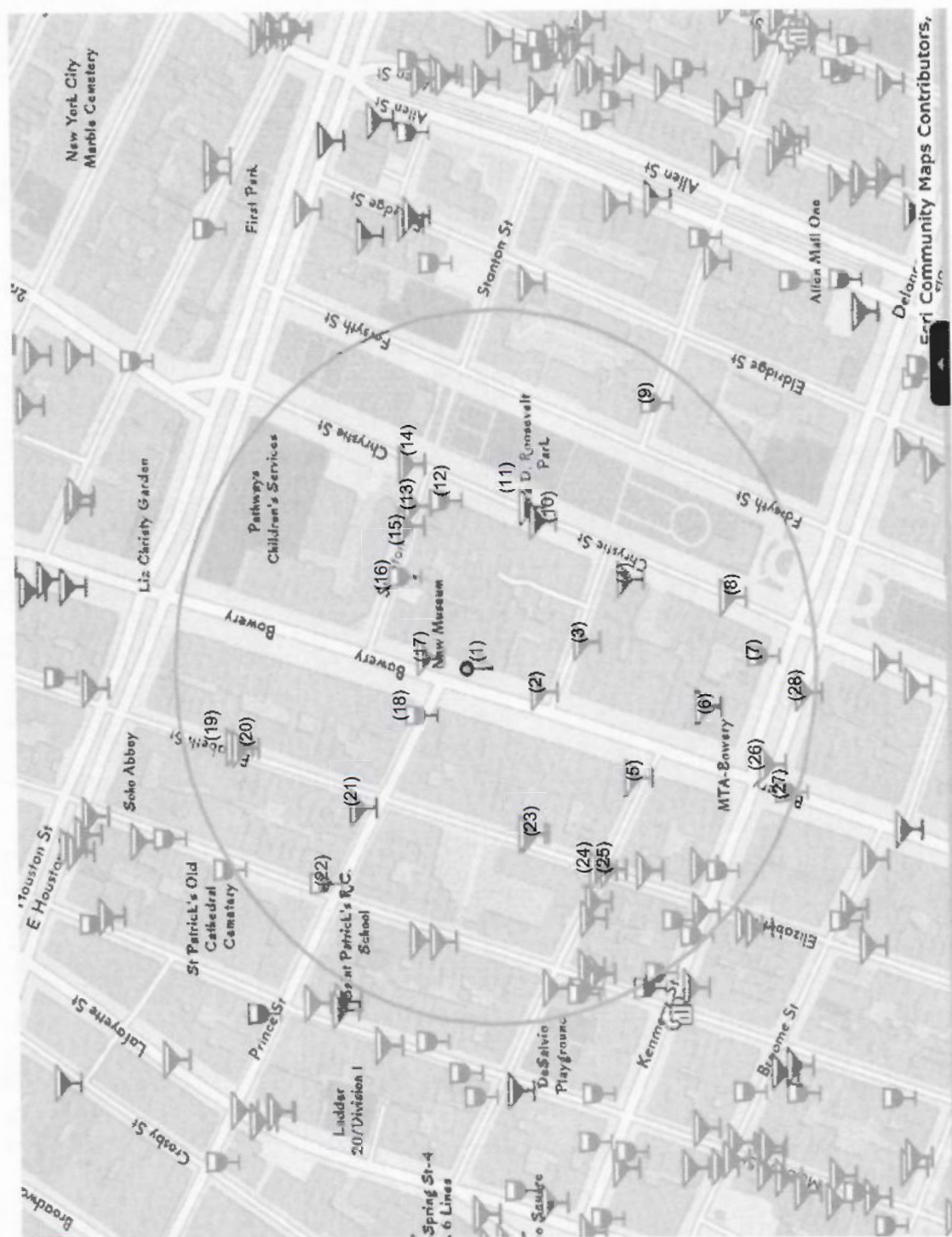


GPG Hospitality

GPG Hospitality is a New York City based organization dedicated to providing extraordinary hospitality through fresh, delicious food and superior service. The group operates several Manhattan bakeries, restaurants and a roof-top lounge.

