

# MEATPACKING DISTRICT



## PLAZA GUIDE & INFORMATION PACKET

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# MEATPACKING DISTRICT PROFILE

## OVERVIEW

Located on the West Side of Manhattan, the Meatpacking District is a fast-paced 24-hour neighborhood at the heart of New York City's technology, fashion, and design industries.

Originally an industrial neighborhood, the Meatpacking District has transformed over the past 40 years into a center for art, shopping, dining, nightlife, and entertainment. This development has created an incredibly diverse and dynamic neighborhood, the unique character of which draws residents, workers, and visitors to the district daily.

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## BID

The Meatpacking Business Improvement District (Meatpacking BID) was created in 2015 with the dual mission of supporting local business prosperity and improving neighborhood quality of life. In support of this mission, the Meatpacking BID manages enhanced sanitation, landscaping, and public safety within the neighborhood; develops neighborhood programming; hosts events; and coordinates the overall brand and marketing of the district. The Meatpacking BID manages the use of plazas and public spaces within the neighborhood on behalf of the City of New York, including for photography, film production, marketing activities, and all promotional events.

[2]



Clockwise from top left: The High Line at night, appetizers and a cocktail at the Wild Son, and The Standard Grill below the High Line

## HISTORY

Originally the center of New York's meatpacking industry, the Meatpacking District has transformed over the last 40 years into an energetic 24-hour neighborhood and New York's center for arts, technology, culture, and nightlife.

[3]



Strategically located next to the Hudson River piers and West Side rail yards, the Meatpacking District was the heart of Manhattan's food distribution industry from the 1850s through the 1960s. Hanging from iconic metal awnings of squat industrial buildings, sides of beef were once dressed here for consumption in New York's steakhouses and hotels.

During the 1970s and 1980s, as food distribution businesses decamped to the South Bronx, the district developed into a new center for nightlife. The sounds of butchers gave way to stiletto heels on granite cobbles and booming dance music coming from the repurposed warehouses. With these changes, new businesses opened, including fashion houses like Stella McCartney and Diane von Furstenberg, soon followed by other retailers and, in 1997, the Chelsea Market, New York's first food hall.

The Meatpacking District has become a center for technology and innovation, now home to the NYC headquarters of Google, Samsung, and many other information and technology firms. As a result, approximately 36 percent of the 26,000 jobs within the district are in this sector. New residential development within the neighborhood further contributes to its 24-hour character, making the Meatpacking District a unique and vibrant neighborhood in which to live, work, and play.

## DEMOGRAPHICS

Those who live, work, and play within the district reflect a diverse demographic profile. This includes the blue-collar meatpacking workers, who arrive by 3 a.m.; professionals who work in the various neighborhood office buildings; daytime visitors coming to experience the many local attractions; the after-work crowd, who take advantage of the neighborhood’s numerous bars and restaurants; and finally the late-night revelers, who descend here to dance until morning, completing the 24-hour cycle at the heart of the Meatpacking District’s character.

Despite having an area of just over one-tenth of a square mile, the Meatpacking District contains hundreds of businesses, which employ approximately 26,000 workers in a variety of business sectors, including information and technology (36 percent of district employment), accommodation and food service (22 percent), professional services (12 percent), and retail trades (9 percent).<sup>1, 2</sup>

[4]

While primarily a business district, the Meatpacking District includes approximately 7,000 residential tenants, primarily located in the northern and eastern sections of the district. Residents live in a diverse mix of housing types, including a number of newly built apartment buildings, the New York City Housing Authority (NYCHA) Robert Fulton Houses, and historic townhomes, tenements, and pre-war elevator buildings in the southeastern part of the district, bordering Greenwich Village.

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1 MEATPACKING BID, STOREFRONT ACTIVATION REPORT, JANUARY 2020.  
2 U.S. CENSUS BUREAU, CENTER FOR ECONOMIC STUDIES, 2017 LEHD WORK AREA PROFILE ANALYSIS.  
3 U.S. CENSUS BUREAU, 2013-2018 AMERICAN COMMUNITY SURVEY (ACS) 5-YEAR ESTIMATES FOR BLOCK GROUPS 77-3, 79-1, 79-4, 83-1, 83-2, AND 83-3.  
4 U.S. CENSUS BUREAU, CENTER FOR ECONOMIC STUDIES, 2017 LEHD WORK AREA PROFILE ANALYSIS.  
5 CHELSEA MARKET, JAMESTOWN LP.

### Population Statistics



Daily  
Population:  
63,000

Residents:  
7,000<sup>3</sup>

Workers:  
26,000<sup>4</sup>

Other Visitors:  
30,000<sup>5</sup>

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# MAJOR ATTRACTIONS

The Meatpacking District is home to a range of cultural attractions, including the Whitney Museum of American Art, Rubin Museum of Art, High Line, and Chelsea Market.

Daily these attractions bring thousands of additional visitors to the Meatpacking District from around New York City and across the world.



[5]

Clockwise from left: Whitney Museum of American Art, the High Line park in fall, and the southern terminus of the High Line at Gansevoort Street

## Major Employers



Google

Samsung

Whitney Museum of American Art

Chelsea Market

Theory

Rag & Bone

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View, looking south, of Chelsea Triangle and 14th Street Square



# PLAZAS

## AVAILABILITY

The Meatpacking BID coordinates activation and use of public plazas within the Meatpacking District on behalf of the City of New York.

These public open spaces are available for activation by private entities through the **Street Activity Permit Office (SAPO)** and the **Meatpacking BID**.



