



# **THE GARMENT DISTRICT ALLIANCE**

2025 | 2026

The Garment District Alliance is committed to improving the economic vitality of our neighborhood and ensuring that the Garment District is positioned for a vibrant future.

Our comprehensive **public services, strategic advocacy, economic development initiatives, streetscape improvements, and dynamic cultural programming** help create a lively, welcoming, and accessible Garment District. From sanitation and safety programs to the activation of public spaces through art, performances, and community events, our work supports the neighborhood's present and future as a place where people want to live, work, and visit.

This year marked meaningful progress and renewed momentum for the Garment District, driven by **transformative zoning changes, impactful advocacy, and vibrant public programming**. While challenges remain, we are encouraged by the progress made and the collaboration that drives it. **Property owners, businesses, community partners, residents, and city leaders** all play a vital role in shaping the future of this iconic neighborhood. Together, we are building a stronger, more dynamic Garment District that embraces opportunity and growth in the years ahead.

**On behalf of the Garment District Alliance Board of Directors, we thank you for your continued partnership and support as we work to shape the future of the Garment District.**



**Martin Meyer**, Chairman

**Barbara A. Blair**, President



**PUBLIC  
SERVICES**

Our **Public Services** are the cornerstone of our work, because a clean and safe environment is what matters most to our business tenants, workers, residents, and visitors.

## SANITATION

Our sanitation team works daily to maintain clean streets and public spaces by removing litter, sweeping sidewalks, emptying trash receptacles, and addressing maintenance concerns.

### CLEAN CURBS INITIATIVE

As part of DSNY's Clean Curbs program, BIDs must store bagged trash in secure, rat-resistant containers while awaiting DSNY pick-up. The GDA secured \$60,000 in City Council discretionary funding to offset the cost of five containers that are placed at strategic locations throughout the district.

### OPERATIONAL EFFICIENCY

In 2024, we replaced our private trash compacting units with NYC-provided receptacles and transitioned to in-house carting services. This operational shift allowed the GDA to recapture approximately \$380,000 in 2025 as we hauled 495 tons of trash in our GDA refuse vehicles.

### SNOW RESPONSE

Despite this winter's unprecedented snowfall and frigid temperatures, our Public Safety and Sanitation teams performed without interruption. Crews cleared crosswalks, maintained accessibility, and monitored vulnerable individuals during dangerously cold conditions, ensuring safety for all.

## PUBLIC SAFETY

Our Public Safety Officers (PSOs) provide rapid response to safety concerns, assist the public, and work closely with the New York City Police Department to address ongoing neighborhood challenges.

### SECURITY ENHANCEMENTS

We continue to expand our public safety tools to improve monitoring, responsiveness, and coordination.

#### Supplemental Guard Service

During peak periods, such as the winter holidays and summer months, three supplemental guards from Excalibur Protection Services provide additional coverage in high-traffic areas.

### Data-Driven Operations

Each GDA Public Safety Officer utilizes a mobile data application to document incidents and track resolutions in real time, ensuring accountability and measurable outcomes.

### Cloud-Connected Security

Through our StreetWatch program, exterior security cameras are installed on 40 participating properties. These cameras connect to a centralized cloud system, enabling property owners, the NYPD, and the Manhattan District Attorney's Office to access live and recorded feeds during investigations. The GDA installs and maintains the cameras free of charge. Interested property owners should contact Connor Poulsen at the GDA: [cpoulsen@garmentdistrictnyc.com](mailto:cpoulsen@garmentdistrictnyc.com)

## SANITATION & PUBLIC SAFETY HOURS OF OPERATION

**6am-10pm**

Weekdays\*

**7am-7pm**

Weekends

\*Summer weekdays start at 5am



## 2025 SANITATION HIGHLIGHTS

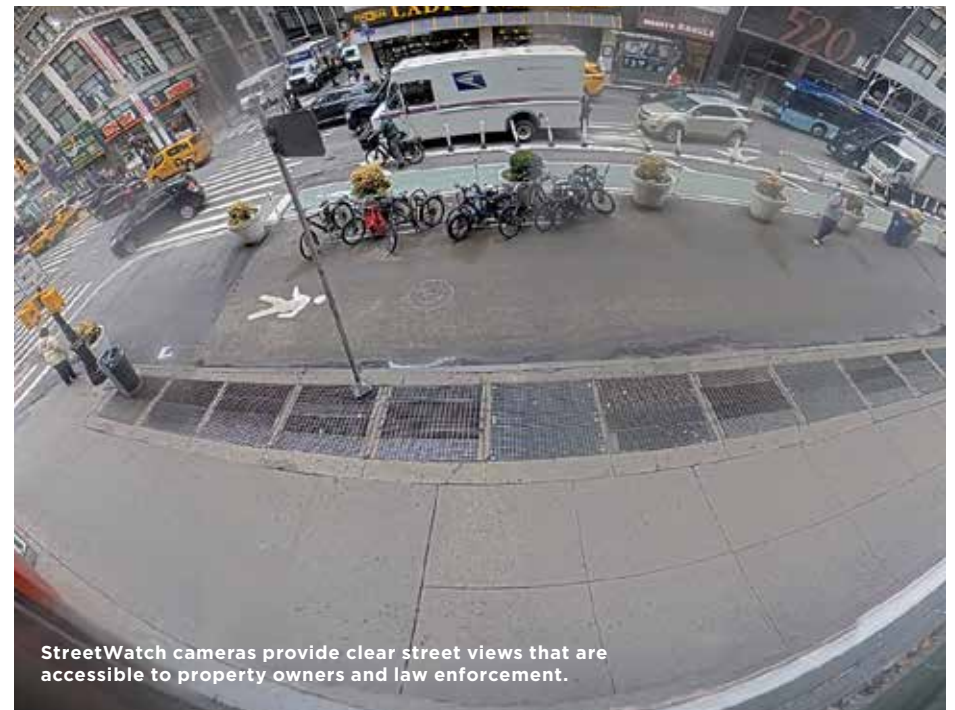
- 4** Sanitation Supervisors
- 41** Sanitation Workers
- 100%** “Clean” ratings for streets & sidewalks
- 81,858** Total trash bags filled
- 1,640** Instances of graffiti removed
- 494.7** Tons of trash collected
- 5,805** Stickers removed
- 526** Trips to our DSNY trash disposal location
- 470** Tons hauled in our refuse vehicles
- 61** Roll-down gates painted

