

Garment District Urban Garden Blooms on Broadway

This summer, the Garment District Alliance has transformed Broadway into the Garment District Urban Garden. This seasonal placemaking program is built around the temporary closing of two blocks on Broadway, from 36th to 37th Streets and 39th to 40th Streets. The increased public space features an array of amenities and activities for New Yorkers and visitors alike, including new café tables and chairs, planters, birch trees, turf boxes and more, as well as the wildly popular UrbanSpace Garment District food market, a 400-foot-long “road tattoo” art installation, our free pop-up lemonade stand, and weekly fitness classes.



URBAN GARDEN

“Garment District Urban Garden’ has enabled us to provide more activations than ever before, enlivening the pedestrian experience along Broadway all summer long,” said Barbara A. Blair, President of the Garment District Alliance. “This expanded summer plazas program truly enhances the area and creates a wonderful space for all to enjoy.”

The GDA is grateful to the New York City Department of Transportation (NYCDOT) for closing the two blocks and increasing space for pedestrians in the heart of the Garment District. NYCDOT Commissioner Polly Trottenberg affirmed the City’s support for the public space, saying, “Over the last decade, DOT has converted more than twenty football fields’ worth of streets Citywide into pedestrian plazas, and so we are happy to wrestle even more of Midtown Manhattan’s busiest public spaces away from the automobile.”



Sew and Sew

On Monday, June 19, the GDA held an event on Broadway to mark the official start of Garment District Urban Garden. The opening reception featured the unveiling of Steed Taylor’s *Sew and Sew*, a road mural composed of cultural designs that honor the Garment District’s rich history and community. Garment District veterans joined the artist, the Garment District Alliance, Manhattan Borough Commissioner Luis Sanchez and other officials from NYCDOT to celebrate the Garment District Urban Garden and dedicate the public art installation.

Spanning 400 feet in total, *Sew and Sew* is on display down the center lane of Broadway on the two expanded plaza blocks. This site specific piece is part of Taylor’s ‘road tattoo’ concept, which pays homage to communities and explores the idea of a road being considered the



All photos (except where noted): Alexandre Ayer



skin of a community; as individuals mark their skin as a means of commemoration, communication or ritual, a road can be marked for the same reason.

Taylor began painting *Sew and Sew* on Broadway on June 12, and completed the mural at the opening event by including the names of individuals who have worked in the Garment District for more than 20 years, and have helped shape the fabric of this neighborhood.

The installation is part of Garment District Art on the Plazas, a year-round public art program made possible through Arterventions, part of the New York City Department of Transportation's Art Program. The Garment District Alliance and NYCDOT work closely to coordinate and install the exhibits, which enhance the public plazas and make them even more welcoming to New Yorkers and visitors alike.

"DOT Art's partnership with the Garment District Alliance will allow New Yorkers and visitors alike to enjoy this on-the-ground "road tattoo" by Steed Taylor, beautiful public art that is both unique and striking," said Transportation Commissioner Polly Trottenberg. "For the next few months, we encourage everyone to enjoy this art while they explore even more of Broadway on foot and on bike."



Steed Taylor

URBAN GARDEN

UrbanSpace Garment District

On June 12, our UrbanSpace Garment District artisanal food market returned to Broadway between 39th and 40th Streets, bringing with it old favorites, as well as new culinary delights. Locals and visitors have been lining up to enjoy offerings from Domo Taco, Chick'n Cone, Marty's V Burger, Kimchi Bowl, La Sonrisa Empanada, Coney Shack, Mochidoki, Artists Loft, Jars by Dani, Bao by Kaya, Melt Bakery, and the Garment District's own Croton Reservoir Tavern. Open Monday - Saturday, 11 a.m. to 8 p.m., UrbanSpace Garment District adds flavor to the Urban Garden through July 20.



Wellness Wednesdays

Join us on Wednesdays for free activities in the Urban Garden.