The group's mission is to provide extraordinary experiences by hiring, training and retaining dedicated hospitality professionals and by creating innovative modern menus focused on local and seasonal ingredients with influences from the Middle East and Mediterranean.

The group has significant infrastructure, including Human Resources, Communications and an accounting department, which provides for visibility into the finances of the various operations, at a level not normally seen in the hospitality industry.



- (1) Proposed Premises – 225 Bowery, New York, NY 10002
- (2) PAMDH Enterprises Inc. – 217 Bowery, New York, NY 10002 **OP (R)**
- (3) Biergarten America Inc. – 7 Rivington St. New York, NY 10002 **OP (R)**
- (4) Swiss White Intl LLC – 177 Chrystie St, New York, NY 10002 **OP (R)**
- (5) Spring Street Corp - % Spring St. (Ground), New York, NY 10012 **OP(T)**
- (6) OSIB Boweyt St. Operator LLC & OSIB BCRE Bowery St Holdings LLC – 185-191 Bowery, New York, NY 10003 **OP(H)**
- (7) Shinon Inc. – 16 Delancey St. New York, NY 10002 **B/W (R)**
- (8) Dixon Place – 161 Chrystie St., New York, NY 10002 **OP (R)**
- (9) Namu Restaurant Corp – 42 Rivington St., New York, NY 10002 **B/W (R)**
- (10) Variety Entertainment Group LLC – 189 Chrystie St. New York, NY 10002 **OP (T)**
- (11) Freeman Holdings LLC – 191 Chrystie St, New York, NY 10002 **OP (R)**
- (12) Cantina 203 LLC – 203 Chrystie St., New York, NY 10002 **B/W (R)**
- (13) 19 Stanton Restaurant LLC – 19 Stanton St., New York, NY 10002 **OP (R)**
- (14) 215 Chrystie LLC & IS Chrystie Management LLC – 215 Chrystie St., New York, NY 10002 **OP (H)**
- (15) JBDP Stanton Corporation – 17 Stanton St., New York, NY 10002 **OP (B)**
- (16) JDS Restaurant LLC – 9 Stanton St., New York, NY 10002 **B/W (R)**
- (17) 241 Bowery Corp – 241 Bowery, New York, NY 10002 **B/W (R)**
- (18) Caticho Inc. – 172-6 Prince St. New York, NY 10012 **B/W (R)**
- (19) Fonda Nolita LLC – 267 Elizabeth St., New York, NY 10012 **OP (R)**
- (20) Musket Hospitality LLC – 265 Elizabeth St., New York, NY 10012 **OP (R)**
- (21) Café Habana NYC LLC – 17 Prince St, New York, NY 10012 **OP (R)**
- (22) Pee Wee & Tyson Ltd – 242 Mott St., New York, NY 10012 **OP (R)**
- (23) Canteloupe LLC – 196 Elizabeth St., New York, NY 10010 **OP (R)**
- (24) 14 Spring Street Café – 14 Spring St., New York, NY 10012 **OP (R)**
- (25) Twelve Spring St Rest Corp – 12 Spring St. New York, NY 10012 **OP (B/T)**
- (26) D C B Delancey Corp – 13 Delancey St, New York, NY 10002 **OP (R)**
- (27) 168 Bowery Holding LLC & NOM WAH Nolita Inc. – 168 Bowery, New York, NY 10012 **B/W (R)**
- (28) Essex Hospitality LLC – 115 Delancey St., New York, NY 10002 **OP (R)**



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

Supplemental Questionnaire for Hotel Applications

Consistent with our expectations for all hotel liquor license applications, please complete this form before the committee meeting.