## 2025 PUBLIC SAFETY HIGHLIGHTS

- 4** Public Safety Supervisors
- 23** Public Safety Officers
- 16%** Reduction in crime in the MTS Precinct
- 49,760** Questions answered and directions given
- 3,611** Total incidents addressed
- 2,158** Homelessness incidents addressed
- 1,080** Peddler incidents addressed
- 51,426** Patrol hours across the district
- 284** Homeless engagements with **64** individuals
- 11** Homeless individuals connected with shelter, housing, transportation, or services



Clad in fabric patterns, the GDA's containerized trash bins keep the neighborhood clean while offering a nod to its creative history.



StreetWatch cameras provide clear street views that are accessible to property owners and law enforcement.

## SOCIAL SERVICES

The GDA continues to advocate for compassionate, effective solutions to addressing street homelessness, mental health challenges, and substance use disorders.

### OUTREACH PARTNERSHIP

Through our contract with Urban Pathways, two outreach workers canvass the district five days per week. Many individuals decline services or return to the streets after accepting assistance, but consistent outreach and case management remain essential.

### COORDINATION

Through the Midtown Community Improvement Coalition, we collaborate with city social service agencies and outreach providers, including The Bridge and the Neighborhood Navigators Program, utilizing a coordinated case management model to address client needs. This year, the group was able to transition 4 chronically homeless individuals away from the street into shelter or housing and connected an additional 7 individuals with services.

## 2025 OUTREACH METRICS

### URBAN PATHWAYS

**2** Outreach workers

**741** Client contacts

**99** Unique individuals engaged

### GDA

**1** Social Service Outreach Officer

**284** Client contacts

**64** Unique individuals engaged



PSO Arthur Saylor is the GDA's dedicated Social Service Outreach Officer





**ADVOCACY**

Whether elevating neighborhood challenges, commenting on proposed legislation, or lobbying for new initiatives, the GDA maintains an active voice at the community, city, and state levels.

## MIDTOWN COMMUNITY IMPROVEMENT COALITION (MCIC)

The GDA President Barbara Blair co-chairs bi-monthly meetings of the interagency Midtown Community Improvement Coalition, along with Tom Harris, President of the Times Square Alliance, Brian Weber, President of the Midtown South Precinct Community Council, and Delores Rubin, President of the Midtown North Precinct Community Council. Founded by Manhattan District Attorney Alvin Bragg and the Mayor's Office, MCIC brings together over 20 city agencies, social service providers, and elected officials to address pressing social and infrastructure issues affecting the neighborhood. The coalition's geographic scope includes 34th Street to 59th Street, from Seventh Avenue to 10th Avenue. This year, the group was able to make progress with street homelessness, illegal cannabis stores, unlicensed vending, poorly maintained subway easements, and long standing sidewalk sheds to improve safety and quality of life in the district.



## REINVIGORATING EIGHTH AVENUE

On September 25, the GDA partnered with the Center for an Urban Future (CUF) to host a policy forum focused on the need to revitalize Eighth Avenue between Penn Station and the Port Authority Bus Terminal. In addition to Barbara Blair, President of the Garment District Alliance, speakers included: then-State Senator Brad Hoylman-Sigal; Dan Garodnick, then-Director of NYC Department of City Planning; Vishaan Chakrabarti, Founder & Creative Director of PAU; Amie Pospisil, COO of Breaking Ground; Delores Rubin, President of the Midtown North Precinct Community Council, and Eli Dworkin from CUF. The event was generously supported by neighborhood property owners: GFP Real Estate, the Kaufman Organization, Olmstead Properties, and Meyer Equities.

As the entrance to New York City for 1.1 million commuters and visitors each day, Eighth Avenue should be safer, more vibrant, and more welcoming. With \$18 billion being invested in the Port Authority and Penn Station transit redevelopments, this is a critical opportunity to shape a world-class corridor where people want to live, work, and visit.

