



CITY OF NEW YORK

MANHATTAN COMMUNITY BOARD No. 4

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J. LEE COMPTON
Chair

May 4, 2006

Mildred Duran, Director
Street Activity Permit Office
100 Gold Street, 2nd floor
New York, NY 10038

Re: New Street Activity Permit Application #M4-029

Applicant: Council on the Environment, Inc.
Location: s/s West 43rd Street between 9th and 10th Avenues
(mid-block sidewalk and parking lane)
Date: Saturdays from July 1, 2006 to November 18, 2006
Time: 8:00am to 6:00pm

Dear Ms. Duran:

Manhattan Community Board No. 4 supports the creation of a Farmers' Market on the South side of 43rd Street between 9th and 10th Avenue for up to 6 10-foot by 10-foot tents adjacent to the Manhattan Plaza Park (as indicated on the attached map) from 8:00am to 6:00pm on Saturdays, when weather permits. We believe a Greenmarket is consistent with the open and lively feeling of that block and will enhance consumer choices, particularly for fresh produce. This approval should be considered for a six-month period, at the end of which the Board will review the Greenmarket and decide on renewal. In addition, the Board may request that the Greenmarket cease operations at any time during those six months if pedestrian access or other issues arise.

The Greenmarket idea has been encouraged by local block associations and has been endorsed by the Manhattan Plaza Tenants Association. Local businesses, with one exception that will be noted below, were also supportive. We do request the following stipulations regarding the Greenmarket operations:

- Flowers and pies shall not be sold at the Greenmarket;
- A minimum of 8' clearance shall exist between the edge of the tents/the tent poles and the nearest pedestrian obstruction;
- The Council on the Environment (applicant) shall have a minimum of one staff person at the Greenmarket during its hours of operation, set up, and tear-down/clean-up;
- Set up shall not begin earlier than one hour prior to operation;
- Tear-down/clean up shall be completed no more than 90 minutes after the ending time;
- Garbage cans shall be available at both ends of the Greenmarket area, and in the larger area between tents;

- Clean-up after each event shall include sweeping, emptying garbage cans and leaving no Greenmarket related debris.

One local business, Food Emporium, was opposed to this Greenmarket. Specifically they were concerned that the Greenmarket would directly and unfairly compete with their business and thus threaten the tax revenue and jobs they provide to the city and community. Specifically, they indicated that over 30% of their revenue comes from produce, which will be the main content of the Greenmarket's sales. The Food Emporium also had concerns regarding the placement of one of the tents nearer to their entrance, but this tent has since been removed from the design.

While the Board is sympathetic to the concerns of the Food Emporium, especially the potential loss of jobs, we feel that the Greenmarket has the potential to increase the number of people shopping on this block and will enhance rather than harm local businesses. In addition, the Board feels that competition in the marketplace typically benefits residents and should not impact our decisions. However, at the end of the six-month trial period we would invite the Food Emporium to raise their concerns and inform us of major impacts.

Currently, only one of the eighteen Greenmarkets in Manhattan is located within Community District No. 4. We appreciate the efforts of local community residents, the Manhattan Plaza Tenant Association, Related Management company (who are donating the use of a portion of their Plaza for one tent and will relocate some of their existing garbage cans), and, particularly, The Council on the Environment's Greenmarket staff.

We look forward to working with CENYC in creating a successful Greenmarket.

Sincerely,



J. Lee Compton
Chair
Manhattan Community Board No. 4



Jay Marcus
Chair
Transportation Planning Committee

cc: Hon. Michael Bloomberg, Mayor
Scott Stringer, Manhattan Borough President
Local Elected Officials
Applicant

