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# Programming



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# Programming

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# Introduction



*Car Free Earth Day 2019 Herald Square Rest Stop, Manhattan*

## About this Chapter

This chapter provides general guidelines for public programming in the public right-of-way, and outlines existing programs and permit processes sanctioned by DOT and SAPO.

Programming activates roadways, sidewalks, and pedestrian plazas, and is essential to the ongoing success of any public space. Markets, public art, performances, and other events support a vital public realm, increasing pedestrian activity; supporting local businesses; connecting residents with resources; celebrating community, culture, and diversity; and encouraging local ownership of the public spaces in which they occur.

From a block party, which opens a single block to community activities for a day, to Summer Streets, which dedicates over 7 miles of streets to pedestrians, runners, and cyclists, programming reminds New Yorkers that streets are public space, and should support active, healthy, and sustainable lifestyles.

Nonprofit organizations (e.g., business improvement districts, community-based organizations, block associations, and arts institutions) are encouraged to contribute to the vitality of New York City by applying to participate in one of the programs described in this chapter or to host one of the events. Funding through several DOT programs is available to assist organizations interested in certain programming or event types. Permits are provided as needed by DOT and SAPO, and, at times, by other city agencies such as FDNY, NYPD, or DOB.

## Guidance Sources

Guidance and application materials related to event programming can be found on the SAPO website ([www.nyc.gov/sapo](http://www.nyc.gov/sapo)), as well as on DOT's program websites ([www.nyc.gov/weekendwalks](http://www.nyc.gov/weekendwalks); [www.nyc.gov/plazas](http://www.nyc.gov/plazas); [www.nyc.gov/dotart](http://www.nyc.gov/dotart); [www.nyc.gov/summerstreets](http://www.nyc.gov/summerstreets)). In addition, interested parties should consult the *Comprehensive Event Permitting Guide for The City of New York* (CECM, 2018), the *NYC Plaza Program Application Guidelines* (DOT), and the DOT Art Program's *Site Selection Guide*.

## Programming Categorization

### Community Initiated & Funded

Events initiated by a community-based organization and hosted on city property, specifically plazas, sidewalks, or roadways. Applications are reviewed and approved by SAPO, DOT, and other relevant city agencies.

### Community Initiated & DOT Funded

Programming that is initiated by a community-based organization in response to an open call from DOT to activate the public realm. Organizations apply to an agency program, which provides funding to support the organization's efforts. Applications are reviewed and approved by SAPO, DOT, and other relevant city agencies.

### DOT Initiated & Funded

Large-scale, annual car-free events initiated by the city. DOT issues an open call to community-based organizations, artists, and performers to enhance the specific event routes with activities, public art installations, and music, dance, and theater performances. Funding is available to support the programming partners' efforts. Applications are reviewed and approved by SAPO, DOT, and other relevant city agencies.

