

ASTOR PLACE ACTIVATIONS 2024

VILLAGE
ALLIANCE



ABOUT ASTOR PLACE

Astor Place is the meeting point between East and West Village, the gateway to the neighborhood and everything it has to offer. The Village has been a center of downtown art, music, history, and youth culture for decades.

Who does the Plaza serve?

- **CULTURE LOVERS:** The **Public Theater**, **Joe's Pub**, the **Blue Man Group** and many art galleries are located to the south of the Astor Place plazas. **The Alamo Cube** attracts art lovers from far and wide to spin the two-ton icon.
- **STUDENTS:** Nearby institutions like **New York University**, **Cooper Union**, and **The New School** bring thousands of students and intellectuals through the plazas daily.
- **SHOPPERS:** **Wegmans**, the cult favorite New York grocery store which opened October 2023 on Astor Place, serves thousands of customers a day.
- **TECH and MEDIA EMPLOYEES:** Surrounding employers include tech innovators like **Meta**, **IBM Watson**, **Verizon** and **1stdibs** as well as media outlets like **The Huffington Post** and **Daily Mail Online**.
- **TOURISTS and RESIDENTS ALIKE:** The 6 train at Astor Place is the only subway stop serving the East Village and sees nearly **6 million** people per year. Astor Place is also home to one of the busiest Citi Bike terminals in the city.

100,000
visitors per day

2 million
visitors per
month

9,375
square footage
of South Plaza

18-30
age of majority
of Plaza visitors

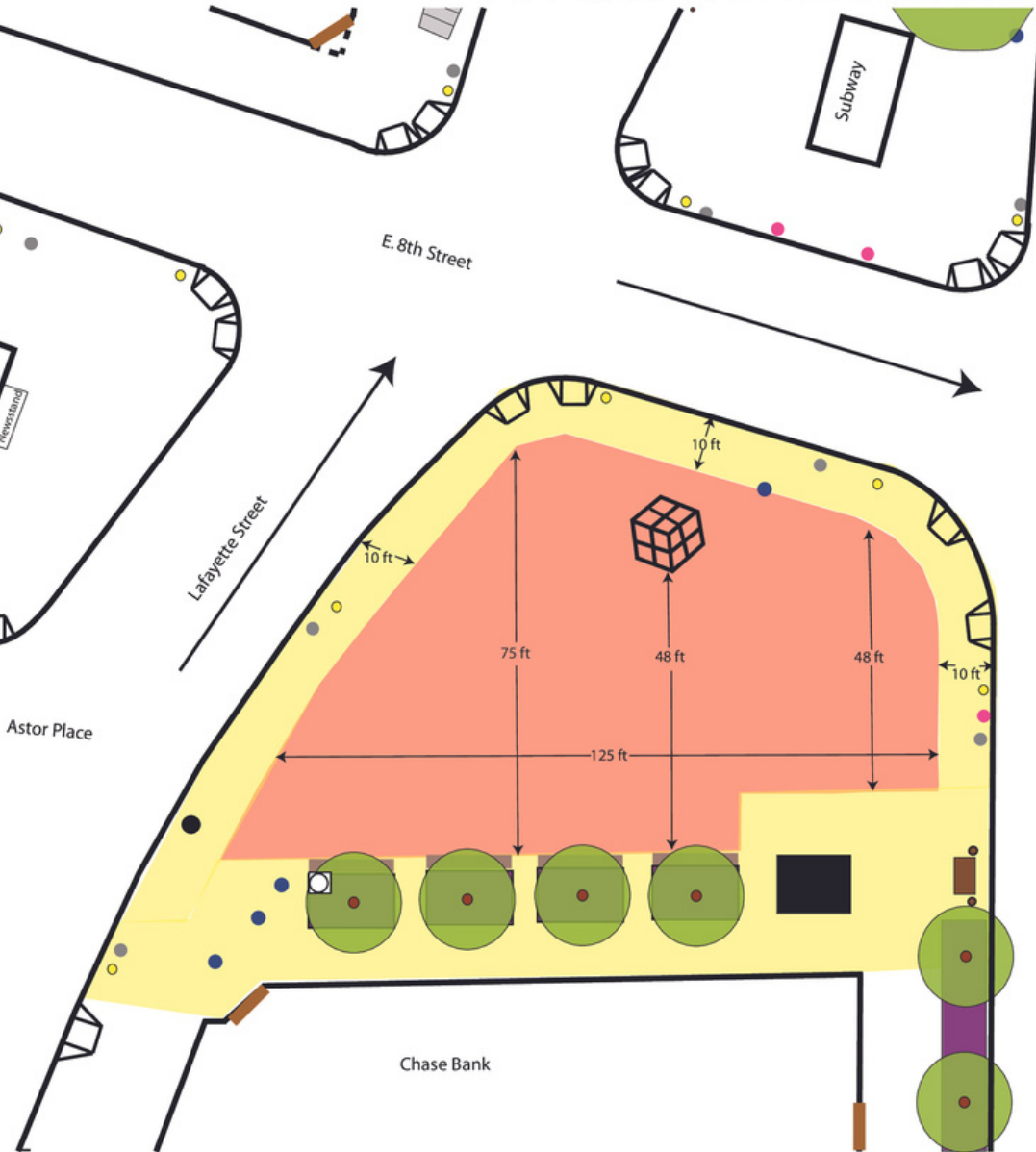
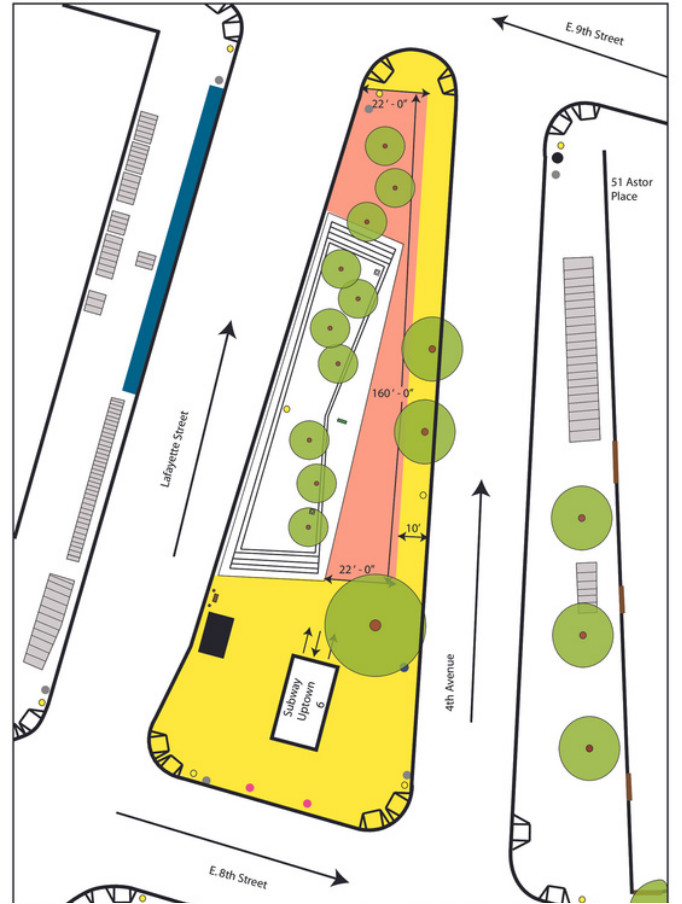
Level B
Plaza category