1. Number of floors in total 14 Number of floors used for lodging 12
2. Number of public spaces 3 Indoor waiting areas for public spaces 2
3. Where deliveries will occur 225 Bowery
4. Where will the main entrance be located 225 Bowery
 - a. What other entrances or exits exist and their uses 3 Freeman Alley, hotel lodging
5. What the exterior lighting consists of or if it will change (this includes proposed lighting for the rooftop and lighting for any outdoor area) string lights and wall mounted sconces
6. For each public space, please include the following information (please provide attached sheets if there are multiple public spaces):
 - a. Method of operation (lounge, waiting area, lobby, restaurant, event space, etc.) _____ Hours of operation see attached for all
Square footage _____ Capacity _____ Licensed _____
 - b. Seating and what seating is comprised of (tables, chairs, couches, etc.) _____
 - c. Number of bars and type (service or stand up) _____
 - d. Bar length _____ Number of stools at bars _____
 - e. Food service yes _____ no _____
 - f. Food service from central kitchen or elsewhere _____
 - g. Hours of food service _____ Proposed menu _____
 - h. Music type (live, recorded, etc.) and level (background or entertainment) _____

7. If any public space is being proposed as a performance and/or dance venue, please provide the following additional information:

- a. Types of programs or shows proposed N/A
- b. Frequency of shows (when will they be scheduled) N/A
- c. Capacity of dance areas N/A
- d. Soundproofing N/A

8. If any part of the façade will open, please provide the following information:

- a. Where it is located in the building N/A
- b. What it overlooks N/A
- c. When it is proposed to be closed N/A

9. If there are any proposed outdoor spaces, please provide the following information:

- a. Method of operation see attached for all
- b. Hours of operation _____
- c. Seating and what it consists of _____
- d. Whether music is proposed _____ Type _____
- e. Proximity to adjacent residential windows _____
- f. Licensed? _____

- Please submit any vehicle and pedestrian traffic study in advance of the meeting for review. Hotel applicants should meet with the local precinct regarding its traffic and other potential impacts.
- Applicant should also meet with the community to address concerns.
- Please also submit applicant work history.

* Applicant met with Officer Tsering Dhundup and Officer Enrigne Urena, and plans to attend the Community Council Meeting of the Fifth Precinct.

ATTACHMENTS

Hours of Operation and Method of Operation

Policy for Managing Pedestrian Crowds

Transportation Operations Assessment

Applicant Work History

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

To: Community Board 3 SLA & DCA Licensing Committee

From: Untitled @ 3 Freeman Alley Hotel Applicants

Re: Untitled @ 3 Freeman Alley Policy for Managing Pedestrian Crowds with the Hotel Area

In an effort to manage pedestrian traffic, Untitled @ 3 Freeman Alley Hotel will place security at the outdoor garden entrance to ensure both smooth passage for the community and guests to our Lower East Side property. Our elevators can accommodate approximately 50 guests at one time, which represents approximately $\frac{1}{3}$ of the 11th floor restaurant's total occupancy.

If a guest has a reservation, they will be let up immediately. Guest reservations will be managed by our online reservation system, RESY. There will be a designated staff member to efficiently and quickly check people in. If a guest does not have a reservation, but we have room to accommodate, they will also be let up immediately.

If a guest does not have a reservation and we are unable to accommodate them at that time, if there is occupancy at the bar in the ground floor restaurant, we will allow them to wait until occupancy becomes available. If there is no room at the ground floor bar, our RESY reservation system will alert the guest when availability becomes available. This has proved highly effective at our Midtown location, Arlo NoMad.

To ensure that guests waiting for alerts from our reservation system do not loiter in the surrounding areas, our security staff will politely seek to disperse any pedestrians. Furthermore, if those pedestrians fail to adhere to our policy, they will be politely informed that there won't be a reservation available to them that evening.

What follows is a traffic study prepared for our application by Equity Environmental Engineering.