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# PLAZAS AT A GLANCE

## Chelsea Triangle

Dimensions: 7,800 square feet

## 14th Street Square

Dimensions: 9,000 square feet

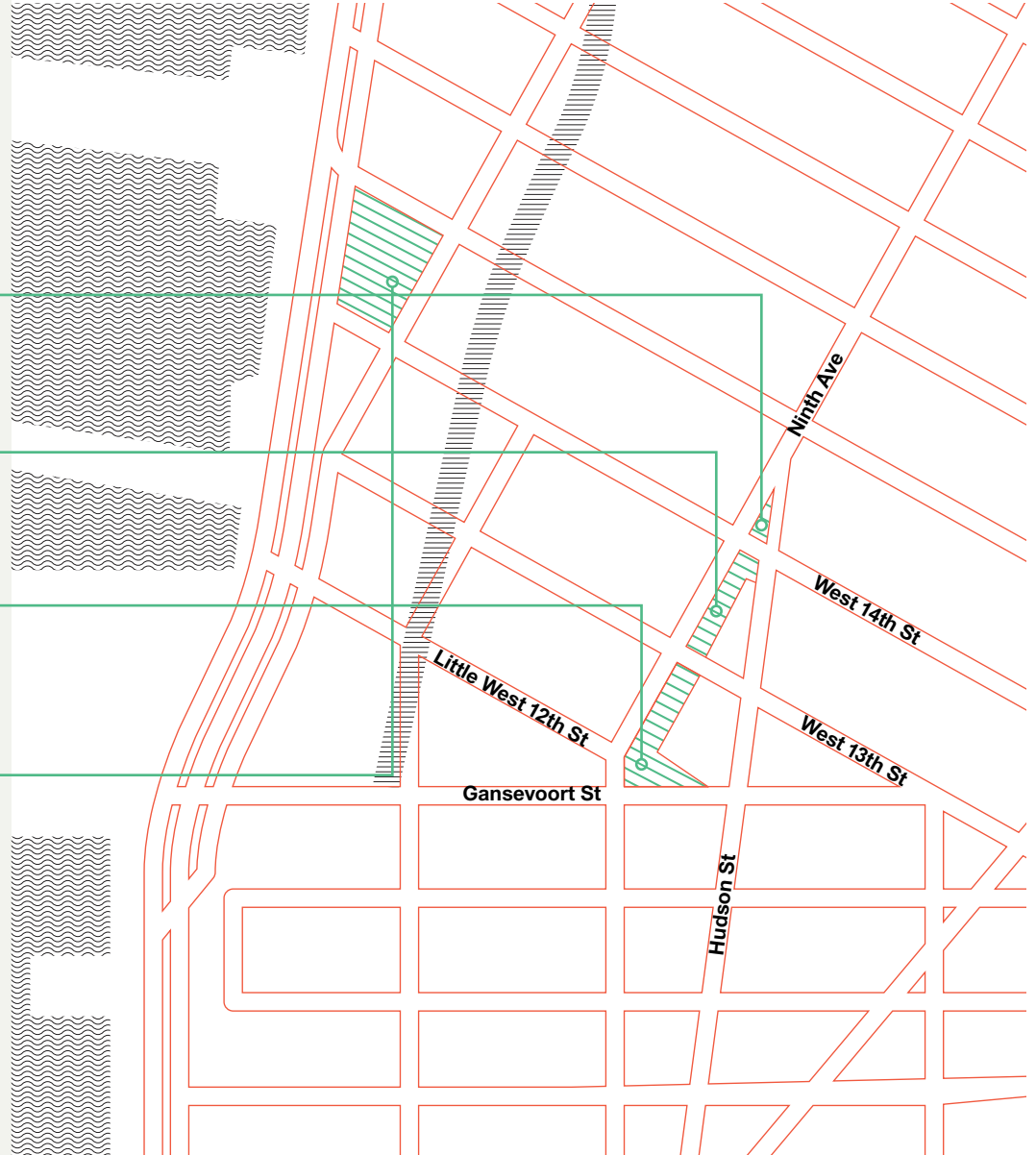
## Gansevoort Plaza

Dimensions: 13,500 square feet

## Hudson River Park's 14th Street Park

Dimensions: 24,000 square feet

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## PHOTO AND VIDEO

The Meatpacking District's unique character and style have drawn fashion photographers and major motion pictures 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 and applicable insurance documents. In addition to these requirements, a donation to support the operations of the Meatpacking BID is kindly requested.

[8]

Right: Evening activation  
of Gansevoort Plaza

## BRAND ACTIVATIONS

With approximately 63,000 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.