Read more about conditions on Eighth Avenue and the need for a master plan to revitalize the corridor at [www.garmentdistrict.nyc/EighthAvenue](http://www.garmentdistrict.nyc/EighthAvenue)



The MCIC brings together city agencies, social service providers, and elected officials to address community quality of life concerns.



NO STOPPING  
Anytime

W 39 St

W 38 St

NEW YORK  
EAST

25

19

CHICKEN TENDERS



Nathan's  
FAMOUS

WORLD FAMOUS  
HOT DOGS & FRIES



**MSMX  
REZONING**

The GDA has long advocated for zoning reform that will remove barriers to opportunity in the neighborhood and open the door to mixed use building conversions and developments.

## A MILESTONE FOR THE NEIGHBORHOOD

In 2018, the City lifted the Special Garment Center Zoning overlay, allowing unrestricted commercial uses on side streets. However, residential use remained largely prohibited, which proved especially harmful during the pandemic, when the absence of residents resulted in empty streets, struggling retail, and heightened safety concerns.

In August 2025, the City Council approved the MSMX plan, taking a significant step toward modernizing outdated zoning

policies and supporting the Garment District's economic future by increasing the FAR cap and allowing residential use in most of the areas where it had been prohibited for a century.

To ensure long-term success, the neighborhood needs new uses, 24/7 activity, and a residential population to support retail, enhance safety, and add vibrancy. The MSMX rezoning delivers that opportunity across much of the district, bringing the neighborhood closer to a mixed-use community model.

# Garment District Floor Area Ratio (FAR) Map



## Legend

Zoning	Commercial FAR†	Residential FAR
C5-2.5		
C6-4	10‡	10*
C6-4M		
C5-3		
C6-6	15‡	10*
C6-7		
M1-9A/R12	15‡	18**
M1-9A	15‡	N/A

- Special Midtown District
- Special Hudson Yards District
- Special Midtown South Mixed Use District
- Garment District Alliance Boundary
- \*Additional FAR bonus, up to 12, available for inclusionary housing
- \*\*Additional FAR bonus, up to 21.6, available for covered pedestrian space and mass transit station improvements
- †All restrictions on office-to-residential conversions have been lifted for buildings built before 1991, except in the red M1-9A zone where residential uses are prohibited
- ‡Additional FAR bonus, up to 20%, available for public plazas

Map developed Sept. 2025

600 ft

## 37-BUILDING EXCLUSION

While we celebrate this progress, 37 buildings concentrated near Eighth Avenue were excluded from as-of-right residential conversion and development opportunities due to last-minute City Council modifications to the original MSMX plan. It is estimated that these excluded properties represent a potential loss of up to 1,000 housing units, including a substantial number of affordable apartments, which impedes the City's goal of addressing New York's housing crisis.

The carve-out continues to suppress economic opportunity in one of the district's most challenged corridors, affecting not only the value of those 37 buildings but those adjacent to them as well. The GDA has been vocal in raising concerns about this change, which was not discussed with the community during the process. We remain committed to monitoring this issue and advocating for equitable zoning policy across the district.

## OWNER INFORMATION SESSIONS

Following MSMX's passage, the GDA hosted a series of educational forums to help property owners understand new opportunities and pathways forward.

- **Residential Conversion Benefits:** Land use lawyer Daniel M. Bernstein of Rosenberg & Estis presented tax incentives and FAR bonuses available for residential conversions and developments under the new zoning framework.
- **Architectural Considerations:** Architect Robert Fuller of Gensler and Julieanne Herskowitz of VHB discussed design and technical considerations for residential conversions.
- **Building Use Variances:** Barry Dinerstein, formerly of NYC Department of City Planning, provided guidance for owners of the 37 excluded buildings who may wish to pursue a use variance through the Board of Standards and Appeals. A written guide to variance procedures is available on the GDA website at [www.garmentdistrict.nyc/zoning](http://www.garmentdistrict.nyc/zoning).

## LOCAL DEVELOPMENT PROJECTS

Several significant projects are underway, signaling renewed confidence in the Garment District's future.

- **100 West 37th Street / 989 Sixth Avenue:** This 73-story mixed-use tower is currently under construction and expected to deliver 311 residential units, with 30% designated affordable, along with retail and commercial space. The project is on track for completion in 2026.
- Other projects include a residential conversion at 29 West 35th Street with 107 new units, a 32-story ground-up residential development at 30 West 37th Street with 95 units, and a hotel and commercial office tower at 515 Seventh Avenue. An additional three buildings with a proposed 264 residential units are not yet permitted but have been reported in the news.



The proposed 515 Seventh Avenue development will include hotel and office space. Design by Kohn Pedersen Fox. Rendering by ATCHAIN.



989 Sixth Avenue will deliver 311 new residential units in 2026.



**ARTS &  
PROMOTION**

The GDA's year-round public art, performances, and events create opportunities for residents, workers, and visitors to gather, experience culture, and enjoy vibrant community spaces.

## ART ON THE PLAZAS

Our Plaza Public Art program showcases internationally recognized artists and engages the over 30 million people who visit the Broadway Plazas each year.

### > New York Roots - Steve Tobin

Steve Tobin's *New York Roots* animated the public space with modernist forms that evoked movement, connection, and shared histories from Winter 2025 through Winter 2026.



