

EventId: 948808

06/30/2026 12:18 PM

Event Details

Event Id: 948808

Event Name: Tillamook Ice Cream Brand Activation

Event Description: The concept centres around a custom branded Newsstand experience inspired by classic NYC street culture incorporating live product sampling branded editorial-style touchpoints creator/content capture moments.

Event Type: Plaza Event

Event SubType:

Permitting Agency: Street Activity Permit Office

Setup Date: 07/20/2026 07:00 AM

Start Date: 07/20/2026 09:00 AM

End Date: 07/22/2026 08:00 PM

Breakdown Date: 07/22/2026 10:00 PM

Event Status: Pending

Recurring Event: No

Event Other Details:

Attendance: 1000 to 4999

Non Profit Organization: No

Received Date: 05/28/2026 07:28 AM

Application Processing by: Shaneek Meachum

Applicant Details

Applicant Name: Naomi Pither

Applicant Address:

Applicant Country: United Kingdom

Applicant Email:

Applicant Phone:

Applicant Cell Phone:

Applicant Fax:

Location Details

#	Location	Street Closure	Street Side	Closure	Boro	CB's	Pct	Zipcode
1	Astor Place Plaza : Lafayette St / 4 Ave (North) Note: North Plaza brand activation	Pedestrian Plaza	Full		Manhattan	2, 3	9	10003

Sponsor Details

Sponsor: Tillamook

Sponsor Address: [REDACTED]

Sponsor Email:

Sponsor EIN:

Sponsor Phone: [REDACTED]

Sponsor Cell:

Sponsor Fax:

Sponsor Website:

Producer Details

Producer/Organization: Sidekick/Allison Worldwide

Producer Address: [REDACTED] . England, United Kingdom.

Producer Phone: [REDACTED]

Producer Phone: [REDACTED]

Producer Cell:

Producer Fax:

Producer Email: [REDACTED]

Affected Zones

Affected NYPD Patrol Boro: Manhattan South Borough Command,

Affected Community Boards: 2, 3,

Affected Precincts 9,

Affected City Council Dist: 2,

Affected Zipcodes: 10003,

Agency Instructions

- 1 The estimated attendance at this event is: 1000 to 4999.
- 2 The event will contain the following commercial branding and/or advertising elements: *Our concept centres around a custom branded Newsstand experience inspired by classic NYC street culture incorporating live product sampling branded editorial-style touchpoints creator/content capture moments*
- 3 There will be a pole tap for electricity at this event. **DOT Electrical Permit Cabling/Wiring Approval is required.**
- 4 There will be oversized construction equipment at this event. Following are the details: *A newstand of approx 4m x 3.5m will be popped up on the site.*
- 5 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

3 conflicting events found

799793 (SAPO - Embargo) 799795 (SAPO - Embargo) 801203 (SAPO - Embargo)