

Event Details

Event Id: 840265

Event Name: 100th Anniversary Mobile Flavor Tour

Event Description: Dear SAPO Permitting Office We are submitting this application for a small/med Plaza B permit to host a brand activation event at Astor Place on May 16 th May17 th. Our client is celebrating its 100th anniversary and we plan to activate a mobile trailer unit to engage approximately 350 attendees throughout the event duration. Purpose: Mobile activation unit serving samples and engaging the public. Flow Management: Guests will move through in a steady flow to prevent congestion.We would appreciate any guidance on ensuring compliance with NYC permitting regulations including any necessary clearances insurance or safety requirements. Please let us know the next steps and any additional documentation needed. Thank you for your time and consideration. BestKristina MartinezEvent Producer Entire Productions818-268-1811

Event Type: Plaza Event

Event SubType:

Permitting Agency: Street Activity Permit Office

Setup Date: 05/16/2025 05:00 AM

Start Date: 05/16/2025 10:00 AM

End Date: 05/17/2025 06:00 PM

Breakdown Date: 05/17/2025 08:00 PM

Event Status: Pending

Recurring Event: No

Event Other Details:

Attendance: 200 to 499

Non Profit Organization: No

Received Date: 03/06/2025 09:16 PM

Application Processing by: Shaneek Meachum

Applicant Details

Applicant Name: Kristina Martinez

Applicant Address: [REDACTED]

Applicant Country: United States of America
 Applicant Email: [REDACTED]
 Applicant Phone: [REDACTED]
 Applicant Cell Phone: [REDACTED]
 Applicant Fax:

Location Details

#	Location	Street Closure	Street Side	Closure	Boro	CB's	Pct	Zipcode
1	Astor Place Plaza (North) : Astor Place Plaza (North) Note: North Plaza - Lafayette E 8th	Pedestrian Plaza	Full		Manhattan	2, 3	9	10003

Sponsor Details

Sponsor: Sean Conover
 Sponsor Address: [REDACTED]
 Sponsor Email: [REDACTED]
 Sponsor EIN:
 Sponsor Phone: [REDACTED]
 Sponsor Cell:
 Sponsor Fax:
 Sponsor Website:

Producer Details

Producer/Organization: Sean Conover
 Producer Address: [REDACTED] Pittsburg PA
 Producer Phone: [REDACTED]
 Producer Phone: [REDACTED]
 Producer Cell:
 Producer Fax:
 Producer Email: [REDACTED]

Affected Zones

Affected NYPD Patrol Boro: Manhattan South Borough Command,
 Affected Community Boards: 2, 3,
 Affected Precincts 9,
 Affected City Council Dist: 2,
 Affected Zipcodes: 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: *Promotional Branding Activation Event*
- 3 The event will be advertised. Following is the event advertising plan: *Our clients PR team will handling marketing for this event.*
- 4 There will be red carpet, rope and/or stanchions used at this event.
- 5 Truck-mounted generators will be used at this event. **FDNY approval is required.**
- 6 Food and/or beverages will be sold or distributed at the event. **A DOHMH Temporary Food Service Establishment Permit (via DCA) is required.**

Event Conflict Details

Refresh to see updated conflicting events

4 conflicting events found 812278 (NYPD) 799793 (SAPO) 799795 (SAPO) 801203 (SAPO)

Restaurant Conflict Details

[View Conflicts on Map](#)

1 conflicting Restaurants found

Restaurant (Business Name)	Address	Seating Choice	Applicant
Bluestone Lane (Bluestone Lane Astor LLC)	51 Astor Place, Manhattan, NY	both	Hari Nathan Kalyan [REDACTED] hari@bluestonelane.com