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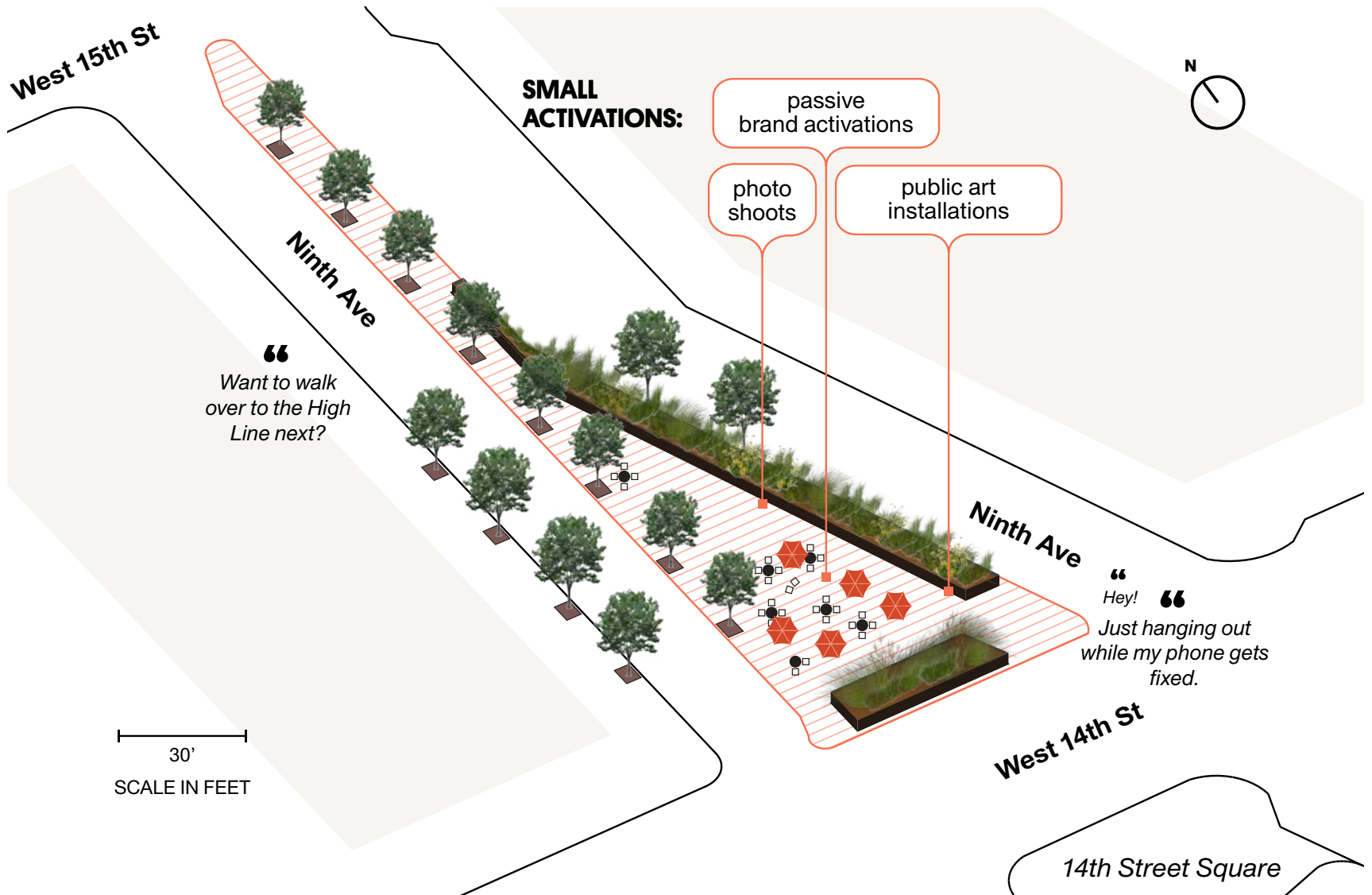
# CHELSEA TRIANGLE

*Dimensions: 7,800 square feet*

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.

[9]



Key:

PLAZA



LANDSCAPED BEDS/  
PLANTERS



MOVABLE TABLE + CHAIRS



SAMPLE  
ACTIVATIONS



MOVABLE  
UMBRELLA

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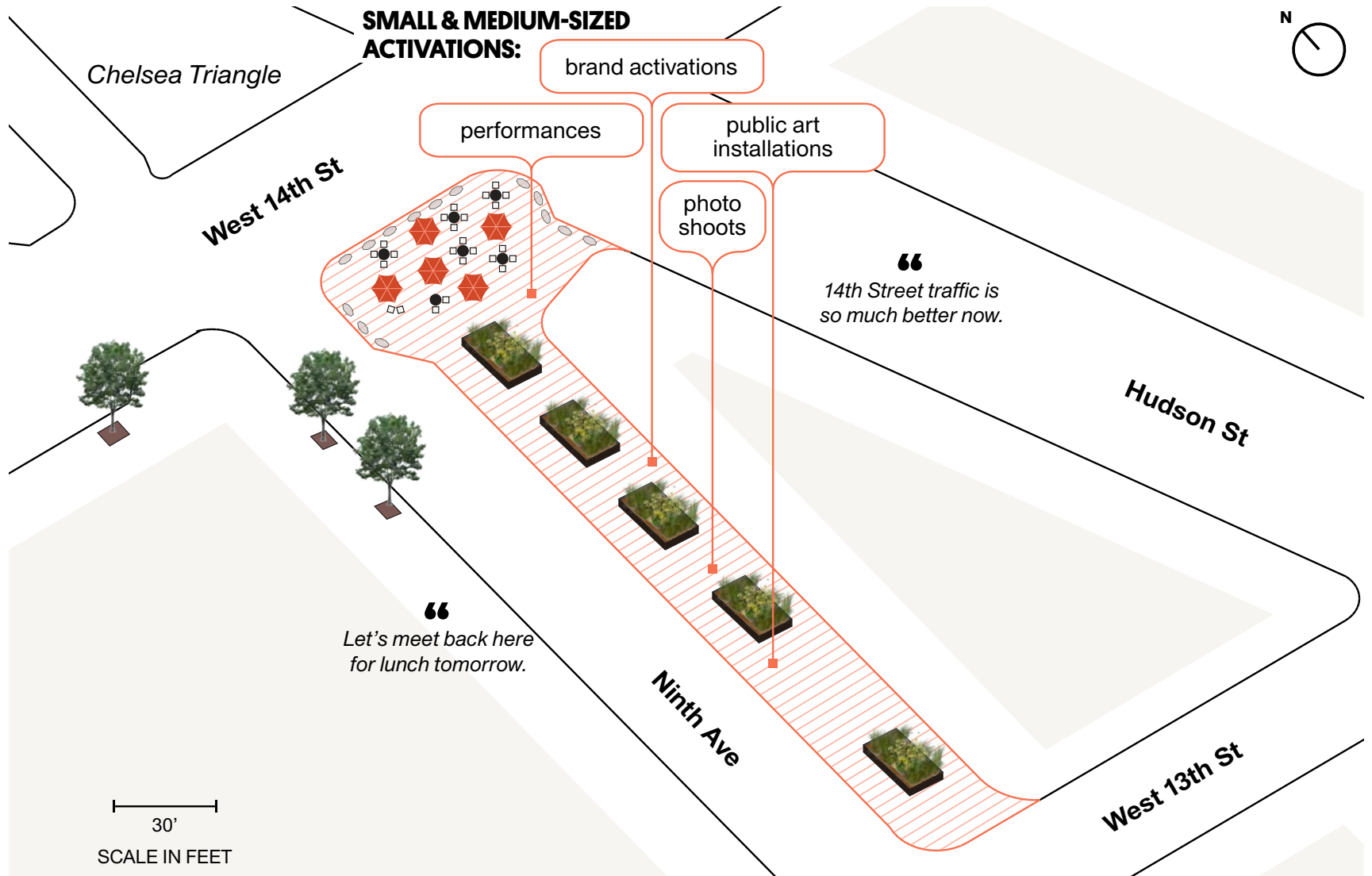
**Site Plans**

