

January 13th, 2014

**Bill de Blasio**  
Mayor

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Dear Local Residents and Business Owners:

As many of you know, Super Bowl XLVIII is coming to Met Life Stadium on February 2, 2014. In the weeks leading up to the game there will be many Super Bowl related events taking place in all five Boroughs. This year's signature public event is called Super Bowl Boulevard and it will be taking place on Broadway between 34<sup>th</sup> and 47<sup>th</sup> streets from Wednesday, January 29<sup>th</sup> to Saturday, February 1<sup>st</sup> from 12pm to 10pm daily. This event is free and open for the public to enjoy.

The City of New York is dedicated to providing as much information as possible to make sure residents and business owners of the area are as well informed about this event as possible, and that all necessary steps are taken to mitigate any negative impacts to the community. To that end, the purpose of this communication is to inform everyone of the details of this event and any changes to normal operations in the area.

As part of this communication effort, we have attached a fact sheet that has been crafted by various City Agencies and the NFL and outlines the scope of the event.

Please feel free to contact the Mayor's Office of Citywide Event Coordination and Management at (212-788-7567) or 311 if you have any further questions.

Thank you,



Cristin D. Burtis

# FACTS FOR



**Where:** Broadway from 34th Street to 47th Street

**When:**

**Load in dates:** Sunday, January 26, 2014 to Tuesday, January 28, 2014  
FOX (46th- 48th) will load in on Friday, January 17th  
ESPN (33rd-35th) will load in on Friday, January 24th  
NFL Network (41st - 42nd) will load in Saturday, January 25th  
(Equipment will begin loading in on various side streets from 33rd - 47th Streets on Tuesday, January 21st)

**Operational Dates:** Wednesday, January 29th to Saturday, February 1, 2014  
FOX and ESPN will broadcast on Super Bowl Sunday, February 2, 2014

**Hours of Operations:** 12:00pm -10:00pm each day

**Load out dates:** Sunday, February 2, 2014 on Broadway between 34th and 47th Streets  
FOX will load out from February 2nd through February 5th.  
(Equipment will be loaded out from Broadway between 47th- 48th streets on February 6th)

**Highlights:**

- Event Title: Super Bowl Blvd. Engineered by GMC
- Toboggan Run - Ticket Required - Broadway between 40th-41st Streets
- Toboggan tickets can be purchased at kiosks at Three Bryant Park Plaza located between 41st and 42nd Streets and 6th and 7th Avenues or at the NFL Shop in Macy's.
- Concert and Autograph Stage - Broadway between 39th-40th Streets
- Super Bowl Virtual Theater (on Macy's) - Broadway between 34th-35th Streets
- NFL Sponsor Activations
- Broadcast sets for FOX, NFL Network, CNN and ESPN
- Roman Numerals Photo Op - Broadway between 42nd-43rd Streets
- Vince Lombardi Trophy Display and Photo Op - Broadway between 43rd-44th Streets
- NYC & Co. Welcome Center - Broadway between 43rd-44th Streets
- Field Goal Kick - Broadway between 45th-46th Streets

**Street Closures**

- Broadway will be closed from 34th Street to 47th Street from January 26th to February 2nd 2014.
- 41st Street from 6th to 7th Avenue will be closed from 9:00am until 12:00am
- All cross streets are expected to remain open with the exception of 41st Street.

# FACTS FOR



**Event & Construction Embargo** Due to the increased crowds and production elements in the area of "Super Bowl Blvd" there will be an event and construction embargo from January 15, 2014 through February 3, 2014. The embargo area will be from 6th Avenue to 8th Avenue from 31st Street to 48th Street.

## **Deliveries**

- Deliveries will be restricted for all businesses from 34th Street to 42nd Street between 6th Avenue and 7th Avenue, and 42nd Street to 48th Street between 6th Avenue and 8th Avenue during the days of operation (Wed, Jan 29 - Sat, Feb 1) between the hours of 11AM - 12AM daily.
- All businesses along Broadway from 34th to 48th streets will be required to make deliveries during the hours of 12AM - 11AM. All trucks must be clear from the restricted area by 11am (without exception). Outside of these hours, deliveries can be made from 6th Ave, 7th Ave, or 8th Ave by utilizing hand trucks and/or pallet jacks to bring items down the side streets.

## **Snow Removal Plan**

- The event producer will be responsible for snow removal from all activation areas on Broadway
- BIDs and property owners will be responsible for clearing sidewalks, storefronts and buildings fronts
- DSNY will be responsible for snow removal from Broadway access lanes and all side streets

## **Sanitation Plan**

- During the dates of Wed, Jan 29 - Sat, Feb 1, all trash must be placed on the street after midnight
- Private carter trash pick-ups will be restricted to the hours of 12am - 9am
- Businesses whose waste is normally collected by private carters on the side streets will continue to place waste in their usual location after midnight
- Businesses whose waste is normally collected by private carters on Broadway will need to contact their local BID to coordinate an alternate pick-up/drop-off location on a side street

## **FDNY**

- The FDNY would like to remind businesses and the general public that 911 calls should be reserved for life threatening emergencies only
- Complaints including fire safety hazards and overcrowding of restaurants and bars should be reported through 311 or the FDNY information number 718 999 2000 Additional Information can be found at the NYC 311 website <http://www.nyc.gov/311/> or the official FDNY website <http://www.nyc.gov/fdny>

If you have issues during the affected dates please call the Super Bowl Boulevard Operations Center at 212-784-1800 or contact 311