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## Community Board No. 2, Manhattan

3 Washington Square Village  
NEW YORK, NY 10012-1899

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February 23, 2026

Shaneek Meechum, Director, Street Activity Permit Office  
Citywide Event Coordination and Management  
Office of the Mayor  
253 Broadway, 6<sup>th</sup> Floor  
New York, NY 10007

Dear Ms. Meechum:

At its Full Board meeting on February 19, 2026, Community Board #2, Manhattan (CB2, Man.) adopted the following resolution:

**\*2.14.26 – Briogeo Consumer Activation (Sponsor: Patrick J Clayton Productions), 1) Wooster St. bet. Canal & Grand Sts. [SW & curb lane closure-E.]; 2) Grand St. bet. W. Broadway & Wooster St. [SW & curb lane closure-So.]**

**Whereas**, the applicant is seeking a partial sidewalk and curb lane closure for an anticipated line to enter a pop-up activation for haircare brand Briogeo at 22 Wooster Street; and

**Whereas**, while there will be some media activations (with no queue line) on February 13<sup>th</sup>, the public activation will take place on Saturday, February 14<sup>th</sup> from 10 AM to 6 PM, and with breakdown complete on Sunday, February 15<sup>th</sup> by 3PM; and

**Whereas**, while the applicant had initially planned to run the queue line on the sidewalk, they agreed to move the line into the curb lane with barriers in order to preserve the requisite 5-foot pedestrian clear path; and

**Whereas**, 2 security guards and 4 brand ambassadors will be on site; and

**Whereas**, there will be no food, beverages, or amplified sound on the sidewalk or in the curb lane outside of the activation; now

**Therefore Be It Resolved** that CB2, Man. recommends **approval of Briogeo Consumer Activation (Sponsor: Patrick J Clayton Productions), provided that** the applicant conforms with all applicable laws, rules, regulations, and clearance requirements (**particularly noting that** current snow / ice conditions on sidewalks may make obtaining the required 5-foot pedestrian clearance more difficult than usual), and **further provided that** the applicant moves the queue line into the curb lane.

Vote: Unanimous, with 35 Board members in favor.

We respectfully request that your agency take action consistent with the positions expressed in the above.

Sincerely,



Valerie De La Rosa, Chair  
Community Board 2, Manhattan



William Benesh, Chair  
Street Activities & Resiliency Committee  
Community Board 2, Manhattan

VDLR/fa

cc: Hon. Daniel Goldman, U.S. Representative, 10<sup>th</sup> District  
Hon. Brad Hoylman-Segal, Manhattan Borough President  
Hon. Brian Kavanagh, NY State Senate, 27<sup>th</sup> District  
Hon. Grace Lee, State Assembly, 65<sup>th</sup> District  
Hon. Deborah J. Glick, NY State Assembly, 66<sup>th</sup> District  
Hon. Harvey Epstein, NYC Council, 3<sup>rd</sup> District  
Hon. Christopher Marte, NYC Council, 1<sup>st</sup> District