

PLAZA GUIDE 2023

MEATPACKING



MEATPACKING DISTRICT AT-A-GLANCE



THE DISTRICT

The Meatpacking District is a neighborhood like no other: a fusion of grit and glam, where old New York meets the frenetic pace of the 21st Century. It has a magnetic appeal. Nestled into the western corner of Lower Manhattan, before the chic boutiques and upscale bars, it was home to industrial slaughterhouses, public markets, and a bustling working waterfront. Its evolution has been layered, giving the district a rich, interesting, often contradictory charm. And while we have the best guides for whichever journey you chose in the Meatpacking District, a curious wander might be the best way to experience it. Day and night, the cobblestone streets are alive with culture. You're bound to stumble onto something delicious, stylish, thought-provoking, and very likely, all of the above.

BY THE NUMBERS

30,000+ SQ. FT.
OF PUBLIC SPACE

26,000
WORKERS

50,000
DAILY VISITORS

MEATPACKING

ACTIVATE IN MEATPACKING



PHOTO AND VIDEO

The Meatpacking District's unique character and style have drawn fashion photographers, motion pictures, and television productions to the neighborhood for decades. Open and inviting, the Meatpacking District's new plaza spaces can be the perfect backdrop for your next project. Film and video shoots on public plazas require film permits from the Mayor's Office of Media and Entertainment (MOME) and applicable insurance documents. In addition to these requirements, a donation to support the operations of the Meatpacking BID is kindly requested.

BRAND & COMMERCIAL ACTIVATIONS

With approximately 40-50,000 daily visitors passing through the Meatpacking District daily, the district's public plazas serve as optimal spaces for brand activations and art installations. Eye-catching promotions can be seen throughout the day and night, allowing for exposure across consumer segments. Active promotions will find excited visitors looking to engage in Instagram moments and experiences.

DISTRICT CONNECTIONS

Activations are a neighborhood affair. Seeking holding space for production or looking for recommendations for catering? Allow us to connect you with the Meatpacking District's 300+ businesses, restaurants, hotels, and venues.

