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Antony Wong, *Treasurer*
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COMMUNITY BOARD NO. 2, MANHATTAN

3 WASHINGTON SQUARE VILLAGE
NEW YORK, NY 10012-1899

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Greenwich Village ✦ Little Italy ✦ SoHo ✦ NoHo ✦ Hudson Square ✦ Chinatown ✦ Gansevoort Market

September 20, 2019

Stefan Grybauskas, Director
CECM/Street Activity Permit Office
100 Gold Street, 2nd Floor
New York, NY 10038

Dear Mr. Grybauskas:

At its Full Board meeting on September 19, 2019, Community Board #2, Manhattan (CB2, Man.) adopted the following resolution:

Friday-Sunday, September 20-22, 2019 – Allied Global Marketing Amazon Treasure Truck Promotion: Wooster St. between Prince and Spring Sts. [curb lane closure]

Whereas, the applicant, Amazon, is renting out the old Room and Board space on Wooster street as a pop-up for this event and wishes to park a “roving billboard” (pictured below) outside the storefront in order to entice customers into the shop and will also use part of the sidewalk for rope stanchions in case a line forms outside the store; and



Whereas, the use of roving billboards has surged in the City as companies begin to use the City's streets and waterways to advertise their products, including the use of a floating barge that was recently the focus of new State legislation to ban this practice; and

Whereas, the applicant said the City would charge them approximately \$300 to reserve this curb lane in order to park this large, brightly colored, and Amazon-muralled box truck outside the pop-up from 11 AM-6 PM on Saturday September 21; and

Whereas, this area of SoHo is incredibly congested and especially so on a fall weekend; and

Whereas, the City should be striving to find ways to decrease congestion in this area and should not be encouraging private companies to drive oversized vehicles into the area solely for the purpose of sparking interest in one private company's event; and

Whereas, storefronts serve the purpose of displaying items and events for passerby and the City should not essentially be giving away public space to enable these new marketing practices; and

Whereas, this application is part of an ever increasing trend to commercially exploit the Village, NoHo, Little Italy and SoHo with a bombardment of requests to use public space for private commercial use while the aforementioned communities receive nothing in exchange; now

Therefore Be It Resolved that CB2 Manhattan recommends **denial** of **Allied Global Marketing Amazon Treasure Truck Promotion: Wooster St. between Prince and Spring Sts. [curb lane closure]** from **September 19-22, 2019.**

Vote: Passed unanimously with 42 Board member in favor.

Please advise us of any decision or action taken in response to this resolution.

Sincerely,



Carter Booth, Chair
Community Board 2, Manhattan



Joseph Gallagher, Chair
Quality of Life Committee
Community Board 2, Manhattan

CB/jt

c: Hon. Jerrold Nadler, Congressman
Hon. Brian Kavanagh, State Senator
Hon. Deborah Glick, Assembly Member
Hon. Gale Brewer, Man. Borough President
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September 20, 2019

Stefan Grybauskas, Director
CECM/Street Activity Permit Office
100 Gold Street, 2nd Floor
New York, NY 10038

Dear Mr. Grybauskas:

At its Full Board meeting on September 19, 2019, Community Board #2, Manhattan (CB2, Man.) adopted the following resolution:

Sunday, September 20, 2019 – Charlotte Tilbury (Sweeterly Corp.): Broadway between Prince St. and Spring St. [curb lane only];

Whereas, the applicant, Charlotte Tilbury, is launching a new product out of Sephora and wishes to park a “roving billboard” and experiential showroom (pictured below) outside the storefront in order to entice customers into the parked truck to test out foundations and will also use part of the sidewalk to queue people waiting to get into the truck; and



Whereas, the use of roving billboards has surged in the City as companies begin to use the City's streets and waterways to advertise their products, including the use of a floating barge that was recently the focus of new State legislation to ban this practice; and

Whereas, a representative from the Broadway Residents Coalition (BRC) provided an email between the BRC and event organizers stating that, "[a]fter much discussion and consideration, Broadway Residents Coalition has determined that we cannot offer support for your application...outside of 557 Broadway, or at the alternate site on the block of Broadway to the north. Our decision is due to a number of reasons, including the concurrent and nearby San Gennaro Festival that brings many additional pedestrians to the immediate area. Add to that the overwhelming number of these type of applications that we see in our immediate area; note that the September CB2 Calendar lists nine [9] SAPO applications, and all of those are for locations within a few blocks of our central SoHo block on Broadway. Ultimately, for our already crowded neighborhood, it is not good public policy to lease out public space for private enterprise, especially when the gains to the City bring little if any benefit, financial or otherwise, to our local community;" and

