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Community Board No. 2, Manhattan

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Greenwich Village ♦ Little Italy ♦ SoHo ♦ NoHo ♦ Hudson Square ♦ Chinatown ♦ Gansevoort Market

May 4, 2026

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

Dear Ms. Meechum:

At its Full Board meeting on April 23, 2026, Community Board #2, Manhattan (CB2, Man.) adopted the following resolution:

***5/5-5/11/26 – Luxury Brand New Product Launch – Prada Blush (Sponsor: IDEKO Productions LLC) – Gansevoort Plaza (Gansevoort Street at 9th Avenue) [Plaza event]**

Whereas, the applicant, representing fashion and beauty brand Prada, is seeking to hold a two-day pop-up activation on the Gansevoort Pedestrian Plaza on Saturday, May 9 and Sunday, May 10; and

Whereas, the activation is expected to consist of a branded stand placed in the middle of the plaza with umbrellas and chairs, with attendees having the opportunity to receive giveaways of blush and makeup remover pads; and

Whereas, the activation is expected to be live both days from 11 AM to 6 PM; and

Whereas, the applicant is expecting over 1,000 attendees in total, and will be using an online reservation system in an attempt to cut down on lines; and

Whereas, the event is expected to feature low-volume amplified sound (no DJs) as well as a small generator on site to power the activation; and

Whereas, the event will feature free ice cream giveaways to attendees; and

Whereas, the applicant has put a sanitation plan in place with hourly sweeps to pick up trash; and

Whereas, 4 security guard will be onsite, including some staying overnight on the night of the 9th; and

Whereas, the applicant plans to run the queue line zig-zagged on the plaza itself, but has also applied for additional partial sidewalk closures to run a longer line around the corner along Hudson Street, which could potentially further disrupt pedestrian flow and sets an unwelcome precedent for longer event queue lines; now

Therefore Be It Resolved that CB2, Man. recommends **approval Luxury Brand New Product Launch – Prada Blush (Sponsor: IDEKO Productions LLC)**, **provided that** the applications conform with all applicable laws, rules, regulations, and clearance requirements and **further provided that** the applicant agrees to cut the queue line on the plaza and not wrap it around the corner onto adjacent blocks.

Vote: Passed, with 34 Board members in favor and 2 recusals (E. Olson, D. Raftery).

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, 10th District
Hon. Brad Hoylman-Sigal, Manhattan Borough President
Hon. Erik Bottcher, NY State Senate, 47th District
Hon. Deborah J. Glick, NY State Assembly, 66th District
Hon. Harvey Epstein, NYC Council, 3rd District