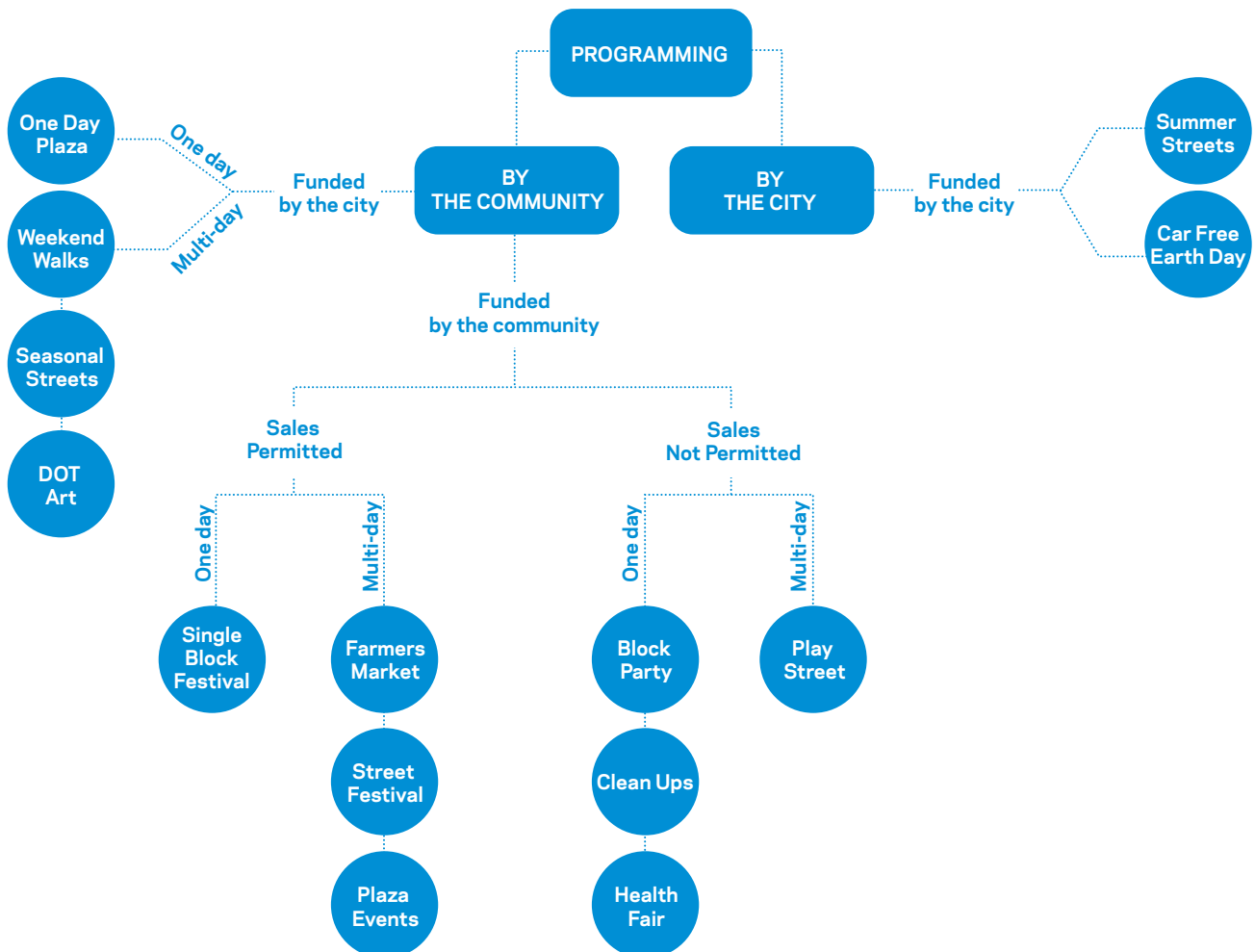


TABLE 7A: PROGRAMMING REFERENCE GUIDE

Typology	Description	Duration	Hour Limitations	Location Type	Submission Deadline	Applicant Type	Site Fees	CGL Insurance Requirements
<b>Community Initiated &amp; Funded</b>								
Block Party	community-friendly family event	one day	9	one block	60 days	block associations	no	not required
Clean Ups	neighborhood improvement	one day	4	one block	60 days	nonprofit or individual	no	\$1M
Health Fair	free health goods and services	one day	12	one block or plaza	30 days	nonprofit	no	\$1M
Farmers Market	vending of food, goods, and services	multi-day	NA	sidewalks	60 days	nonprofit	yes	\$1M
Plaza Event (Civic)	civic programming	multi-day	NA	plaza	14 days	nonprofit	yes	\$1M
Single Block Festival	vending of food, goods, and services	one day	12	one block	90 days	nonprofit	yes	\$1M
Street Festival	vending of food, goods, and services	multi-day	12	multi-block	12/31 of the preceding year	nonprofit	yes	\$1M
Rally/ Demonstration	public gathering to express opinion	one day	NA	plaza	10 days	nonprofit or individual	no	not required
Play Street	car-free recreational play space	multi-day	9 (8am - 5pm)	one block	summer: 5/1 school: 6/1 (fall) or 11/1 (spring)	community group or school	no	varies
<b>Community Initiated &amp; DOT Funded</b>								
Seasonal Streets	car-free public space	multi-day	varies from project to project	multi-block	annual	nonprofit	no	\$1M*
DOT Art Program	beautification of public realm with art installations	max 11 months	NA	sidewalk, plaza, streets	various in fall/spring	organizations and/or artists	no	\$1M \$3M
One Day Plaza	temporary plaza event	one day	24	plazas & proposed plaza sites	varies from project to project	nonprofit	no	\$1M \$3M
Weekend Walks	car-free event	multi-day	NA	multi-block	annual	nonprofit	no	\$1M \$3M
<b>DOT Initiated &amp; Funded</b>								
<b>Large-Scale Annual Car-Free Events</b>								
Summer Streets	car-free event focused on recreation and healthy living	1st three Saturdays in August	6 (7am - 1pm)	multi-block	May	nonprofits, artists and performers	no	not required
Car Free Earth Day	car-free event focused on environmentalism and sustainability	Saturday before or after 4/22	6 (9am - 3pm)	multi-block	January	nonprofits, artists and performers	no	not required

\* If not already covered in an existing agreement, partner is required to provide commercial general liability insurance in the amount of \$1 million per occurrence naming the City of New York as an additional insured.

## General Guidelines

All interested applicants should visit the relevant program website to review specific guidelines.

### SAPO Applications

General guidelines for applying to SAPO for an event permit include:

- SAPO applications must be completed and submitted online at [nyc.eventpermits.nyc.gov/cems](https://nyc.eventpermits.nyc.gov/cems).
- Processing fees apply to all permit requests (\$25: Block Party, Clean Ups, Health Fair, Plaza Event (Civic), and Rally/Demonstration; for other permits with vendor participation, different fee schedules apply).
- Amplified sound will require a permit from NYPD; a generator will require a permit from FDNY and DEP; prepared food and/or drink giveaways or sampling will require a permit from DOHMH, use of a hydrant will require a permit from DEP, any structure over 10 feet in height will require a permit from DOB; and a petting zoo will require a permit from DOHMH.
- All events except for block parties and rallies/demonstrations are required to have liability insurance in the amount of \$1 million per occurrence naming the City of New York as an additional insured.
- The relevant Community Board must review all proposals for street events, block parties, farmers markets, clean-ups, and plaza events.
- All block parties and street fairs are required to recycle.
- Applications for rain dates are not accepted.
- Street fair applicants and community sponsors are limited to one event per application and two events per calendar year.
- All events must maintain 5 feet on each side of a fire hydrant, 5 feet of non-event pedestrian flow on sidewalks, an 8 foot bicycle lane (if bicycle lane exists in permitted area), and a 15 foot emergency vehicle lane (full street closure and pedestrian plaza events).



Summer Streets 2019 Astor Place Rest Stop, Manhattan

### DOT Applications

General guidelines for applying to DOT for participation in an agency program include:

- Review the program website and Request for Proposals closely prior to submitting an application.
- No application fees are associated with the various DOT programs.
- Additional permits may be required from SAPO and the DOT Office of Construction Mitigation and Coordination (OCMC). All SAPO permits and other agency permits required as part of Summer Streets or Car Free Earth Day are handled by DOT.
- Funding is available through the various programs but not guaranteed with selection.
- The relevant Community Board and police precinct must be notified of all proposals in conjunction with the DOT Borough Offices.
- All partners must sign a legal agreement with DOT to participate in the various programs, and may be required to provide commercial general liability insurance in the amount of at least \$1 million per occurrence and \$3 million aggregate limit naming the City of New York as an additional insured.

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# Community Initiated & Funded

## Block Party

Block parties are community-organized car-free events that open a street to the community by restricting vehicle access and offering free, family-friendly activities to neighborhood residents.

