

**Manhattan Community Board Five  
Parks Event Application Evaluation Matrix**

KEY ISSUES	Less desirable features	1	2	3	4	5	More desirable features
<b>Foot Print</b>	Whole park						Small area
<b>Timing</b>	Not appropriate for the season, day of the week or time of day						Appropriate for the season, day of the week or time of day
<b>Duration</b>	Several days						A few hours
<b>Set-Up/ Break-down</b>	Loud and long						Quick and quiet
<b>Commercial/ Merchandizing Signage</b>	Product Promotion Large and numerous signs						Not a commercial event Signage is absent or limited
<b>Impact on Residents</b>	Interferes with regular use						Allows for/ encourages regular use
<b>Impact on park land / infrastructure</b>	Trash, violence						Normal wear and tear / easily returned to original condition
<b>Uniqueness</b>	Routine event that does not enhance the park experience						Creatively activates the space to enhance park experience
<b>Sound / Noise</b>	Very loud						Not amplified
<b>Public Benefit/ Amenity</b>	Commercial / for profit/ narrow audience						Educational / non-profit / cultural
<b>Experience</b>	Has outgrown the venue, generates complaints						Appropriate year after year
<b>TOTALS</b>	Add up all the points and score						= __ / 55

This decision matrix is a refinement of one developed by CB5 in 2007 in response to a widely attended Parks Forum. The Matrix is used to facilitate special event application evaluations. Due to the number of variables to consider and the range of applications, we have developed a tool that we hope will foster more consistent and rational decisions regarding the use of our parks. The matrix is not a strict scoring tool, but a tool used to focus discussion and debate and to forge a consensus at the committee level before bringing its recommendation to the full board.