CHELSEA TRIANGLE

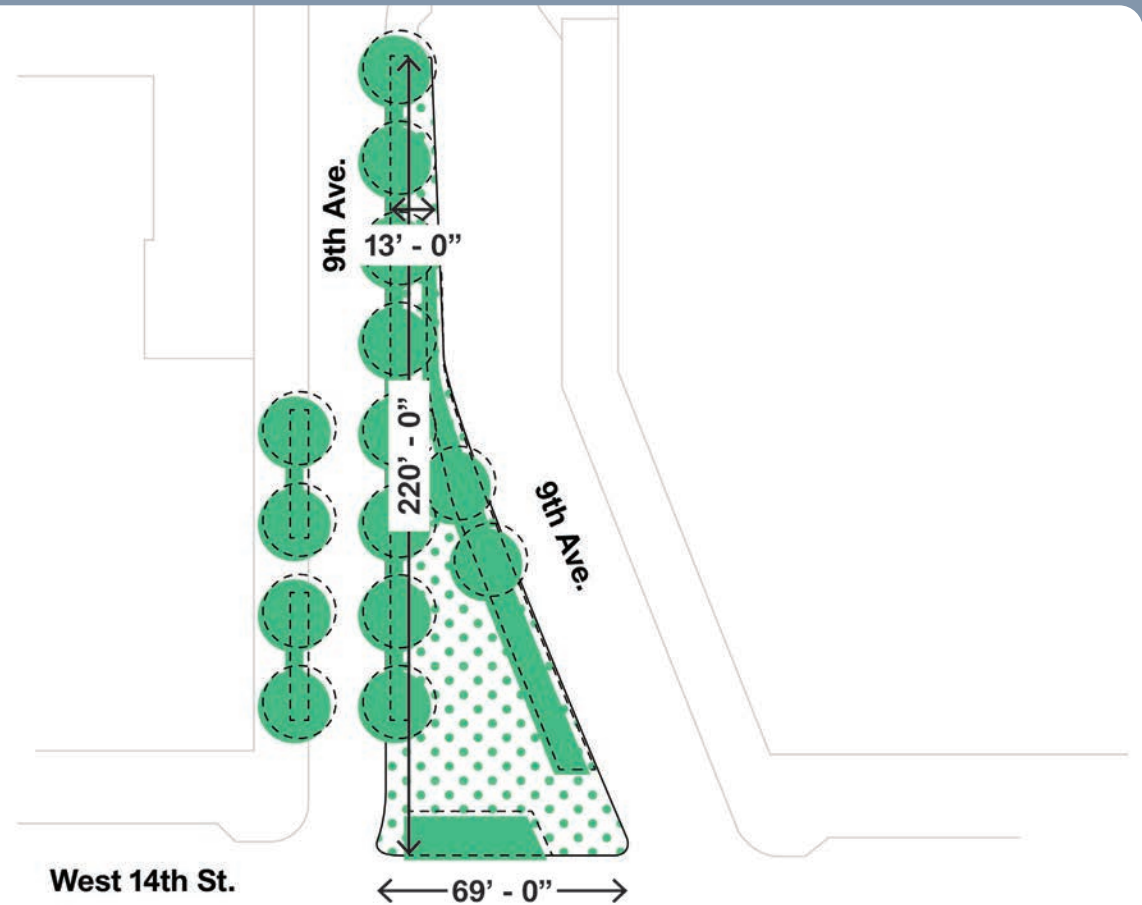


DIMENSIONS

7,800 SQ. FT.
SketchUp and DWG files
can be downloaded [here](#).

Chelsea Triangle, located on the north side of 14th Street along Ninth Avenue, provides 7,800 square feet of public plaza space and serves as a major east-west corridor through the district, with hundreds of pedestrians passing through the triangle every hour.

The Chelsea Triangle provides a small, sun-filled pedestrian oasis at this busy intersection. The plaza includes landscaped beds, tables, chairs, and the Meatpacking District's distinctive red umbrellas.



MEATPACKING

14TH ST SQUARE



DIMENSIONS

9,000 SQ. FT.

SketchUp and DWG files can be downloaded [here](#).

14th Street Square, located across 14th Street from the Chelsea Triangle and extending along Ninth Avenue to 13th Street, provides 9,000 square feet of public plaza space linking the 14th Street corridor with Gansevoort Plaza. 14th Street Square serves as a gathering area and focal point of the Meatpacking District. The plaza includes large landscaped planters, tables, chairs, and the Meatpacking District's distinctive red umbrellas.