Submit an application using E-Apply on the SAPO website at [www1.nyc.gov/site/cecm/e-apply/e-apply.page](http://www1.nyc.gov/site/cecm/e-apply/e-apply.page)



Sinclair Avenue, Staten Island

### Benefits

Temporarily opens neighborhood streets to community activities

Encourages pedestrian activity

Fosters community-building among neighbors

### Scope and Eligibility

Closes a single block for up to nine hours

Must be open to all neighbors on the block; block parties are not permitted for private events

No alcohol, fundraising, sponsorship, or sale of goods or services permitted; if event includes any vendors or sponsors, see PROGRAMMING: STREET FAIR for description of a single block festival

Applicant must be a member of a block association and have signatures of the majority of block residents in support of the event

### Process

Application due to SAPO 60 days prior to event

A \$25 application fee is required

Requires block or tenant association approvals prior to applying

Additional permits or insurance may be required (e.g., rides and inflatables require a permit and additional insurance from DCWP; petting zoos or other non-domesticated animals require a permit from DOHMH)

Rain dates are not permitted

### Recommendations and Best Practices

Coordinate with the corresponding Community Boards for comment and approval as SAPO considers these comments when approving permits

Make contact early with the relevant NYPD Precinct and obtain their approval of the proposed street closures

Retrieve 'No Parking' signage from your local precinct and post them on the permitted blocks in advance of event date

## Clean Ups

A clean-up temporarily restricts vehicle access and parking on a block to allow a group of volunteers or a nonprofit to safely remove litter and debris from the roadway and sidewalks. A clean-up can be scheduled in advance of other SAPO-permitted events to prepare the space for community activities.

Submit an application using E-Apply on the SAPO website at [www1.nyc.gov/site/cecm/e-apply/e-apply.page](http://www1.nyc.gov/site/cecm/e-apply/e-apply.page)



LEFT and RIGHT: Greenpoint, Brooklyn

### Benefits

- Cleans and maintains the public realm
- Encourages pedestrian activity and comfort
- Supports local public realm stewardship

### Scope and Eligibility

- Closes a single block for up to four hours
- No alcohol, fundraising, sponsorship, or sale of goods or services is permitted
- Must be organized by a documented nonprofit, or an individual with a local relationship to the proposed location

### Process

- Application due to SAPO 60 days prior to event
- A \$25 application fee is required
- Requires block or tenant association approvals prior to applying
- Applicant must provide commercial general liability insurance in the amount of \$1 million per occurrence naming the City of New York as an additional insured

Additional permits or insurance may be required (e.g., amplified sound requires a permit from NYPD; generators require a certificate from FDNY and, when over 40kW, also require a certification from DEP)

Rain dates are not permitted

### Recommendations and Best Practices

- Coordinate with the corresponding Community Boards for comment and approval as SAPO considers these comments when approving permits
- Make contact early with the relevant NYPD Precinct and obtain their approval of the proposed street closures
- Retrieve 'No Parking' signage from your local precinct and post them on the permitted blocks in advance of event date

## Health Fair

Health fairs support the well-being of local residents by allowing health vendors to promote and provide health services and goods within a pedestrian plaza or along a single block. For residents who are less mobile, health fairs make available information and resources that otherwise might be difficult to access. Health fairs are free and open to the public.

Submit an application using E-Apply on the SAPO website at [www1.nyc.gov/site/cecm/e-apply/e-apply.page](http://www1.nyc.gov/site/cecm/e-apply/e-apply.page)



LEFT and RIGHT: Brooklyn Plaza Medical Center, Brooklyn

### Benefits

See PROGRAMMING: BLOCK PARTY

Provides access to health services to the community

Promotes healthy lifestyles

### Scope and Eligibility

Closes a single block for up to 12 hours

Vendors cannot be charged a fee to participate

No alcohol, fundraising, sponsorship, or sale of goods or services is permitted

If event includes any vendors or sponsors, see PROGRAMMING: STREET FAIR for description of a single block festival

Must be organized by a documented local nonprofit in good standing with the community; event must be held on the block where the nonprofit is located, or nearby

### Process

Application due to SAPO 30 days prior to event

A \$25 application fee is required

Applicant must provide commercial general liability insurance in the amount of \$1 million per occurrence naming the City of New York as an additional insured

Additional permits or insurance may be required (e.g., food giveaways require a permit from DOHMH; structures over 10 feet require a permit from DOB)

Rain dates are not permitted

### Recommendations and Best Practices

Coordinate with the corresponding Community Boards for comment and approval of events as SAPO considers these comments when approving permits; Community Boards may also mandate signatures from residents as part of the application

Make contact early with the relevant NYPD Precinct and obtain their approval of the proposed streets closures

# Farmers Market

Farmers markets are open-air markets where products grown, raised, caught, or baked by local farmers and fishers are available for sale to the general public. Farmers markets provide the public with fresh and nutritious food and offer alternative venues to farmers for sales aside from wholesalers and other large-scale sellers. This page addresses farmers markets held on public sidewalks permitted by SAPO; for information on holding a farmers market within or adjacent to city parkland, see Parks' Farmers Market Permits resources.

Submit an application using E-Apply on the SAPO website at [www1.nyc.gov/site/cecm/e-apply/e-apply.page](http://www1.nyc.gov/site/cecm/e-apply/e-apply.page)



Coenties Slip, Manhattan

Benefits
Provides access to fresh and nutritious food
Promotes healthy lifestyles
Supports regional agriculture
Encourages pedestrian activity

Scope and Eligibility
For farmers markets permitted by SAPO, only sidewalks may be used; streets cannot be closed
Parks issues permits for farmers markets held adjacent to city parks
There is no minimum or maximum duration
Must be organized by members or staff of a documented nonprofit
All farmers should be licensed by the New York State Department of Agriculture

### Process

Application due to SAPO 60 days prior to event

A \$15 fee is charged per day

Applicants, even existing markets, must re-apply each calendar year

Applicant must provide commercial general liability insurance in the amount of \$1 million per occurrence naming the City of New York as an additional insured

Additional permits or insurance may be required (e.g., food giveaways require a permit from DOHMH)

### Recommendations and Best Practices

Establish a steering committee comprised of members of the community to carry out initial research, cultivate objectives, and oversee market formation; include farmers, local business owners, consumers, and local city officials

Survey local consumer interest in a farmers market with questions on desired products, past purchases at farmers markets, suggested locations of markets, and potential days of service; provide similar surveys for local farmers on potential products, level of interest in participating, space requirements, desired rent schedules, and potential days and seasons of service

Garner support from local businesses and present the farmers market as a potential economic benefit rather than a competitor in the sale of goods or services

Select a site that provides space for future expansion, and that is in close proximity to parking for participating farmers, lighting, electricity, public restrooms, and other amenities; ensure accessibility and adequate mobility

Evaluate the farmers market's seasonal supply of goods, consumer or seller concerns, and consistency of customer presence to improve and develop the market

The farmers markets and vendors must abide by all DOHMH food handling requirements and regulations



ABOVE and BELOW: Roosevelt Avenue and 103rd Street, Queens

## Plaza Event (Civic)

Plaza events sponsored by a nonprofit organization, including but not limited to artistic or cultural performances or educational gatherings that further the mission of the sponsoring organization, are considered civic events and require a SAPO permit. Fees for civic events are discounted from the standard plaza event rates, which are based on plaza tier and event size.