Broadway Squeeze - stay hydrated at our free lemonade stand, Broadway between 36th & 37th Streets, Noon - 1 p.m., Wednesdays through Labor Day.

Broadway Sweat - work it out at our free, outdoor fitness classes, courtesy of Momentum Wellness, Wednesdays at 6 p.m., July 26 - August 30, Broadway between 36th and 37th Streets.

The Garment District Urban Garden will occupy the expanded pedestrian plazas on Broadway through August. To be in the know about our summer programming, including information about our fitness classes and instructors, follow us on social media and visit our website at garmentdistrict.nyc



Cyclists and sightseers, pedestrians and people watchers all enjoy the Garment District Urban Garden.

STREETSCAPE

Broadway Facelift

Last year, the Garment District Plazas were approved by NYCDOT for permanent capital investment, which will raise our plazas out of the roadbed and add important pedestrian amenities. NYCDOT will develop plans for the permanent plazas in a collaboration with the GDA and the Garment District community. Because construction is estimated to be five years out, this spring NYCDOT gave Broadway and the temporary plazas a facelift. The roadway was milled, and the plazas were resurfaced with a light tan pebble epoxy.

App Happy

People seem glued to their phones these days, but the GDA streetscape team has good reason to be. In May, we began testing a new app that was custom developed for the GDA to track infrastructure and streetscape maintenance issues. The GDA streetscape team can use the app to geolocate things in need of repair, and generate work tickets that are sent directly to the responsible parties.



Pop Art ICON

Big things are in store for our big button and needle. The GDA engaged Local Projects, the renowned experiential design firm, to consider concepts for the future of the Garment District Information Kiosk on Seventh Avenue at 39th Street. The Local Projects multidisciplinary team of tech experts, historians, and designers conducted a concept development workshop with Garment District stakeholders, including GDA staff and board members,

business tenants, property owners and representatives from Community Board 5, among others. Given that most people now use their phones to access information, the group concluded that the physical kiosk is no longer needed. However, there was unanimous agreement that the kiosk's beloved button and needle sculpture plays an important role in the neighborhood's identity and should be retained and celebrated. Accordingly, the group endorsed a concept that calls for the kiosk structure to be removed, and the button and needle sculpture to be enhanced as a district icon, pop art sculpture, and social media destination. Through an RFP, an architect will be selected to refine the concept and create plans for implementation.

Local Projects



ANNUAL MEETING

Wednesday, May 17, marked the Garment District Alliance's 23rd Annual Meeting.

More than 150 neighborhood property owners and business tenants joined GDA President Barbara A. Blair and the GDA Board of Directors at District Social on West 37th Street. Guests enjoyed cocktails and hors d'oeuvres, while hearing about the GDA's activities and accomplishments over the past year.

In her President's Report, Ms. Blair noted the many positive economic indicators in the Garment District, including robust growth in office employment, as well as a rapidly improving and diversifying retail sector.

GDA 2016 - 2017 highlights include:

- » 100% clean ratings for streets and sidewalks
- » 497 tons of trash collected this year
- » Extended seasonal schedule for sanitation and public safety services
- » Placemaking and programming to enliven the Garment District Plazas
- » Tracking app for maintenance efficiency
- » 13th Annual Garment District Arts Festival
- » 16 public art installations
- » New Economic Quarterly Reports
- » Pedestrian Counting System
- » Social Media influencers campaign



Top: Darrell Handler, Scott Galin and Kyle Galin;
above: Ira Fishman and Martin Meyer; **right:** Manhattan Borough President Gale Brewer (center) with Lesley Lisser and Barbara A. Blair

2016-2017 Annual Report

The Garment District Alliance 2016-2017 Annual Report and financial statements were distributed at the Annual Meeting and mailed to all property owners. To download copies, visit our website at garmentdistrict.nyc/about/publications