*New York Roots* by Steve Tobin

## PLAZA EVENTS

From free lemonade and concerts to Earth Day celebrations, year-round programming brings energy and community engagement to our public spaces.

### > Broadway Sweet

Our popular refreshment stand served free lemonade again last summer, drawing enthusiastic crowds to the plazas. Broadway Sweet also returned the day after St. Patrick's Day with hot chocolate and cider, the perfect remedy to a night of (too much) Irish cheer.

### > Broadway Rhythm

Tenants and visitors enjoyed Summer 2025 lunch time concerts by artists from the MTA Music Under New York program.

### > Broadway Show

On September 11, GDA presented *Dressing the Roots*, an outdoor fashion performance that juxtaposed b. Michael's couture designs with monumental sculptures by Steve Tobin. This public space activation showcased the district's creative spirit and reinforced its history with American fashion.



### > Broadway Read

On April 22, the GDA sponsored the House of SpeakEasy's *On the Road: a Bookmobile Block Party*. The bookmobile, which travels throughout the five boroughs, spent the day on the 36/37 Broadway plaza, distributing free books for all ages alongside our Broadway Sweet lemonade stand.

## WALKING TOURS

We offer free, twice-monthly guided tours led by apparel industry expert Michael Kaback, as well as a free mobile walking tour app with interactive audio and archival imagery featuring 17 historic locations.

## SPACE FOR PUBLIC ART PROGRAM

The GDA activates spaces throughout the district with public art installations. New works are presented on a rotating schedule in our storefront window at 215 West 38th Street and in the Kaufman Arcade at 132 West 36th Street. Featured artists from this past year included: Tom Koken, Carol Paik, Antonio Oliveria, Jenny Acosta, Gwyneth Leech, Mary Hawkins, David Montini, Marya Triandafellos, Marilyn Davidson, and Dyann Klein.

## SOCIAL MEDIA

Our social media platforms and targeted digital campaigns keep the neighborhood connected and promote local businesses and events to those who work and live here. Our influencer partnerships expand that reach, engaging millions of people around the city and showcasing everything the district has to offer.