# 14TH STREET SQUARE

*Dimensions: 9,000 square feet*

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. The northern portion of 14th Street Square contains approximately 3,750 square feet of plaza space, suitable for small and medium-

sized activations, while the long tail extends down to 13th Street, encompassing the remaining 5,250 square feet of plaza space. 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.



[10]

Key:

- PLAZA
- LANDSCAPING BOULDER
- LANDSCAPED BEDS/PLANTERS
- MOVABLE TABLE + CHAIRS
- SAMPLE ACTIVATIONS
- MOVABLE UMBRELLA

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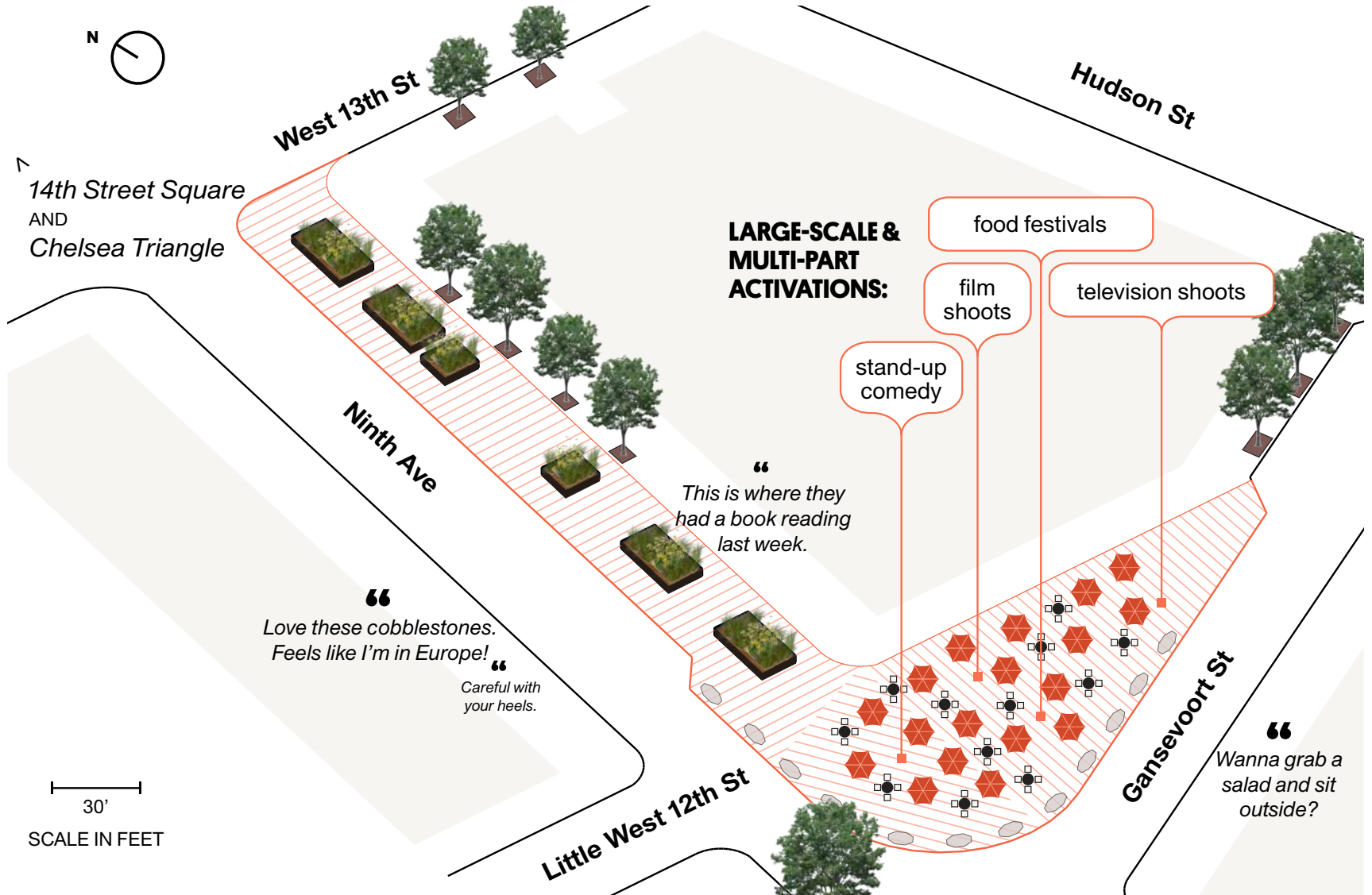
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# GANSEVOORT PLAZA

*Dimensions: 13,500 square feet*

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 large-scale 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.