March 29, 2022

225 BOWERY – STATE LIQUOR LICENSE TRANSPORTATION OPERATIONS ASSESSMENT

Equity Environmental Engineering has prepared an assessment of potential traffic and parking issues associated with the liquor license sought for certain areas within the hotel development at 225 Bowery in Manhattan Community District Three. The development is to include a primary hotel component as well as eating and drinking venues and private event spaces. Based on an assessment of the proposed development's operations and patronage with consideration of the site's transportation context, it is our finding that it can operate at this location without adversely affecting traffic or parking conditions in the area. In support of this assessment, this report identifies practices the operator can implement to ensure that potential effects on traffic are minimized. The site, as identified in **Figure 1**, is in a densely developed area of the Lower East Side that is now a unique and thriving location in the City for dining, entertainment and culture served by nearby multiple mass transit lines and public parking facilities, and within walking distance of multiple residential areas.

Proposed Project & Area Context

The site is located at 225 Bowery, at the center of the block bounded by Stanton Street to the North and Rivington Street to the South. The site, formerly occupied by the Salvation Army and adjacent to the Historic Bowery Mission, is accessible from the northbound lanes of the Bowery and via Rivington Street at Freeman Alley. The site is within a C6-1 zoning district. A liquor license for 225 Bowery is sought from the State Liquor Authority.

The site, an 8,576 sf lot, is occupied by a ten-story former public facility and institution building that is currently being renovated to accommodate a hotel with restaurant, bar and lounge facilities. The Applicant is seeking a license that would allow for alcohol to be sold and consumed in its 201 hotel rooms that would feature mini-refrigerators, associated ground floor lobby/lounge space, as well as a ground floor restaurant and bar and lounge spaces, and eleventh floor indoor and outdoor rooftop bar/lounge area. **Table 1** identifies those areas sought to be covered by the proposed liquor license. Access to the main entrance to the ground floor bar area and restaurant would be from the Bowery. Access to food and beverage areas would be from the Bowery. Hotel patrons would access the lobby for check-in via Freeman Alley.

Figure 1: Site Location Map



Table 1: Licensed Space Identification and Forecasted Patronage Details¹

	Sq. Ft	Weekday Occ. (1)		Weekend Occ. (1)		Full Occupancy	Percentage Hotel Guests	Hours of Operations	Peak Hours	Peak Period Patronage	non-hotel originating trips	
		Sunday - Thursday Avg. Daily Occ.	Friday - Saturday Avg. Daily Occ.	Friday - Saturday Avg. Daily Occ.	Friday - Saturday Avg. Daily Occ.						adjusted patronage peak period (1)	adjusted patronage peak period (2)
First Floor												
First Floor Restaurant/Gallery (Indoor)	2,356	528	704			176	30% hotel guests	7:00am-4:00am Monday - Sunday	6-9pm Monday-Thursday, 7-10 Friday and Saturday	316/422	peak 6-9pm/7-10pm	9-12pm/10pm-1am
Private lounge conference	181	12	12			12	50% hotel guests	7:00am-4:00am Monday - Sunday	TBD	12	6	6
Total Indoor First Floor Area	2,537	540	716			188						
First Floor Restaurant & Bar/lounge Outdoor Areas	1,541	192	256			64	30% hotel guests	7:00am-2:00am Monday - Sunday	6-9pm Monday-Thursday, 7-10 Friday and Saturday	125/166	87/116	52/70
Rooftop 11th Floor												
Indoor Lounge/Bar	2,260	336	392			112	30% hotel guests	7:00am-4:00am Monday - Sunday	9-12 pm weekday, 10pm-1am Friday and Saturday	weekend/weekend	peak 9-12pm/10pm-1am	6-9pm/7-10pm
Outdoor Lounge/Bar	1,795	318	371			106	30% hotel guests	7:00am-2:00am Monday - Sunday	9-12 pm weekday, 10pm-1am Friday and Saturday	218/255	153/179	92/107
		3	4							207/241	145/169	87/101
											peak period is 65% of total daily patronage	
											2nd peak is 60% of avg 1st peak	

1) Last two columns show the adjusted number of patrons utilizing to be licensed areas – adjusted by percentage of hotel guest's column

Venue Operational Parameters

Trip generation was projected for the licensed restaurant, bar, and lounge spaces based on information provided by the hotel developer, field surveys conducted at similar establishments, as well as previously published traffic surveys for eating and drinking establishments. Travel mode for licensed facility patrons is based on local travel patterns and the availability of various transportation options serving the site.

