

PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL25-000135

File #: 24-017748

Event Name: Riverfest

Business Name: Federal Realty / Assembly Row

Application Type: Public Event License

Location: 455 Grand Union Blvd

APPLICANT

Company Name: Federal Realty

Contact Name: Haley King

Business Address:

450 Artisan Way
Somerville, MA 02145

Home Address:

450 Artisan Way
Somerville, MA 02145

Work Phone:

Home Phone: (617) 684-1518

Email: hking@federalrealty.com

of days: 1

Does this event occupy a public space or significantly affect nearby residents?: Yes

Are you the party applying for the Public Event License?: Yes

Describe the location in detail: Riverfest takes place throughout Assembly Row every year. Majority of events/activities take place on The Lawn area/Club Volo (owned/operated by Federal Realty), Federal Realty owned Streets (Assembly Row) and Baxter Park (DCR permit has already been filed).

In the last 5 years, have you been found guilty, liable, or responsible, in any judicial or administrative proceeding, for any violation of the City Wage Theft Ordinance or any State or Federal laws or regulations regulating the payment of wages? [City Wage Theft Ordinance](#): No

Date: 09/13/2025

Event Setup Begins: 09:00 AM

Start Time: 11:00 AM

End Time: 09:00 PM

Event Cleanup Ends: 11:00 PM

Do You Have a Proposed Rain Date for Your Public Event?: Yes

Date: 09/14/2025

Start Time: 11:00 AM

End Time: 09:00 PM

Organization name; if none, your name: Federal Realty / Assembly Row

Describe any social or cultural benefits of this event for Somerville residents : This event is free + open to the public. Event includes free, live, local music, kids/family friendly activity and entertainment, free giveaways, raffles, etc. and a fireworks show over The Mystic River.

Describe any financial benefits of this event for Somerville businesses or organizations: By holding a free event for people, we hope that while visitors are here, they will shop/dine at Assembly Row businesses.

What is the budget for this event?: 35,000

Complete Mailing Address : 455 Grand Union Blvd, Suite 600 Somerville, MA 02145

Contact name for follow-up questions (Will be available to the public): Haley Suarez

Email: hking@federalrealty.com

Phone (Will be available to the public): 6176841518

Event Name : Riverfest

Describe the Event: Join us for Riverfest, our annual block party that takes place each September! The event includes live, local music, free family-friendly activities, and concludes with fireworks over the Mystic River.

Describe any Entertainment at the Event (if none, type None): Live Music and performances to take place on two stages: The Lawn Stage - 1pm - 5pm Baxter Park Stage - 4pm - 8pm

Describe any tents, inflatables, or other temporary structures to be used (if none, type None): We will use a handful of 10x10 tents for the bands, tenants to set up their own 10x10 tents as needed, bouncy house.

Describe any accessibility features available to attendees/participants: ADA Accessible

Estimated maximum attendance at one time : 5,000

Estimated total number of people attending: 10,000

Estimated total number of Somerville residents attending : Roughly 1/4th of attendee

Maximum number of attendees you will accommodate: N/A

Attendee fees or suggested donations : N/A - Free and open to the public

Will this event be open to the public?: Yes

Describe your outreach/publicity: Promoted across all Assembly Row communications channels (website, social media, email, PR, on-site signage and more)

Will food be served?: Yes

If yes, describe:: Assembly Row tenants to setup temporary food booths and sell food during event. Temp food permits will be submitted to ISD.

Will the event be catered?: No

Will a grill/open-flame device be used? : No

Will any streets be blocked? : Yes

If yes, describe:: Same as every year - see site map: Artisan Way between Great River Road and Assembly Row Great River Road between Assembly Row and Artisan Way

Road to be closed: See above and map

Cross street where road closure will start: See above and map

Cross street where road closure will end: See above and map

Will any sidewalks be blocked? : No

Will any public parks be used? : Yes

If yes, name of park(s) : Baxter Park - permit application already submitted through DCR

Has this event occurred in the last two years? : Yes

If yes, prior dates : Saturday, September 14 and 2023 was cancelled due to hurricane

Police Detail : Yes

If yes, describe:: Same as every year - state, local, etc. notified via email with site plan, etc. May need police cruiser to block off Artisan Way - might have a sponsor vehicle parked here, TBD. We will have heavy machinery parked on the other side of the street (Great River Road side)

Parking for Attendees : Yes

If yes, describe:: Assembly Row offers 3 hours of free parking in all of our garages as well as the surface level marketplace lot.

Restrooms : Yes

If yes, please describe the restrooms being provided, and if you are providing portable toilets, state how they will be

delivered and removed:: Public restrooms located on Block 4 and porta potties inside Club Volo (free and open to the public all day)

Liability Insurance : Yes

If yes, describe:: Federal Realty to provide - submitted as part of DCR application

Approval Conditions:

Reviewer: Kevin Roche, Engineering, Approved with Conditions

1. APPROVAL CONDITION KTR 250728: Vendors on Assembly Row must maintain a 36-inch wide accessible path on the sidewalks at all times.

Reviewer: Charles Breen, Fire Prevention, Approved with Conditions

1. Fire Details will be required per past IAP's.

Reviewer: CS Mayor, Mayor's Office, Approved

Reviewer: Albert Bargoot, ISD Building, Approved

Reviewer: Maureen Lee, ISD Health, Complete

Reviewer: CS Traffic and Parking, Traffic and Parking, Approved

Reviewer: Eric Weisman, Public Works, Approved

Reviewer: Jesse Moos, Engineering, Complete

Reviewer: Yianny Tsirigotis, Recreation, Approved

Reviewer: Mackenzie Richardson, Police, Approved

Reviewer: Kimberly M. Wells, City Clerk, Approved