PLACES

‘Wichcraft

1407 Broadway

‘Wichcraft, the superior sandwich shop from Top Chef Tom Colicchio, officially opened on June 22. More than just sandwiches, this farm focused, all-day spot serves delicious Egg’wiches and premium La Colombe coffee all morning, inventive sandwiches and healthy salads for lunch, and craft beer and wine in the evenings. Pro tip: don’t miss out on their awesome Happy Hour. www.wichcraft.com



Optimistic Café

260 West 39th Street

The Garment District strengthened our position as one of the top neighborhoods for java with the opening of the Optimistic Café. Your cup will always be full at this new specialty coffee shop that, in addition to a delicious variety of caffeinated beverages, features a vibrant living wall, chalkboards covered in coffee math, and a friendly staff that lives up to the café’s name.

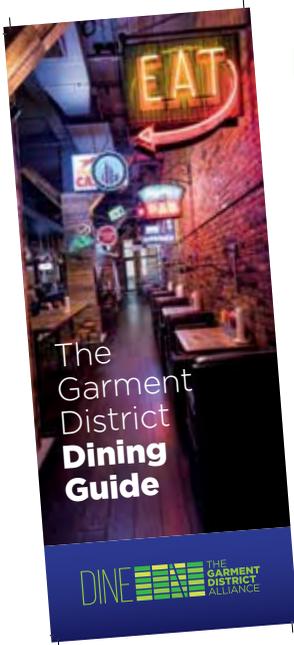


WELCOME

TheaterMania.com

Joining other popular e-commerce sites, **TheaterMania** has moved its headquarters to the Garment District, leasing 12,000 sq. ft. at 550 Seventh Avenue. Founded in 1999, TheaterMania offers theater news, reviews and discount tickets to Broadway shows, as well as the other major theater markets across the country. It also offers club memberships with special benefits for theatergoers, and provides online ticketing services to performing arts organizations, museums, concerts, festivals, events and sports teams. www.TheaterMania.com

MARKETING



Dining Guide

With 37 hotels in the Garment District, the tourist population provides an important market for our restaurants, coffee shops, bars and rooftop lounges. To make sure guests know where to go to find just what they want, the GDA created a dining guide for hotel concierges and

front desk staff, who were also invited to a complimentary sampling event at UrbanSpace Garment District on June 26. This summer, the GDA is offering a district scavenger hunt for hotel staff, which will take them through some of the districts hot spots and history. Branded prizes are in store for those who complete the hunt.

Influencers

This spring, the GDA engaged social media influencers to spread the word about the Garment District and its businesses. Thirteen influencers, with a combined reach of 3 million followers, visited 22 different local venues, and then posted images and commentary on their social media channels and blogs. Be sure to follow along: [f @GarmentDstrctNY](#) [t TheGarmentDistrictNYC](#) [i @garmentdistrictnyc | #GarmentDistrict](#)



Mel Denisse

Promo

Our latest video is an animated map that highlights the location and convenience of the neighborhood. Created by the Garment District's own Neoscape, the video is the third in a series of short films that are used to market the neighborhood to new businesses and retailers. Video links can be found on our website at www.garmentdistrict.nyc/Real-Estate

