



2016 PLAZA GUIDELINES

ABOUT THE ASTOR PLACE PLAZAS

Astor Place is the gateway to the Village and everything it has to enjoy. The area has been a center of art, music, history, and youth culture for over half a century. The Public Theater and Blue Man Group are located to the south of the Astor Place plazas along Lafayette Place. Nearby institutions like New York University, Cooper Union, and The New School bring thousands of students and intellectuals. Surrounding tech businesses, that include Facebook, AOL, The Huffington Post, IBM Watson and 1stdibs, have made Astor Place a center of innovation. The 6 train at Astor Place is the only subway stop for the East Village and receives 5.5 million people per year.

Astor Place is comprised of two pedestrian plazas – the North Plaza which is where the uptown 6 train is located and the South Plaza where Tony Rosenthal’s sculpture the Alamo (also known as the Cube) is situated. See map in Appendix 1.

The Village Alliance, a business improvement district that works to enhance the neighborhood’s quality of life by creating a cleaner, safer, and more enjoyable environment. The Village Alliance staff works closely with government, commercial, institutional and residential stakeholders to provide a wide range of supplemental services to benefit the district in which Astor Place lies. In addition to sanitation and public safety programs to keep Astor Place safe and clean, the Alliance also provides economic development and business advocacy, marketing and promotions, streetscape enhancements, and free community programming at Astor Place focusing on fitness, arts and family.

The Astor Place **NORTH PLAZA** is located between Lafayette Street on the west and 4th Avenue on the east, with East 8th Street intersecting it to the south and East 9th Street to the north. A food kiosk on the west side of the Plaza is open until 10 p.m. Tables and chairs are strategically placed towards the northern side of the plaza so as not to impede the Plaza’s heavy foot traffic. The Plaza contains two locked power pedestals in the main planting bed. A water source is also available. Permission is needed through the Village Alliance and a fee for these services would be paid directly to the Village Alliance. The Uptown 6 train is located at this plaza. See dimensions and scaled map in Appendix 2.

The Astor Place **SOUTH PLAZA** is at the intersection of Lafayette Street and Cooper Square, with East 8th Street to the north. It is the larger of the two plazas. A food kiosk is located near the southeast corner of the plaza and is open until 10 PM. The area has a 200 AMP event box which can be accessed through the Village Alliance. There are also outlets on each of the light poles and one power pedestal in the western planter. See Appendix 3 for dimensions and scaled map.

EVENT APPLICATION PROCESS

If you are interested in hosting an event at Astor Place, please take the following steps:

1. Complete the application on page 6. Submit it to Will Lewis, Marketing and Events Manager, at will.lewis@villagealliance.org. Email subject line should read: ASTOR EVENT: [Date]. Please allow 24-48 hours to review the application. The Village Alliance will reach out to you with follow-up questions.
2. Contact the Mayor's Street Activity Permit Office to apply for a Plaza Event Permit. Information can be found here: <http://www1.nyc.gov/site/cecm/about/sapo.page>.
3. Send a detailed production schedule once the event is planned

PHOTOGRAPHY AND FILMING APPLICATION PROCESS

The Astor Place plazas are available for commercial photography or videos not connected with an event. Please submit a request via email to Will Lewis at will.lewis@villagealliance.org. Email Subject Line Should be: ASTOR PHOTO_VIDEO SHOOT: [Date]

Information should include:

- Identify which plaza you would like to use (North or South)
- Exact area within the plaza required
- Desired date
- Hours
- Crew size
- Set-up details
- Amount of equipment

The Village Alliance will respond to your request within 48 hours. An hourly fee will be identified based on size of production.

CONTACT US

If you have any questions about plaza use, please contact our office at 212-777-2173.

GUIDELINES FOR EVENTS AT ASTOR PLACE

Damage to Property: The producer is responsible for any damage done to the venue as a result of the event either from vendors, staff or guests associated with the event. A damage deposit may be required depending on the size of the event.

Electricity: The South Plaza has a 200 AMP event box for use by an event. Additionally there are outlets for a pole tap on all the light poles in the South Plaza as well as two power pedestals. On the North Plaza there are two power pedestals in the large planter. For access to the event box or power pedestals, contact the Village Alliance. For power from a light pole, contact DOT for Electrical Permit for a pole tap for electricity. See detailed locations in Appendix 2 and 3. **[NOTE:** Check with Village Alliance to see if the site has received power from Con Ed, some sources may not be available.]

The event producer must work with the Village Alliance to connect to any existing power sources or to site generators. This will be required to provide distribution boxes and cable runs. All cables must be either run along the buildings with proper anchors or have cable rams over them for the safety of the public.

Furniture: Each plaza has tables, chairs and umbrellas. There will be a \$500 charge if all items are relocated off site due to an event or photo/video shoot.

Load In and Load Out: The producer must provide the Village Alliance with a copy of the production schedule prior to the event. This schedule must include the load in schedule; general event timeline; load out schedule; and detailed list of power needs. There must be a staff person from the event on site at all times during the load in, event and load out. Granite pavers must be protected with plywood or other agreed upon method if vehicles drive on the plaza.

Permits: Events may require a number of city permits, all of which is the event producer's responsibility to obtain. Examples of permits beyond the Street Activity Permit include: New York Police Department's Amplified Sound Permit; Street Activities Parking Permit; Department of Building Structures Permit; Department of Health Permit and the Fire Department of the City of New York.

Plaza Rules: All events held on the plaza must abide by the NYC rules and regulations in public plazas. Please see the approved and prohibited uses on the plaza in Appendix 4. Additionally the Street Activity Permit Office has rules for events on pedestrian plazas found in Appendix 5.

