

SoHo Broadway District Management Association, Inc.

Community Roundtable – January 21, 2020

## **Meeting Minutes**

Pursuant to a written notice via email, website, and social media, members of the public attended an information session (Community Roundtable) organized by the SoHo Broadway District Management Association, Inc. (dba SoHo Broadway Initiative) on Tuesday, January 21, 2021 remotely via Zoom at 8:30 a.m.

Executive Director Mark Dicus welcomed attendees, introduced SBI staff (himself, Brandon Zwagerman, Frank Wessels) and Board Members (Brian Steinwurtzel, Andrew Chang, Luke Wolf) and offered an opportunity for other attendees to offer a greeting/introduction, described the meeting structure, and offered a briefing on conditions and events in the SoHo Broadway District, summarized below (led by other staff where noted):

**Retail and Office:** Increased foot traffic during holiday shopping season. Most office workers not returning. SBI moved to 594 Broadway Suite 1107, coming into office.

**Planters:** 15 planters located at DOT installed curb extensions in the district. The Initiative is responsible for planting and maintaining the planters. Horticultural Society of NY hired for plant design, installation, care.

**Street Art:** Director of Planning and Community Engagement Brandon Zwagerman gave recap of Initiative's efforts since June 2021 to retrieve and return art that was painted on plywood throughout district, working with retailers and property owners. Over 20 plywood board artworks have been returned to artists or their representatives. Museum of the City of New York's New York Responds exhibition features art from district by Tyler Ives, Rochelle White, and Fabio Esteban, on display through April. Thanks given to collaborators: Margalit Startup City and Jerusalem Venture Partners, Aurora Capital Associates, Westwood Gallery, GFP Real Estate, Hugo Boss, PacSun, Heng Sang Realty, Galeria Melissa, Only Properties, SoHo Broadway Clean Team members: Lance Marsh, Bobby Canty, Henry Jones and Melvin Vizcarrando and staff including Frank Wessels.

**Street Banners:** Brandon Zwagerman gave overview of 26 banners hung in district last week, each of which feature art by a SoHo Renaissance Factory artist on one side and "We're All In on SoHo" on other side. Artwork titles/artists: "River Unconscious" by Brendan T. McNally, "Waves of Change" by Trevor Croop aka Light Noise, "New World King" by Amir Diop, "Konstance at Cahokia, An Homage to Artist Barron Claiborne" by Konstance Patton, "My Art is Not a Crime" by Sule. Sponsors: GFP Real Estate, Loci Architecture, Meringoff Properties, Nomo SoHo, Pac-Sun, TJ Maxx, Vornado and Zara.

Public Realm Vision Plan: Launching process in January. Goal is to develop Goal is to develop a public realm vision plan SoHo Broadway that reimagines the sidewalks and roadway to address long stand issues such as congestion, lack of open and green space and improve the fit of business operations to create a public space that is welcoming and comfortable for residents, businesses and visitors. We've formed a task force made up of elected officials, residents, businesses and property owners. Hired Street Plans and Karp Strategies to develop the plan that will include robust opportunities for community to provide feedback on the vision plan. We anticipate this initial phase to take approximately 6 months.

Vacancy/Retail Statistics: 36% vacancy rate (57 of 159 total storefronts in district). Openings (since last roundtable in October): Available Gallery (pop-up at 595 Broadway, 433 (streetwear store in Cubico bldg.), Target coming to 600 Broadway.

Clean Team: operations continuing as usual.

Public Safety Trends: Made it safely through election and inauguration season. Changes in Role of NYPD in terms of quality-of-life issue enforcement (vending, homeless outreach). SBI watching closely to see how they will impact district.

Zoning Update: SBI submitted testimony and written comments on Draft EIS Scoping Document. Awaiting release of Final EIS Scoping Document.

Newsletter. In chat shared links to [January Newsletter](#) and [Sign-Up link](#).

Following Mark's briefing, floor opened to questions from attendees.

SoHo Renaissance Factory (Konstance Patton) asked for SBI assistance in promoting exhibition at National Arts Club, exploring possible collaboration on screening for documentary about SRF.

Courtney Saavedra brought greetings from Bloomingdale's.

Maxi Cohen thanked SBI for its attention to all the art on plywood.

Luke Wolf offered Paycheck Protection Program assistance via Comptroller's office.

Kendra de Jong followed up on recent email to SBI re: concerns around a penthouse/roof terrace at 474 Broadway.

Juan Castellanos, a real estate broker, asked if SBI had a visual map of vacancies. Do not, but can consider adding in future.

Lily Fun of Aesop on West Broadway discussed a volunteer initiative she is involved with.