Guide Michael Kaback leads tours of the neighborhood 2 times a month



Built in Brooklyn: The Art of the Custom Sneaker by NYRSTK Studios



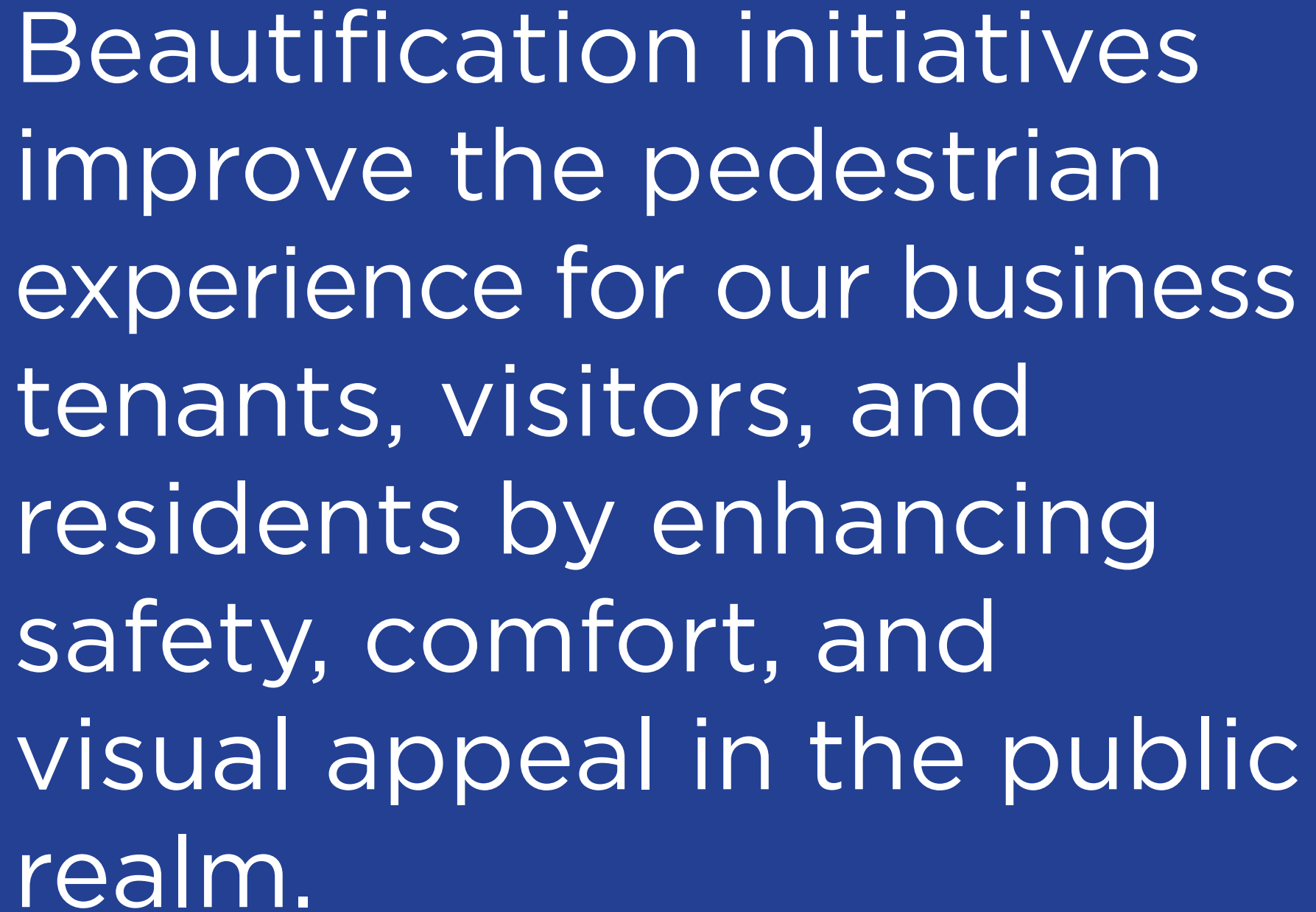
Flowing In Rhythm by Dyann Klein



*Dressing the Roots* by  
B. Michael and Steve Tobin



# **STREETSCAPE IMPROVEMENTS**



Beautification initiatives improve the pedestrian experience for our business tenants, visitors, and residents by enhancing safety, comfort, and visual appeal in the public realm.

## INFRASTRUCTURE HIGHLIGHTS

### STREET FURNITURE

- 10** Tall plaza sign frames
- 14** Metal display poles
- 120** Tall tables
- 122** Tall stools
- 157** Low tables
- 135** Chairs
- 346** Side-street security lights
- 428** Parking signage poles

### BROADWAY PLAZA CAPITAL IMPROVEMENTS

NYC DOT's permanent reconstruction of the Broadway plaza between 39th and 40th Streets and the shared street between 38th and 39th Streets is scheduled to begin in early 2028. The GDA has worked closely with NYC DOT on elements of the plan, including expanded sidewalks, pedestrian lighting, permanent flower beds, and seating, which will take these public spaces from ordinary to extraordinary.

### NY FORWARD GRANT

Governor Hochul's NY Forward program awarded the GDA \$1.3 million to fund pedestrian improvements in the Garment District, which will be used to enhance the Broadway plazas between 36th and 38th Streets, and 40th and 41st Streets. In Spring 2027, NYC DOT will be refreshing these three temporary plazas by resurfacing and expanding the pedestrian spaces. The NY Forward grant will allow the GDA to upgrade seating and horticulture design, including additional greening in collaboration with the Horticultural Society of New York.



### HORTICULTURE

Our horticulture program enhances the district's streetscape with seasonal color and greenery in tree pits and planters throughout the neighborhood. This spring, we brought more native perennials and cross pollinating plants to the district, with horticulture design by Design Wild.

### HORTICULTURE

- 2** Flower beds
- 4** Seasonal planting rotations
- 140** Tree pits
- 251** Planters





# **DATA & TECHNOLOGY**

The GDA's newly updated data infrastructure has strengthened our ability to make data-driven decisions and gauge the measurable impact of our programming.

## DATA INTEGRATION

This year marked a major modernization and expansion of GDA data capabilities, as our new data management platform enables us to track properties, tenants, security incidents, streetscape assets, permitting, and outreach in one integrated system. The addition of a new tracking app has streamlined data collection, and additional data sources have added depth to our analyses.

**Ginkgo:** This new geolocation app allows us to track social service engagements, map assets, and report streetscape issues in real time.

**District 360:** This new subscription platform integrates survey data, contact management, contract oversight, and outreach tools.

**CenterCheck:** This new subscription service provides store-level spending, visitation, and retail leakage data to inform retail recruitment and planning.

## BUILDING SURVEY

The GDA conducted a comprehensive property and tenant survey to update our contact list and refresh our understanding of the neighborhood's diverse ownership and businesses. This door-to-door survey cataloged ownership, tenancy, and space across the district.

## DISTRICT SATISFACTION SURVEY


A district-wide satisfaction survey was sent to 4,200 Garment District property owners, businesses, and residents, achieving a strong 35% open rate. While response volume was limited, feedback consistently identified familiar concerns related to social conditions in the public realm, including homelessness, mental health challenges, drug activity, and security. These findings reinforce the need for continued advocacy and targeted interventions.







# **ECONOMIC DEVELOPMENT**



The Garment District Alliance tracks market trends that inform our advocacy and provides support programming to strengthen local businesses.

## HOTELS

Garment District hotels saw continued competitive growth in 2025 with a 91.4% occupancy rate and \$298 average daily rate, outperforming all other major Manhattan hotel markets in terms of demand and affordability. (CoStar/STR)

**53** hotels

**12,354** Hotel rooms

**91.4%** Average hotel occupancy rate

**\$1,154,236,999** Total revenue

**3,869,807** Total visitors

## EMPLOYMENT

Employment in the Garment District grew to 143,050 private sector jobs across 7,049 firms, up 0.3% year-over-year in 2024. The information sector led growth with an 8% increase, while leisure and hospitality climbed 5%, highlighting the continued expansion of hotels and tech companies in the district. (2024 NYS Department of Labor)

**143,050** Total private jobs, **↑ 0.3%** from 2024

**7,049** Total private firms

### Top movers (increase and decrease)

**13,460** Information jobs, **↑ 8%** from 2024

**11,205** Leisure & hospitality jobs, **↑ 5%** from 2024

**3,770** Manufacturing jobs, **↓ 5.2%** from 2024

**15,748** Education and health services jobs,  
**↓ 3.8%** from 2024

## RETAIL

The Garment District's retail market demonstrated strong momentum in 2025, with 50 new retail leases totaling 182,200 square feet, signaling steady demand for high-visibility retail. Restaurants remained the largest driver of this demand, filling storefronts once occupied by retailers.

