

### Event Details

Event Id: 943507

Event Name: Steve Madden Sampling Truck at 494 Broadway

Event Description: East Curb Lane to park sampling truck and for production trucks and production vehicles to park/load/unload. Partial East sidewalk use for ropes and stanchions for line queue

Event Type: Street Event

Event SubType: Street event, Small

Permitting Agency: Street Activity Permit Office

Setup Date: 06/05/2026 06:00 AM

Start Date: 06/05/2026 08:00 AM

End Date: 06/05/2026 10:00 PM

Breakdown Date: 06/05/2026 11:59 PM

Event Status: Pending

Recurring Event: No

Event Other Details:

Attendance: 75 to 199

Non Profit Organization: No

Received Date: 05/07/2026 03:57 PM

Application Processing by: Halia Francis

### Applicant Details

Applicant Name: Adam Weingrad - Winick Productions LLC

Applicant Address: [REDACTED]

Applicant Country: United States of America

Applicant Email: [REDACTED]

Applicant Phone: [REDACTED]

Applicant Cell Phone: [REDACTED]

Applicant Fax: [REDACTED]

### Location Details

#	Location	Street Closure	Street Side	Closure	Boro	CB's	Pct	Zipcode
1	BROADWAY between BROOME STREET and SPRING STREET	Curb Lane Only	East		Manhattan	2	1, 5	10012

**Note:** Curb lane and partial sidewalk use

## Sponsor Details

Sponsor: New York Food Truck Association  
 Sponsor Address: [REDACTED]  
 Sponsor Email:  
 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: 10012,

## 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: *Promotional sampling truck*
- 3 There will be red carpet, rope and/or stanchions used at this event.
- 4 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

**2 conflicting events found**

713138 (SAPO - Embargo) 804541 (SAPO - Embargo)