

# PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL21-000012

File #: 14-003922

**Application for:** Public Event

**Organization name:** Union Square Main Streets

**Description:** In its 17th season, this COVID-19 prepared, open air, weekly market features ~35 vendor booths offering the best locally grown and regionally produced agricultural items, including: vegetables, fruits, cheese, eggs, meats, fish, bread, pastries, chocolate, wine, cider and craft beer (legislation-pending). When City of Somerville COVID Guidelines for Farmers Markets are not in effect, we also reserve booth space for community groups and non-profits to utilize for outreach and education, feature rotating guest vendors, and provide live entertainment.

**Date(s):** Every Saturday from May 15 through November 20, 2021, for a total of twenty-eight markets.

**Setup starts at (time):** 6:45am

**Cleanup after the event ends at (time):** 2:00pm

**Entertainment:** When City of Somerville COVID Guidelines for Farmers Markets are not in effect, we host live music played by local musicians and residents. We hope to work with local groups to provide entertainment that would comply with City of Somerville's Guidelines for outdoor performances. Music primarily serves as ambiance and is at a volume low enough not to interfere with businesses or vendor/customer interactions.

## **Attendees:**

Max attendance at one time: Working closely with the PSUF Team to determine #

Maximum attendees accommodated: Working closely with the PSUF Team to determine #

**Attendee fees or suggested donations:** Attendance to the Farmers Market is free

## **Social or cultural benefits:**

The Union Square Farmers Market is integral to the Union Square community. It serves as a catalyst for vibrancy, community, and economic activity in Union Square. The Market provides visitors and city residents with top-quality, fresh, and local produce at fair prices, encourages healthy eating and active lifestyle values. educates consumers about farming and locally sourced foods, and provides customers with opportunities to interact directly with farmers. When City of Somerville COVID Guidelines for Farmers Markets are not in effect, the Market also provides information and education about community issues, promotes local activities and businesses, and provides opportunities for the community to gather and visit. When City of Somerville COVID Guidelines for Farmers Markets are in effect, the Market provides a crucial resource of healthy and nutrient-dense foods in an open air and COVID-19-prepared environment.

**Event Contact:** Kait Stinchcomb

**Event name:** Union Square Farmers Market

**Location:** Somerville Avenue from Carlton St and Hawkins St. Please refer to map for details.

**Rain date(s):** The Union Square Farmers Market is open rain or shine, and will only close in case of extreme wind/unsafe weather conditions.

**Event starts at (time):** 9:00am

**Event ends at (time):** 1:00pm

**Temporary Structures:** Vendors are responsible for providing 10'x10' pop up tents and canopies and weights to secure the tents in the amount of 40lbs per tent leg.

Total people attending: between 800-1000/market

Total Somerville residents attending: 49%

**What is your budget for this event:** \$1500/day

## **Financial benefits:**

The Union Square Farmers Market has a positive economic impact of \$2M each season for neighborhood businesses.

**Event Contact Phone:** 617.899.5095

Event Information	Yes/No	If yes, Describe
Open to the public?	Yes	We utilize the Union Square Main Streets website, listings on area calendars, as well as the Union Square Farmers Market social media accounts (Facebook @unionsquaremarkets and Instagram @unionsqmarket) to publicize the event. We also publish a weekly e-newsletter to over 2200 subscribers, and work with a local artist to create posters for each season.
Food served?	Yes	Fresh produce, meat, seafood, cheese, specialty foods (jam, juice, bread, etc.) and ready-to-eat meals. Farmers Market permit will be obtained for all processed foods.
Caterer used?	No	
Alcohol served?	Yes	
Grill/open-flame device used?	No	
Streets blocked?	Yes	Somerville Avenue from Carlton St and Hawkins St. Please refer to map for more details
Sidewalks blocked?	No	
<b>Arrangements:</b>		
Police Detail:	Yes	We are working in partnership with the City of Somerville to implement Police Details as necessary.
Parking (for Attendees)?	Yes	Union Square Central Parking Lot
Restrooms?	Yes	For vendors, we will have restrooms with hand-washing at 66-70 Union Square.
Liability Insurance?	Yes	Union Square Main Streets will obtain liability insurance.
Will any public parks be used?	No	
Has the event occurred in the last two years?	Yes	Each year since 2005.

**Approved By:**

**CS Mayor, Approved**

**CS Traffic and Parking, Approved**

**Maureen Lee, Approved with Conditions**

**Nicholas Antanavica, Approved with Conditions**

Safety approval per revised HASP containing updated guidelines. HASP requirements are subject to change depending on infection and transmission trends.

**Brian Postlewaite, Approved with Conditions**

APPROVAL CONDITION. BCP 210422: Detour Lechmere-bound MBTA busses via Dane & Washington.

APPROVAL CONDITION. BCP 210422: Emergency/Bus/Bike lane on south side of Somerville Ave shall be

Emergency/Local/Bike Lane

APPROVAL CONDITION. BCP 210422: Provide two general traffic detours: Dane & Washington, and Carlton, Lake & Hawkins.

