



CITY OF NEW YORK

MANHATTAN COMMUNITY BOARD No. 4

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J. LEE COMPTON
Chair

ROBERT J. BENFATTO, JR., ESQ.
District Manager

March 8, 2007

Deputy Commissioner Mildred Duran
Street Activity Permit Office
100 Gold Street, 2nd Floor
New York, NY 10038

Re: Street Activity Permit Application

Applicant: Heritage of Pride

Location: 8th Avenue btw. 14th and 23rd Street

Date: Saturday, June 23, 2007

Time: 10:00 am – 7:00 pm

Dear Ms. Duran:

Manhattan Community Board #4 supports the application of Heritage of Pride (HOP) to renew their permit for a Street fair, though at a different location than previous years. The Street fair, which will be the 15th Annual PRIDEfest, is proposed for 10am to 7pm on Saturday, June 23rd, 2007 on Eighth Avenue between 14th and 23rd Streets.

PRIDEfest has the mission “to celebrate the history, culture, and artistry of a diverse and inclusive Lesbian, Gay, Bisexual, Transgender community through informative exhibits, entertainment, organization and business vendors, and other activities.” The street fair will include several unique features, including a “Chelsea Space” for area nonprofit and community groups, Senior Space, Kidspace, Youthspace, and smaller minimally amplified performance space in front the Joyce Theater. Instead of utilizing a Production company to put on the festival, Heritage of Pride is running the street fair, including selecting all vendors, and commits to ensure a high diversity of vendors (they are contracting with Clearview Festival Productions for trash removal and possibly insurance).

In response to concerns expressed by the community, Heritage of Pride (HOP) intends to:

- Limit food booths to one block (14th to 15th Street) and have the booths placed in the center of the street to reduce smoke to surrounding buildings;
- Limit larger amplified entertainment to one block (22nd to 23rd Street) and limit those hours to 1pm to 6pm;
- Post the Avenue and surrounding streets with the change in the bus route at least 2 weeks in advance and notify area resident and block associations of the change;
- Involve businesses on 8th Avenue in the street fair;

- Do a special outreach to Chelsea based nonprofit agencies to participate in their “working grants” program; and
- Require use of lower volume electric motors.

In previous years, PRIDEfest was held in the Village, along Washington Street between Christopher and Spring (with StageFest on Greenwich Street). However the narrower streets in that area were creating overcrowding and safety hazards, given the over 150,000 attendees. 8th Avenue also has a plethora of gay and lesbian and local oriented businesses. It also lends itself to the use of Kelly Park for volunteer sign up and Senior and Kidspace. 8th Avenue also only has one bus route (as compared to two on 9th Avenue and three on 6th Avenue) and has easy subway accessibility.

While PRIDEfest will increase the number of multi-block street fairs in CB4 from 6 to 7 annually, and will be the third on 8th Avenue, we feel the special nature of the event (the Gay and Lesbian Pride March is held the next day), HOP’s long-history of holding complaint-free street fairs, their effort to meet community concerns and their successful enlistment of the non- and for-profit Chelsea community business community will make this street fair a community benefit and one to be welcomed to the area.

At its meeting on March 7, 2007 the full Board approved this application.

Sincerely,



J. Lee Compton
Chair
Manhattan Community
Board No. 4



Jay Marcus
Co-Chair
Transportation Planning
Committee



Christine Berthet
Co-Chair
Transportation Planning
Committee