

EventId: 973396

Halia Francis 09/08/2026 12:28 PM

Event Details

Event Id: 973396

Event Name: fresh / sephora SoHo 302

Event Description: A consumer engagement brand event outside of Sephora directing customers inside.

Event Type: Street Event

Event SubType: Street event, Small

Permitting Agency: Street Activity Permit Office

Setup Date: 10/04/2026 12:00 AM

Start Date: 10/04/2026 09:00 AM

End Date: 10/04/2026 09:00 PM

Breakdown Date: 10/04/2026 11:30 PM

Event Status: Pending

Recurring Event: No

Event Other Details:

Attendance: 0 to 74

Non Profit Organization: No

Received Date: 08/31/2026 02:53 PM

Application Processing by: Halia Francis

Applicant Details

Applicant Name: Andrew Beam

Applicant Address: [REDACTED]

Applicant Country: United States of America

Applicant Email: [REDACTED]

Applicant Phone: [REDACTED]

Applicant Cell Phone: [REDACTED]

Applicant Fax:

Location Details

#	Location	Street Closure	Street Side	Closure	Boro	CB's	Pct	Zipcode
1	BROADWAY between PRINCE STREET and SPRING STREET Note: Immediate vicinity of 557 Broadway, New York, NY 10012.	Sidewalk and Curb Lane Closure	West		Manhattan	2	1, 5	10012

Sponsor Details

Sponsor: fresh

Sponsor Address: [REDACTED]

Sponsor Email:

Sponsor EIN:

Sponsor Phone: [REDACTED]

Sponsor Cell:

Sponsor Fax:

Sponsor Website:

Producer Details

Producer/Organization: Jahhday LLC dba WONU

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 5, 1,

Affected City Council Dist: 1,

Affected Zipcodes: 10012,

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: *There will be branded elements that may include standing signage and branded temporary flat floor covering.*
- 3 The event will be advertised. Following is the event advertising plan: *TBD.*
- 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: *Producers will provide active licensed security personnel at the site for the entirety of the production..*
- 6 There will be a prop at this event. Following are the dimensions and description: *TBD single prop estimated to be 6ft W x 9 ft H.*
- 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

2 conflicting events found

713138 (SAPO - Embargo) 804541 (SAPO - Embargo)