



CITY OF NEW YORK

MANHATTAN COMMUNITY BOARD FOUR

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CHRISTINE BERTHET
Chair

Jesse R. Bodine
District Manager

December 11, 2015

Michael Paul Carey,
Director
Mayor's Street Activity Permit Office
100 Gold Street, 2nd Floor
New York, New York 10038

Re: Clearview Festival Productions Street Fair Permit Application

Applicant: Clearview Festival Productions
Location: 8th Avenue, between 14th Street and 23rd Street
Date: April 8th and September 24th, 2016
Time: 9am- 6pm

Manhattan Community Board 4 (MCB4) recommends the approval of the proposed application for two street fairs organized by the Clearview Festival Productions ("Clearview"), provided that all stipulations in this letter are enacted prior to and during the events. The proposed dates are April 8th, 2016 and September 24th, 2016. The proposed location is 8th Avenue between West 14th Street and West 23rd Street.

The goal of the event is to unite local artists and eateries, and to bring them to the attention of the neighborhood and general public. Clearview/Pop Up New York partners with charities in an effort to raise awareness and funds for their respective causes. 50% of the profits earned from booth rentals are donated to participating not-for-profits, which have included the 10th Precinct Community Council, Holy Apostles Soup Kitchen, Chelsea Visiting Neighbors, Chelsea Midtown Democrats, and others. Non-profit organizations and local artists are also welcome to participate in the event for free. The remaining 50% of booth sale profits help cover Clearview's overhead and administrative costs.

Clearview is an established company that has been producing street fairs in District 3 and Community Board 4 for decades. During the summer of 2015, Clearview conducted two trial "Pop Up New York" fairs that were met with success. It should be noted that Clearview has not received complaints from the community, and has recently received the support of the Council of Chelsea Block Associations and Fulton TA. Further information can be found on their website: popupnewyorkevents.com.

The next "PopUp New York" office is expected to open March 1, 2016, after their Street Activity application is approved by the city. Aside from the Street Fair Permit, all of Clearview's other permits are in place. The agreed upon stipulations between Clearview and Community Board 4, which were approved by the full board on November 2nd, 2015.

STIPULATIONS FOR CLEARVIEW FESTIVAL PRODUCTION'S 2016 "POPUP NY"

• **Location**

Both of Clearview's premium "Popup NY" 2016 events will held be on 8th Avenue, between 14th to 23rd streets. (In 2015, one event was held on 8th Avenue, and the other on 9th Avenue. However, vendors preferred the 8th Avenue location, so Clearview has decided to move both events to this location.) This location for 2016 was approved by the Quality of Life Committee during is November 9th, 2015 meeting.

• **Dates and Hours of Operation**

- The two dates in the summer of 2016 are currently undecided.
- The street fairs will take place from 12pm to 6pm.
- Set up will begin at 9am.
- Once Clearview's application has been submitted, Community Board 4 and the operators have agreed to discuss limiting the number of hours in which live music can be played, as well as the appropriate decibel and bass levels for all amplified sound and music, not to exceed New York City sound ordinances.

• **Contact Information**

- Clearview's Event Manager, Ms. Robin Ash, has provided her cell phone number (860) 235-6777 so that she can immediately respond to questions, concerns or complaints. Her number will be posted on Community Board 4's website, emailed to constituents, and provided to the relevant Block Associations.

- This number will be posted on Community Board 4's website. Anyone will be able to reach Ash on the dates of the fairs with which will be in advance of and during the event. Additionally, an information stand will be centrally located for people who need information and/or to discuss resolving any problems that may arise.

• **Smoke**

Smoke-producing food stands will be strategically placed in an area that will have the least impact on local residents. This will be discussed further in a follow-up meeting with the Quality of Life Committee once Clearview's application has been reviewed.

CB4 is pleased that Clearview Festival Productions has expressed a commitment to work with the community, including the discussion of additional stipulations at a later meeting.

Sincerely,



Christine Berthet
Chair



Tina DiFelicianantonio
Co-Chair
Quality of Life Committee



David Pincus
Co-Chair
Quality of Life Committee

cc: Hon. Gale A. Brewer, Manhattan Borough President
Hon. Corey Johnson, City Council
Todd Berman, President, Clearview Productions