[11]

Key:

- PLAZA
- LANDSCAPING BOULDER
- LANDSCAPED BEDS/PLANTERS
- MOVABLE TABLE + CHAIRS
- SAMPLE ACTIVATIONS
- MOVABLE UMBRELLA

# HUDSON RIVER PARK'S 14TH STREET 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 square feet

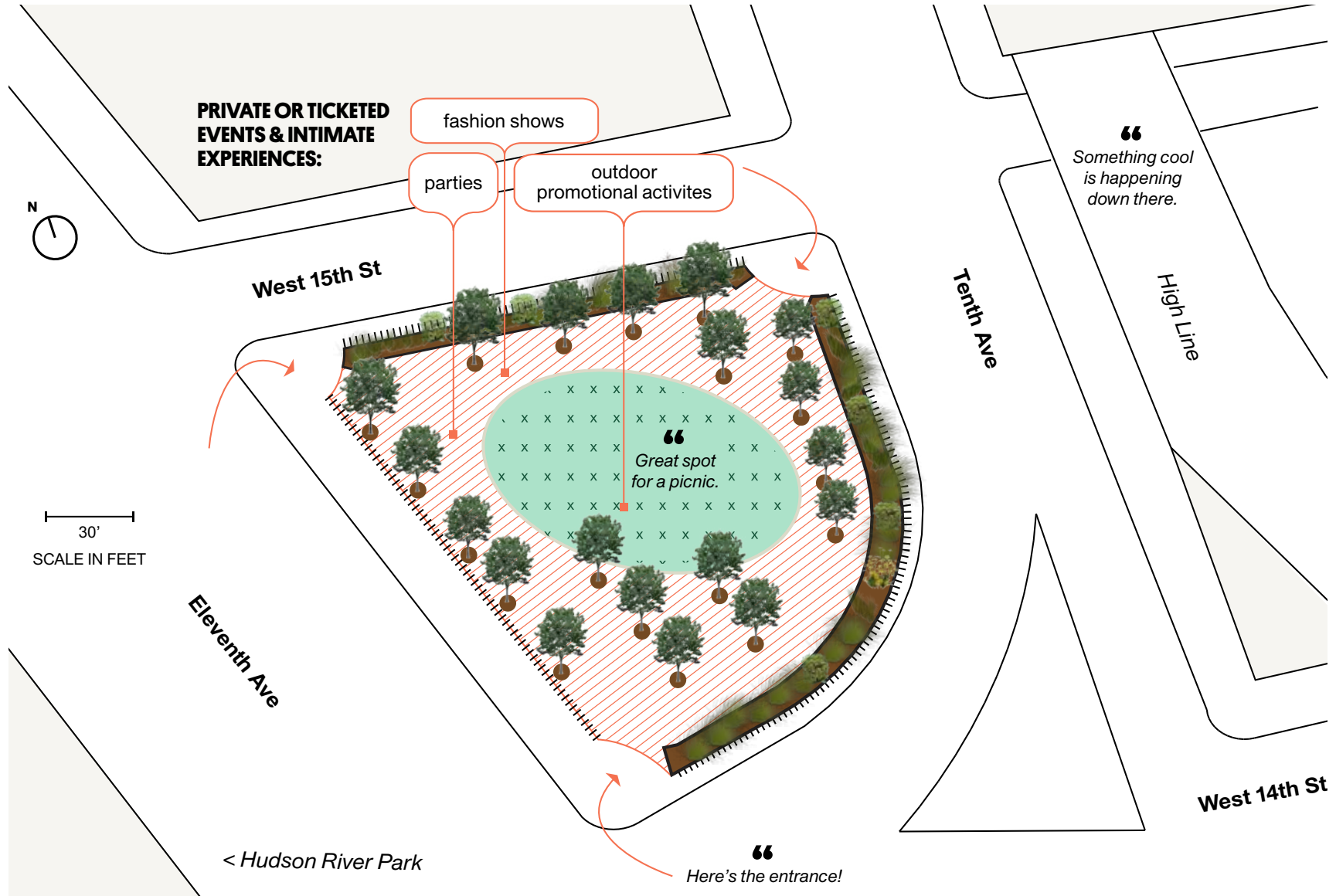
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**PRIVATE OR TICKETED EVENTS & INTIMATE EXPERIENCES:**

fashion shows

parties

outdoor promotional activities

“ Great spot for a picnic.”

“ Something cool is happening down there.”

“ Here's the entrance!”

Key:

PLAZA



LANDSCAPED BEDS/ PLANTERS



SAMPLE ACTIVATIONS



FENCE



GRASSY AREA



ENTRANCE

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Top to bottom:  
Activation of  
Gansevoort Plaza and  
Hudson River Park's  
14th Street Park

# 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 use are made through the SAPO website E-Apply portal.

The following steps will guide you through the SAPO application process: .....➔



**Applications for plaza activations must be made at least 45 days before the planned activation.**

**Applications for film production events must be made at least 10 days before the planned production.**

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# SAPO APPLICATION

1

## E-Apply

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

2

## Contact Info

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

3

## Event Info

Provide event name, description, and dates.

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**)

5

## Questionnaire

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

6

## Upload

Upload all applicable documents to the SAPO portal.

7

## Payment

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





**In addition to SAPO and BID applications, additional permitting by city agencies may be required. Details regarding these additional permits are available through SAPO.**

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# MEATPACKING BID APPLICATION

After filing an application via the SAPO portal, e-mail [plazas@meatpacking-district.com](mailto:plazas@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:

## 1 Detailed Event Description

- Product and client
- Description of activation
- Primary event producer and contact
- Additional relevant information

## 2 Site Plan

Indicate the location of all production elements, power access, and temporary infrastructure.

