

### Event Details

Event Id: 894121

Event Name: Aestura Cart Activation - Soho

Event Description: Outdoor activation with a branded coffee cart that will be sampling free coffee ATOBARRIER365 Cream 20ml ATOBARRIER365 Serum 7ml and ATOBARRIER365 Lotion.

Event Type: Street Event

Event SubType: Street event, Small

Permitting Agency: Street Activity Permit Office

Setup Date: 11/09/2025 10:00 AM

Start Date: 11/09/2025 12:00 PM

End Date: 11/09/2025 06:00 PM

Breakdown Date: 11/09/2025 07:30 PM

Event Status: Approved

Recurring Event: No

Event Other Details: SOUTH SIDEWALK FOR PLACEMENT OF PROMOTIONAL COFFEE CART AND ROPES & STANCHIONS FOR LINE QUEUE MANAGEMENT. 5 FT. OF UNOBSTRUCTED PEDESTRIAN WALKWAY MUST BE MAINTAINED AT ALL TIMES. PERMIT VALID WITH APPROVED ATTACHMENTS.

Attendance: 200 to 499

Non Profit Organization: No

Received Date: 10/07/2025 12:15 PM

Application Processing by: Halia Francis

### Applicant Details

Applicant Name: Francesca LaSalla

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 | PRINCE ST between MERCER STREET and BROADWAY<br><b>Note:</b> wed like to be as close as possible to the sephora at 557 Broadway, New York, NY 10012 | Partial Sidewalk Closure | South       |         | Manhattan | 2    | 1, 5 | 10012   |

## Sponsor Details

Sponsor: Deploy Coffee

Sponsor Address: [REDACTED]

Sponsor Email:

Sponsor EIN:

Sponsor Phone: [REDACTED]

Sponsor Cell:

Sponsor Fax:

Sponsor Website:

## Producer Details

Producer/Organization: Chiori Koike

Producer Address:

Producer Phone:

Producer Phone:

Producer Cell:

Producer Fax:

Producer Email:

## Affected Zones

Affected NYPD Patrol Boro: Manhattan South Borough Command,

Affected Community Boards: 2,

Affected Precincts 5, 1,

Affected City Council Dist: 1,

Affected Zipcodes: 10012,

## 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: *the cart will be branded*
- 3 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

**3 conflicting events found**

713138 (SAPO - Embargo) 804541 (SAPO - Embargo) 897666 (SAPO - Production Event)