Organizations interested in applying for an event on a pedestrian plaza should coordinate with the plaza's partner organization. A list of Plaza Partners is available for download at [www.nyc.gov/plazas](http://www.nyc.gov/plazas).

To learn more about Plaza Events (Civic), visit [www.nyc.gov/plazas](http://www.nyc.gov/plazas)



Putnam Plaza, Brooklyn

### Benefits

Activates pedestrian plaza

Creates a safer and more inviting place for the public to gather

Provides access to a variety of cultural, educational, and physical offerings

Fosters community-building among neighbors

### Scope and Eligibility

Commercial events presented by corporate entities are not permitted as part of a civic event and will be charged fees based on the event size, plaza level and location; for more information on Plaza Fees, visit [www.nyc.gov/sapo](http://www.nyc.gov/sapo)

Signs or banners displaying sponsors or supporter logos that exceed ten percent (10%) of the face of the sign or banner are not permitted

Must be organized by a documented nonprofit

## Process

Applications are due to SAPO 14-45 days prior to the event depending on the plaza level; see [www1.nyc.gov/site/cecm/permitting/permit-deadlines.page](http://www1.nyc.gov/site/cecm/permitting/permit-deadlines.page) for more information

A \$25 application fee is required

Applicant should coordinate with the Plaza Partner organization, and, in some cases, event fees may be waived if the Plaza Partner applies for the permit

Applicant must provide a site plan and run of show in addition to other licenses and permits depending on the event's content

Applicant must provide commercial general liability insurance in the amount of \$1 million per occurrence naming the City of New York as an additional insured

Additional permits or insurance may be required (e.g., amplified sound and 'No Parking' signs require permits from NYPD; structures over 10 feet tall require a permit from DOB)

All event permits must be approved by the local precinct and Community Board as part of the SAPO permitting process

An event fee may apply for civic events that are charitable in nature and have a fundraising component; for more information, visit [www.nyc.gov/sapo](http://www.nyc.gov/sapo)

Events in some pedestrian plazas are prohibited between mid-November and early January due to the DOT Holiday Construction Embargo; for more details, consult [www1.nyc.gov/html/dot/html/infrastructure/construction-embargoes.shtml](http://www1.nyc.gov/html/dot/html/infrastructure/construction-embargoes.shtml)

## Recommendations and Best Practices

Start planning early; getting community buy-in from programming and promotional partners at the beginning is critical to a successful event

Provide a wide range of programming options that are accessible to all ages, genders, and abilities



Community Board 3 meeting at Diversity Plaza: 37th Road, Queens



Mini weekly food market at Myrtle-Wyckoff Plaza: Wyckoff Avenue and Myrtle Avenue, Queens

Connect programming at the event to local businesses or neighborhood institutions (e.g., pop-up library that promotes the local library; blood pressure screenings outside a local pharmacy)

Coordinate your event planning with the Plaza Partner organization

Requested locations should be assessed prior to application submission as SAPO does not provide recommendations for locations

## Street Fair

Street fairs (single block festivals and street festivals) enliven city streets by hosting vendors of foods and other goods and services. The events are community-sponsored and can be used to support neighborhood institutions with fundraising or promotion. Street fairs are free and open to the public.

Submit an application using E-Apply on the SAPO website at [www1.nyc.gov/site/cecm/e-apply/e-apply.page](http://www1.nyc.gov/site/cecm/e-apply/e-apply.page)



LEFT and RIGHT: Castle Hill Avenue, Bronx

### Benefits

See PROGRAMMING: BLOCK PARTY

Access to unique foods and other goods and services

### Scope and Eligibility

**Single Block Festival:** Closes a single block for one day for a maximum of 12 consecutive hours

**Street Festival:** Closes multiple blocks for one day or more for a maximum of 12 hours a day

Street fair vendors pay a fee to participate

Must be organized by a documented local nonprofit in good standing with the community; event must be held on the block where the nonprofit is located, or nearby

### Process

**Single Block Festival:** Applications due to SAPO 90 days prior to event; a \$25 application fee is required, and additional fees may be required

**Street Festival:** Only events that took place the year prior are eligible to apply in the current calendar year to SAPO, and applications may be submitted November 1 – December 31 of the preceding year

The event fee is twenty percent (20%) of the total fees paid by vendors to participate

Applicant must provide commercial general liability insurance in the amount of \$1 million per occurrence naming the City of New York as an additional insured

Additional permits or insurance may be required (e.g., rides and inflatables require a permit and additional insurance from DCWP; petting zoos or other non-domesticated animals require a permit from DOHMH)

Rain dates are not permitted

### Recommendations and Best Practices

Coordinate with the corresponding Community Boards for comment and approval of events as SAPO considers these comments when approving permits; Community Boards may also mandate signatures from residents as part of the application

Make contact early with the relevant NYPD Precinct and obtain their approval of the proposed streets closures

## Rally/Stationary Demonstration

Rallies and stationary demonstrations are high-visibility methods of expressing sentiments about a public issue. New Yorkers have the right to participate in peaceful demonstrations in public spaces in the city, with appropriate permitting. A permit is required when these public gatherings use either more than 50% of a pedestrian plaza, or parts of multiple plazas for one day.

