Thank you for your interest in the High Line. From sweeping views of the Hudson River to the raw, structural elements from the elevated railway's industrial past, the High Line provides a safe outdoor experience in an unrivaled New York City setting.

Founded in 1999 by a group of community residents, Friends of the High Line fought for the High Line’s preservation and transformation at a time when the historic structure was under the threat of demolition. It is now the nonprofit conservancy working with the New York City Department of Parks & Recreation to make sure the High Line is maintained as an extraordinary public space for all visitors to enjoy.

Through our work with communities on and off the High Line, we’re devoted to reimagining the role public spaces have in creating connected, healthy neighborhoods and cities.

Rentable fees help keep the High Line clean, welcoming, and free to the public for all visitors to enjoy.

The High Line’s venues vary in size and scale, offering unlimited possibilities for transformation.

The Spur, adjacent to Hudson Yards and Manhattan West.
Brand alignment
The High Line is one of the world’s most innovative and beloved public spaces, offering visitors an outdoor experience unmatched anywhere else in New York.

Safely engage New Yorkers by using the High Line as a backdrop for digital content or an in-person experience. Or, use the High Line’s kiosks for a short-term retail pop-up.

Brands that activate on the High Line are excited to align with the park’s forward-thinking design, sustainable practices, world-class art, and downtown location.

Promotion opportunities
The High Line promotes public-facing events and retail pop-ups across our communications channels, based on each partner’s marketing needs.

thehighline.org 5.3 million annual visitors
instagram.com @highlinenyc: 197,000 followers
On-site signage & materials Dedicated A-Frame signage in event space and inclusion on donor recognition wall in 14th Street Passage

Current as of February 2021
CHELSEA MARKET
PASSAGE

Soaring covered passage through the historic Chelsea Market building
DILLER – VON FURSTENBERG SUNDECK

Open-air venue featuring Hudson River and sunset views
14TH STREET PASSAGE

Covered passage featuring raw, structural elements from the elevated railway’s industrial past
Open-air piazza adjacent to Hudson Yards featuring a rotating series of public art commissions
COACH PASSAGE

Semi-covered passage adjacent to Hudson Yards
10TH AVENUE SQUARE

Open-air amphitheater overlooking 10th Ave.
TIFFANY & CO. FOUNDATION OVERLOOK

Open-air venue surrounded by dense trees and plantings
GANSEVOORT PLAZA

Street-level venue located beneath the High Line in the historic Meatpacking District
Some of the program's graduates will be featured at City Flavors, an event Monday, at Chelsea's High Line park, that is being organized by the Food Working Group of the Fund for Public Housing, a nonprofit organization.
RETAIL POP-UP OPPORTUNITY

Introducing a new concept that enables brands to present short-term retail pop-ups on the High Line
Overview
The High Line’s modular retail units are now available to rent for short-term retail pop-ups, safely providing access to New Yorkers looking to engage with everything the park has to offer.

Brands have the opportunity to align with the park’s forward-thinking design, sustainable practices, world-class art, and downtown location.

The retail units can be rented on their own or incorporated into a larger brand activation, such as an experiential marketing event or installation.
**RETAIL POP-UPS**

**High Line retail units**
The High Line’s modular retail units are located in the Chelsea Market Passage and the Coach Passage. The units are available to rent for short-term retail pop-ups, providing a one-of-a-kind backdrop for your merchandise.
How it works
The High Line provides the modular units, an iconic location, and a steady stream of New Yorkers, creating a seamless (and safe) retail experience.

Modular Units
The High Line’s modular retail units can be configured in a variety of layouts.

Iconic Locations
Retail units are available at two of the most coveted locations on the High Line: the Chelsea Market Passage and the Coach Passage.

New Yorkers connecting with New York
65% of the High Line’s visitors are New Yorkers. Reach the city’s denizens where they are—outside.
Modular units
The High Line’s modular retail units can be configured in a variety of layouts.