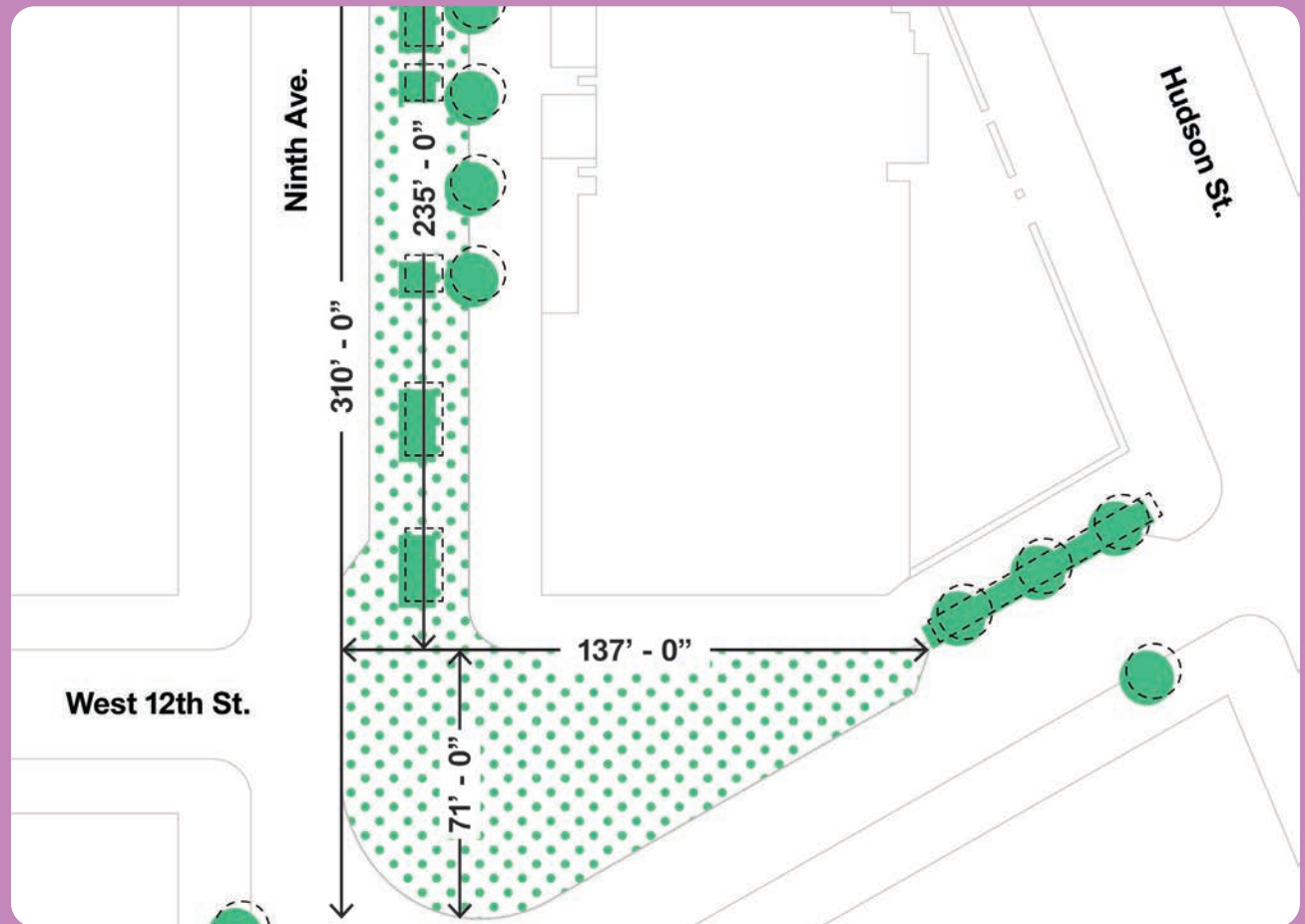


MEATPACKING

GANSEVOORT PLAZA



The jewel of the Meatpacking District's public plazas, Gansevoort Plaza provides 13,500 square feet of public space at the intersection of Gansevoort Street and Ninth Avenue. Once an area for turning box trucks, this plaza is now a pedestrian oasis set in the center of the neighborhood. Workers and visitors sit, eat lunch, and enjoy the generous sunlight that falls on the cobblestones throughout the day. Gansevoort Plaza is the perfect space for largescale and multi-part activations. In the past, this plaza has hosted food festivals, stand-up comedy, and numerous television and film shoots. The plaza includes large landscaped planters, tables, chairs, and the Meatpacking District's distinctive red umbrellas.



DIMENSIONS

13,500 SQ. FT.

SketchUp and DWG files can be downloaded [here](#).

HUDSON RIVER PARK'S 14TH ST PARK

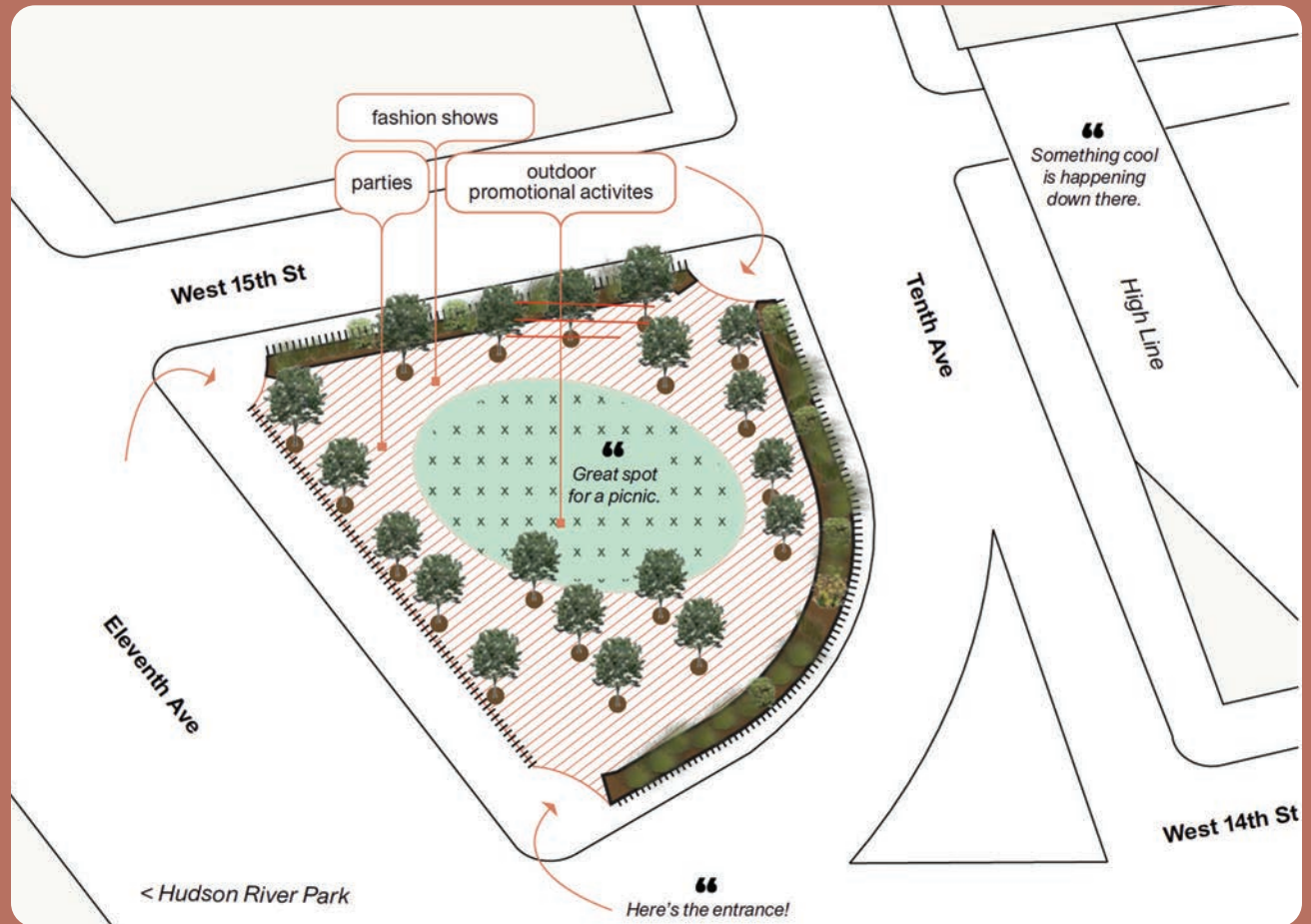
Operated by the Hudson River Park Trust, the 14th Street Park can be activated through the Meatpacking BID for private or ticketed events and other intimate experiences, such as parties, fashion shows, and outdoor promotional activities.