APPROVAL CONDITION. BCP 210422: Provide at least three detail officers for traffic control (SPD & Traffic Engineer may require addition officers depending upon final TMP approval). Officer locations: Hawkins & Somerville Ave, Carlton & Somerville Ave, and Bow & Somerville Ave (west side).

APPROVAL CONDITION. BCP 210422: Submit final Traffic Management Plan (TMP), documenting the above, to City Traffic Engineer for review & approval at least one week before first market.

APPROVAL CONDITION. BCP 210422: Schedule and attend update meetings by the Tuesday following the first two markets, by the first Tuesday of the month for the remainder of the 2021 farmers market season. These meetings should include input from OSPCD, Engineering, Parking, SPD & SFD. Minor changes to TMP may be implemented and incorporated into this license by approval of these City Departments.

APPROVAL CONDITION. BCP 210422: Coordinate parking restrictions with the Parking Department.

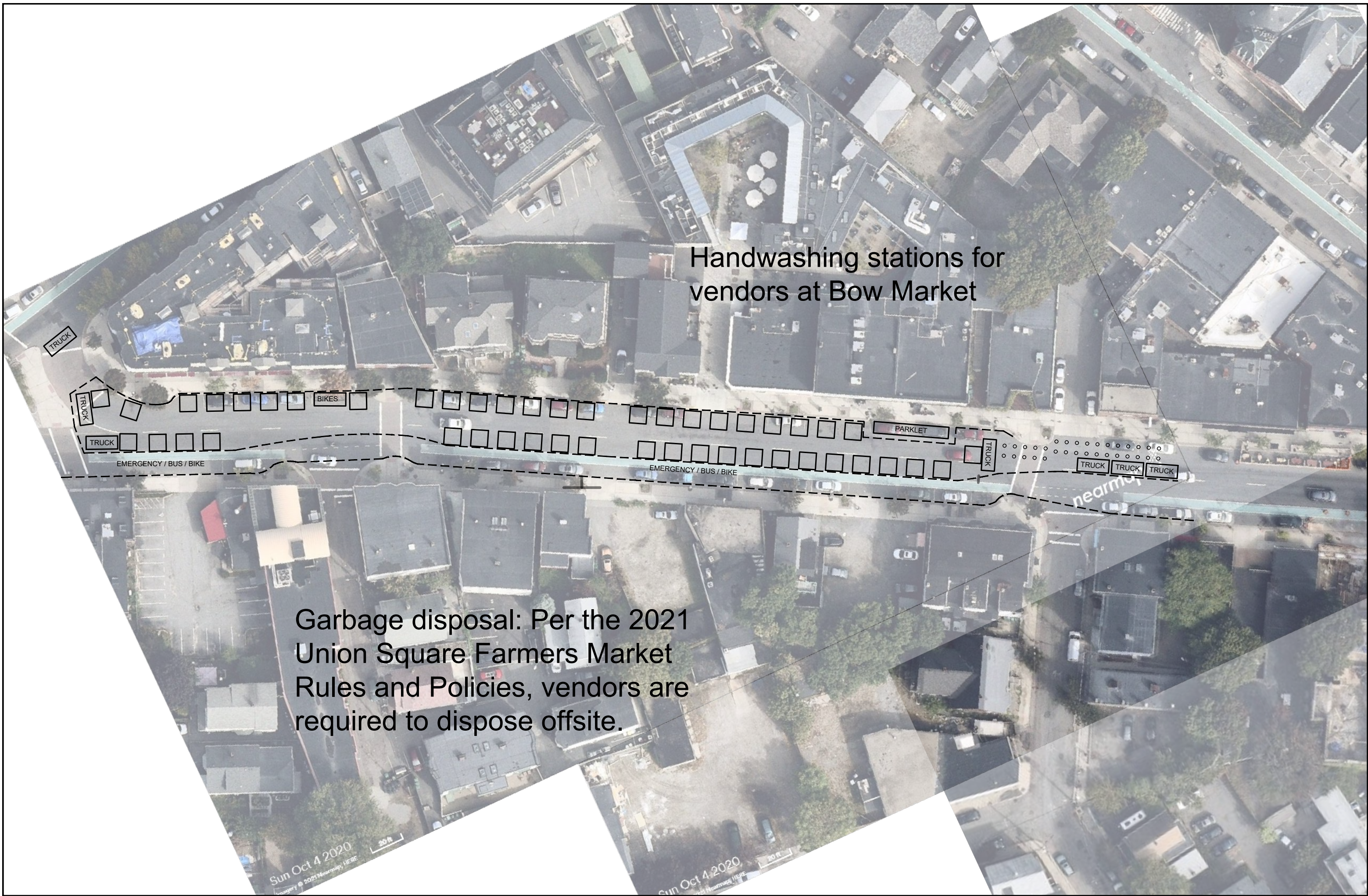
**Christine Morin, Approved**

**Scott Whalen, Approved with Conditions**

**Sean Keane, Approved**

**John J. Long, Approved**

Handwashing stations for vendors at Bow Market



Garbage disposal: Per the 2021 Union Square Farmers Market Rules and Policies, vendors are required to dispose offsite.