

John Long

From: John Long
Sent: Thursday, August 14, 2014 1:10 PM
To: 'becca@us2unionsquare.com'
Cc: Jackie Rossetti
Subject: US2 Union Square Kickoff Event

Union Square Station Associates (US2) has requested permission to hold a US2 Union Square Kickoff Event in Union Square Plaza, on August 19, 2014, from 5:30 to 7:30 PM (setup begins at 4 PM and ends at 8:30 PM).

The Police, Fire, Traffic and Parking, and Public Works Departments have all signed off on the appropriate documents, which are now at City Hall awaiting the next meeting of the Board of Aldermen.

This email indicates interim approval by the Board of Aldermen. Good luck with the event!

-John

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John J. Long, City Clerk
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PUBLIC EVENT PERMIT APPLICATION
City of Somerville, Commonwealth of Massachusetts
Application #: PEL14-000017

Organization name: Union Square Station Associates (US2)

Event name: US2 Union Square Kickoff Event

Description: Residents, business owners and community members are invited to a kickoff event in Union Square to meet recently selected Union Square Master Developer Partner, Union Square Station Associates (US2).

Location: We are interested in hosting a community event in the Union Square Plaza.

People of all ages are invited for a casual evening of barbecue, meeting US2 staff members and sharing their vision for the neighborhood on whiteboards that will be set up around Union Square's plaza.

The kickoff event will take place on AUGUST 19 from 5:30 to 7:30 p.m., and is the first of many events to be hosted by US2 to engage the surrounding community throughout the master planning process.

Date(s): August 19, 2014

Rain date(s): N/A

Setup starts at (time): 4:00 PM

Event starts at (time): 5:30 PM

Cleanup after the event ends at (time): 8:30 PM

Event ends at (time): 7:30 PM

Attendees:

Max attendance at one time: 100

Total people attending: 200

Maximum attendees accommodated:

Total Somerville residents attending: 200

Attendee fees or suggested donations: N/A

What is your budget for this event: ~ 10-15k

Social or cultural benefits:

US2 (Union Square Station Associates) is a development team built specifically for the Union Square Redevelopment Project. At US2, we see ourselves as not just master planners and real estate developers, but as strategic community builders and place makers. We are a diverse group of industry experts who share a common passion: our commitment to carrying out the goals set forth by the Union Square community for the future of this special neighborhood. This event will allow community members to engage with US2 team experts about their vision for Union Square in the years to come and to develop an open dialogue about their ideas, concerns, and thoughts.

Financial benefits:

We are relying on Somerville businesses to provide food, entertainment, tents, and other materials needed for the event.

Mailing address:

Rebecca Rutenberg
 137 Lewis Wharf
 Boston, MA 02110

Contact person:

Rebecca Rutenberg
 Telephone: 610.675.5958
 Email: becca@us2unionsquare.com

Event Information	Yes/No	If yes, Describe
Food served?	Yes	We are interested in providing food catered by Cuisine en Locale and potentially using another local Somerville vendor for dessert. The food will be served under a 15x10 tent.
Alcohol served?	No	
Grill/open-flame device used?	No	
Streets blocked?	No	
Sidewalks blocked?	Yes	The Union Square Plaza sidewalk may be in use, but will still be accessible to all pedestrians walking through the plaza.
Arrangements:		
Auxiliary Police?	No	
Police Detail:	No	
Parking (for Attendees)?	No	
Restrooms?	No	

Liability Insurance?	No
Will any public parks be used?	No
Has the event occurred in the last two years?	No
Alcohol License?	No

Approval Conditions:

Reviewer: John J. Long, City Clerk

Reviewer: CS Mayor, Mayor's Office

Reviewer: CS Police, Police

Reviewer: CS Traffic and Parking, Traffic and Parking

Reviewer: CS Public Works, Public Works

Reviewer: Guy Selfridge, ISD Health

Reviewer: John J. Long, City Clerk

US2's Union Square kickoff event will provide an opportunity for the Somerville community to engage with the US2 team in an informal, fun environment. The event will feature live music, local foods that reflect the various communities in Somerville, and pop-up stations with idea boards that offer attendees the opportunity to provide insight about their vision for Union Square.

The event will run on August 19, 2014 from 5:30-7:30 PM. On the southeastern portion of the plaza near the bus stop, there will be a 15x20 tent with fresh, local food. Catering will be provided on a rolling basis by Jules Catering of Somerville, MA. It is our understanding that Jules Catering is appropriately permitted to cater an outdoor banquet-style event. On the northeastern portion of the plaza near the Independent and Subway, a 10x10 tent will cover Black Marmot who will play for the duration of the event. In the middle of the event, a short speaking program will allow City officials to address the crowd. Because there do not seem to be municipal power outlets in the Plaza, we will be providing two generators for use by the band and caterers.

In the center of the plaza, there will be four large banquet tables with seating for seniors and others to enjoy the music. There will also be a round circular table for children to draw their vision of the Square.

On the western end of the plaza, various 10x10 pop up tents and literature will provide residents with the opportunity to share their input about the future of Union Square. Each tent will have a different theme and provide residents with an idea board to write their thoughts.