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Greenwich Village ✦ Little Italy ✦ SoHo ✦ NoHo ✦ Hudson Square ✦ Chinatown ✦ Gansevoort Market

CB2 Street Activity Permit and Store Opening/Pop-Up Guidelines

Attendance is mandatory. The general guidelines below will serve as a starting point for the review of your street activity permit application. You should review them in advance of the meeting and be prepared to provide the requisite documentation.

- The street fair applicant/sponsor (the “Applicant”) will present its application for a street activity permit for a street fair (the “Event”) in person to CB2’s Street Activities & Film Permits Committee, if requested.
- If the Applicant is using a professional street fair and festival promoter to organize the Event, the Applicant will submit the following, if requested: (i) documentation of its status as a 501(c) 3 nonprofit entity; (ii) a copy of relevant contracts between Applicant and professional promoter (if applicable); (iii) a copy of its most recent financial statements; and (iv) a schedule of income and expenses budgeted for the Event.
- If the Community Board, Police Department, Street Activity Permit Office, or any other agency has received complaints regarding a past Event, the Applicant will provide a written response to these complaints, which shall include a mitigation plan to avoid these problems in the future.
- The Community Board will not support a *new* street activity permit application at a location with more than two street activities in any given year or for a location that has a street activity scheduled within six weeks of the proposed street activity permit.
- If the Applicant is using a professional street fair and festival promoter to organize the Event, the Applicant agrees that set-up will commence no earlier than 9 AM and striking will be completed no later than 8 PM on the day of the Event and to institute a recycling program during the Event
- If the Applicant is using a professional street fair and festival promoter to organize the Event, Applicant agrees that merchants within the boundaries of the Event must be given first choice of renting vendor space directly in front of their establishments at the standard rate before offering it to a different vendor.

- The Street fair applicant/sponsor shall provide space for a CB2 table so that information deemed appropriate by CB2 may be distributed to the attendees of the fair.

CB2 – Guidelines for Store Openings and Pop-Ups

- Store openings and “pop-up” events are significant marketing opportunities for businesses, and are often designed to generate “hype” or “buzz” about a new or existing brand or product
- As such, these events often draw significant crowds of brand followers, influencers and/or customers looking to purchase new products. The “viral” nature of such events often means the number of attendees can be difficult to predict or estimate
- When such events draw a large number of people, the crowds often spill out into the sidewalk and street, impeding both pedestrian as well as vehicle and bicycle traffic
- The difficulty of estimating the exact number of attendees can also lead to challenges in preparing adequate security
- In order to deal with such issues, CB2 suggests the following measures:
 - o Overall cap on number of attendees for an opening or pop-up during any given time period
 - o Setting up an online reservation system in order to limit the number of attendees and/or to get a more accurate attendee count
 - o Breaking down available reservations into a range of time slots in order to spread attendance across a longer period of time, reducing the number of attendees at any given time
 - o Limiting or prohibiting walk-in attendees
 - o Hiring of private security to manage any crowds that may form outside of the opening or pop-up