**182,200** SQFT leased (CoStar)

**50** New retail leases (CoStar)

**\$94** /SQFT Average starting rent (CompStak)



Lady Wilde opened this year at 520 Eighth Avenue, adding a stylish venue and American cuisine with a twist to the local dining scene.

## MOBILITY

Across the Garment District, subway, bus, and CitiBike ridership all increased in 2025, reflecting the recovery of in-office work and the growth of tourism.

**123,285,041** Pedestrians counted at six key intersections across the district

**855,787** CitiBike trips started or ended in the district, **↑ 4%** from 2024 (CitiBike)

**442,000,000** Subway riders to Times Square/Port Authority Bus Terminal, Herald Square, Penn Station, and Brant Park stops, **↑ 8%** from 2024 (MTA)

**11,234,689** Bus riders on the 6 MTA lines running through the district, **↑ 2%** from 2024 (MTA)

## OFFICE

Demand for office space is finally rebounding after the pandemic. NYCEDC, CoStar, Colliers, and the NYC Comptroller's Office all reported that NYC office vacancy rates hit an inflection point in 2025 and predicted that vacancy will continue to decrease in 2026.

Of note, WeWork expanded its lease in 1440 Broadway by 259,000 SQFT to accommodate Amazon's office expansion through an existing partnership agreement.

**In the past year, the Garment District saw:**

**2,600,000** SQFT leased (CoStar)

**585** New office leases (CoStar)

**\$45** /SQFT Average starting rent (CompStak)

## BUSINESS DEVELOPMENT COLLABORATIVE

As part of the 2018 zoning reforms, the GDA launched the Business Development Collaborative (BDC) to strengthen neighborhood businesses and reinforce the district's identity. Although COVID delayed the program, it is now in its fifth funding cycle and continues to support initiatives that promote workforce development and reinforce neighborhood identity.

## SPAC

During the MSMX process, the GDA reaffirmed its commitment to the goals of the BDC program and reestablished the Special Programming Advisory Committee (SPAC). SPAC reviews proposals and makes recommendations to the Officers Committee, which selects programs for full Board approval.



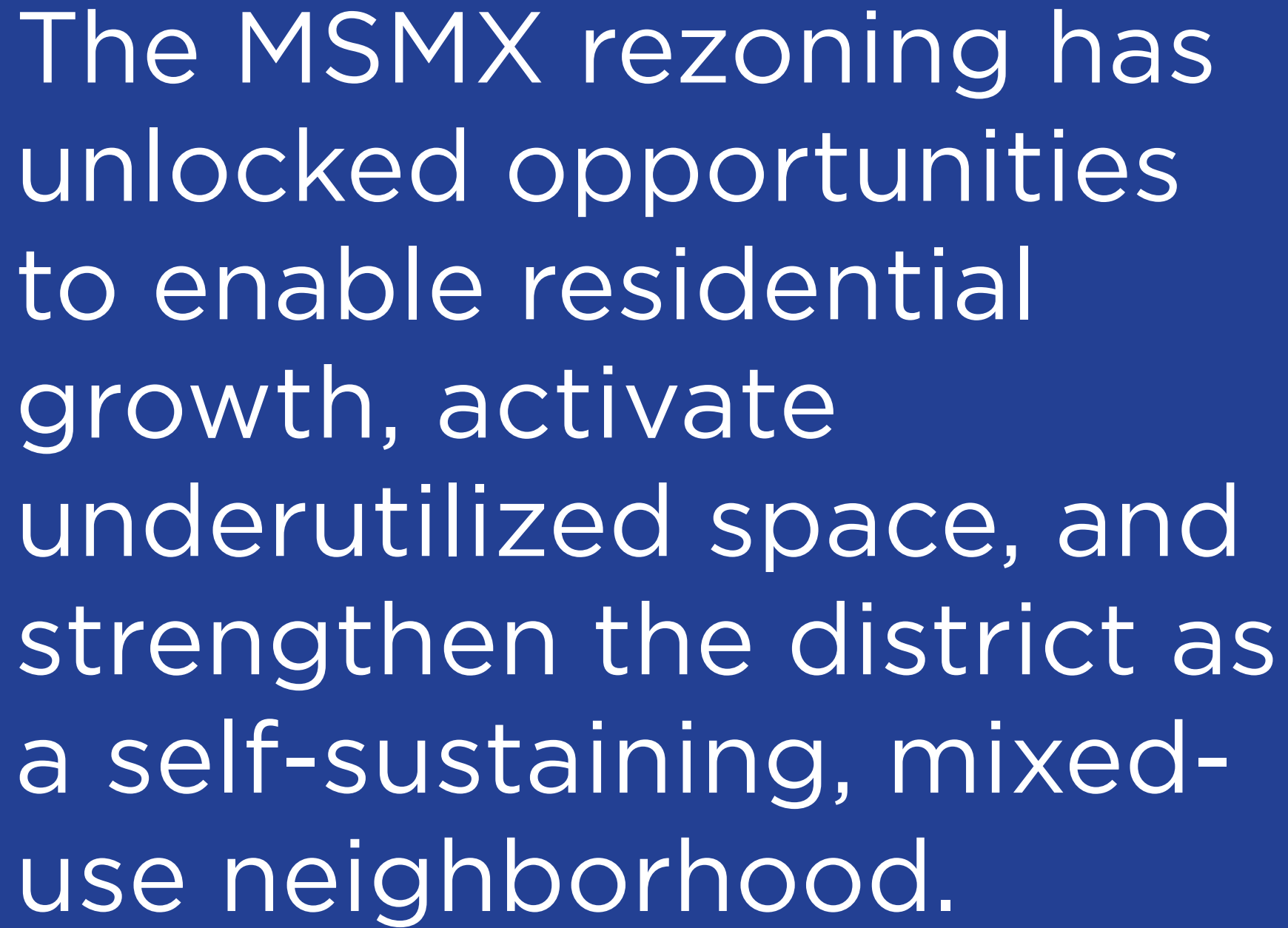
The SPAC Committee met to review funding proposals and make recommendations to the GDA Board of Directors.



