



Christopher Marte

紐約市市議員馬泰 Council Member, District 1

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September 9, 2025

Commissioner Ydanis Rodriguez
NYC Department of Transportation
55 Water Street, 9th Floor
New York, NY 10041

Commissioner Vilda Vera Mayuga
NYC Department of Consumer and Worker Protection
42 Broadway, 8th Floor
New York, NY 10004

Executive Director Dawn Tolson
Mayor's Office of Citywide Event Coordination and Management
253 Broadway, 6th Floor
New York, NY 10007

Subject: Pop-up business sidewalk congestion in Soho, Little Italy, and Nolita

Dear Commissioners Rodriguez, Mayuga, and Director Tolson,

I write to bring to your attention a growing issue within the Lower Manhattan neighborhoods of Soho, Little Italy, and Nolita, with hope that we can find a means of effectively addressing this issue through proper coordination and enforcement.

As I am sure you are both aware, a specific type of business has proliferated in Soho and surrounding areas: storefronts used for “pop-ups” by brands, designers, artists, and others for limited periods of time. Backed by strong marketing campaigns and the restless anticipation of fans and followers, these pop-ups can often trigger swarms of shoppers, overwhelming the capacities of these storefronts and resulting in long lines and crowds on the sidewalk. These lines can last the entirety of a pop-up event and completely overtake the public realm, congesting pedestrian traffic, and blocking entrances to businesses and residences.

This kind of commercial activity not only results in the highly disruptive occupation of already high-traffic sidewalks, but condones the privatization of these public spaces as extensions of the storefronts perpetuating this behavior. Addresses of storefronts that have exhibited patterns of this behavior are as follows:

- 489 Broome Street
- 165 Elizabeth Street
- 173 Elizabeth Street
- 247 Elizabeth Street
- 251 Elizabeth Street
- 188 Lafayette Street
- 210 Lafayette Street
- 214 Lafayette Street
- 248 Lafayette Street
- 262 Mott Street
- 137 Perry Street
- 21 Spring Street
- 152 Wooster Street

Some of these storefronts belong under portfolios of companies that specialize in this kind of pop-up business model, and some are individual bad actors. Such concentrations of consumers in short periods of time *necessitate* spillover into the sidewalks surrounding these storefronts, and the City must act to restore order and access to our public realm.

I am confident that with sufficient enforcement of existing rules and laws guiding the use of our city's sidewalks, that we can find a solution. An issue of this nature I believe falls within the overlapping jurisdictions of the Department of Transportation (DOT), the Department of Consumer and Worker Protection (DCWP), and the Street Activity Permit Office (SAPO), and thus coordination between your agencies is pivotal in resolving these issues. I am happy to help facilitate the conversations needed to devise an appropriate strategy; you can follow up with Conor Allerton in my office at callerton@council.nyc.gov with your response and potential next steps.

Sincerely,

A handwritten signature in black ink, appearing to read 'Christopher Marte', with a stylized, cursive script.

Christopher Marte
New York City Council Member
District 1 - Lower Manhattan