On-site A-frame and tabletop signage are available to promote retail pop-ups and deliver strategic messaging to park visitors.
Iconic locations

Chelsea Market Passage
(on the High Line at West 15th Street)

Coach Passage
(on the High Line at West 30th Street)

These passages are adjacent to iconic New York City destinations, including Chelsea Market and Hudson Yards.
**RETAIL POP-UPS**

New Yorkers connecting with New York
Engage our visitors—who are overwhelmingly New Yorkers—in a safe outdoor setting that represents everything great about the city: design, world-class art, downtown vibes, and unparalleled urban public space.
FLOORPLANS & SPECIFICATIONS
**CHELSEA MARKET PASSAGE**

**Dimensions & capacity**
- 5,575 sq. ft. (206’ 6" × 27’ 0")
- 19’ 5” ceilings
- 550 standing / 365 seated
- 467 TPA

*Final capacity determined by event layout*

**Location**
On the High Line, between 15th and 16th Sts., along 10th Ave.

**Electrical**
- (1) 200A, 3-phase panel on the west side of the passage
- (4) 120v quad outlets with 20A dedicated circuits on the east side of the passage

*Lights on the upper level of the passage can be dimmed or turned off; lights on lower level must remain on for the purpose of public safety*

**Park amenities**
- Adjacent to 16th St. stairs and elevator
- Adjacent to public restrooms
- (7) High Line food vendors, from late April through late October
- (3) Expressive matter vendors all year long
- On-site storage upon request

**Highlights**
- High Line’s largest venue
**Dimensions & capacity**
- 4,000 sq. ft.
- 250' 0" × varies (11' 0" average width)

**Water feature**
- 1,050 sq. ft.
- 138' 0" × varies (8' 0" average width)
- 400 standing / 250 seated
- 348 TPA

*Final capacity determined by event layout*

**Location**
On the High Line, between 14th and 15th Sts., along 10th Ave.

*May be rented in conjunction with the Chelsea Market Passage to maximize event space*

**Electrical**
- Adjacent power available upon request

*Additional lighting recommended for evening events*

**Highlights**
- Hudson River and sunset views
- Rolling lounge chairs
- Signature water feature
- Dense trees and plantings with seasonal variation

**Park amenities**
- Adjacent to 14th St. stairs and elevator
- Close proximity to public restrooms located at 16th St.
**CHELSEA MARKET PASSAGE & SUNDECK**

**Dimensions & capacity**

**Chelsea Market Passage**
- 5,575 sq. ft
- 206’ 6” x 27’ 0”
- Ceiling Height: 19’ 5”
- 550 standing / 365 seated
- 467 TPA

**Sundeck**
- 4,000 sq. ft
- 250’ 0” x varies (11’ 0” average width)
- 400 standing / 250 seated
- 348 TPA

**Location**
On the High Line, between 14th and 16th Sts., along 10th Ave.

**Electrical**
- (1) 200A, 3-phase panel on the west side of the Chelsea Market Passage
- (4) 120v quad outlets with 20A dedicated circuits on the east side of the Chelsea Market Passage

**Highlights**
- Covered and open-air venue combination
- Largest venue combination

**Park amenities**
- Adjacent to stairs and elevator at 14th St. and 16th St.
- Close proximity to public restrooms
- (7) High Line food vendors, from late April through late October
- (3) Expressive matter vendors all year long
- On-site storage upon request

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**THE PORCH**
Lower level to remain open during event

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**Lights on the upper level of the passage can be dimmed or turned off; lights on lower level must remain on for the purpose of public safety; additional lighting on the Sundeck recommended for evening events**
Dimensions & capacity
- 2,570 sq. ft
- 105' 0" x 24' 6"
- Ceiling height: 26' 9"
- 200 standing / 165 seated
- 213 TPA

Final capacity determined by event layout

Location
On the High Line, between 13th and 14th Sts., along 10th Ave.
Events occur within the west side of the split passage

Electrical
- (1) 200 AMP panel on the northwest side of the passage

Lights on the west side of the passage can be dimmed or turned off; lights on the east side must remain on for the purpose of public safety

Highlights
- Greater privacy for intimate event settings
- Historic freight rail line features
- Large-scale projection screen: 10’ 2” x 18’ 0”

Park amenities
- Adjacent to 14th St. stairs and elevator
- (2) Expressive matter vendors all year long
- On-site storage upon request
**Dimensions & capacity**

*Without seating steps:*
- 4,800 sq. ft.
- 75' 4" × 63' 8"

*With seating steps:*
- 5,300 sq. ft.

