

PUBLIC EVENT/SPECIAL ALCOHOL LICENSE APPLICATION

City of Somerville, Commonwealth of Massachusetts

Application #: PEL24-000196

File #: 24-017748

Application for: Public Event

Organization name: Federal Realty / Assembly Row

Description: 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.

Date(s): Saturday, September 14

Setup starts at (time): Setup times are tiered based upon activation. Begins at 9am

Cleanup after the event ends at (time): 9:30pm

Entertainment: Live Music to take place on two stages:
The Lawn/Downeast Popup - 1pm - 6pm
Baxter Park Stage - 3pm - 8:30pm

Attendees:

Max attendance at one time: Estimated 5,000 at once

Maximum attendees accommodated: N/A

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

Social or cultural benefits:

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.

Event Contact: Haley Suarez

Event name: Riverfest

Location: 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).

Rain date(s): Sunday, September 15

Event starts at (time): 11am

Event ends at (time): 8:45pm

Temporary Structures: We will use a handful of 10x10 tents for the bands, tenants to set up their own 10x10 tents as needed

Total people attending: 10k throughout the day

Total Somerville residents attending: Roughly 1/4 of attendees

What is your budget for this event: \$35,000

Financial benefits:

By holding a free event for people, we hope that while visitors are here they will shop/dine at Assembly Row businesses.

Event Contact Phone: (617) 684-1518

Event Information	Yes/No	If yes, Describe
Open to the public?	Yes	Promoted across all Assembly Row communications channels (website, social media, email, PR, on-site signage and more)
Food served?	No	
Caterer used?		
Alcohol served?	No	
Grill/open-flame device used?	No	
Streets blocked?	Yes	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

Sidewalks blocked?	No	
Describe any accessibility features available to attendees/participants		ADA Accessible
Arrangements:		
Police Detail:	Yes	Same as every year - state, local, etc. notified via email with site plan, etc. Requesting Police cruiser to be used to block off Artisan Way - we will have heavy machinery parked on the other side of the street (Great River Road side)
Parking (for Attendees)?	Yes	Assembly Row offers 3 hours of free parking in all of our garages as well as the surface level marketplace lot
Restrooms?	Yes	Public restrooms located on Block 4
Liability Insurance?	Yes	Federal Realty to provide - submitted as part of DCR application
Will any public parks be used?	Yes	Baxter Park (DCR permit submitted)
Has the event occurred in the last two years?	Yes	September 10, 2022 2023 event was cancelled due to hurricane

Approved By:

CS Mayor, Approved

Kevin Roche, Approved with Conditions

APPROVAL CONDITION KTR 240812: Vendors on Assembly Row must maintain a 36-inch wide accessible path on the sidewalks at all times.

CS Traffic and Parking, Approved

Jill Lathan, Approved

Susan Yerkes, Approved

Charles Breen, Approved with Conditions

Block streets with barriers that are able to be easily moved to allow entry by emergency vehicles. Keep the travel lanes of any blocked streets passable in the event that emergency vehicles need to pass through.

Timothy Mitsakis, Approved with Conditions

Police details required

Kimberly M. Wells, Approved