

## Event Details

Event Id: 806739

Event Name: Gisou Pop Up

Event Description: Garden pop up to promote hair brand and provide free samples.

Event Type: Plaza Event

Event SubType:

Permitting Agency: Street Activity Permit Office

Setup Date: 12/10/2024 08:00 AM

Start Date: 12/13/2024 10:00 AM

End Date: 12/15/2024 07:00 PM

Breakdown Date: 12/15/2024 07:00 PM

Event Status: Pending

Recurring Event: No

Event Other Details:

Attendance: 200 to 499

Non Profit Organization: No

Received Date: 08/21/2024 12:40 PM

Application Processing by: Shaneek Meachum

## Applicant Details

Applicant Name: Jessica Doren

Applicant Address: [REDACTED]

Applicant Country: United States of America

Applicant Email: [REDACTED]

Applicant Phone: (954) 744-9696

Applicant Cell Phone: [REDACTED]

Applicant Fax:

## Location Details

#	Location	Street Closure	Street Side	Closure	Boro	CB's	Pct	Zipcode
1	Astor Place Plaza (South) : Astor Place Plaza (South)	Pedestrian Plaza	Full		Manhattan	2, 3	9	10003
2	14/15 Gansevoort Pedestrian Plaza (Chelsea Plaza) : 14/15 Gansevoort Pedestrian Plaza (Chelsea Plaza)	Pedestrian Plaza	Full		Manhattan	4	10	10011

3	23/24 Broadway Pedestrian Plaza (Flatiron North) : 23/24 Broadway Pedestrian Plaza (Flatiron North)	Pedestrian Plaza	Full		Manhattan	5	13	10010
---	--	---------------------	------	--	-----------	---	----	-------

## Sponsor Details

Sponsor: SENSE

Sponsor Address 176 Grand Street New York NY 10013

Sponsor Email:

Sponsor EIN:

Sponsor Phone: (954) 744-9696

Sponsor Cell:

Sponsor Fax:

Sponsor Website:

## Producer Details

Producer/Organization:

Producer Address:

Producer Phone:

Producer Phone:

Producer Cell:

Producer Fax:

Producer Email:

## Affected Zones

Affected Borough: 2,

Affected NYPD Patrol Boro: Manhattan South Borough Command,

Affected Community Boards: 5, 2, 3, 4,

Affected Precincts 10, 9, 13,

Affected City Council Dist: 2,

Affected Zipcodes: 10010, 10011, 10003,

## Agency Instructions

- 1 The estimated attendance at this event is: 200 to 499.
- 2 The event will contain the following commercial branding and/or advertising elements: *Promotion of the Gisou hair brand*
- 3 The event will be advertised. Following is the event advertising plan: *via direct mail and social media.*
- 4 There will be red carpet, rope and/or stanchions used at this event.
- 5 The event will have on-site security. Following is the on-site security plan: *Event security to manage consumer flow.*

- 6 There will be amplified sound. **An NYPD Sound Permit is required from the local precinct.**
- 7 There will be a prop at this event. Following are the dimensions and description: *Custom fabricated hour glass*

**Event Conflict Details**  Refresh to see updated conflicting events

**11 conflicting events found**

799513 (DOT)      266255 (SAPO)      799531 (SAPO)      799534 (SAPO)      799542 (SAPO)  
 799546 (SAPO)      799551 (SAPO)      799793 (SAPO)      799795 (SAPO)      799803 (SAPO)  
 801203 (SAPO)

**Restaurant Conflict Details**

View Conflicts on Map

**5 conflicting Restaurants found**

Restaurant (Business Name)	Address	Seating Choice	Applicant
Eataly (Eataly NY LLC)	200 5th Avenue , Manhattan, NY	sidewalk	Trisha Jamal / [REDACTED] trisha.jamal@eataly.com
Bluestone Lane (Bluestone Lane Astor LLC)	51 Astor Place, Manhattan, NY	both	Hari Nathan Kalyan / [REDACTED] hari@bluestonelane.com
Eataly (Eataly NY LLC)	200 5th Avenue, Manhattan, NY	both	Trisha Jamal / [REDACTED] Trisha.jamal@eataly.com
Shake Shack Astor Place LLC (Shake Shack Astor Place LLC)	20 3rd Avenue, Manhattan, NY	both	Alexandra Valdes-Fauli / [REDACTED] / avaldesfauli@shakeshack.com
SWEETGREEN (SWEETGREEN NEW YORK LLC)	10 ASTOR PLACE, Manhattan, NY	both	ARIANNA GOLDBERG / [REDACTED] [REDACTED]