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Position: Manager, Streetscape Improvements & District Planning

The Garment District Alliance (GDA) is a business improvement district in midtown Manhattan, which includes the blocks from 35th to 41st Streets, Fifth to Ninth Avenues. GDA's mission is to improve the quality of life and economic vitality of the Garment District, working in partnership with local building owners, businesses, New York City agencies, community boards, and elected officials. In addition to marketing the district as a desirable place to locate a business, the three chief programs of the GDA include sanitation, public safety, and streetscape improvements.

The Manager of Streetscape Improvements & District Planning is responsible for developing, managing, and implementing a wide variety of programs and services in the areas of streetscape-level urban design, neighborhood economic development, data collection & analysis, graphic design, and public space management to encourage further private and public investment to enhance the vitality of the Garment District.

Duties include but are not limited to the following key areas:

STREETSCAPE IMPROVEMENTS AND PUBLIC SPACE MANAGEMENT

- Manage and implement high profile capital improvement projects, including pedestrian plaza design, lighting, tree planting, and signage
- Collaborate with the City's Department of Transportation and other agencies to plan, design, and install streetscape projects (e.g., sidewalk expansions, light pole replacements, seasonal parklets, on-street bike corrals, etc.)
- Maintain a comprehensive database, including maps, of all Garment District streetscape elements, their conditions, maintenance orders, etc.
- Manage daily correspondence with horticulture and maintenance vendors to ensure all streetscape furniture is in good repair and seasonal plantings are well-maintained
- Manage a mobile phone-based reporting system used by office staff to log and alert appropriate staff to neighborhood issues

PUBLIC ART AND EVENTS

- Support the planning and execution of seasonal public art installations and other events on the Broadway plazas and other public spaces in the Garment District by creating detailed site plans, securing necessary permits and coordinating furniture moves
- Oversee an annual seasonal holiday lighting program on the Broadway plazas
- Maintain a calendar of events and installations on the Broadway plazas

PLANNING, ECONOMIC DEVELOPMENT, AND DATA ANALYSIS

- Evaluate local planning and zoning proposals, real estate development plans, and community initiatives, and advise President and Board in formulating positions; attend

public hearings, prepare, and deliver testimony, and keep the Alliance's membership updated on relevant projects and policies

- Maintain databases of district economic and demographic data including office/retail rents, retail vacancies, hotel data, pedestrian traffic, employment statistics, and built environment statistics
- Publish quarterly economic reports, including graphic visualizations of economic indicators
- Create and manage programs to promote retail and commercial activity
- Identify and initiate business development, transportation, and streetscape enhancement programs that encourage district foot traffic
- Build relationships and coordinate with real estate brokers, developers, and property owners to foster the area's economic development and growth

EXECUTIVE MANAGEMENT AND ADMINISTRATION

- Administer capital improvement budget of approximately \$1.1 million (organization's total budget is \$13 million)
- Administer RFPs, hire and oversee consultants, and execute vendor contracts
- Hire and oversee 1-2 planning interns, or additional staff, during special events and projects
- Ensure compliance with procurement policies and city regulations by submitting reports on programming, expenditures, and contracts
- High level of interface with Board of Directors and external stakeholders, such as elected and city officials

COMMUNITY OUTREACH

- Represent the Garment District at conferences, local events, and public meetings; make public presentations at community meetings regarding pending projects; draft and deliver testimony on initiatives which affect business in the Garment District
- Monitor agendas and regularly attend Community Board and subcommittee meetings
- Field inquiries from tenants and property owners regarding compliance with city regulations such as signage regulations, use restrictions, permitted conversions, sidewalk maintenance, and streetscape improvements
- Maintain a keen eye for various improvements that can be made to improve the pedestrian experience and the public realm of the district

QUALIFICATIONS

- A master's degree in urban planning, geography, urban design, public administration, or related field
- Passionate about researching and improving physical conditions in the urban environment
- Able to work independently and meet self-guided and externally directed deadlines
- Motivated, reliable, and highly organized showing great attention to detail
- Highly proficient in ArcGIS, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, SketchUp or AutoCAD, and the Microsoft Office Suite
- Familiar with online commercial real estate platforms CoStar and CompStak
- Able to clean and analyze large datasets

- Concise, professional writing skills
- Confident and effective speaker in both large-group presentation, and small group meeting scenarios
- A keen eye for graphic design principles including spread layout, color selection, and typography
- Professional and responsible with the ability to communicate effectively with a wide variety of individuals, including but not limited to property owners, building supers, maintenance staff, small business owners, and city officials

Starting salary: \$70,000 - \$85,000, dependent upon experience

To apply, send cover letter and resume to info@garmentdistrictnyc.com.