Whereas, this area of SoHo is incredibly congested and especially so on a fall weekend; and

Whereas, the City should be striving to find ways to decrease congestion in this area and should not be encouraging private companies to drive oversized vehicles into the congestion solely for the purpose of sparking interest in one private company's event; and

Whereas, storefronts serve the purpose of displaying items and events for passerby and the City should not be essentially giving away public space to enable these new marketing practices; and

Whereas, this application is part of an ever increasing trend to commercially exploit the Village, NoHo, Little Italy and SoHo with a bombardment of requests to use public space for private commercial use while the aforementioned communities receive nothing in exchange; now

Therefore Be It Resolved that CB2 Manhattan recommends **denial** of — **Charlotte Tilbury (Sweetery Corp.): Broadway between Prince St. and Spring St.** on September 20, 2019.

Vote: Passed unanimously with 42 Board member in favor.

Please advise us of any decision or action taken in response to this resolution.

Sincerely,



Carter Booth, Chair
Community Board 2, Manhattan



Joseph Gallagher, Chair
Quality of Life Committee
Community Board 2, Manhattan

CB/jt

c: Hon. Jerrold Nadler, Congressman
Hon. Brian Kavanagh, State Senator
Hon. Deborah Glick, Assembly Member
Hon. Gale Brewer, Man. Borough President
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September 20, 2019

Stefan Grybauskas, Director
CECM/Street Activity Permit Office
100 Gold Street, 2nd Floor
New York, NY 10038

Dear Mr. Grybauskas:

At its Full Board meeting on September 19, 2019, Community Board #2, Manhattan (CB2, Man.) adopted the following resolution:

Saturday, September 21, 2019 – Spring Street Yeezy 350 V2 Non-Reflective Citrin Cloud S Shoe Release (Werner Hellmann): Spring St. between Mercer St. and Greene St. [partial sidewalk closure]

Whereas, the applicant is applying for a partial sidewalk closure at this location, in front of one of Adidas' retail locations, to queue expectant customers for the launch of a sneaker designed in collaboration with Kanye West; and

Whereas, these Adidas events are regularly scheduled and it has become clear that these low-quantity/high-demand sneaker launches are a permanent part of Adidas' business model at these SoHo/NoHo locations and this is an untenable situation for neighboring residents and businesses; and

Whereas, there is no reason that Adidas should not hold these launches entirely on-line as they have the capability to do so; and

Whereas, it seems clear that the Adidas location on Spring Street is not large enough to serve the needs of Adidas if Adidas requires the use of public sidewalk to conduct its business week after week after week; and

Whereas, it is not fair to the neighboring businesses and residents that one tenant on the block routinely requires the use of public sidewalk to conduct business and expects that all other residents and businesses should conform to Adidas' business model; and

Whereas, the applicant wishes to use the public sidewalk from 8 AM-4PM in order to maintain line control; and

Whereas, the launch for this sneaker is happening concurrently at other NYC Adidas locations and will be managed by the security firm, Werner Hellmann, which has worked with Adidas at both the CB2 Adidas locations for the past 2 + years; and

Whereas, Werner Hellmann was not contracted to monitor and maintain the line for the recent Arizona Iced Tea/Adidas collaboration and product launch on Bowery and Rivington which was described by the NY Post this way, “[a] marketing stunt by Adidas and Arizona Iced Tea that promised dirt-cheap limited-edition shoes descended into chaos Thursday morning — with one person carted away in an ambulance and two arrests — when sneakerheads started rioting after learning they might not get their kicks fix;” and

Whereas, it has become clear that the marketing strategy for Adidas in lower Manhattan is to create Instagram-ready publicity stunts, selling limited edition sneakers to a lucky few who often resell purchased sneakers to the highest bidder; and

Whereas, Adidas has recently employed a line-control mobile app that somewhat mitigates the throngs of people lining up to purchase these sneakers; and

Whereas, despite the utilization of this line control app, neighboring residents continue to be inconvenienced by this business model which essentially restricts their access to their own sidewalk for long stretches of time in order to facilitate the business model of this multi-billion, multi-national corporation; and

Whereas, residents of SoHo have been crying out for relief from this business model for many, many years and the City has failed to offer any solutions or even mitigations to improve and restore the quality of life of all the residents of SoHo; and

Whereas, the applicant was unable to articulate how this product-launch will benefit the community in any way; and

Whereas, Community Board 2 has been inundated with these types of product launches creating disturbances and occasional altercations throughout the district; and

Whereas, this application is part of an ever increasing trend to commercially exploit the Village, NoHo, Little Italy and SoHo with a bombardment of requests to use public space for private commercial use while the aforementioned communities receive nothing in exchange but crowds, noise, garbage, congestion, public urination, melees and the like; now

Therefore Be It Resolved that CB2 Manhattan recommends **denial** of – **Spring Street Yeezy 350 V2 Non-Reflective Citrin Cloud S Shoe Release (Werner Hellmann): Spring St. between Mercer St. and Greene St. [partial sidewalk closure] on September 21, 2019.**

Vote: Passed unanimously with 42 Board member in favor.