Submit an application using E-Apply on the SAPO website at [www1.nyc.gov/site/cecm/e-apply/e-apply.page](http://www1.nyc.gov/site/cecm/e-apply/e-apply.page)



NYC Mayor, officials, and families call for expansion of the speed camera program: City Hall, Manhattan

### Benefits

Increases public awareness of an issue

Provides a venue for the expression of public opinion in order to galvanize civic action

### Scope and Eligibility

No alcohol, fundraising, sponsorship, or sale of goods or services is permitted

Permits are only required for demonstrations in pedestrian plazas

### Process

Application due to SAPO 10 days prior to event with exceptions made if the need for the event is unforeseen

A \$25 application fee is required

Organizers must coordinate with their local police precinct

Additional permits or insurance may be required (e.g., amplified sound and 'No Parking' signs require permits from NYPD; structures over 10 feet tall require a permit from DOB)

Rain dates are not permitted

### Recommendations and Best Practices

Coordinate with the corresponding Community Boards and Plaza Partner for comment and approval of events as SAPO considers these comments when approving permits

Permits are not required for rallies or demonstrations in front of City Hall, but the event must be scheduled with NYPD; to schedule an event, call the NYPD Precinct 5 Community Affairs Division at (212) 341-5063

Ensure that event participants leave sidewalks and building entrances clear at all times

## Play Street

Play streets are car-free streets that provide space for active play, recreation, and social and physical activity for children who do not have access to park space nearby. Community groups coordinate play streets during the summer months to create needed recreational space, and schools can host play streets during the school year when there is construction, playground renovation, or insufficient space for recess.

### Benefits

Activates public space

Promotes healthy lifestyles

Creates free recreational opportunities for children

### Scope and Eligibility

**Summer Play Street:** Permitted July 1 – August 31 for up to six weeks, Monday – Friday, 8 AM – 5 PM; applicants must be community groups

**School Play Street:** Permitted during the school year; applicant must be affiliated with adjacent school

Appropriate for dead-end streets, short blocks, stretches fewer than four blocks in length, and T-intersections

Cannot have two-way traffic, high traffic volumes, commercial establishments, scaffolding, construction, tripping hazards, or other safety concerns; or be on a bus route or truck route, adjacent to a hospital, or near a park or playground that could accommodate recreational activities

Organizers must program continuous activities such as games, sports, crafts, and performances

Adults must be present for supervision at all times

No fundraising, promotion, or sale of goods or services is permitted

### Process

**Summer Play Street:** Applications due to SAPO via email by May 1, including an on-site inspection of the block and petition of signatures from block residents

**School Play Street:** Interested applicants must contact the local DOT Borough Commissioner's Office by June 1 (fall term) or November 1 (spring term) for assistance in applying and securing required Community Board and NYPD approvals

**Summer Play Street:** Application and block petition available by request from Community Boards or on the SAPO website at [www1.nyc.gov/site/cecm/permitting/summer-play-streets.page](http://www1.nyc.gov/site/cecm/permitting/summer-play-streets.page)

**School Play Street:** Application available via DOT at [www.nyc.gov/schoolplaystreets](http://www.nyc.gov/schoolplaystreets)



78th Street, Queens

DOT Borough Engineers review proposed play streets and may be involved in implementation

### Recommendations and Best Practices

Make contact early with the relevant Community Board and NYPD Precinct to obtain their approval of the proposed street closure

Applications are processed on a rolling basis by SAPO, if summer play streets, or DOT Borough Commissioners, if school play streets; submit early as there may be a limit on play street approvals in each Community Board district

Organizers should develop a safety plan that includes proper barricades and vehicles parked on the block

Plan ahead and work with community partners to ensure sufficient programming is provided for the duration of the play street

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# Community Initiated & DOT Funded

## Seasonal Streets

Seasonal Streets are transformations of streets into pedestrian priority spaces that deliver public space at more precise times to address pedestrian peaks. DOT works with community partners to design and manage the street for multiple uses, from programming and events for pedestrians to managed access and deliveries for businesses. The car-free public space of Seasonal Streets allows for placement of movable furniture and installation of public art. Seasonal Streets can be used as an outreach tool that works towards a permanent change or as a recurring street management tool to prioritize the needs of pedestrians at critical times of the day or year.

### Benefits

Demonstrates and promotes the use of streets as public space

On-demand street management to enhance safety, security, and mobility on a short, fluid timeline

Creates additional public space when communities are most likely to use it

Offers flexible interventions that can meet varied demands

### Scope and Eligibility

Along commercial and transit corridors with high pedestrian volumes where business participation opportunities exist

Areas with significant pedestrian activity, especially at peak times

Partners must have strong ties to the community where the Seasonal Street is located and demonstrate past experience programming public events

### Process

Planned and executed on a year-round basis; partners must start planning their event at least three months in advance, though a longer planning timeline is highly recommended

DOT may provide a limited amount of furniture and signage or commission a public art installation on the street or light poles

To learn more about Seasonal Streets, visit [www.nyc.gov/seasonalstreets](http://www.nyc.gov/seasonalstreets)



Doyers Street, Manhattan

Funding may also be provided on a limited basis and is determined by multiple criteria including event size and duration

Community partners must work closely with DOT, NYPD, and the Community Board to secure necessary approvals in addition to engaging local businesses and organizations

Seasonal Streets require a permit from SAPO

### Recommendations and Best Practices

Start planning early; community and business buy-in are critical

Provide a wide range of programming options that are accessible to all ages, genders, and abilities

Seasonal Streets are a flexible public space tool; develop a project that works best for the corridor and community

## DOT Art Program

DOT Art partners with community-based, nonprofit organizations and professional artists to present temporary public art on DOT property for up to 11 months. Artists transform streets with colorful murals, dynamic projections, and eye-catching sculptures. Sidewalks, fences, triangles, medians, bridges, Jersey barriers, step streets, and public plazas serve as canvases and foundations for art.