The Paul Taylor Dance Company is one of a growing number of non-profits in the neighborhood.



**LOOKING  
AHEAD**



The MSMX rezoning has unlocked opportunities to enable residential growth, activate underutilized space, and strengthen the district as a self-sustaining, mixed-use neighborhood.

## **To foster an environment conducive to transformation, the GDA's FY27 programming will include:**

- Attention to **'clean and safe'** as our primary focus
- Advocacy to promote a new era of public realm investment, particularly on **Eighth Avenue**
- Collaboration with NYC DOT and The Hort to utilize **\$1.3 million in NY Forward funding** to upgrade the three remaining temporary plazas on Broadway with new plantings, furniture, and lighting
- Expansion of **public space activations**, including public art, performances and refreshments
- Ongoing efforts to resolve **social and infrastructure challenges** through coordination with city agencies and outreach providers
- Promotion of **our local businesses** through supportive programming, social media platforms, and digital marketing

**We look forward to continuing to work with our property owners, businesses, residents, and partners in city government as together we lead the Garment District into its next chapter — cleaner, safer, greener, and more vibrant than ever.**



**2025 – 2026  
BOARD OF  
DIRECTORS**

**CHAIR**

Martin Meyer

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**VICE CHAIRS**

Thomas Block  
Steven Kaufman

---

**TREASURER**

Ira Z. Fishman

---

**SECRETARY**

Scott D. Galin

---

**PRESIDENT**

Barbara A. Blair

---

**CLASS A OWNERS**

**ABS Partners Real Estate, LLC**  
Andy Udis

**Adams & Company Real Estate, LLC**  
David Levy

**Block Buildings LLC**  
Thomas Block

**Elizabeth Foundation for the Arts**  
George Scheer

**Empire State Realty Trust, Inc.**  
Michael Prunty

**George Comfort & Sons**  
Justin Winiarz

**GFP Real Estate, LLC**  
Matthew Mandell

**G. Holdings LLC**

Ronnie Gross

**Gotham Organization**

Phil Lavoie

**Handro Properties LLC**

Scott Galin  
Scott Handler – Alt.

**Hines**

Veronica DaSilva Rosmaninho

**Hudson 38 Holdings LLC**

Marc Bengualid

**Kaufman Organization**

Steven Kaufman

**Lightstone**

Christian Brosius

**Meyer Equities LLC**

Martin Meyer

**Olmstead Properties**

Samuel Friedfeld

**Port Authority of NY and NJ**

Myron Johnson

**Resolution Real Estate Partners**

Ira Z. Fishman

**Savitt Partners LLC**

Robert Savitt

**Tishman Speyer**

Paimaan Lodhi

**CLASS B COMMERCIAL TENANTS****Dattner Architects**

Kirsten Sibia

**Metropolitan Commercial Bank**

Rosann Manos  
Jeffrey Casio

**Ron Ben-Israel Cakes**

Ron Ben-Israel

**STITCH Bar & Blues**

Nicholas Cohen

**Wing & Weft**

Katie Sue Nicklos

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**CLASS C RESIDENTIAL TENANTS**

Brian Weber  
John Challice

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**CLASS D PUBLIC REPRESENTATIVES**

**Office of the Mayor**  
NYC Department of  
Small Business Services  
Commissioner Kenny Minaya  
Leo Hidy – Alt.  
Michael Melamed – Alt.

**Office of the Comptroller**  
Hon. Mark Levine  
Jennifer Conovitz – Alt.

**Office of Manhattan Borough President**  
Hon. Brad Hoylman-Sigal  
Bracha Rosenberg – Alt.

**New York City Council District 3**

Council Member Carl Wilson  
Hannah Moses – Alt.

**District 4**

Council Member Virginia Maloney  
Brice Peyre – Alt.

