

EVENTS AND ACTIVATIONS ON SIDEWALKS AND STREETS

SoHo Broadway is home to world-class retailers operating in a vibrant community with retail, office and residential neighbors. Hosting a successful event must include considering your fellow community members. Here are some things to keep in mind as you start to plan your event.

EVENTS THAT REQUIRE A STREET ACTIVITY PERMIT:

- Production events
- Reserving parking for load in/load out
- Product launches
- Sidewalk or curb lane promotions
- Grand openings
- Red carpet events

GOOD NEIGHBOR TIPS

- **Get Required Permits:** Depending on the scale/scope of the event, organizers must apply for Street Activity Permit Office (SAPO) permits anywhere from 10 to 90 days prior to the scheduled day of the event. There may be other permits, licenses or authorizations that are required depending on the size and scope of activities that are being held during an event including the use of generator (DEP), amplified sound (NYPD), sale of alcohol (SLA), etc. Visit SAPO's website for permit applications: <https://nyceventpermits.nyc.gov/cems/>. If you are unable to apply online, please contact the Street Activity Permit Office at (212) 788-0025.
- **Curb Unnecessary Noise:** Hosts should curb all unnecessary noise, verbal messaging, or sidewalk presentations and try to keep volume at a conversational level. Sound (including amplified sound) that is audible from outside of your space is not recommended and is generally not allowed without a permit.
- **Line Management:** Given the narrow sidewalks and heavy foot traffic found in the district, having customers gather on the sidewalk is discouraged. Customer lines should be staffed and positioned next to the curb. Sidewalks must remain passable to maintain access to building entrances/exits for residents, guests, and employees of our community.
- **Load In/Out and Assembly/Construction:** Overnight setup, break down or construction is not recommended and is in some circumstances prohibited without a permit. The SoHo Broadway Initiative recommends that all load in/out and assembly/construction activity occur between 7 a.m. and 10 p.m.

Notifications: Retail event hosts are encouraged to notify neighbors of an upcoming event. In addition to notifying the Initiative, a retail host should also notify the local NYPD precinct of an upcoming event. The Initiative can assist connecting any retail host with contacts for making these suggested notifications.

QUESTIONS? CONTACT US!

The SoHo Broadway Initiative is happy to share feedback regarding your planned event. Contact Deputy Director Brandon Zwagerman at (212) 390-1131 x1 or bwzagerman@sohobroadway.org. Brandon can walk you through these guidelines and share thoughts on how to have a successful event for your customers and your neighbors.