To learn more about the DOT Art Program, visit [www.nyc.gov/dotart](http://www.nyc.gov/dotart)



*"Vivid Chroma Locomotion" by Queen Andrea in partnership with Projectivity Group: Richmond Avenue and Drumgoole Road, Staten Island*



*"For Closure" by Gabriela Salazar in partnership with the Bronx River Art Center: E Tremont Avenue and Boston Road, Bronx*

### Benefits

Creates more inviting public spaces for walking, resting, and gathering

Activates public spaces with functional and participatory artwork that encourages physical activity and healthier lifestyles

Builds and strengthens community partnerships through public engagement

Generates unique and distinctive public spaces that build neighborhood character

Provides broader access to the arts citywide by targeting art installations in historically underserved communities

Provides opportunities for artists to showcase their creativity and unique abilities

Organizations must have experience planning exhibitions, public art projects, or public programming, a connection to the proposed site, and the ability to monitor and maintain the artwork

Funding is available for some initiatives but is not guaranteed

Organizations and artists are only eligible to receive one commission per fiscal year

All sculptures must be reviewed by a NY-State licensed engineer

For information regarding permanent art commissions, visit DCLA's website ([www.nyc.gov/percent](http://www.nyc.gov/percent))

### Process

See Table 7b for information on application cycles; visit [www.nyc.gov/dotart](http://www.nyc.gov/dotart) for upcoming opportunities










Sites must be owned and maintained by DOT, located in close proximity to public transportation, adjacent to a mixed-use corridor, accessible to a diverse audience, and large enough to accommodate artwork






### Scope and Eligibility

Organizations and professional artists regardless of residence may apply in response to open calls released throughout the year

Artists must demonstrate proficiency in the proposed medium, have exhibited in the public or private realm, and have participated in community-based projects

TABLE 7B: DOT ART TRACKS

	Description				
Community Commissions	Community-driven, site-responsive art with a preselected partner organization				
		<i>"I am Here" by Harumi Ori in partnership with Staten Island MakerSpace: Bay Street and Victory Boulevard, Staten Island</i>	<i>"The Night Life, Baby" by Patrick Griffin (VIZIE) in partnership with Hudson Yards/Hell's Kitchen Alliance: 36th Street and 10th Avenue, Manhattan</i>		
Barrier Beautification	Artist-designed mural painted with support from volunteers				
		<i>"Shadowbox" by Gavin Snider in partnership with New York Cares and JP Morgan Chase &amp; Co.: Delancey Street and Allen Street, Manhattan</i>	<i>"Bounce" by Brittany Baldwin in partnership with New York Cares: Queens Boulevard between Woodhaven Boulevard and 59th Avenue, Queens</i>		
Arterventions	Short-term artistic interventions funded by partner organization or artist				
		<i>"Unparallel Way" by Emily Weiskopf in partnership with Old Stone House: 4th Avenue between 3rd Street and 4th Street, Brooklyn</i>	<i>"Bird" by Will Ryman in partnership with the Flatiron/23rd Street Partnership: Broadway between 23rd Street and 24th Street, Manhattan</i>		
Asphalt Art Activations	Large-scale murals painted on pedestrianized asphalt street spaces				
		<i>"The World is Our Oyster" by Carla Torres in partnership with DOT Pedestrian Projects Group (PPG): Thieriot and Soundview Avenues, Bronx</i>	<i>"Big City of Dreams" by Andrea von Bujdoss (Queen Andrea) in partnership with DOT Bike Share Program: Roebling Street and N 4th Street, Brooklyn</i>		
Art Display Cases	Rotating art exhibits printed and installed by DOT on standard cases				
		<i>"The Supper Club" by Elia Alba in partnership with the Lower Manhattan Cultural Council: Water Street and Pine Street, Manhattan</i>	<i>"Visual Impact: On Art, AIDS and Activism" by the New York City AIDS Memorial: Greenwich Avenue between 11th Street and 12th Street, Manhattan</i>		

	Applicant	Deadline	Display	DOT Funding
	Artist only	Annual	Up to 11 months	Up to \$20,000
<i>"Exquisite Corpse" by Fanny Allié in partnership with A.I.R. Gallery and the Fulton Area Business Alliance: Fulton Street and Grand Avenue, Brooklyn</i>				
	Artist only	Annual	Up to 11 months	Up to \$3,000
<i>"Razzle Dazzle" by Ann Tarantino in partnership with New York Cares and JP Morgan Chase &amp; Co.: Park Row and Frankfort Street, Manhattan</i>				
	Organization & Artist	Ongoing (no deadlines)	Up to 6 months	No funding
<i>"Cross-Street Stitches" by Laura Alvarez in partnership with DOHMH and Art Bridge: W 176th Street and Undercliff Avenue, Bronx</i>				
	Artist only	Annual	Up to 11 months	Up to \$12,000
<i>"Cast Into the Deep" by Annabelle Popa in partnership with DOT School Safety: Columbia Street and Dwight Street, Brooklyn</i>				
	Organization & Artist or Artist only	Ongoing (no deadlines)	Up to 6 months	No funding / DOT prints and installs art and display cases at no cost
<i>"Stop Telling Women to Smile" by Tatyana Fazlalizadeh in partnership with the NYC Commission on Human Rights: Lenox Avenue and 124th Street, Manhattan</i>				

Priority sites are identified for art by elected officials, community stakeholders, and DOT Borough Commissioners' Offices and Operating Units

#### Application Deadline

- Read the Request for Proposals/Qualifications carefully and complete the full application by the listed deadline or, if a rolling deadline, a minimum of 90 days in advance of the proposed installation date
- Organizations or fellow city agencies interested in presenting multiple art installations as part of a festival or event should email [arts@dot.nyc.gov](mailto:arts@dot.nyc.gov) to ensure the project deadline is attainable

Applications are reviewed by DOT's Art Advisory Committee, comprised of outside arts professionals representing different boroughs and areas of expertise; see [www.nyc.gov/dotart](http://www.nyc.gov/dotart) for a current list of committee members

Applications are evaluated based on public safety, artistic merit, organizational capacity, site suitability, and artwork durability

Applicants are notified of selection within a maximum of two months from submission

Projects are implemented within a maximum of four months after approval of an application for murals and within 12 months for sculptures

Artists receive copyright of the final design and artwork, but must extend the right to use any depiction of the artwork for non-commercial purposes to the city