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**CLASS E INTERESTED PARTIES (NON-VOTING)****Community Board 4**

Leslie Boghosian Murphy, Board Chair  
Jesse Bodine – Alt.  
Candice Hewitt – Alt.

**Community Board 5**

Bradley Sherburne, Board Chair  
Marisa Maack – Alt.

**Compass**

Catherine O'Toole

**Fashion Institute of Technology**

Jason Schubach  
Lisa Wager – Alt.

**Stan Herman Company**

Stan Herman

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**EMERITUS**

Peter L. Malkin

The background consists of vertical stripes in various shades of green and yellow, separated by thin white lines. A dark blue horizontal bar is centered across the middle of the image.

**THANK YOU**

## **THE ALLIANCE THANKS**

Chair Martin Meyer, Vice Chairs Thomas Block and Steve Kaufman, Treasurer Ira Fishman, Secretary Scott Galin, and all the members of the Garment District Alliance Board of Directors / All property owners, commercial tenants, and residents of the Garment District

## **ELECTED OFFICIALS**

Mayor Zohran Mamdani / Manhattan Borough President Brad Hoylman-Sigal / NYC Comptroller Mark Levine / Council Member Carl Wilson, Council Member Virginia Maloney, & the NYC Council / Manhattan DA Alvin Bragg

## **CITY AGENCY PARTNERS**

Commissioner Kenny Minaya, Emily Edwards, Leo Hidy, Michael Melamed, and the NYC Department of Small Business Services / Community Boards 4 & 5 / Chair Sideya Sherman and the NYC Department of City Planning / Midtown South Precinct and the NYPD / NYC Department of Sanitation / Commissioner Mike Flynn, Colleen Chattergoon, and the NYC Department of Transportation

## **PEDESTRIAN COUNTING CAMERA HOSTS**

499 Seventh Avenue / 519 Eighth Avenue / 561 Seventh Avenue / 1430 Broadway / 1370 Broadway / 1032 Sixth Avenue / 1033 Sixth Avenue / 519 Eighth Avenue

## **SPECIAL PROGRAMMING ADVISORY COMMITTEE**

Elizabeth Allen, Jennifer Conovitz, Michelle Feinberg, Leo Hidy, Myron Johnson, Steven Kolb, Hon. Virginia Maloney, Marty Meyer, George Scheer, Kirsten Sibia, Guillermo Silberman, Melissa Stewart, Lane Tabb, Andy Udis, Charles Weed, Hon. Carl Wilson

## **ARTS AND PLAZA PROGRAMMING**

All Garment District Plaza Art and Space for Public Art artists / Elizabeth Foundation for the Arts / Emily Wiedenhof and the NYCDOT Plaza Program / Jaclyn Whitney, Angelik Vizcarrondo-Laboy, Leah Mulartrick / Leah Rosofsky, Megan Duffy and the NYC Department of Transportation's Art Program / MTA Music / Kaufman Organization and the Kaufman Arcade

## **ADVOCACY COLLABORATORS**

Midtown Community Improvement Coalition / Midtown BID Coalition / NYC BID Association / Mayor's Midtown Citizens Committee / Mayor's Commercial Recovery Working Group / Midtown South Precinct Community Council / Manhattan DA Alvin Bragg's Manhattan Small Business Alliance / Midtown South Sector D Committee / Hell's Kitchen Neighborhood Coalition

**ALL PHOTOS** Alexandre Ayer/@diversitypics, unless noted  
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## 2026 GARMENT DISTRICT ALLIANCE AWARD OF RECOGNITION

In 2024, **Manhattan District Attorney Alvin L. Bragg, Jr.** and the Mayor's Office created the **Midtown Community Improvement Coalition**, which is co-chaired by Barbara Blair from the Garment District Alliance, Tom Harris from the Times Square Alliance, and Delores Rubin and Brian Weber, the Midtown North and Midtown South Community Precinct Council Chairs. The coalition meets twice a month and brings together over 20 city agencies, social service providers, and elected officials to address pressing infrastructure, safety, and social issues affecting Midtown South. Participants include representatives from NYPD, DSNY, DOB, DOT, the District Attorney's Office, the MTA, DHS, Health and Mental Hygiene, and others, in addition to all the social service outreach providers that serve this district.

The coalition has concentrated on measures that can be improved quickly and do not require legislation. This coordinated and pragmatic approach has made a visible difference in our neighborhood. In addition, DA Bragg prevailed upon the Special Narcotics Prosecutor's Office, led by Bridget Brennan, to give special attention to the Garment District because of the outsized problem that we have had with drug-related crime since the pandemic.

For years, the Garment District has been plagued by negative social conditions, which affect the street level experience and prohibit the neighborhood from developing into a 24/7 mixed use community. However, the attention of both the DA's office and City Hall have had an important and visible impact on our neighborhood.

**GDA is grateful to DA Bragg for responding in a meaningful way to our plea for help from our elected officials. We are honored to present him with the Garment District Alliance Award of Recognition for his sustained efforts to address the challenges in this neighborhood and in Midtown South at large.**





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THE  
**GARMENT  
DISTRICT**  
ALLIANCE

[garmentdistrict.nyc](http://garmentdistrict.nyc)