



2021 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 Street. 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 manages 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 culture, 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 for their use is required through the

Village Alliance and a \$100 daily fee for electricity and \$25 daily fee for water 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 for a \$100 fee. There are also two power pedestals on the outermost edge of the tree pits. See Appendix 3 for dimensions and scaled map.

EVENT OR BRAND ACTIVATION 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 Rachel Brandon at rachel@greenwichvillage.nyc. 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. **Simultaneously** contact the Mayor's Street Activity Permit Office (SAPO) to apply for a Plaza Event Permit. Information can be found here under "Plaza Events" <http://www1.nyc.gov/site/cecm/permitting/permit-types/plaza-events.page>.
3. Send a detailed COVID Health & Safety Plan, production schedule and scaled site plan once the event is planned. Please use maps in Appendix 1 for your site plan or request a base map from the Village Alliance.

PHOTOGRAPHY AND FILMING APPLICATION PROCESS

The Astor Place plazas are available for commercial photography, film or videos not connected with an event. Please submit a request via email to Rachel Brandon at rachel@greenwichvillage.nyc. Email Subject Line Should be: ASTOR FILM SHOOT: [Date]

Information should include:

- Identify which plaza you would like to use (North or South)
- Exact area within the plaza required
- Whether or not closure or partial closure of the plaza(s) will be necessary
- Whether or not plaza furniture will need to be removed
- Desired date
- Hours
- Crew size
- Set-up details
- Amount of equipment

The Village Alliance will respond to your request within 48 hours. A permit from the Mayor's Film Office may or may not be required. An hourly fee donation will be identified based on the size of the shoot. If plazas must be closed entirely, a kiosk business interruption/closure fee will also be requested.

CONTACT US

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

GUIDELINES FOR EVENTS AT ASTOR PLACE

COVID-19 Guidelines

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, a portable power distribution box may be necessary. Additionally, there two 20 AMP power pedestals in the South Plaza in the tree pits, and two 20 AMP power pedestals in the large planter on the North Plaza. For access to the event box or power pedestals, contact the Village Alliance, a \$100 fee per day will be charged. For power from a light pole, contact DOT for Electrical Permit for a pole tap for electricity.

The event producer must work with the Village Alliance to connect to any existing power sources or to site generators, distribution boxes and cable runs. All cables must be either run along building lines with proper anchors or have cable ramps over them for the safety of the public.

Event Dates: Because Astor Place is a popular location for events, there are some limitations as to the number of consecutive days and/or weekends the plazas may be used. This is intended to allow for the enjoyment of scarce public open space in the neighborhood by residents and visitors. The busiest season for events is May through October, and SAPO holds dates on a first come, first served basis. The Village Alliance can help with scheduling given enough advance notice.

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/film shoot.

Granite Pavers: There are two granite paver strips on the South Plaza that must be protected from heavy equipment during load in/load out (plywood covering or other material may be required). Event producer will be responsible for any cracked or damaged pavers.

Kiosks: Food kiosks operate roughly 8:00 AM - 8:00 PM daily and will remain open during events. Access to kiosk points of sale must be maintained at all times unless a prior payment arrangement has been made. If kiosk access is blocked during operating hours for set up, event operation or break down, an additional fee of \$250 per hour will be charged.

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, and a contact phone number made available to immediate stakeholders in buildings surrounding the plazas. Granite pavers must be protected with plywood or other agreed upon method if vehicles drive onto the plaza.

Two of the buildings that face Astor Place are residential, and because of this, overnight load-in will rarely be approved by the Village Alliance. Load in/load out hours must fall within plaza operating hours (7:00 AM to 10:00 PM) with few exceptions and noise must be kept to a minimum before 8:00 AM, this specifically includes noise from idling trucks and generators.

Pedestrian Access: An 8-foot pedestrian access buffer around the plazas extending from the street curb or boulder edge must be maintained at all times.

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 [NYCDOT's list of rules](#). Additionally, the Street Activity Permit Office rules for events on pedestrian plazas [can be found here](#).

Production Parking: The west curb lane of Cooper Square West (adjacent to the South Plaza) is the preferred location for production-related parking. Should additional parking be required, please contact the Village Alliance. Note that Astor Place between Broadway and Lafayette Street is a residential corridor and production parking will not be approved in this location.

Public Safety and Security: The producer is responsible for ensuring 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.

Rain Dates: The city does not issue automatic rain dates for events. Rain dates must follow the same application and fee structure as regular event dates (but can be cancelled in advance).

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, Runs of Show and Approvals: For all events that will utilize the entire plaza or have temporary structures in the space, all site plans and runs of show must be submitted for approval 3 weeks prior to the event.

Smoking: No smoking is permitted on either of the Astor Place plazas.

Sound: Please be aware that sound permits are not allowed on weekdays when classes are in session at schools adjacent to Astor Place, nor on any day after 8:00 PM. Because of schools and residential buildings directly adjacent to Astor Place, events with lengthy amplified sound needs are strongly discouraged, and will only be approved on a case-by-case basis. Should you ultimately require an amplified sound permit, please contact the NYPD's 9th Precinct.

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 site plans and ground protection plans for approval before submitting for DOB permits. Permitting is the responsibility of the producer.

Umbrellas: South Plaza umbrellas are fragile and expensive (\$1,200 each) and must be handled/ moved by Village Alliance staff only. Damage to umbrellas caused by event production staff will be billed to the event producer.

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

Weather: Events are welcome in all seasons. 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 to ensure pathways are safe for pedestrians.

FEES

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

New York City Fees (Per Day):

- These fees include both a \$25 processing fee and a fee for obtaining a street activity permit for commercial use of the plazas; charitable or civic event fees follow a different fee schedule.

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|--------------|----------|
| Small Event | \$2,500 |
| Medium Event | \$5,500 |
| Large Event | \$11,000 |

Village Alliance Fees (Per Day):

- 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, as well as fund ongoing maintenance of the plazas.

| | |
|--------------|----------|
| Small Event | \$2,000 |
| Medium Event | \$5,000 |
| Large Event | \$10,000 |

Other Potential 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.
- If either food kiosk is required to shut down during the event, or if access to either food kiosk is blocked during set up or break down, a \$250 per hour business interruption fee (daily max \$2,500) will be charged.
- Electricity use will be assessed a \$100 fee per day of use.
- Water use will be assessed a \$25 fee per day of use.

INSURANCE

The event producer's general liability insurance must include the following, and additional vendors may also be required to submit insurance coverage depending on the size and nature of the event:

- A. 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.
- B. 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.
- C. **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.
- D. **Employer's Liability Insurance** of not less than one million dollars (\$1,000,000) for any one occurrence.
- E. 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.
- F. 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.

G. 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, Unit 1C
New York, NY 10003

The City of New York and the New York City Department of Transportation should also be listed as additional insureds.

A copy of the certificate will be emailed to rachel@greenwichvillage.nyc

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 streets/sidewalks (Use Maps in Appendix)
- Size of production crew
- Number and types of vehicles involved in set-up and break-down
- Run of show, including load-in and load-out times
- Example of signage to be used
- Insurance Certificate. Requirements are listed on page 6.
- Parking needs if any

All information should be sent to: Rachel Brandon at rachel@greenwichvillage.nyc. Please allow 24-48 hours for response.

After speaking to the Village Alliance, simultaneously contact the New York City Street Activity Permit Office (SAPO) to begin the City permitting process. Applications for specific dates are processed by SAPO on a first-come, first-served basis.