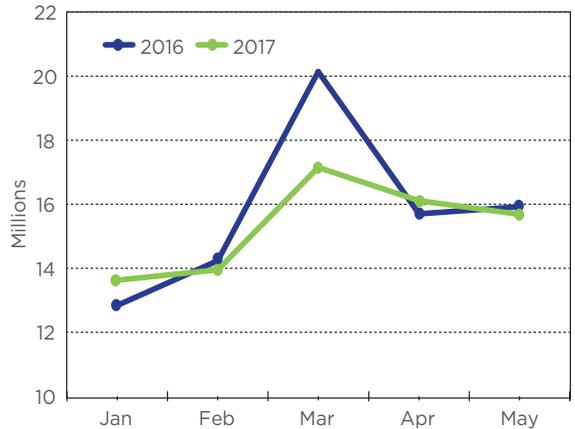


Neoscape

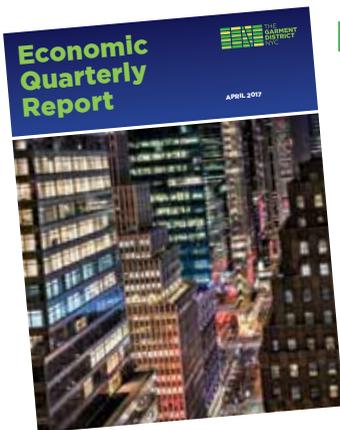
REAL ESTATE

Pedestrian Activity

Eight Springboard pedestrian counting cameras allow us to track activity throughout the district, and to make yearly comparisons. Across the district, pedestrian counts for January through May were down slightly (3%) in 2017 as compared to the same period in 2016. This is largely due to the year-over-year variation in March weather. In March 2016, NYC's average temperature was 7 degrees higher than normal. In March 2017, the City's average temperature was down 3 degrees from normal and included a late snow storm.



Pedestrian data are regularly posted on www.garmentdistrict.nyc/Real-Estate



Economic Quarterly Report

The GDA's latest economic report, published this spring, indicates that private employment is strong and growing in the Garment District. The neighborhood's 129,034 employees reflect a 45% increase in private employment since 2000. In addition to employment numbers, the Economic Quarterly Report includes all the latest data on the Garment District's retail and office markets, pedestrian counts, and hospitality industry. The Economic Quarterly Report may be found on our website at www.garmentdistrict.nyc/Real-Estate

We're the Best

Nine Garment District companies were named among the **100 Best Places to Work in NYC in 2016**.

The list was compiled by *Crain's*, using data from nearly 30,000 employee satisfaction surveys across the five boroughs.

Congratulations to the District's own:

- » **Elite SEM**
- » **Likeable Local**
- » **CPXi**
- » **Liquidnet**
- » **Anchin, Block & Anchin**
- » **House of Kaizen**
- » **CipherHealth**
- » **BuzzBack**
- » **Grass Roots**

PUBLIC SERVICES

April marked the start of the seasonal expansion of our sanitation and public safety services. To offset the maintenance challenges that the warmer weather brings, the GDA schedules private garbage collection to keep on top of trash removal. We also increase our hours of operation, with a 5 a.m. start to ready the plazas for the day.

Sanitation

Our 30 member sanitation team collected 497 tons of garbage this past year, in 87,987 of our branded trash bags, consistently earning 100% clean ratings for our streets and sidewalks along the way.



Public Safety

As Garment District ambassadors, our 24 public safety officers provided directions and tourist information to 130,00 individuals this past year, while maintaining safety in the district.

Homeless Outreach

Panhandling and homelessness continue to be a challenge in the Garment District, and indeed, throughout the city, particularly during the warmer months. Our outreach team from Urban Pathways works closely with our public safety department to approach individuals in need and offer access to appropriate services.



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THE GARMENT DISTRICT ALLIANCE

NUMBERS

What did it take to transform Broadway into the **Garment District Urban Garden**? We've got the numbers:

26,400 additional sq. ft. of public space

100 street banners

16 French barricades

61 planters

19 twenty-foot-tall birch trees

16 turf boxes

4 custom parklets

85 tables

208 chairs

10 benches

400 linear feet of public art

BE IN THE KNOW!

Follow us on social media, visit our website, and sign up for our regular email news, so you can keep up to date on what's happening in the Garment District.

#GarmentDistrict

We are your source for information on new businesses, restaurants, special offers and events.



@GarmentDstrctNY



TheGarmentDistrictNYC



@garmentdistrictnyc | #GarmentDistrict

We are the Garment District Alliance

We serve New York's storied Garment District, in the heart of Midtown Manhattan. Working in partnership with local building owners and businesses, we improve the quality of life and economic vitality in this authentic New York neighborhood. The Garment District Alliance is a not-for-profit corporation, established in 1993.

For More Information on all that's happening in the Garment District, visit garmentdistrict.nyc