DIMENSIONS

24,000 SQ. FT.

SketchUp and DWG files can be downloaded [here](#).



MEATPACKING

APPLICATION PROCESS

Plaza activation permits are provided by the Street Activity Permit Office (SAPO), part of the Mayor's Office of Citywide Event Coordination and Management (CECM), and coordinated through the Meatpacking BID

Applications for plaza activations must be made at least 30 days before the planned activation. Applications for film production events must be made at least 14 days before the planned production.

Applications for plaza use are made through the SAPO website E-Apply portal. The following steps will guide you through the SAPO application process:

STEP 1: E-APPLY

Create an E-Apply account, or log in to your existing account on the SAPO website.

STEP 2: CONTACT INFO

Enter all contact information for the applicant, event sponsor, and event producer.

STEP 3: EVENT INFO

Provide event name, description, and dates.

STEP 4: SELECT PLAZA

Use the "Plaza Level" drop-down menu to select "**Pedestrian Plaza, Level B**" and then select your preferred plaza space:

13/14 Gansevoort Square Pedestrian Plaza (aka **14th Street Square**)
14/15 Gansevoort Pedestrian Plaza (Chelsea Plaza) (aka **Chelsea Triangle**)
Gansevoort/13 Gansevoort Pedestrian Plaza (aka **Gansevoort Plaza**)

STEP 5: QUESTIONNAIRE

Fill out the questionnaire detailing additional information regarding the proposed event.

STEP 6: UPLOAD

Upload all applicable documents to the SAPO portal.

STEP 7: PAYMENT

Pay the \$25.50 SAPO application processing fee by credit or debit card.

After filing an application via the SAPO portal, e-mail:

KEVIN@MEATPACKING-DISTRICT.COM to provide the Meatpacking BID with details of your proposed event. You are required to submit the following to the Meatpacking BID:

STEP 1: DETAILED EVENT DESCRIPTION

Product and client, Description of activation, Primary event producer and contact, additional relevant information

STEP 2: SITE PLAN

Product and client, Description of activation, Primary event producer and contact, additional relevant information

STEP 3: PARKING PLAN

Indicate where necessary production staging and vehicles will be located for an event, from load-in through load-out.

STEP 4: PRODUCTION PLAN

Indicate the amount of time needed to complete load-in, set-up, breakdown, and load-out; describe any on-site equipment to be utilized, such as lighting and generators; and identify trash removal and clean-up plans.

