

Event Details

Event Id: 903699

Event Name: Turbotax Launch Event @ SoHo Lofts

Event Description: For the launch of a TurboTax retail store on Broadway and Grand St we are planning to build a decorated pathway on the sidewalk as part of the launch celebration. The pathway would consist of a few archways planter boxes and sidewalk vinyls and would extend from the SoHo Lofts venue on Broadway to the new TurboTax store that wraps from Broadway to Grand St. about 1 to 1 blocks total. We also would like to block off 3 parking spaces in front of the TurboTax store on Broadway and on Mercer for promotional vehicles.

Event Type: Street Event

Event SubType: Street event, Small

Permitting Agency: Street Activity Permit Office

Setup Date: 01/13/2026 08:00 AM

Start Date: 01/15/2026 08:00 AM

End Date: 01/15/2026 11:30 PM

Breakdown Date: 01/16/2026 08:00 AM

Event Status: Pending

Recurring Event: No

Event Other Details:

Attendance: 75 to 199

Non Profit Organization: No

Received Date: 12/03/2025 02:44 PM

Application Processing by: Halia Francis

Applicant Details

Applicant Name: Nicole Thompson

Applicant Address: [REDACTED] 0622

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	BROADWAY between GRAND STREET and BROOME STREET Note: Partial sidewalk closure on broadway and	Partial Sidewalk Closure	West		Manhattan	2	1, 5	10013
2	GRAND STREET between BROADWAY and MERCER STREET Note: only in front of the Turbotax store	Partial Sidewalk Closure	North		Manhattan	2	1	10013
3	BROADWAY between GRAND STREET and BROOME STREET Note: 3 car lengths in front of the Soho Lofts entrance	Curb Lane Only	West		Manhattan	2	1, 5	10013
4	GRAND STREET between BROADWAY and MERCER STREET Note: 3 car lengths in front of the Turbotax Store entrance	Curb Lane Only	North		Manhattan	2	1	10013
5	MERCER STREET between GRAND STREET and BROOME STREET Note: Need 60 ft of space for a Talent trailer and a bathroom trailer	Curb Lane Only	East		Manhattan	2	1	10013

Sponsor Details

Sponsor: All Terrain Collective

Sponsor Address: [REDACTED]

Sponsor Email: [REDACTED]

Sponsor EIN:

Sponsor Phone: [REDACTED]

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 NYPD Patrol Boro: Manhattan South Borough Command,
 Affected Community Boards: 2,
 Affected Precincts 5, 1,
 Affected City Council Dist: 1,
 Affected Zipcodes: 10013,

Agency Instructions

- 1 The estimated attendance at this event is: 75 to 199.
- 2 The event will contain the following commercial branding and/or advertising elements: *There may be some TurboTax logos on some of the archways or vinyls*
- 3 There will be red carpet, rope and/or stanchions used at this event.
- 4 The event will have on-site security. Following is the on-site security plan: *Vendor is Knight Security, we will have an estimated 7 security/fireguard staff.*
- 5 Combination of generators, including truck-mounted generators, will be used at this event. **FDNY approval is required.**
- 6 Generators with a greater than 40 kW rating will be used at the event. **A DEP registration permit is required.**
- 7 Liquid fuels will be used and/or stored at the event. **An FDNY Fuel Permit is required.**
- 8 There will be open flames (i.e. candles, sterno, etc). Following are the details: **An FDNY Open Flame Permit is required.**
- 9 There will be a prop at this event. Following are the dimensions and description: *dims TBD, there will be archways that people can walk through*
- 10 There will be a truss at this event. Following are the dimensions and description: *dims TBD, there will be archways that people can walk through*
- 11 There will be a tent or a canopy at this event. Following are the dimensions and description: *if it is forecasted to rain we may put up a 10x10 tent at the entrance to the venue*

Event Conflict Details

Refresh to see updated conflicting events

1 conflicting events found 904258 (MOME - Grid Request)