

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

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

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.