*Final capacity determined by event layout*

**Location**
On the High Line at 30th St. and 10th Ave.

**Electrical**
- (2) 200A Company Switch with cam-style connections
- Multiple 120v duplex outlets with 20A dedicated circuits

**Highlights**
- One of two venues adjacent to Hudson Yards
- Open-air venue

**Park amenities**
- Adjacent to Hudson Yards ramp connection and The Shed
- Adjacent to (3) access points at 30th St. and 10th Ave.
- Public restrooms located in venue
- Art piece on display on the High Line Plinth
**Dimensions & capacity**
- 3,500 square ft.
- 200’ 0” x 22’ 0”
- Ceiling height: 70’ 0”
- 350 standing / 225 seated
- 292 TPA

*Final capacity determined by event layout*

**Location**
On the High Line at 30th St. and 10th Ave.

**Electrical**
- (1) 200A Company Switch with cam-style connections
- Multiple 120v duplex outlets with 20A dedicated circuits throughout passage

**Highlights**
- One of two venues adjacent to Hudson Yards
- Semi-covered venue

**Park amenities**
- Adjacent to Hudson Yards ramp connection and The Shed
- Adjacent to (3) access points at 30th St. and 10th Ave.
- Public restrooms located on the adjacent Spur
**Dimensions & capacity**

**Spur, Coach Passage & Threshold**

*Without seating steps:*
- 10,000 sq. ft

*With seating steps:*
- 10,500 sq. ft
- 1,200 standing / 410 seated
- -950 TPA

*Final capacity determined by event layout*

**Location**

On the High Line at 30th St. and 10th Ave.

**Electrical**

**Spur**
- (2) 200A Company Switch with cam-style connections
- Multiple 120v duplex outlets with 20A dedicated circuits

**Coach Passage**
- (1) 200A Company Switch with cam-style connections
- Multiple 120v duplex outlets with 20A dedicated circuits throughout passage

**Highlights**

- Only venues adjacent to Hudson Yards
- Semi-covered and open-air venue combination

**Park amenities**

- Adjacent to Hudson Yards ramp connection and The Shed
- Adjacent to (3) access points at 30th St. and 10th Ave.
- Public restrooms located on the Spur
- Art piece on display on the High Line Plinth
**Dimensions & capacity**
- 1,820 sq. ft
- 48’ 0” × varies (37’ 0” average width)

**Stage**
- 230 sq. ft
- 41’ 5” × 5’ 7”
- 150 seated
- 178 TPA

*Final capacity determined by event layout*

**Location**
On the High Line, at 17th St., along 10th Ave.

**Electrical**
- Limited power available

*LED lighting along benches and railings; additional lighting recommended for evening events*

**Highlights**
- Cut-out windows overlooking 10th Ave.
- Terraced, theater-style seating
- Wood benches and flooring
- Historic freight rail line design features

**Park amenities**
- Close proximity to 16th St. stairs and elevator
- Close proximity to public restrooms
TIFFANY & CO. FOUNDATION OVERLOOK

Dimensions & capacity
- 1,265 sq. ft.
- 85’ 0” × varies (10’ 0” average width)

Balcony
- 415 sq. ft.
- 30’ 0” × varies (10’ 0” average width)
- 125 standing / 25 seated
- 108 TPA
Final capacity determined by event layout

Location

Electrical
- 20AMPS available
LED lighting along planting beds; additional lighting recommended for evening events

Highlights
- Greater privacy for intimate event settings
- Located at the southern end of the High Line
- Cityscape views
- Dense plantings with seasonal variation

Park amenities
- Adjacent to Gansevoort St. stairs and elevator and public restrooms
- Close proximity to High Line Headquarters freight elevator
Dimensions & capacity
- 1,830 sq. ft
- 57’ 2” × 32’ 0”
- Height to High Line beams: 19’ 6” – 20’ 10”
- Height to concrete deck: 24’ 0” – 25’ 4”
*Final capacity determined by event layout*

Location
On street-level, on the northwest corner of Gansevoort and Washington Sts.

Electrical
- Adjacent power available upon request
  *Additional lighting recommended for evening events*

Highlights
- Located at the High Line’s southern end in the historic Meatpacking District
- Located at a heavily trafficked intersection
- Adjacent to the High Line restaurant, Santina
- Adjacent to the Whitney Museum of American Art
- Dozens of high-end retail shops, fashion boutiques, and restaurants nearby

Park amenities
- Adjacent to Gansevoort St. stairs and elevator
- Close proximity to public restrooms on the High Line

**GANSEVOORT PLAZA**

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[Image of floor plan]