## 3 Parking Plan

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

## 4 Production Plan

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

## 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.

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Bottom: Newly  
constructed Little  
Island park at Pier 55

# FEES, INSURANCE, AND PLAZA RULES

## 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.

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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:

- Relocation of plaza tables and chairs
- Relocation of plaza umbrellas
- Relocation of landscaped planters
- Relocation of security bollards
- Enhanced sanitation and city-required recycling services
- Neighborhood security
- External power supply
- Enhanced marketing via Meatpacking BID social media platforms

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

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# SCHEDULE OF FEES

City and Meatpacking BID fees are dictated by the size of the plaza being activated and the size of the proposed event. The Meatpacking District plazas are considered “B Level” plazas and are therefore priced according to the following schedule:

Event size:	<b>SMALL</b>	<b>MEDIUM</b>	<b>LARGE</b>
Definition:	< 25% of plaza square footage with an expected attendance less than 25% of plaza capacity	25%–50% of plaza square footage with an expected attendance between 25% and 50% of plaza capacity	> 50% of plaza square footage with an expected attendance greater than 50% of plaza capacity
City Event Fee (per day):	<b>\$5,000</b>	<b>\$10,000</b>	<b>\$20,000</b>
	+	+	+
Meatpacking BID Event Fee (per day):	<b>\$5,000</b>	<b>\$12,500</b>	<b>\$25,000</b>

# INSURANCE

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 \$1,000,000 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.*

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## 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.*



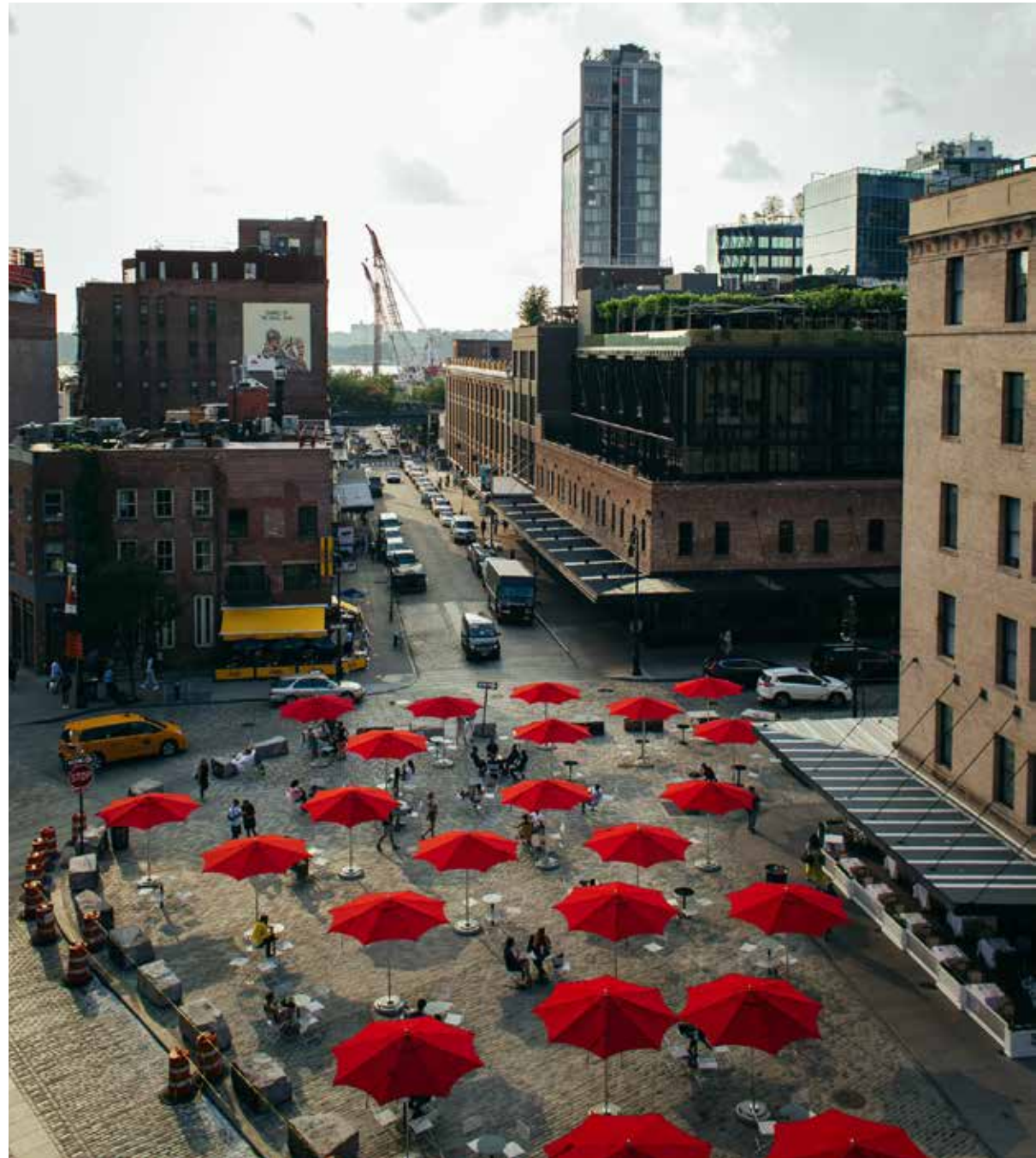
**The certificate of insurance must be received before any set-up or activity can occur.**

## PLAZA 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.

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View of Gansevoort Plaza with movable umbrellas, tables, and chairs

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Top to bottom:  
Chelsea Triangle, view  
from the High Line,  
and Gansevoort Plaza