- 1) Ground Floor Restaurant/Gallery - 225 Bowery would have one licensed 2,356-square foot restaurant. There would be table seating for up to 150 patrons, and a stand-up bar with 16 stools. The restaurant would serve three meals per day, and is expected to serve approximately 528 to 704 patrons per day. Peak occupancy would occur during the evening service, from 6 to 9 pm on weeknights and 7 to 11 pm on Friday and Saturday nights, with up to 176 patrons at full occupancy. Over the duration of the weekday peak period, the restaurant would seat up to approximately 330 patrons, while the weekend peak period is expected to seat up to approximately 440 patrons.
- 2) Ground Floor Private Lounge/Conference Area – The first floor of 225 Bowery would include an 8- to 12-seat private lounge/conference area. Peak occupancy would occur during the evening service, from 6 to 9 pm on weeknights and 7 to 10 pm on Friday and Saturday nights. It is expected that the area could accommodate up to 12 patrons during both weekday and weekend peak periods.
- 3) Ground-Floor Outdoor Restaurant Annex – The first floor of 225 Bowery would include an outdoor space that would operate as a restaurant annex. The 1,541-square foot space would provide seating for up to 44 patrons. Peak occupancy would occur during the evening service, from 6 to 9 pm on weeknights and 7 to 10 pm on Friday and Saturday nights. These areas would accommodate up to 64 patrons, seated and standing, at any one time and are expected to serve approximately 165 patrons over the course of the weekday peak period and up to 200 over the course of the weekend peak period.
- 4) Rooftop 11th Floor Restaurant/Bar – The 11th floor of 225 Bowery would include a 2,260 sf indoor restaurant/bar which would accommodate up to 112 patrons at one time. Peak occupancy would occur during the late evening from 9 to 12 pm on weeknights and from 10 pm to 1 am on weekends. It is expected to have approximately 200 patrons over the duration of the weeknight peak period and 250 patrons during the weekend peak period.
- 5) Rooftop 11th Floor Outdoor Bar/Lounge - The 11th floor of 225 Bowery would include a 1,795-square foot outdoor bar and lounge space which would accommodate up to 106 patrons at one time. Peak occupancy would occur during the late evening from 9 to 12 pm on weeknights and from 10 pm to 1 am on weekends. This area is expected to accommodate approximately 200 patrons per weeknight peak period and 300 patrons per weekend peak period.

Trip Generation

Trip generation for weekday and weekend peak periods and arrival mode split for those periods from the hotel's licensed spaces as presented in **Tables 2 and 3** is derived from the operational and patronage forecasts identified in **Table 1**. It is assumed that 30% of patronage of the restaurant and ground floor outdoor areas is by hotel guests, and that 30% of the rooftop lounge both indoor and outdoor patronage is by hotel guests for both weekday and weekend periods. It is assumed that 50% of occupants of the private lounge/conference room would be by hotel guests.

Peak trip generation for the weekday would occur in the period between the hours of 6 and 9 pm where a total of 308 pedestrian arrival trips and 86 auto-drop offs at the Bowery entrance would be generated, with the peak weekday hour to occur between 7-8pm where 154 pedestrian arrivals and 43 auto-drop-offs would occur. The peak trip generation for the weekend would occur between the hours of 7 and 10pm where a total of 359 pedestrian-trips and 109 auto-drop offs at the Bowery entrance would be generated, with the peak weekend hour to occur between 8-9pm where a total of 180 pedestrian-trips and 55 auto trips would be generated. The peak period figures, along with figures for a late night second peak period, are identified in **Table 2 and 3**. For the purposes of assessing traffic and parking related to proposed licensed areas and its operational parameters, two modes of arrival are important, auto drop-off at the site and pedestrian arrivals. Pedestrian arrivals are inclusive of walk-only trips as well as trips from nearby parking facilities or transit stations. The bolded sections of **Tables 2 and 3** show the two modes of arrival, auto/taxi drop-offs which includes both private, taxi and car service drop-offs as well as all pedestrian trips by origin mode, i.e. bus, subway, auto parking at garage, and walk-only trips. Both auto trips to nearby garages and auto drop-off trips are assumed to have an average of two occupants per vehicle. Extrapolating the above information indicates that its most intense period – the weekend peak between 8-9pm an average of approximately 1 cab per minute would drop-off at the Bowery entrance – certainly a rate that can be easily accommodated. During the second peak for weekdays and weekends, late night traffic during these periods is less intense with background traffic lower during weekdays and slightly higher during weekend evening 8-9pm peak than the 7-8pm weekday peak.

