

### Event Details

Event Id: 961264

Event Name: UGG Season Event

Event Description:

A two-day public-facing seasonal brand activation for UGG featuring immersive scenic elements inspired by fall. The event will include product displays, interactive guest experiences, product customization, photo opportunities, and complimentary seasonal food and beverage offerings. The activation will be free and open to the public during designated operating hours.

Event Type: Plaza Event

Event SubType:

Permitting Agency: Street Activity Permit Office

Setup Date: 09/25/2026 06:00 AM

Start Date: 09/26/2026 10:00 AM

End Date: 09/27/2026 06:00 PM

Breakdown Date: 09/27/2026 06:00 PM

Event Status: Pending

Recurring Event: No

Event Other Details:

Attendance: 200 to 499

Non Profit Organization: No

Received Date: 07/09/2026 07:17 PM

Application Processing by: Shaneek Meachum

### Applicant Details

Applicant Name: Lindsay Pauly

Applicant Address: York NY 10001

Applicant Country: United States of America

Applicant Email:

Applicant Phone:

Applicant Cell Phone:

Applicant Fax:

### Location Details

| # | Location                                                                                                          | Street Closure   | Street Side | Closure | Boro      | CB's | Pct | Zipcode |
|---|-------------------------------------------------------------------------------------------------------------------|------------------|-------------|---------|-----------|------|-----|---------|
| 1 | Gansevoort Plaza : 12/13 9 Avenue<br><b>Note:</b> Gansevoort PlazaThe Meatpacking District38<br>Gansevoort Street | Pedestrian Plaza | Full        |         | Manhattan | 2    | 6   | 10014   |

## Sponsor Details

Sponsor: General Idea Group

Sponsor Address: [REDACTED] York NY 10001

Sponsor Email: [REDACTED]

Sponsor EIN:

Sponsor Phone: [REDACTED]

Sponsor Cell:

Sponsor Fax:

Sponsor Website:

## Producer Details

Producer/Organization: Tanner Graham, General Idea Group

Producer Address: [REDACTED] York NY

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,

Affected Precincts 6,

Affected City Council Dist: 3,

Affected Zipcodes: 10014,

## Agency Instructions

- 1 The estimated attendance at this event is: 200 to 499.
- 2 The event will contain the following commercial branding and/or advertising elements: *There will be UGG branded scenic elements.*
- 3 The event will be advertised. Following is the event advertising plan: *The event will be advertised on UGGs social channels..*
- 4 There will be red carpet, rope and/or stanchions used at this event.

- 5 The event will have on-site security. Following is the on-site security plan: *A licensed New York State security provider will be engaged to develop and implement the event security plan. Security personnel will manage guest flow and any queues, maintain clear pedestrian and emergency access routes, monitor the event perimeter and public-facing activation areas, and support safe ingress and egress. Final staffing levels and post locations will be determined in coordination with the security provider based on the approved site plan, event footprint, operating hours, and anticipated attendance..*
- 6 There will be a prop at this event. Following are the dimensions and description: *The event will include multiple custom-fabricated, free-standing scenic and experiential elements inspired by the fall season, including oversized sculptural foliage, immersive landscaping elements, product display fixtures, and interactive photo moments. The current design anticipates one or more scenic elements potentially exceeding 10 feet in height. Final dimensions, construction details, anchoring and/or ballast requirements will be confirmed as the design is developed and submitted with the final site plan and supporting documentation.*
- 7 There will be a prop that is higher than 10 feet at this event. **A DOB Structure Permit is required.**
- 8 Food and/or beverages will be sold or distributed at the event. **A DOHMH Temporary Food Service Establishment Permit (via DCA) is required.**
- 9 There are plans for after hours construction of a prop. An After Hours Variance from the DOB is required.

## Event Conflict Details

Refresh to see updated conflicting events

### 6 conflicting events found

799531 (SAPO - Embargo) 799803 (SAPO - Embargo) 799806 (SAPO - Embargo) 943071 (DOT - Open Street)  
943072 (DOT - Open Street) 943073 (DOT - Open Street)

## Restaurant Conflict Details

View Conflicts on Map

### 1 conflicting Restaurants found

| Restaurant (Business Name) | Address                         | License Type | Applicant                              | Validity | Status                                    |
|----------------------------|---------------------------------|--------------|----------------------------------------|----------|-------------------------------------------|
| SERAFINA                   | 7 9 AVENUE, NEW YORK, NY, 10014 | Sidewalk     | SERAFINA MEATPACKING LLC<br>[REDACTED] | N/A      | Revocable Consent<br>Registration Pending |