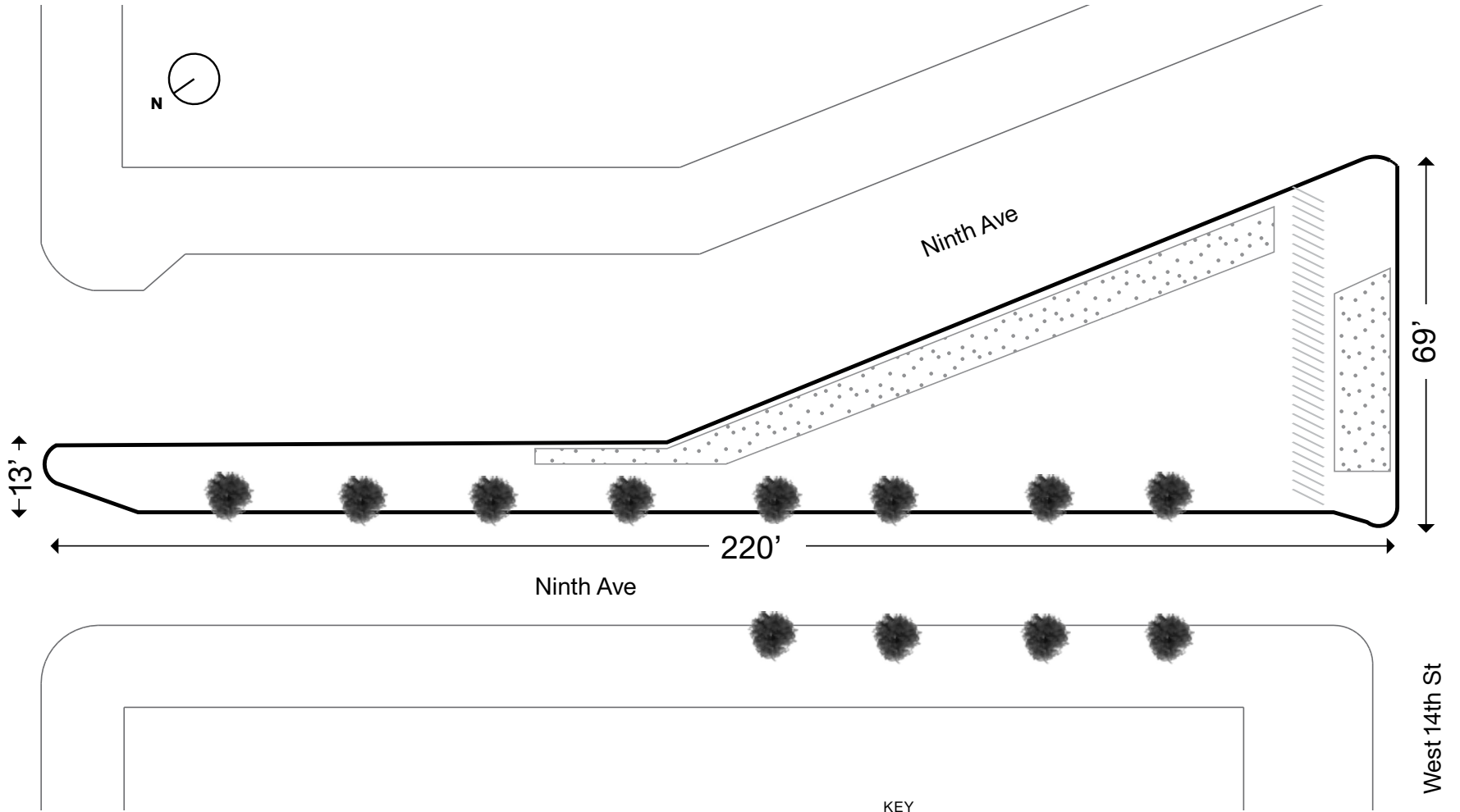
## SITE PLANS

The technical diagrams on the following pages may be referenced and utilized by applicants for plaza mockups.

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

# SITE PLAN: CHELSEA TRIANGLE

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KEY

.....

— PLAZA BOUNDARY

● TREE

▨ LANDSCAPED PLANTER/  
FLOWER BED

//// PEDESTRIAN EGRESS

SCALE IN FEET

30'

# SITE PLAN: 14TH STREET SQUARE

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KEY

.....