With proper indoor waiting areas and security procedures, the volume of pedestrian traffic can be processed quickly with people entering and leaving the facility with very little queuing or pedestrian traffic outside. The peak operation hour of 8-9 pm during weekends – where a maximum of 335 external patrons are estimated to be generated by alcohol serving areas would be generated regardless of mode of arrival – which amounts to 5 patrons accessing the building a minute on average – a rate that is quite manageable with a with proper attendants at the building entry and at each of the specific bar/restaurant venues to internally distribute patrons.

Table 2: Weekday Modal Split by Peak Period

			Modal Split					
Weekday Project Trips	Hourly Distribution	Time Period	5%	35%	30%	25%	5%	
			Auto (assumes 2 patrons)	Taxi/auto Drop-offs (assumes 2 patrons)	Walk-only	Subway	Bus	Pedestrian (Combined Trips- non Drop-off)
493	25%	6-7 pm	3	22	37	31	6	77
	50%	7-8 pm	6	43	74	62	12	154
	25%	8-9pm	3	22	37	31	6	77
			12	86	148	123	25	308
601	25%	9-10pm	4	26	53	38	8	101
	50%	10-11pm	8	53	90	75	15	188
	25%	11-12pm	4	26	45	38	8	94
			15	105	188	150	30	383

Table 3: Weekend Modal Split by Peak Period

			Modal Split					
Weekend Project Trips	Hourly Distribution	Time Period	15%	35%	20%	25%	5%	
			Auto (assumes 2 patrons)	Taxi/auto Drop-offs (assumes 2 patrons)	Walk-only	Subway	Bus	Total Pedestrian (Combined Trips- non
738	25%	7-8 pm	14	32	37	46	9	106
	50%	8-9 pm	28	65	74	92	18	212
	25%	9-10pm	14	32	37	46	9	106
			55	129	148	185	37	424
641	25%	10-11pm	12	28	56	40	8	116
	50%	11-12pm	24	56	64	80	16	184
	25%	12pm-1am	12	28	32	40	8	92
			48	112	152	160	32	393

Hotel Generated Trips

To provide a complete assessment of estimated arrivals and drop-offs and pedestrian traffic, an estimate of departure and arrival traffic of hotel patrons during the peak periods identified above was developed. The 201 key hotel, with an assumed 93% occupancy, is anticipated to produce 189 occupied rooms. Assuming an average of 1.2 occupants per room during typical weekday operations there would be 227 hotel guests, while weekend periods would typically see more guests traveling as couples or groups, with an average of 1.5 occupants per rooms or 284 patrons. It is assumed that approximately 50% of weekday guests or 114 would arrive/depart the hotel during the 6-9 weekday peak period, while an additional 50% or 114 would arrive/depart during the 9-12pm weekday second peak period. It is assumed that approximately 50% of weekend guests or 142 would depart/arrive during the 7-10pm weekend peak period, while an additional 50% or 142 would arrive/depart during the 10pm-1am weekend second peak period. Of these 50% would be curbside auto drop-off/pick-ups at the Bowery entry, while 50% would be pedestrian oriented trips from the Bowery entry.

Weekday Peak

Given two passengers per taxi/auto pick-up, 57 weekday patrons would be accommodated by 29 taxis/autos at the Bowery entry curbside pick-ups during the weekday 6-9pm period and 57 would walk to their destination. Approximately 15 curbside drop-offs and pick-ups would occur during the peak hour of 7-8pm – while during this weekday peak hour - approximately 25 pedestrians would be found entering and exiting the hotel during this period.