Please advise us of any decision or action taken in response to this resolution.

Sincerely,



Carter Booth, Chair
Community Board 2, Manhattan



Joseph Gallagher, Chair
Quality of Life Committee
Community Board 2, Manhattan

CB/jt

c: Hon. Jerrold Nadler, Congressman
Hon. Brian Kavanagh, State Senator
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September 20, 2019

Stefan Grybauskas, Director
CECM/Street Activity Permit Office
100 Gold Street, 2nd Floor
New York, NY 10038

Dear Mr. Grybauskas:

At its Full Board meeting on September 19, 2019, Community Board #2, Manhattan (CB2, Man.) adopted the following resolution:

Saturday, September 21, 2019 – Yeezy 350 V2 Non-Reflective Citrin Cloud (Werner Hellmann): East Houston St. between Broadway and Crosby St. [partial sidewalk closure]

Whereas, the applicant is applying for a partial sidewalk closure at this location, in front of one of Adidas' retail locations, to queue expectant customers for the launch of a sneaker designed in collaboration with Kanye West; and

Whereas, these Adidas events are regularly scheduled and it has become clear that these low-quantity/high-demand sneaker launches are a permanent part of Adidas' business model at these SoHo/NoHo locations and this is an untenable situation for neighboring residents and businesses; and

Whereas, there is no reason that Adidas should not hold these launches entirely on-line as they have the capability to do so; and

Whereas, it seems clear that the Adidas location on West Houston Street is large enough to contain the entire queue of people that wait outside the store to purchase sneakers yet Adidas continues to require the use of public sidewalk to conduct its business week after week after week; and

Whereas, it is not fair to the neighboring businesses and residents that one tenant on the block routinely requires the use of public sidewalk to conduct business and expects that all other residents and businesses should conform to Adidas' business model; and

Whereas, the applicant wishes to use the public sidewalk from 8 AM-4PM in order to maintain line control; and

Whereas, the launch for this sneaker is happening concurrently at other NYC Adidas locations and will be managed by the security firm, Werner Hellmann, which has worked with Adidas at both the CB2 Adidas locations for the past 2 + years; and

Whereas, Werner Hellmann was not contracted to monitor and maintain the line for the recent Arizona Iced Tea/Adidas collaboration and product launch on Bowery and Rivington which was described by the NY Post this way, “[a] marketing stunt by Adidas and Arizona Iced Tea that promised dirt-cheap limited-edition shoes descended into chaos Thursday morning — with one person carted away in an ambulance and two arrests — when sneakerheads started rioting after learning they might not get their kicks fix;” and

Whereas, it has become clear that the marketing strategy for Adidas in lower Manhattan is to create Instagram-ready publicity stunts, selling limited edition sneakers to a lucky few who often resell purchased sneakers to the highest bidder; and

Whereas, Adidas has recently employed a line-control mobile app that somewhat mitigates the throngs of people lining up to purchase these sneakers; and

Whereas, despite the utilization of this line control app, neighboring residents continue to be inconvenienced by this business model which essentially restricts their access to their own sidewalk for long stretches of time in order to facilitate the business model of this multi-billion, multi-national corporation; and

Whereas, residents of SoHo have been crying out for relief from this business model for many, many years and the City has failed to offer any solutions or even mitigations to improve and restore the quality of life of all the residents of SoHo; and

Whereas, the applicant was unable to articulate how this product-launch will benefit the community in any way; and

Whereas, Community Board 2 has been inundated with these types of product launches creating disturbances and occasional altercations throughout the district; and

Whereas, this application is part of an ever increasing trend to commercially exploit the Village, NoHo, Little Italy and SoHo with a bombardment of requests to use public space for private commercial use while the aforementioned communities receive nothing in exchange but crowds, noise, garbage, congestion, public urination, melees and the like; now

Therefore Be It Resolved that CB2 Manhattan recommends **denial** of **Yeezy 350 V2 Non-Reflective Citrin Cloud (Werner Hellmann): East Houston St. between Broadway and Crosby St. [partial sidewalk closure]** on Saturday, September 21, 2019.

