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Community Board No. 2, Manhattan

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May 22, 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 May 21, 2026, Community Board #2, Manhattan (CB2, Man.) adopted the following resolution:

***5.12-5.18.26 – The Guru House – 372 Lafayette St. Brand Activation (Sponsor: GSS Security Services, Inc.), 1) Great Jones St. bet. Broadway & Lafayette St. [curb lane only-So.; 2) Lafayette St. bet. Bond & Great Jones Sts. [partial SW closure-W.]**

Whereas, the applicant, representing food brand Nutella, is seeking a partial sidewalk closure for a sidewalk activation in conjunction with a 2-day pop-up at 372 Lafayette, with the activation taking place in front of 372 Lafayette on the west sidewalk of Lafayette between Bond and Great Jones streets; and

Whereas, the activation is expected to consist of a branded food cart giving out free Nutella samples to pop-up attendees waiting on line; and

Whereas, the activation will be live from 12 PM – 6 PM on Saturday, May 16th and Sunday, May 17th; and

Whereas, the applicant intends to use ropes / stanchions for the queue line with a 5-foot or greater pedestrian walkway maintained, and agreed to cut the line at the end of the block; and

Whereas, the event will not feature amplified sound, influencers or celebrities; and

Whereas, the event will not feature sidewalk chalking, painting or stenciling; and

Whereas, security guards will be on site, as well as brand ambassadors for waste management; now

Therefore Be It Resolved that CB2, Man. recommends **approval** of **372 Lafayette St. Brand Activation (Sponsor: GSS Security Services, Inc.)**, provided that the application conforms with all applicable laws, rules, regulations, and clearance requirements.

Vote: Unanimous, with 29 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, 10th District
Hon. Brad Hoylman-Segal, Manhattan Borough President
Hon. Brian Kavanagh, NY State Senate, 27th District
Hon. Deborah J. Glick, NY State Assembly, 66th District
Hon. Harvey Epstein, NYC Council, 3rd District