

A large, dark, geometric sculpture made of several interconnected planes, resembling a stylized 'A' or a cube. It is situated in a city plaza with historic red brick buildings in the background. A woman in a blue jacket and green pants is leaning against the sculpture, and other people are visible in the background.

**2022**

**ASTOR  
PLACE**

**Plaza Use Guidelines**

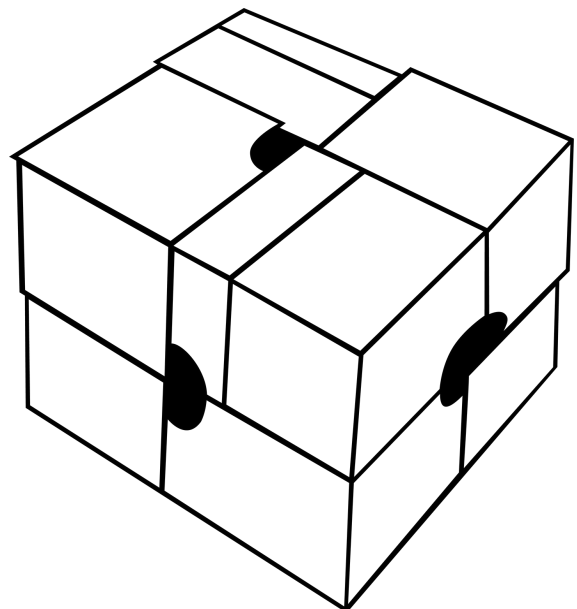
Village Alliance  
212-777-2173  
[rachel@greenwichvillage.nyc](mailto:rachel@greenwichvillage.nyc)  
8 E 8th Street New York, NY 10003

**VILLAGE  
ALLIANCE**

# About Astor Place

Astor Place is the crossroads of the East and West Village, the nexus of an exciting, young, vibrant artistic community. 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.



@astorplacenyc

# The Astor Place Plazas

The Plazas are maintained by the Village Alliance, a business improvement district covering 44 blocks in Central Greenwich Village. The Alliance 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 Plazas

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. 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 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 and two power pedestals which can be accessed through the Village Alliance. 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.







# Application Process

## For Event and Brand Activations

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](mailto: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>.



# Application Process

## For Photography and Filming

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](mailto:rachel@greenwichvillage.nyc). Email Subject Line Should be: ASTOR FILM SHOOT: [Date]

### Information should include:

- 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.

# 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, 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.

## **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.

# GUIDELINES FOR EVENTS AT ASTOR PLACE

## **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.

## **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 always a staff person from the event on site 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 is preferred 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. Please contact the office if you must request an exception.

## **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.



# GUIDELINES FOR EVENTS AT ASTOR PLACE

## 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.

## 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.

# GUIDELINES FOR EVENTS AT ASTOR PLACE

## **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 the 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 9:00 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.

# GUIDELINES FOR EVENTS AT ASTOR PLACE

## **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

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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.

- 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](mailto: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: \_\_\_\_\_

# Plaza Event Application

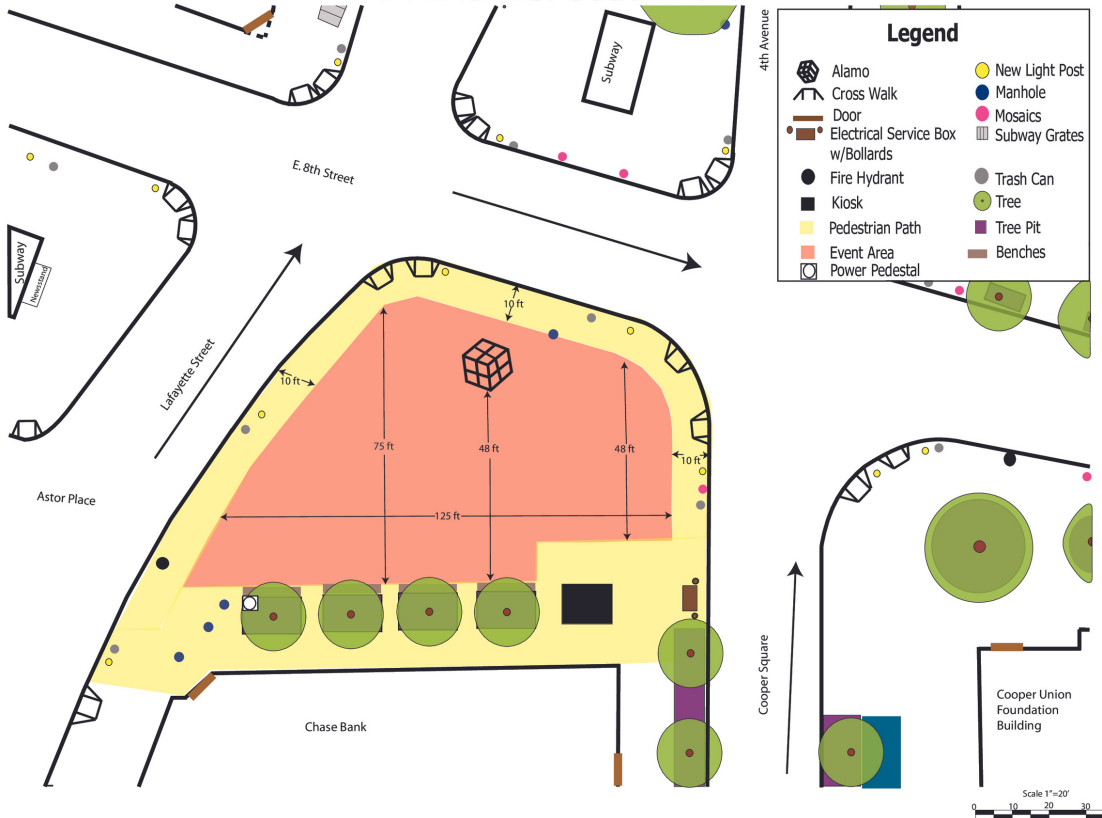
Other required information:

- Detailed site plan for plaza(s) and adjacent streets/sidewalks
- 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

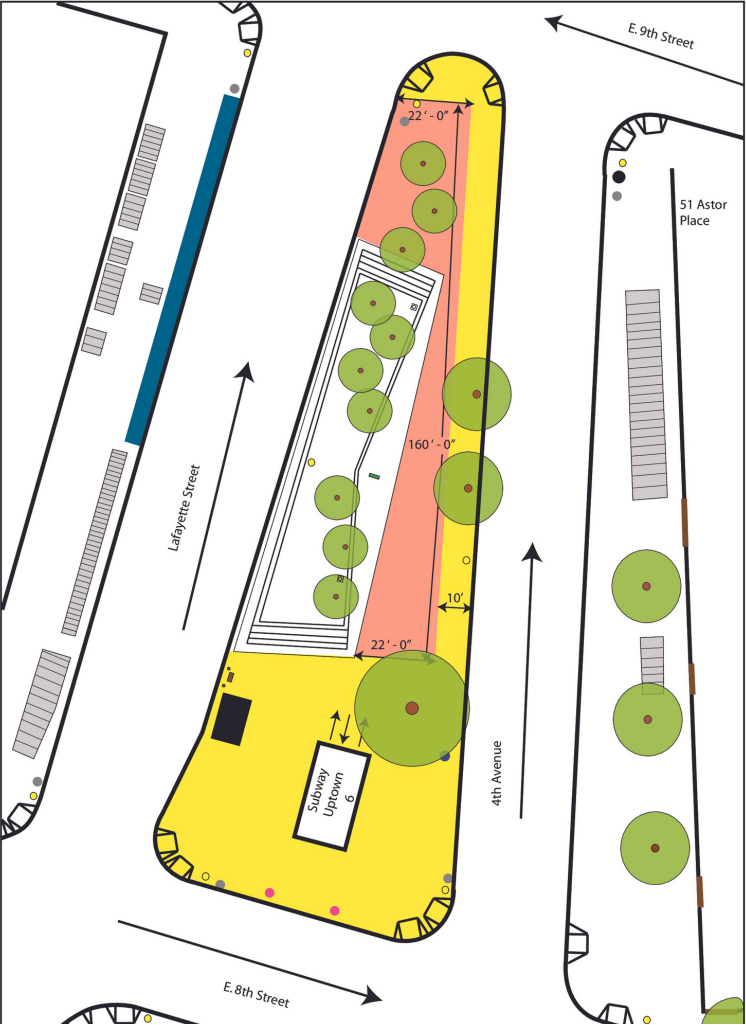
All information should be sent to: Rachel Brandon at [rachel@greenwichvillage.nyc](mailto:rachel@greenwichvillage.nyc). Please allow 24-48 hours for a response. After speaking to the Village Alliance, simultaneously contact the New York City Street Activity Permit Office (SAPO) to begin the City permitting process. Applications for specific dates are processed by SAPO on a first-come, first-served basis.



# Astor Place South Plaza



# Astor Place North Plaza





# ASTOR PLACE