Vote: Passed unanimously with 42 Board member in favor.

Please advise us of any decision or action taken in response to this resolution.

Sincerely,



Carter Booth, Chair
Community Board 2, Manhattan



Joseph Gallagher, Chair
Quality of Life Committee
Community Board 2, Manhattan

CB/jt

c: Hon. Jerrold Nadler, Congressman

Hon. Brian Kavanagh, State Senator
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September 20, 2019

Stefan Grybauskas, Director
CECM/Street Activity Permit Office
100 Gold Street, 2nd Floor
New York, NY 10038

Dear Mr. Grybauskas:

At its Full Board meeting on September 19, 2019, Community Board #2, Manhattan (CB2, Man.) adopted the following resolution:

Saturday, September 28, 2019 – Spring Street Yeezy 700 V2 Hospital Blue Shoe Release (Werner Hellmann): Spring St. between Greene St. and Mercer St. [partial sidewalk closure]

Whereas, the applicant is applying for a partial sidewalk closure at this location, in front of one of Adidas' retail locations, to queue expectant customers for the launch of a sneaker designed in collaboration with Kanye West; and

Whereas, these Adidas events are regularly scheduled and it has become clear that these low-quantity/high-demand sneaker launches are a permanent part of Adidas' business model at these SoHo/NoHo locations and this is an untenable situation for neighboring residents and businesses; and

Whereas, there is no reason that Adidas should not hold these launches entirely on-line as they have the capability to do so; and

Whereas, it seems clear that the Adidas location on Spring Street is not large enough to serve the needs of Adidas if Adidas requires the use of public sidewalk to conduct its business week after week after week; and

Whereas, it is not fair to the neighboring businesses and residents that one tenant on the block routinely requires the use of public sidewalk to conduct business and expects that all other residents and businesses should conform to Adidas' business model; and

Whereas, the applicant wishes to use the public sidewalk from 8 AM-4PM in order to maintain line control; and

Whereas, the launch for this sneaker is happening concurrently at other NYC Adidas locations and will be managed by the security firm, Werner Hellmann, which has worked with Adidas at both the CB2 Adidas locations for the past 2 + years; and

Whereas, Werner Hellmann was not contracted to monitor and maintain the line for the recent Arizona Iced Tea/Adidas collaboration and product launch on Bowery and Rivington which was described by the NY Post this way, “[a] marketing stunt by Adidas and Arizona Iced Tea that promised dirt-cheap limited-edition shoes descended into chaos Thursday morning — with one person carted away in an ambulance and two arrests — when sneakerheads started rioting after learning they might not get their kicks fix;” and

Whereas, it has become clear that the marketing strategy for Adidas in lower Manhattan is to create Instagram-ready publicity stunts, selling limited edition sneakers to a lucky few who often resell purchased sneakers to the highest bidder; and

Whereas, Adidas has recently employed a line-control mobile app that somewhat mitigates the throngs of people lining up to purchase these sneakers; and

Whereas, despite the utilization of this line control app, neighboring residents continue to be inconvenienced by this business model which essentially restricts their access to their own sidewalk for long stretches of time in order to facilitate the business model of this multi-billion, multi-national corporation; and

Whereas, residents of SoHo have been crying out for relief from this business model for many, many years and the City has failed to offer any solutions or even mitigations to improve and restore the quality of life of all the residents of SoHo; and

Whereas, the applicant was unable to articulate how this product-launch will benefit the community in any way; and

Whereas, Community Board 2 has been inundated with these types of product launches creating disturbances and occasional altercations throughout the district; and

Whereas, this application is part of an ever increasing trend to commercially exploit the Village, NoHo, Little Italy and SoHo with a bombardment of requests to use public space for private commercial use while the aforementioned communities receive nothing in exchange but crowds, noise, garbage, congestion, public urination, melees and the like; now

Therefore Be It Resolved that CB2 Manhattan recommends **denial** of – **Spring Street Yeezy 700 V2 Hospital Blue Shoe Release (Werner Hellmann): Spring St. between Greene St. and Mercer St. [partial sidewalk closure] on September 28, 2019.**

Vote: Passed unanimously with 42 Board member in favor.

Please advise us of any decision or action taken in response to this resolution.