Weekend Peak

Given two passengers per taxi/auto pick-up, 71 patrons would be accommodated by 35 taxis/ autos at the Bowery entry picking-up/drop-off during the weekend 7-10pm period and 71 would walk to their destination. Approximately 26 curbside drop-offs and pick-ups would occur during the weekend peak hour of 7-8pm while approximately 50 pedestrians would enter and exit the hotel during this period.

Factoring trips generated by the proposed licensed spaces with those generated by the hotel during peak hour periods for both weekday and weekend, there will be 52 combined auto-taxi pick-up/drop-offs (assumes overlap of taxi drop-offs followed by pickups from same cab/ car service) and 217 combined pedestrian trips entering/departing at the Bowery entrance to the Hotel for the weekday peak hour of 7-8pm, and there are estimated to be 65 combined auto-taxi pick-up/drop-offs (assumes overlap of taxi drop-offs followed by pickups from same cab/car service) and 263 pedestrian trips entering/departing at the Bowery entrance to the Hotel for the weekend peak hour of 8-9pm.

Project Location and Transportation Context

The Site and surrounding transportation context is shown in **Figure 2**. The site is located on the east side of the Bowery and has rear access from Freeman Alley for hotel guests. The Bowery is a six lane, divided Principal Arterial Roadway featuring a dedicated bike lane in each direction. The Bowery is an active roadway that experiences peak weekday traffic between the hours of 4pm and 6pm. Curbside parking is

¹ Pedestrian Trips include trips bound to nearby subway and bus stops
Private Auto trips would originate/terminate at nearby parking facilities rather than at the site.
Two passengers per taxi/auto pick-up/ drop-off

permitted in much of the area subject to varying regulations on a street segment by street segment basis. Directly in front of the Site, parking regulations indicate no parking for overnight street cleaning Tuesday, Thursday, Saturday – midnight-3am, 1-hour parking 10m-7pm except Sunday and truck loading only 7am-10am. Adjacent to the Site on Rivington, there is no stopping anytime on the north side of the street and truck loading only on the south side of the street between 8 am and 6 pm except Sunday. Alternate side parking regulations predominate the local roads near the Site, allowing for peak evening period parking for patrons.

The service entrance, accommodating all truck deliveries and pick-ups, would be on the Bowery. Pick-up for Linens would be after 6PM Monday-Saturday but avoid the peak hour period for patron loading, while trash removal, food and dry goods delivery would be after 8 AM Monday-Saturday but not during any peak patron access periods identified above. A hotel loading zone would be instituted on Rivington Street and Freeman Alley, which would accommodate all hotel check ins from the Freeman Alley entrance at the rear of the Hotel. There would be no on-site parking included in the project. As discussed below and shown in Figure 1 and Table 4, multiple public parking facilities operate in the project vicinity and multiple subway lines serve the site. The F train stops a block away at Houston St and 2nd Ave, the J stops at Delancey Street and the Bowery a Block south of the Site, while the B and D trains stop at Grand and Chrystie streets two block to the south of the Site. The M21 NYC Transit Bus is accessible at the same location as the 2nd Avenue Subway and southbound M103 is accessible directly across from the Site at the Bowery and Prince St while Northbound M103 is accessed at the Bowery and Delancey St.

Parking

The proposed development would not provide any on-site parking. The amount of private auto use related to the project is relatively modest at this location – with only 55 trips generated for the weekend peak period between 7 and 10 pm. In addition to on-street parking present throughout neighborhood within ¼ mile of the site, there are seven 24-hour public parking facilities located in close proximity to the project site (as shown in **Figure 2 and Table 4**). Some are free-standing parking facilities, while others are public parking facilities within residential and/or commercial developments. It is anticipated that the hotel will offer valet parking at one or more of these garages for hotel guests. Visitors to the licensed facilities who travel by private auto would begin and end their auto travel at these parking garages, rather than at the project site.

