

EventId: 977499

09/29/2026 01:25 PM

Event Details

Event Id: 977499

Event Name: Santoni Pop Up

Event Description: Luxury Pop Up space to promote Santoni Easy On Sneakers with a
tent back of house for sneaker storage and staff assistance

Event Type: Plaza Event

Event SubType:

Permitting Agency: Street Activity Permit Office

Setup Date: 10/29/2026 12:30 AM

Start Date: 10/29/2026 08:00 AM

End Date: 10/30/2026 05:00 PM

Breakdown Date: 10/30/2026 05:30 PM

Event Status: Pending

Recurring Event: No

Event Other Details:

Attendance: 200 to 499

Non Profit Organization: No

Received Date: 09/15/2026 11:15 AM

Application Processing by: Halia Francis

Applicant Details

Applicant Name: Maggie Covert

Applicant Address:

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 Note: 10 x 10 Pup Up in center of Plaza plus back of House tent approx 20 x 20 in back corner towards Hudston St	Pedestrian Plaza	Full		Manhattan	2	6	10014

Sponsor Details

Sponsor: Talon Out of Home
 Sponsor Address: [REDACTED]
 Sponsor Email: [REDACTED]
 Sponsor EIN:
 Sponsor Phone: [REDACTED]
 Sponsor Cell:
 Sponsor Fax:
 Sponsor Website:

Producer Details

Producer/Organization: Maggie Covert
 Producer Address: [REDACTED]
 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: *Branded Pop Up space for Santoni Footwear*
- 3 The event will have on-site security. Following is the on-site security plan: *Potential for security between load in and activation start or near back of house storing product.*
- 4 There will be a tent or a canopy at this event. Following are the dimensions and description: *10 x 10 Custom Fabrication Pop Up Structure less than 10 tall 20 x 20 unbranded Tent*

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](#)

2 conflicting Restaurants found

Restaurant (Business Name)	Address	License Type	Applicant	Validity	Status
SERAFINA	7 9 AVENUE, NEW YORK, NY, 10014	Sidewalk	SERAFINA MEATPACKING LLC [REDACTED]	8/14/2026-8/14/2030	Issued
SIRRAH	1 LITTLE WEST 12 STREET, NEW YORK, NY, 10014	Sidewalk	1LW12 RESTAURANT LLC [REDACTED]	9/4/2026-9/4/2030	Issued