ASTOR PLACE NORTH PLAZA

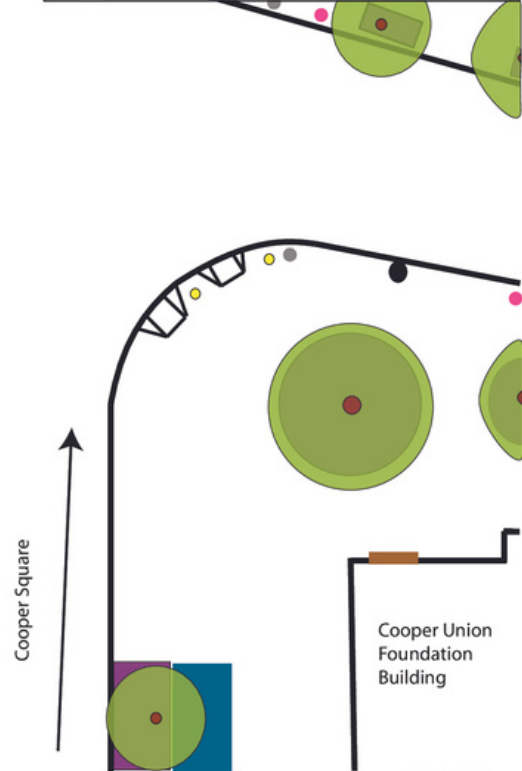


ASTOR PLACE SOUTH PLAZA



Legend

	Alamo		New Light Post
	Cross Walk		Manhole
	Door		Mosaics
	Electrical Service Box w/Bollards		Subway Grates
	Fire Hydrant		Trash Can
	Kiosk		Tree
	Pedestrian Path		Tree Pit
	Event Area		Benches
	Power Pedestal		





2024 FEE STRUCTURE

Plaza Level: B

SMALL EVENT

SAPO = \$5,000

Village Alliance = \$3,500

MEDIUM EVENT

SAPO = \$10,000

Village Alliance = \$10,500

LARGE EVENT

SAPO = \$20,000

Village Alliance = \$20,500



