

EventId: 958115

Halia Francis 06/30/2026 12:49 PM

Event Details

Event Id: 958115

Event Name: The Ordinary activation

Event Description: Glass box truck with a built in photobooth passing out samples.

Event Type: Street Event

Event SubType: Street event, Small

Permitting Agency: Street Activity Permit Office

Setup Date: 08/08/2026 05:00 AM

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

End Date: 08/08/2026 10:00 PM

Breakdown Date: 08/08/2026 10:30 PM

Event Status: Pending

Recurring Event: No

Event Other Details:

Attendance: 0 to 74

Non Profit Organization: No

Received Date: 06/25/2026 03:35 PM

Application Processing by: Halia Francis

Applicant Details

Applicant Name: Andrew Rod

Applicant Address: [REDACTED]

Applicant Country: United States of America

Applicant Email: [REDACTED]m

Applicant Phone: [REDACTED]

Applicant Cell Phone: [REDACTED]

Applicant Fax:

Location Details

#	Location	Street Closure	Street Side	Closure	Boro	CB's	Pct	Zipcode
1	WEST 13 STREET between 9 AVENUE and WASHINGTON STREET Note: adjacent to Sephora and Allsaints	Curb Lane Only	South		Manhattan	2	6	10014

Sponsor Details

Sponsor: DTSM Concepts LLC
 Sponsor Address: [REDACTED]
 Sponsor Email: [REDACTED]
 Sponsor EIN:
 Sponsor Phone: (310) 720-8092
 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 6,
 Affected City Council Dist: 3,
 Affected Zipcodes: 10014,

Agency Instructions

- 1 The estimated attendance at this event is: 0 to 74.
- 2 The event will contain the following commercial branding and/or advertising elements: *Branded truck*
- 3 Truck-mounted generators will be used at this event. **FDNY approval is required.**

Event Conflict Details

Refresh to see updated conflicting events

6 conflicting events found

799531 (SAPO - Embargo) 799803 (SAPO - Embargo) 799806 (SAPO - Embargo) 943070 (DOT - Open Street)
 943071 (DOT - Open Street) 948358 (SAPO - Plaza Partner Event)