STEP 5: CERTIFICATE OF INSURANCE

Once all the above requirements have been fulfilled, the Meatpacking BID will draft a **Letter of Agreement (LOA)** between you (the applicant) and the Meatpacking BID, codifying the mutual obligations for utilization of the plaza. Signature of the LOA serves as the Meatpacking BID's final step in the approval process.

FEES



Beyond the \$25.50 SAPO application fee, you must also pay fees to the City of New York and the Meatpacking BID. The Meatpacking BID utilizes these fees to offset the costs associated with hosting public events and as a contribution to the upkeep of the plaza spaces for public enjoyment.

Upon review of the application, SAPO will determine event size.

SCHEDULE OF FEES

Additional fees may be incurred if additional support services are required to host an activation or event. These additional services may include, but are not limited to, the following:

- Table top campaigns
- Relocation of plaza furniture, including tables, chairs, and umbrellas
- Enhanced sanitation and city-required recycling services
- External power supply (Gansevoort Plaza only)
- Enhanced marketing via Meatpacking BID social media platforms, website, and newsletter
- Footfall metrics

These additional services vary in price depending on the specific needs of the event or activation.

EVENT SIZE

SMALL

< 25% of plaza square footage with an expected attendance less than 25% of plaza capacity

CITY EVENT FEE (PER DAY): \$5,000

MEATPACKING BID EVENT FEE (PER DAY): \$5,000

MEDIUM

25%-50% of plaza square footage with an expected attendance between 25% and 50% of plaza capacity

CITY EVENT FEE (PER DAY): \$10,000

MEATPACKING BID EVENT FEE (PER DAY): \$12,500

LARGE

> 50% of plaza square footage with an expected attendance greater than 50% of plaza capacity

CITY EVENT FEE (PER DAY): \$20,000

MEATPACKING BID EVENT FEE (PER DAY): \$25,000

INSURANCE & RULES



In order to host an event or activation on a public plaza within the Meatpacking District, you must provide the Meatpacking District Management Association (MDMA) with a certificate of insurance (COI) detailing adequate insurance coverage.

Coverage must include all of the following:

COMMERCIAL GENERAL LIABILITY INSURANCE

In an amount not less than \$1,000,000 combined single limit per occurrence and \$2,000,000 in the aggregate; Coverage must include, as an additional insured, the Meatpacking District Management Association (MDMA), 32 Gansevoort Street, 5th Floor, New York, NY 10014. Insurance must be primary and non-contributory with respect to any other insurance in place for MDMA. A waiver of subrogation in favor of MDMA is required.

COMMERCIAL AUTOMOBILE INSURANCE

For all vehicles used in connection with the event or premises, in an amount not less than \$1,000,000 combined single limit per occurrence; If there are no such automobiles used in connection with the event or premises, written confirmation is required.

WORKERS' COMPENSATION AND EMPLOYERS' LIABILITY INSURANCE

For all employees or workers used in connection with the event or premises, in an amount not less than \$1,000,000; If there are no such employees or workers used in connection with the event or premises, written confirmation is required. A waiver of subrogation in favor of MDMA is also required.

RULES

In order to host an event or activation on a public plaza within the Meatpacking District, all permit holders must abide by City and Meatpacking BID rules regarding utilization of the public plaza space. For a full list of plaza utilization rules and regulations, please refer to the "Rules" tab on the SAPO website. Commercial sales and the provision/consumption of alcohol are not permitted on the plazas at any time.

ADDITIONAL PERMITS

Depending on the scope of the event or activation, additional permitting may be required. All agency permits must be obtained before the SAPO permit is required. Please refer to the SAPO website for guidelines.

**FOR ADDITIONAL QUESTIONS AND PLAZA INQUIRIES
E-MAIL:KEVIN@MEATPACKING-DISTRICT.COM**

**THE MEATPACKING BUSINESS
IMPROVEMENT DISTRICT (BID) IS THE
NOT-FOR-PROFIT BUSINESS ALLIANCE
OF THE AREA WHOSE MISSION IS TO
SUPPORT THE BUSINESS COMMUNITY
AND TO KEEP THE AREA CLEAN,
SAFE AND BEAUTIFUL FOR LOCALS
AND VISITORS.**

**MEATPACKING DISTRICT
32 GANSEVOORT STREET
5TH FLOOR
NEW YORK, NY 10014**

**212-633-0185
HELLO@MEATPACKING-DISTRICT.COM
MEATPACKING-DISTRICT.COM**

MEATPACKING