



CITY OF NEW YORK

MANHATTAN COMMUNITY BOARD FOUR

330 West 42nd Street, 26th floor New York, NY 10036
tel: 212-736-4536 fax: 212-947-9512
www.nyc.gov/mcb4

Delores Rubin
Chair

Jesse R. Bodine
District Manager

August 4th, 2016

Michael P. Carey
Executive Director
Street Activity Permit Office
100 Gold Street, 2nd Floor
New York, NY 10038

Re: Street Activity Permit for Good Samaritan/Day Top Village Event

Sponsor: Samaritan Day top Village Inc.
Event Producer: Clearview Festival Productions
Location: Ninth Avenue between West 42nd and 55th Streets (13 Blocks)
Date: September 17th, 2016 (Rain or Shine)
Times: Setup 8:00 a.m. – 10:00 a.m. with one hour buffer time
Public Event 11:00 a.m. – 6:00 p.m.
Breakdown 6:00 p.m. – 7:30 p.m. sharp

Dear Mr. Carey,

It is our understanding that the Samaritan Day top Village Inc. (“Sponsor”) submitted a renewal application to the Mayor’s Office of Citywide Event Coordination and Management Street’s Activity Permit Office (“SAPO”) requesting a relocation of its annual Street Fair (“Fair”).

PROPOSAL:

Sponsor and Producer propose relocating the Fair from Madison Avenue, in Manhattan Community Board 5, to Ninth Avenue between West 42nd and 55th Streets. Sponsor has hired Clearview Festival Productions (“Producer”) to host the Fair on September 17th, 2016. The breakdown of the day is as noted above.

MCB4 ANALYSIS and RECOMMENDATIONS:

Due to the overwhelming traffic and pedestrian congestion, and the numerous fairs that already take place in this area, Manhattan Community Board 4’s (“MCB4”) is greatly concerned about the potential negative impact that the relocation of the Fair may impose on residents’ quality of life, and businesses’ economic wellbeing. Therefore, Community Board 4 recommends *denial* of the request to relocate *unless* the stipulations are adhered to, as noted below and as previously agreed upon by the Sponsor and Producer during MCB4’s July 11th, 2016 Quality of Life Committee (“QOL”).

BACKGROUND:

Samaritan Day top Village Inc. is a non-profit organization that provides health and human services

to over 28,000 people each year through a network of more than 40 facilities located throughout New York City, Long Island and upstate New York. Services include a community ambulatory unit on 8th Avenue, a residential center for veterans in recovery on West 43rd Street, and a veteran's housing center on West 44th Street.

STIPULATIONS:

- Significant advance outreach will be made to area residents and businesses, Block Associations, and Hudson Yard/Hell's Kitchen Business Improvement District, whereby Sponsor and/or Producer will present detailed information about the Fair. (Documentation of outreach presentation to be forwarded to MCB4 prior to the Fair.)
- Immediately after the Fair, the above entities will be contacted to provide their feedback on the Fair's impact.
- Sponsor and Producer will attend QOL's October 2016 Committee Meeting to report the results of said feedback.
- Sponsor and Producer will not request permission to hold any future events on 9th Avenue if MCB4 deems that the Fair has had a negative impact on area residents and/or businesses.
- MCB4 believes that 9th Avenue is important traffic artery for the city and that any no additional events should be planned there. Producer agrees it will *not* submit any future application to SAPO requesting 9th Avenue as a location for *any other event*.
- During setup through breakdown, all designated bike lanes must be 100% clear of obstructions.
- During setup through breakdown, all affected sidewalks must be 100% clear of obstructions.
- A marshal/monitor will be stationed every two blocks to ensure that the Fair is safe and orderly, and that bicyclists dismount when entering the Fair site.
- No alcoholic beverages will be served.
- Sponsor will host booths every two blocks to provide information about services it offers in the neighborhood.
- The Sponsor agrees that any revenue from the event be committed to providing services exclusively within Community District 4 borders
- Area businesses interested in participating in the Fair will be offered a discounted rental fee of \$50 per 10' lot, and they will be given the opportunity to set-up in front of their place of business.
- Area non-profits and block associations, as well as city agencies, will be invited to participate at no charge.
- The sound level of live music will be kept at a low volume and be audible to the immediate area surrounding the performance.
- From blocks West 42nd to 49th Streets Producer (through its "Pop Up" division) will offer a non-traditional Fair. Merchandise vendors will be of the arts and crafts variety. The food featured will be artisanal and selected via the New York Food Incubator Program.
- From blocks West 50th to 55th Streets Producer will feature more traditional, typical street fair vendors.
- Booths will be set up toward the middle of the block, outside of the pedestrian islands on the east side of the avenue.

Sponsor and Producer have acknowledged that MCB4 will only grant a one-year provisional trial, which will not be renewed if the Fair's impact is deemed to negatively impact the surrounding community.

MCB4 acknowledges that the Fair will support Sponsor's non-profit work. Sponsor estimates that the relocation of Fair to 9th Avenue will produce a 30% increase in the Fair's revenue at the 9th Avenue location, which would benefit its ever-expanding client list. The Producer's formula for the division of the Fair's proceeds are as follows: 20% of gross revenue is paid to the City of New York, and after expenses are paid (i.e., insurance, sanitation, advertising, NYPD, etc.), the remaining funds are split 50-50 between the Sponsor and Producer.

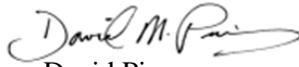
Please feel free to contact Jesse R. Bodine, MCB4's District Manager if you should have any questions or concerns.

Thank you in advance for your consideration.

Sincerely,



Delores Rubin
Chair
Community Board 4



David Pincus
Co-Chair
Quality of Life Committee



Tina DiFelicianantonio
Co-Chair
Quality of Life Committee

cc: Clearview Productions
Good Samaritan Village
HK 50\51 Block Association
West 48/49 Block Association
Manhattan West Tenant Association