Sincerely,



Carter Booth, Chair
Community Board 2, Manhattan



Joseph Gallagher, Chair
Quality of Life Committee
Community Board 2, Manhattan

CB/jt

c: Hon. Jerrold Nadler, Congressman
Hon. Brian Kavanagh, State Senator
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Stefan Grybauskas, Director
CECM/Street Activity Permit Office
100 Gold Street, 2nd Floor
New York, NY 10038

Dear Mr. Grybauskas:

At its Full Board meeting on September 19, 2019, Community Board #2, Manhattan (CB2, Man.) adopted the following resolution:

Saturday-Sunday, September 28-29, 2019 – Brazzers Backroom VHS (THNK1994, LLC): Canal St. between Broadway and Church St. [partial sidewalk Closure]

Whereas, the applicant, THINK 1994, is producing this art exhibit and promotional event in conjunction with Brazzers, an adult entertainment company, at 310 Canal Street, and the event will take place wholly within the storefront and this application is to queue patrons on the sidewalk in front of the store; and

Whereas, the event and line will be on the south side of Canal Street which falls within the boundary of Community Board 1; and

Whereas, a security team will be monitoring the queue at all times of the event; and

Whereas, the event is free and open to the public and the organizers are utilizing an RSVP system to keep the line under control and organized; now

Therefore Be It Resolved that CB2 Manhattan recommends **approval** of the **Brazzers Backroom VHS (THNK1994, LLC): Canal St. between Broadway and Church St. [partial sidewalk Closure]** on September 28-29, 2019.

Vote: Passed unanimously with 42 Board member in favor.

Please advise us of any decision or action taken in response to this resolution.

Sincerely,



Carter Booth, Chair
Community Board 2, Manhattan



Joseph Gallagher, Chair
Quality of Life Committee
Community Board 2, Manhattan

CB/jt

c: Hon. Jerrold Nadler, Congressman
Hon. Brian Kavanaugh, State Senator
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September 20, 2019

Stefan Grybauskas, Director
CECM/Street Activity Permit Office
100 Gold Street, 2nd Floor
New York, NY 10038

Dear Mr. Grybauskas:

At its Full Board meeting on September 19, 2019, Community Board #2, Manhattan (CB2, Man.) adopted the following resolution:

Saturday, October 5, 2019 SoHo Block Party (NYC Strut Organization): Sullivan St. between Prince St. and Spring St. [full street closure]

Whereas, the applicant did not appear to speak on behalf of this application; now

Therefore Be It Resolved that CB2 Manhattan recommends **denial** of **SoHo Block Party (NYC Strut Organization)** based solely on the applicant's failure to attend the committee meeting: **Sullivan St. between Prince St. and Spring St. [full street closure]** on October 5, 2019.

Vote: Passed with 28 Board members in favor, 13 Board members in opposition (K. Bordonaro, V. De La Rosa, R. Ely, S. Gammie, J. Geballe, D. Gruber, M. Metzger, B. Riccobono, S. Russo, S. Sartiano, K. Shea, C. Spence, S. Wittenberg) and 1 abstention (A. Zeldin).

Please advise us of any decision or action taken in response to this resolution.

Sincerely,

Carter Booth, Chair
Community Board 2, Manhattan

Joseph Gallagher, Chair
Quality of Life Committee
Community Board 2, Manhattan

CB/jt

c: Hon. Jerrold Nadler, Congressman
Hon. Brian Kavanagh, State Senator
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Hon. Corey Johnson, City Council Speaker

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Stefan Grybauskas, Director
CECM/Street Activity Permit Office
100 Gold Street, 2nd Floor
New York, NY 10038

Dear Mr. Grybauskas:

At its Full Board meeting on September 19, 2019, Community Board #2, Manhattan (CB2, Man.) adopted the following resolution:

FYI/Street Activity Renewals:

10/19/19 – Tavern on Jane 22nd Annual Block Party (Jane Street Block Association): Jane St. between Hudson St. and 8 Ave. [full street closure]

Whereas, this item was on the public agenda and was not requested to be heard for further discussion by any community member; now

Therefore Be It Resolved that CB2, Man. recommends approval of the subject renewal provided that the application conforms with all applicable zoning and street activity laws, rules, regulations, and clearance requirements.

Vote: Passed unanimously with 42 Board members in favor.

Please advise us of any decision or action taken in response to this resolution.

Sincerely,

Carter Booth, Chair
Community Board 2, Manhattan

Joseph Gallagher, Chair
Quality of Life Committee
Community Board 2, Manhattan

CB/jt

cc: Hon. Jerrold L. Nadler, Congressman
Hon. Brad Hoylman, NY State Senator
Hon. Deborah J. Glick, Assembly Member
Hon. Gale Brewer, Man. Borough President
Hon. Corey Johnson, City Council Speaker