Figure 2: Transportation and Parking Assets within Proximity to 225 Bowery



Table 4: Area Parking Garages

Number-keyed to map	Address, Corporation Name
1	284 Mott St, Mott Park LLC
2	59 Allen St, NYC Parking 59 Allen Corp
3	395 Broome St, Park-it 395 Parking Corp
4	22 E 1st St, Central Parking System of NY
5	89 Chrystie St – MTP operating Corp garage
6	167 Essex St – Edison ParkFast
7	109 Essex St – Municipal Parking Facility

Interviews with managers on duty at these garages indicate that they generally have ample capacity during the evening and late-night period. The public parking garages which are components of residential developments have limited overnight capacity during the midweek, but more capacity on weekends, when residents use their cars for out-of-town travel. Therefore, there would be ample off-street parking capacity available during periods of peak demand.

In addition to these off-street parking resources, much of the surrounding area is governed by curbside parking regulations that permit only truck loading during business hours, generally 7 a.m. to 7 p.m., or muni meters that limit parking to two hours, but permit evening and late night parking. Therefore, in addition to the off-street parking facilities identified above, curbside parking would also be available for licensed facility patrons.

Conclusions and Recommendations

Most traffic generated by 225 Bowery licensed facilities would primarily be by foot and secondarily by drop-off taxi service or would be linked trips associated with hotel occupancy. Travel by private auto would be to nearby public parking facilities, rather than to the project site. The project site is convenient to many subway lines at 2nd Avenue, Grand Street, Spring St and Bowery Stations, as well as many bus lines and is in the midst of a dense commercial area with a growing residential population. There are seven parking facilities in close proximity to the project site, which collectively have ample capacity during the evening and late night periods. Most of the area is governed by curbside parking regulations that permit parking after 7 p.m. Cabs routinely cruise on the Bowery directly in front of the Site. The hotel loading zone on the Bowery would allow for pick ups and drop offs that would not interfere significantly with traffic experienced on the Bowery.

In order to take advantage of the site's locational advantages, 225 Bowery's operators should make efforts to provide patrons with timely information on parking, traffic conditions including construction, subway and bus schedules and mass transit service notices, and phone numbers for local cab/limo companies. This information can be provided on the website, either directly or via links to transportation providers' websites, in a display visible to departing patrons, or via email or social media (Twitter, Facebook) to patrons who have registered for email alerts or who follow 225 Bowery. Bell staff will be stationed in front of the facility to discourage double-parking and facilitate orderly drop-offs and pick-ups.

With these measures in place, we believe the proposed facility can operate at this location with minimal effects on local traffic and pedestrian conditions.

Kevin Williams, AICP, PP



Managing Director

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Applicant History - Gadi Peleg:

- 1) Bread of Lincoln Center LLC dba Breads Bakery - 1890 Broadway, NY, NY (Licensed)
Community Board Manhattan 7 - operational from 2/2016 – Present
- 2) AYYA F&B LLC and Arlove 31 LLC dba A.R.T. at the Arlo NoMad Hotel - 11 East 31st St, NY, NY (Licensed)
Community Board Manhattan 5 - operational from 3/2019 – Present
- 3) AYYA F&B LLC and Arlove 31 LLC dba LamaLo at the Arlo NoMad Hotel - 11 East 31st St, NY, NY (Licensed)
Community Board Manhattan 5 - operational from 3/2019 – Present
- 4) AYYA F&B LLC and Arlove 31 LLC dba BarLo at the Arlo NoMad Hotel - 11 East 31st St, NY, NY (Licensed)
Community Board Manhattan 5 - operational from 3/2019 – Present
- 5) 20th Street Food LLC dba Nur- 34 East 20th St, NY, NY (Licensed)
Community Board Manhattan 5 - operated from 6/2017 - 1/2022

In addition to his years of experience in the hospitality industry, Mr. Peleg has worked in IT Sales and Real Estate/Hedge Funds.