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 one-of-a-kind 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.

The High Line’s venues vary in size and scale, offering unlimited possibilities for transformation for both private and public-facing events.

The newest section of the High Line, the Spur.

Fees from venue rentals help keep the High Line clean, welcoming, and free to the public for all visitors to enjoy—nearly 70,000 visitors on the park’s busiest days, and over 8.3 million annually.
**VISITATION & PROMOTION OPPORTUNITIES**

**Visitation**
Because the High Line is a landmark destination and not a street-level commercial thoroughfare, visitors are more inclined to participate in new experiences. This setting, along with the park’s narrow pathways and visitation density, ensure that public-facing events are a success. These events have the potential to reach more than 70,000 visitors on the park’s busiest weekend days.

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

**High Line communications channels**
*Current as of April 2020*

- thehighline.org 5.3 million annual visitors
- facebook.com /highlinenyc: 210,000 followers
- instagram.com @highlinenyc: 190,000 followers
- twitter.com @highlinenyc: 92,000 followers

**On-site signage & materials**
Dedicated A-Frame signage in event space and inclusion on donor recognition wall in the 14th street Passage ($10,000 and above, updated annually)

**Event calendar listings**
435,000 annual visitors

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**Where visitors come from**
2019 visitor data

- **53%** International
- **21%** Other US
- **10%** Manhattan, outside High Line area
- **4%** High Line area
- **4%** Outside NYC, within 15 miles
- **6%** Other boroughs

**NYC resident visitors**

<table>
<thead>
<tr>
<th>Year</th>
<th>Total NYC Resident Visitors</th>
</tr>
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<tr>
<td>2011</td>
<td>870k</td>
</tr>
<tr>
<td>2019</td>
<td>1.6M</td>
</tr>
</tbody>
</table>

**Age breakdown**

- < 24: 12%
- 25 – 34: 33%
- 35 – 44: 18%
- 45 – 54: 17%
- 55 – 64: 11%
- 65+: 8%

**How visitors travel the High Line**

- 50% Travel North to South
- 50% Travel South to North

Visitors typically enter the park from 34th Street, 14th Street, 30th Street, and Gansevoort Street
CHELSEA MARKET PASSAGE

Soaring covered passage through the historic Chelsea Market building

Best for:
• Seated dinners
• Receptions
• Fashion shows
• Small- to large-scale public-facing activations
DILLER – VON FURSTENBERG SUNDECK

Open-air venue featuring Hudson River and sunset views

Best for:
- Receptions
- Small-scale public-facing activations
- Public-facing branding and decor
- Public-facing signage to promote activities in other venues
14TH STREET PASSAGE

Covered passage featuring raw, structural elements from the elevated railway’s industrial past

Best for:
- Receptions
- Fashion shows
SPUR

Event space adjacent to Hudson Yards featuring site-specific public art commissions

Best for:
- Seated dinners
- Receptions
- Fashion shows
- Public-facing activations
COACH PASSAGE

Semi-covered event space adjacent to Hudson Yards

Best for:
- Seated dinners
- Receptions
- Fashion shows
- Public-facing activations
10TH AVENUE SQUARE

Open-air amphitheater overlooking 10th Ave.

Best for:
- Performances
- Small-scale public-facing activations
THE PORCH

Open-air terrace and café featuring Hudson River and sunset views

Best for:
• Intimate receptions
• Company happy hours
• Personal celebrations
• Small-scale public-facing activations
• Back-of-house space
TIFFANY & CO. FOUNDATION OVERLOOK

Open-air venue surrounded by dense trees and plantings

Best for:
- Intimate seated dinners
- Intimate receptions
PLANTING TERRACE

Outdoor terrace overlooking the High Line and Hudson River

Best for:
• Intimate seated dinners
• Intimate receptions
GANSEVOORT PLAZA

Street-level venue located beneath the High Line in the historic Meatpacking District

Best for:
• Small-scale public-facing activations
• Public-facing signage or branding to promote activities in other venues
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.
FLOORPLANS & SPECIFICATIONS
CHELSEA MARKET PASSAGE

Dimensions & capacity
- 5,575 sq. ft. (206' 6" x 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

Highlights
- High Line’s largest venue
- Most heavily trafficked area of the park

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

HIGH LINE Floorplans & Specifications
Dimensions & capacity
- 4,000 sq. ft.
- 250’ 0” x varies (11’ 0” average width)

Water feature
- 1,050 sq. ft.
- 138’ 0” x 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
- Most heavily trafficked area of the park
- 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” × 27’ 0”
- Ceiling Height: 19’ 5”
- 550 standing / 365 seated
- 467 TPA

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

Final capacity determined by event layout

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

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

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
- High Line Shop merchandise carts, from late April through late October
- (3) Expressive matter vendors all year long
- On-site storage upon request

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

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
14TH STREET PASSAGE

Dimensions & capacity
- 2,570 sq. ft
- 105' 0" × 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" × 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.
- 475 standing / 185 seated
- 480 TPA

*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” × 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

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
**THE PORCH**

**Dimensions & capacity**
- 1,000 sq. ft
- 39’ 0” × 25’ 8”
- 100 standing / 65 seated
- 79 TPA

*Final capacity determined by event layout*

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

*May be rented in conjunction with the Chelsea Market Passage and/or the Diller – von Furstenberg Sundeck for back-of-house space*

**Highlights**
- Hudson River and sunset views
- High Line food vendor catering package available
- Footprint can accommodate up to a 20 × 20 tent

**Electrical**
- Adjacent power available upon request
- **LED lighting along railings; additional lighting recommended for evening events**

**Park amenities**
- Close proximity to stairs and elevator at 14th St. and 16th St.
- Close proximity to public restrooms
- On-site storage upon request
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**
- 1,205 sq. ft.
- 76’ 8” x 15’ 9”
- Ceiling height: 11’ 6”
- 125 standing / 80 seated
- 75 TPA
*Final capacity determined by event layout*

**Location**
*Adjacent to the High Line Headquarters maintenance and operations facility*

**Electrical**
- 20AMPS available
*Additional lighting recommended for evening events*

**Highlights**
- High Line and Hudson River views
- Greater privacy for intimate event settings

**Park Amenities**
- Close proximity to Gansevoort St. stairs and elevator and public restrooms
- Adjacent to High Line Headquarters freight elevator
- On-site storage upon request
**GANSEVOORT PLAZA**

**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