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COMMUNITY BOARD NO. 2, MANHATTAN

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May 19, 2017

Dawn Tolson, Director
CECM/Street Activity Permit Office
100 Gold Street, 2nd Floor
New York, NY 10038

Dear Ms. Tolson:

At its Full Board meeting on May 18, 2017, Community Board #2, Manhattan (CB2, Man.) adopted the following resolution:

6/29/17 – 7/2/17 – Louis Vuitton/ Supreme (Product) Launch, Bond St. between Lafayette St. and Bowery.

Whereas, the applicant seeks a sidewalk and curb lane closure from 25 Bond Street extending east to Bowery for the purpose of corralling a line of up to 1000 (and possibly more) customers hoping to purchase new products being launched as part of a collaboration between Louis Vuitton and Supreme; and

Whereas, the applicant presented no plan to demonstrate how the applicant intended to corral the 1000 expected customers; and

Whereas, the applicant has not talked to any area businesses or residents about the plan to locate 1000 customers on this sidewalk for days at a time or how they intend to mitigate any negative consequences; and

Whereas, the applicant intends to begin setting up stanchions along the length of the block starting at 9 pm on June 29, 2017 and would remove them through 5 am on July 2, 2017, which will create a loud disturbance both late at night and early in the morning; and

Whereas, the applicant indicated that this will be one of several product launches throughout the month of July 2017; and

Whereas, the applicant is leasing the retail space at 25 Bond St. solely for the use of these product launches and does not have any connection to Bond St. or its residents or businesses; and

Whereas, the applicant presented no line-management plan whether that be “first-come-first-served,” a mobile line reservation app or wristband system; and

Whereas, the applicant presented no plan as to where these 1000+ customers would use the bathroom while waiting for hours upon hours in the line; and

Whereas, the applicant presented no plan as to how they intend to allow residents of Bond St. to enter and exit their residences aside from breaks in the stanchions and possibly doing ID checks, which is an incredible burden for people wanting to reach their own homes; and

Whereas, the applicant presented no plan as to how wheelchair bound residents will access and exit their residences; and

Whereas, the applicant presented no plan as to how their 20-25 private security officers will perform crowd control, prevent line-holders from sleeping on the street overnight, or prevent line holders from engaging in public urination ; and

Whereas, the applicant was unable to articulate how this product-launch will benefit the community in any way; and

Whereas, the applicant was unable to articulate why a 2-day product launch requires 4 days of a full sidewalk and curb closure; and

Whereas, 5 residents of Bond St. attended the Quality of Life Committee meeting to express their strong disapproval of having their residential street overrun with 1000 people for days at a time; and

Whereas, Community Board 2 District Office received many emails from residents of Bond Street expressing their outrage that such an event was being proposed for this quiet street with many residents; and

Whereas, Community Board 2 has been inundated with these types of product launches creating disturbances and occasional altercations throughout the district; and

Whereas, product launches such as this are incentivized to attract large crowds as it garners more publicity for their products; and

Whereas, the applicant has chosen a retail location that is disproportionately small in relation to the amount of line-dwellers that is anticipated for this event; and

Whereas, the applicant stated that it did not know how many registers would be used to process sales for the 1000+ customers it anticipated for this event; and

Whereas, Louis Vuitton has a retail location at 1 East 57th Street that encompasses 20,000+ square feet on four levels that would be vastly more appropriate to host an event that is expected to generate 1000+ customers rather than the space at 25 Bond Street that encompasses 2,170 square feet; and

Whereas, one of the applicants, Supreme, has proven itself unable to manage product launches in an effective way, as the product launches they host at their retail location at 274 Lafayette create disturbances for area residents and businesses; and

Whereas, one of the applicants, Supreme, has a documented history of flouting NYC permit requirements for similar events, as evidenced by a letter dated May 2, 2017, issued by NYC Parks Manhattan Borough Commissioner, William Castro, to the President of Supreme, James Jebbia, in which he states that Supreme has held at least four unauthorized events in city parks and “not only prevented the general public from accessing large areas of public space” but also “failed to utilize safety and security measures appropriate to the size of the crowd and location;” now

Therefore Be It Resolved that CB2 Manhattan **STRONGLY** recommends **DENIAL** of the Louis Vuitton/ Supreme (Product) Launch, Bond St. between Lafayette St. and Bowery to be held from 6/29/17 – 7/2/17; and, now

Therefore Be It Further Resolved that CB2 Manhattan requests that the Street Activity Permit Office (SAPO) requires that any future applicant for a line-forming product launch to appear before CB2 with a comprehensive plan as to how the applicant intends to minimize or eliminate the unnecessary disturbances that have been plaguing our community for the past several years.

VOTE: Passed unanimously, with 32 Board members in favor

Please advise us of any decision or action taken in response to this resolution.

Sincerely,



Terri Cude, Chair
Community Board 2, Manhattan

TB/fa

c: Hon. Carolyn Maloney, Congresswoman
Hon. Daniel L. Squadron, NY State Senator, NY State Senator
Hon. Deborah J. Glick, Assembly Member
Hon. Gale Brewer, Man. Borough President
Hon. Margaret Chin, Council Member
Dawn Tolson, Director, Street Activity Permit Office