Organizations and artists must sign a legal agreement, and organizations must hold commercial general liability insurance in the amount of \$1 million per occurrence and \$3 million aggregate limit naming the City of New York as an additional insured

DOT provides the necessary permits to install artwork on city-owned property

Organizations and/or artists are responsible for obtaining any additional permits required by the DOT Office of Construction Mitigation and Coordination (OCMC)

All questions should be directed to [arts@dot.nyc.gov](mailto:arts@dot.nyc.gov)

### Recommendations and Best Practices

Review the list of priority sites closely or the *Site Selection Guide* when suggesting a site, and visit the proposed site in advance of applying



"Street Cathedral" by Claudia Ravashiere and Michael Moss in partnership with the Hudson Square Business Improvement District: Varick Street and Downing Street, Manhattan



"Ascension" by Jordan Baker-Caldwell in partnership with the Hudson Yards/Hell's Kitchen Alliance: W 36th Street and Ninth Avenue, Manhattan

Review past public art installations on the DOT Flickr page at [www.flickr.com/photos/nycstreets](http://www.flickr.com/photos/nycstreets)

Organizations and artists should email [arts@dot.nyc.gov](mailto:arts@dot.nyc.gov) to confirm ownership of the proposed site in advance of applying

Proposed artwork should be well-developed, demonstrating artistic excellence; should be appropriate for the public realm; should consider the social, historical, architectural, geographical, and/or cultural context of the site; should suit the site based on size, scale, and form; should not introduce any public safety hazards; should be fabricated out of durable materials to withstand outdoor weather conditions; and should be carefully planned ensuring sound fabrication and installation

All proposals must be unique and original and not infringe on any copyright

## One Day Plaza

One Day Plazas are part of the outreach and planning process for a proposed pedestrian plaza. DOT works with community-based partners, who have applied to the NYC Plaza Program or who are considering applying, to create an event that showcases a potential pedestrian plaza. The events introduce the idea of a pedestrian plaza to the neighborhood, give DOT the opportunity to gather feedback on a proposal, and test both the site and the partner.

To learn more about One Day Plazas, visit [www.nyc.gov/plazas](http://www.nyc.gov/plazas)



Hillel Place, Brooklyn

### Benefits

Producing a One Day Plaza or a series of events educates potential partner organizations about the demands of programming a pedestrian plaza

Allows DOT to gauge a partner's capacity to manage a pedestrian plaza and determine what assistance, if any, may be needed in the future

Provides an opportunity to survey the community, gathering feedback on a proposal from the people who would be using the plaza on a regular basis

Demonstrates community benefits of proposed pedestrian plaza to neighbors and local businesses

### Scope and Eligibility

Sites and proposing partners must adhere to NYC Plaza Program Guidelines. See GEOMETRY: PEDESTRIAN PLAZA

Community-based organizations that are considering applying to the NYC Plaza Program may work with DOT to host one-day plaza events prior to submitting an application

In some cases, DOT may provide a limited amount of funding to subsidize costs associated with producing an event

Vending is strictly prohibited

### Process

Partners interested in applying to the NYC Plaza Program should contact DOT directly about holding a One Day Plaza

Interested organizations may email [plazas@dot.nyc.gov](mailto:plazas@dot.nyc.gov) with any questions regarding eligibility

Partners must start planning their event at least three months in advance, though a longer planning timeline is highly recommended

A permit is required from SAPO in order to hold a One Day Plaza; DOT will assist partner organizations in coordinating with SAPO, NYPD, and the Community Board for necessary approvals

Applicant must provide commercial general liability insurance in the amount of \$1 million per occurrence and \$3 million aggregate limit naming the City of New York as an additional insured

DOT will provide tables and chairs, banners, and barricade covers

DOT reviews and must approve all programming, site plans, and advertising materials in coordination with the partner organization

### Recommendations and Best Practices

Partners should reach out to all local stakeholders, including but not limited to elected officials, Community Boards, and the local police precinct to offer the opportunity to help program the event

Programming should reflect neighborhood assets and amenities

Provide a wide range of programming options that are accessible to all ages, genders, and abilities

Local businesses often see the event as an opportunity to give out free samples or to provide demonstrations relevant to their mission



Hillel Place, Brooklyn



Hillel Plaza public outreach: Hillel Place, Brooklyn

## Weekend Walks

Weekend Walks are car-free events that promote the use of streets as public space. Community-based organizations apply to close commercial streets and provide programming that highlights local businesses and New York City's unique neighborhoods.

To learn more about Weekend Walks, visit [www.nyc.gov/weekendwalks](http://www.nyc.gov/weekendwalks)



Van Brunt Street, Brooklyn



Chinatown, Manhattan

### Benefits

Supports local businesses and community-based organizations

Promotes the use of streets as public space

Positively enhances a community by adding more space for walking and pedestrian-friendly activities

Promotes healthy lifestyles

Fosters community-building among neighbors

### Scope and Eligibility

Must be located on a commercial corridor

Must be a minimum of two blocks in length, and must occur at least two times

No exchange of money is permitted at Weekend Walks; however, businesses may display their wares on the street, and restaurants may place seating out on the sidewalk

Nonprofit and for-profit organizations must have strong ties to the community and demonstrate past experience programming public events within the community

### Process

Weekend Walks applications are due during the winter; approved events are generally held between early spring and late fall

DOT may provide a limited amount of furniture and other amenities to support events

Funding may also be provided on a limited basis and is determined by the size of the event

Partners that host events must work closely with DOT, NYPD, and the Community Board to secure necessary approvals in addition to engaging local businesses and organizations in the community

Applicant must provide commercial general liability insurance in the amount of \$1 million per occurrence and \$3 million aggregate limit naming the City of New York as an additional insured

All events require a permit from SAPO

### Recommendations and Best Practices

Start planning early; getting community buy-in from local businesses, organizations, and programming partners is critical to a successful event

Provide a wide range of programming options that are accessible to all ages, genders, and abilities

Connect programming at the event to businesses on the route (e.g., pop-up library that promotes the local library; blood pressure screenings outside a local pharmacy)

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# DOT Initiated & Funded

## Large-Scale Annual Car-Free Events

DOT hosts large-scale, annual car-free events to reimagine the streets of New York City as more inviting public spaces for walking, cycling, playing and much more without the noise and congestion of cars. Major arteries in central Manhattan are open annually, on prescribed dates and times, for the public to enjoy active outdoor recreation, lively performances, immersive art installations, educational workshops, and all forms of free programming related to event-specific themes. These annual car-free events require interagency coordination among SAPO, NYPD, FDNY, DEP, DOB, Parks, and DOHMH to encourage New Yorkers and visitors alike to rediscover the built environment and imagine a myriad of possibilities for its use.