— PLAZA BOUNDARY

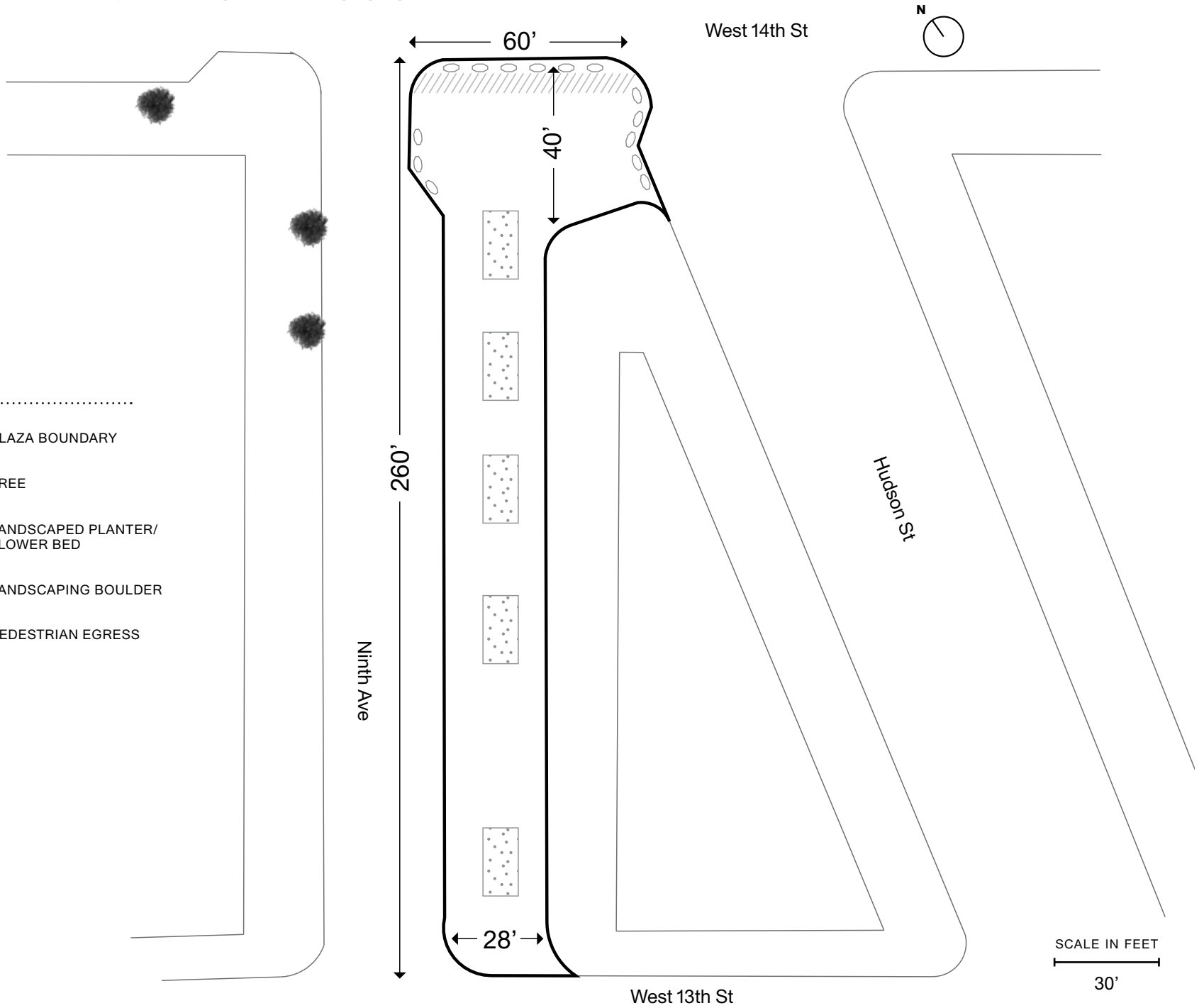
● TREE

▭ LANDSCAPED PLANTER/  
FLOWER BED

○ LANDSCAPING BOULDER

//// PEDESTRIAN EGRESS

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# SITE PLAN: GANSEVOORT PLAZA

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KEY

.....

— PLAZA BOUNDARY

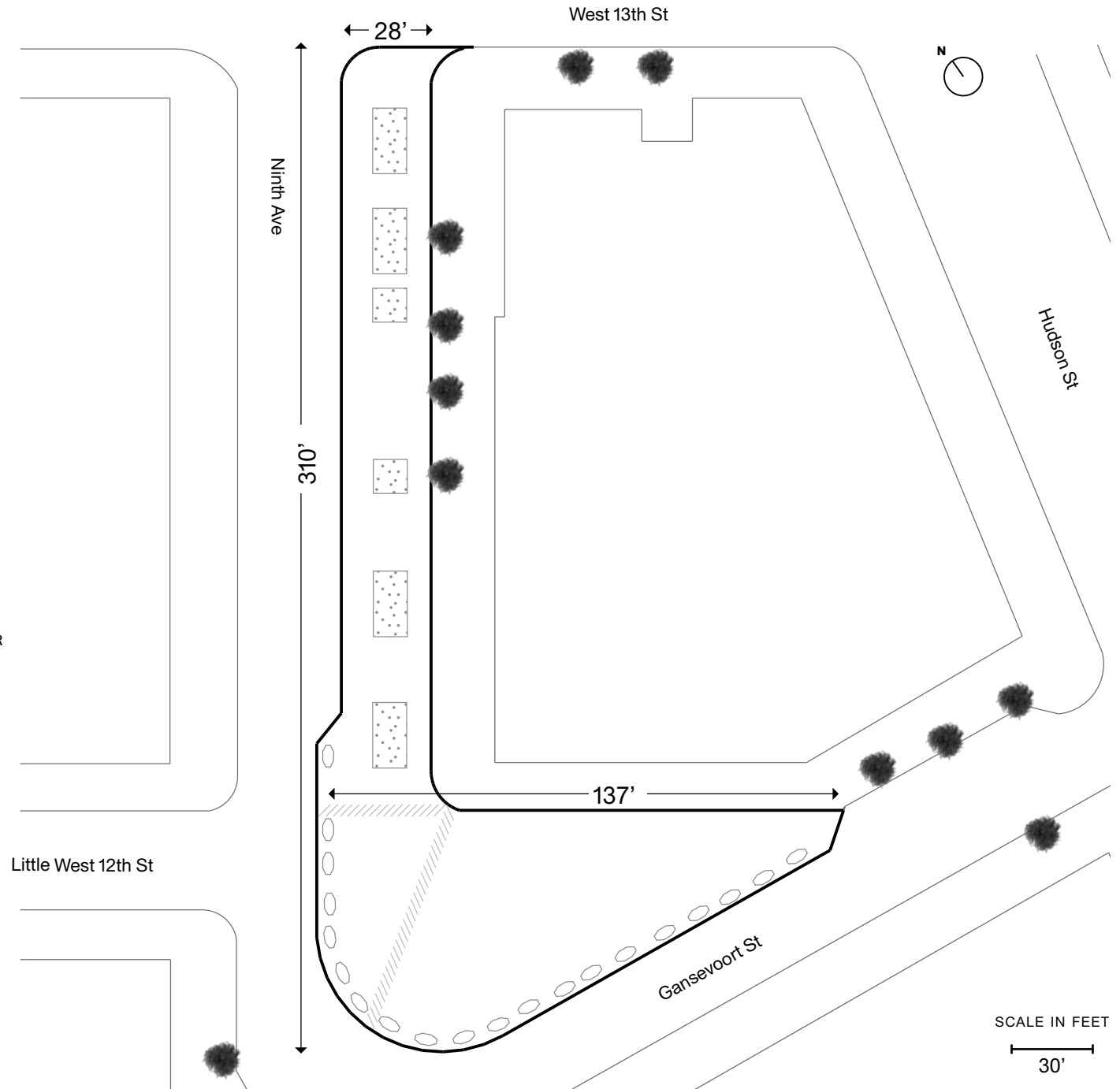
● TREE

▨ LANDSCAPED PLANTER/  
FLOWER BED

○ LANDSCAPING BOULDER

/// PEDESTRIAN EGRESS

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# SITE PLAN: HUDSON RIVER PARK'S 14TH STREET PARK

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Dimensions shown are approximate.