



Posted October 22, 2025

Position: Streetscape and Public Space Coordinator

The Garment District Alliance (GDA) is a business improvement district in midtown Manhattan, which includes the blocks from 35th to 41st Streets, from 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 main programs area of the GDA include sanitation, public safety, and streetscape improvements.

The **Streetscape and Public Space Coordinator** reports to the Sr. Director of Planning & Marketing and is responsible for overseeing all streetscape elements and activities in the public realm.

RESPONSIBILITIES

Duties include but are not limited to:

STREETSCAPE

- Oversight and quality control of all Garment District streetscape elements, including:
 - Broadway plaza chairs, tables, signage, and art installations
 - District-wide horticulture: planters, street trees, and tree guards
 - Seventh Avenue security barricades
 - Building security cameras
 - Pedestrian counting cameras
 - Side street security lights
 - Parking signage poles
 - Lightpoles
- Regular foot surveys of all Garment District streetscape elements, their conditions, maintenance orders, etc.
- Daily/Weekly correspondence with horticulture and maintenance vendors to ensure all seasonal plantings are well-maintained and all streetscape furniture is in good repair.
- Utilization of mobile phone-based reporting system to log and alert appropriate staff to neighborhood issues.
- Coordination of capital improvement projects, including pedestrian plaza furniture layout changes, lighting, tree planting, and signage.
- Collaboration with the City's Department of Transportation and other agencies to coordinate and install streetscape projects (e.g., light pole replacements, seasonal parklets, on-street bike corrals, etc.).

PLAZA PROGRAMMING

- 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 and signage.
- Coordinate annual seasonal holiday lighting program on the Broadway plazas.
- Maintain a calendar of events and installations on the Broadway plazas.

ADMINISTRATION

- Support Sr. Director of Planning & Marketing with administration of \$1.1 million capital improvement budget (organization's total budget is \$13 million). Duties include:
 - Administer RFPs and oversee contractors/consultants, execute vendor contracts.
 - Ensure compliance with procurement policies and city regulations by submitting reports on programming, expenditures, and contracts.
- Interface with Board of Directors and external stakeholders, such as elected and city officials.

QUALIFICATIONS

- Minimum bachelor's degree. Major in urban planning, urban studies, geography, urban design, public policy, or related field strongly preferred. Masters graduates are welcome to apply as well.
- Passion for improving physical conditions in the urban environment and a keen eye for things that can enhance the pedestrian experience.
- Able to work independently and meet self-guided and externally-directed deadlines.
- Motivated, reliable, and highly organized, with great attention to detail and follow-through.
- Willingness to spend significant time outdoors conducting surveys and arranging event set up, as needed.
- Proficient in Adobe Suite, SketchUp, and the Microsoft Office Suite. Data analytics and ArcGIS are not mandatory but desired.
- 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 superintendents, maintenance staff, small business owners, and city officials.

APPLICATION REQUIREMENTS

Please submit the following to Anne Bonacum at abonacum@garmentdistrictnyc.com

- Coverletter
- Resume
- Writing Sample
- Graphics work sample

Salary: \$65,000/annual