Production Parking: The west side of Cooper Square by the South Plaza is the best location for production related parking. Please contact the Village Alliance about other potential locations.

Public Safety and Security: The producer is responsible for insuring the safety of the workers and the public during the installation of the event and the removal process. This includes but is not limited to:

- Cable Ramps must cover all cables that cross any public area.
- Another worker to "foot" the ladder must accompany any worker using a ladder higher than 6-feet.
- Provide flag people when vehicles are being moved or pedestrian traffic is being redirected during load in and load out.

- All materials being used must meet fire safety requirements and fire extinguishers must be on-site for any vendor using small flames of any kind (catering sternos or candles).
- Security must be provided for protection of event elements. Overnight security hired by the event is required for any production elements left in Astor Place during the night.
- Events may need extra private security beyond what the Village Alliance offers depending on the size of the event. .

Sanitation: Depending on the size of event, there may be a fee to remove extra trash from the plazas. All public trash cans must be emptied after events. Any trash left behind after an event is subject to a \$500 hauling fee paid directly to the Village Alliance. This includes recycling materials.

Signage: All event signage in the plazas must be approved by the Village Alliance and the Department of Transportation prior to the event.

Site Plans and Approvals: All site plans must be submitted for approval 3 weeks prior to the event. This is for events that will be utilizing the entire plaza or have temporary structures in the space.

Smoking: No smoking is permitted on either of the Astor Place plazas. See plaza rules in Appendix 4.

Sound: Should you require an amplified sound permit, please contact the 9th Precinct. Please be aware that sound permits will not be allowed when classes are in session at schools next to Astor Place nor after 8PM.

Storage: All production equipment cases or stored items must be removed from site during the event. There are no storage facilities available onsite for the event needs.

Tenting: Tents are allowed in Astor Place. Producer must provide ground plans for approval before submitting to DOB permits. Permitting is the responsibility of the producer.

Water: Both the North and South Plazas have access to a hose connection for water. There will be a \$25 fee for water use.

Weather: Events are welcome in all weather. Fees are not returned due to inclement weather. In case of snow, event producer will be responsible for removing snow from the permitted plaza area, and must work in cooperation with the Village Alliance's Clean Team.

FEES

In order to use the Astor Place plazas, New York City through its Street Activity Permit Office will classify your event by size from small to large. There will be two fees – one for the City of New York and another for the Village Alliance.

New York City Fees:

- These fees include both a processing fee and a fee for obtaining a street activity permit for use of the plazas. Astor Place is a Manhattan Level “B” Plaza and more information can be found [here](#):

<http://www1.nyc.gov/site/cecm/permitting/plaza-fees.page>

Plaza Partner Fees:

- The Village Alliance, as the City's maintenance partner for the site, will receive its own fee for events held at Astor Place plazas. This money will offset the costs of security, sanitation, and community impacts in order to have events on the plazas, as well as fund maintenance of the plazas. These fees are charged daily:

Small Event	\$1,875
Medium Event	\$7,500
Large Event	\$15,000

Other Alliance Fees:

- Depending on the size of the event, a damage deposit may be required.
- Any trash left behind after an event is subject to a \$500 hauling fee paid directly to the Village Alliance.
- If furniture is required to be removed off site, a \$500 fee will be charged.

INSURANCE

The event producer's general liability insurance must include the following:

- Throughout the term of the event, the producer shall maintain in effect Broad Form **Comprehensive General Liability Insurance** in amounts no less than \$5,000,000 for each occurrence involving injury and/or property damage.
- The producer shall maintain and shall cause all its Sub Contractors and permittees to maintain in effect **Business Automobile Liability Insurance** covering all owned, non-owned and hired vehicles in amounts not less than \$1,000,000 for each occurrence involving injury and/or property damage when vehicles are used.
- Workers' Compensation and Disability Benefits Insurance** in accordance with the laws of the State of New York. If there are no employees or workers used in connection with the event, please confirm in writing. A waiver of subrogation shall be included in favor of the Village Alliance.
- Employer's Liability Insurance** of not less than one million dollars (\$1,000,000) for any one occurrence.
- All insurance must be primary and non-contributory with respect to any other insurance in place for the Village Alliance and include Waiver of Subrogation in favor of the Village Alliance.
- All requirements above shall be detailed in the description box of the Certificate of Insurance along with the dates and times of your event and exact location.
- All coverage must name the Village Alliance as additionally insured. Below is the exact organization name and address that should be used:

Village Alliance District Management Association, Inc.
8 East 8th Street, Apt 1 C
New York, NY 10003

A copy of the certificate will be emailed to will.lewis@villagealliance.org.

Plaza Event Application

Event Organizer/Production Company: _____

Contact Person: _____

Email: _____ Phone Number: _____

Event Sponsor/Client: _____

Description of Event: _____

Desired plaza (s) and date (s): _____

Event Start and End Time: _____

Expected attendance: _____

Will there be a celebrity connected with the event? _____

Will there be food or beverage at the event? _____

If yes, please describe: _____

Will you use sound at the event? _____

If yes, please describe: _____

Other required information:

- Detailed site plan for plaza (s) and adjacent sidewalks and street
- Size of production crew
- Number and types of vehicles involved in set-up and break-down
- Load-in and load-out times
- Example of signage to be used
- Insurance Certificate. Requirements are listed on page 6.

All information should be sent to: will.lewis@villagealliance.org. Please allow 24-48 hours for response.

After speaking to the Village Alliance, contact the New York City Street Activity Permit Office to begin the City permitting process.