To learn more about Summer Streets, visit [www.nyc.gov/summerstreets](http://www.nyc.gov/summerstreets)

To learn more about Car Free Earth Day, visit [www.nyc.gov/carfreenyc](http://www.nyc.gov/carfreenyc)



*Summer Streets 2019: Park Avenue, Manhattan*

### Summer Streets:

Summer Streets is a multi-day, annual car-free event held the first three Saturdays in August. Nearly seven miles of NYC's streets are open for people to play, run, walk, and bike along Park Avenue and its connecting streets from the Brooklyn Bridge to Central Park in Manhattan. Programming is presented at five rest stops along the route by city agencies, nonprofit organizations, performers, and visual artists to promote fitness and outdoor recreation.

### Car Free Earth Day:

Car Free Earth Day (CFED) is a single day, annual car-free event held the Saturday before or after Earth Day, April 22. The event opens thirty blocks of Broadway from Times Square to Union Square for people to explore on foot. Environmentally-themed programming is presented at five rest stops within pedestrian plazas by city agencies, nonprofit organizations, performers, and visual artists to promote activism and education supporting climate change awareness and sustainability.



"Future Streets for Car Free Earth Day" by American Institute of Architects with ASLA and APA. Car Free Earth Day 2019: Broadway, Manhattan



"Broadway Bouquet" by Terrain Work. Car Free Earth Day 2018: Broadway, Manhattan

### Benefits

Reclaims and transforms streets into active and attractive public spaces

Encourages people to use carbon-free modes of transportation

Reduces traffic congestion, air pollution, and greenhouse gas emissions for a day

Provides participants with a new perspective on the built environment

Showcases the rich and varied resources of New York City

#### Summer Streets:

- Promotes active and healthy lifestyles
- Provides safe recreational cycling and walking route in the heart of New York City

#### Car Free Earth Day:

- Educates and ignites dialogue about climate change, environmental sustainability, and current transportation issues
- Temporarily exhibits the potential of a permanent closure along Broadway, including the possibilities for unique and engaging programming in pedestrian plazas

### Scope and Eligibility

All nonprofits and visual and performance artists regardless of residence may apply

Programming is offered at five rest stops; see [www.nyc.gov/summerstreets](http://www.nyc.gov/summerstreets) for Summer Streets event map and [www.nyc.gov/carfreenyc](http://www.nyc.gov/carfreenyc) for CFED event map

#### Nonprofit Programming

- Nonprofits may host activities, demonstrations, workshops, classes, or tours
- Funding is available based on the complexity of the activity
- Equipment is provided at no cost
- Applicants must have experience planning and leading public programs
- Applicants must share the values and mission of the event
- Nonprofits must staff the event and bring materials to host the activity

#### Performances

- Performers may present dance, music, theater, comedy, or spoken word
- Funding is available based on the duration and number of performances
- Equipment is provided at no cost
- Applicants must have experience performing in front of large audiences
- Performances must be family-friendly and twenty to forty-five minutes in length

#### Public Art Installations

- Professional artists may submit proposals to produce interactive public art installations
- Proposals must respond to the event theme announced in the open call
- Temporary installations are only permitted at the rest stops
- All sculptures must be reviewed by a NY-State licensed engineer
- Funding is available to cover expenses to produce the artwork
- Artists must be available three months in advance of the event date to collaborate with DOT



Summer Streets 2018 Midtown Rest Stop, Manhattan



Summer Streets 2018 Foley Square Rest Stop, Manhattan

Corporate entities are invited to submit ideas for event sponsorship at varying levels and may host relevant programming that relates to their brand. For more information on sponsorship opportunities, email [sponsorship@dot.nyc.gov](mailto:sponsorship@dot.nyc.gov)

#### Summer Streets:

- o Applicants must be available to provide services on one of the event dates between the hours of 7 AM and 1 PM
- o Setup is required before 6:30 AM and breakdown after 1 PM as vehicles are not permitted on the route during event hours

#### Car Free Earth Day:

- o Applicants must be available on the prescribed event date between the hours of 9 AM and 3 PM
- o Setup is required before 8:30 AM and breakdown after 3 PM as vehicles are not permitted on the route during event hours

### Process

Request for Proposals (RFP) are released in early winter to solicit proposals for programming

Applicants are required to submit a new proposal annually for consideration

Applications are evaluated based on public safety, organizational and artist capacity, proposal and artistic merit, and event suitability

Proposals are reviewed by a project-specific committee and the event consultant

Nonprofits, performers, and artists must sign a legal agreement with DOT and, if necessary, hold commercial general liability insurance naming the City of New York and its event consultant as additional insureds

Artists must complete a final design, fabricate or prepare the artwork, and install or present the artwork on event dates

### Recommendations and Best Practices

Read the RFP carefully and submit a complete application as soon as possible since applications are reviewed on a rolling basis with only a set number of slots available each year

Review past programming examples on the DOT Flickr page at [www.flickr.com/photos/nycstreets](http://www.flickr.com/photos/nycstreets)

A strong nonprofit proposal engages people of all ages and abilities in a free, fun, and dynamic activity that relates to the mission and theme of the event

A strong performance partner proposes a high-quality, family-friendly performance that accommodates all of the stage and event requirements

A strong public art proposal considers the site conditions and typical uses of a given site; responds to the goals of the event; is interactive and participatory in nature; is moveable and/or easily installed and removed each event date; and does not introduce any safety hazards for pedestrians and cyclists along the route

All proposals must be unique and original and not infringe on any copyright

