

# WE ARE SOHO BROADWAY

## 2017-2018 YEAR IN REVIEW



**Sidewalk Cleaning:** Sun up to sun down, 363 days per year, the Soho Broadway Clean Team keeps Broadway clean. They get the job done!

The Clean Team is responsible for sidewalk sweeping, emptying trash receptacles, graffiti removal, painting, power washing and snow/ice removal. They remove an average of 3,750 bags of garbage per month and 140 items of graffiti per month.

Bobby Canty, Gerald Dubose, Wayne Harrison, Henry Jones, Lance Marsh and Melvin Vizcarrondo make up the SoHo Broadway Clean Team.



**Public Safety/Quality of Life:** The Initiative's effort to improve public safety and quality of life is led by our Director of Public Safety, Frank Wessels. Frank keeps a close eye on SoHo Broadway's public spaces whether it's a drummer, an illegally located food cart, a missing subway grate or a disruptive construction project, Frank is here to investigate and help address issues that negatively impact our mixed use community. Over the past year, Frank has worked with our partners in City government to oversee a 65% reduction in the number of vendors illegally locating on SoHo Broadway.



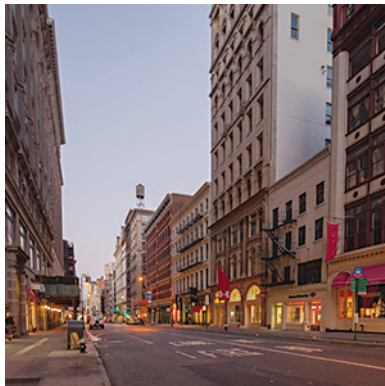
**Community Development:** The past year was a busy one for the Initiative. Over the summer, the Initiative, in partnership with the City's Department of Transportation, oversaw the installation of Zigi Ben Haim's Treasure the Green sculpture at the bus stop near Broadway and Grand. This fall, saw the launch of our new website with all new content including our Hey Neighbor and Welcome to SoHo Broadway series, along with a robust local event calendar and information about SoHo Broadway. Over the winter we held our annual E-Waste Recycling event and this Spring has been busy with our first ever Trivia Night at Artists and Fleas SoHo, launching our 2018 Community Survey and welcoming the SoHo Broadway Compost pilot program.

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**Odds and Ends:** 2017-2018 saw the City Council pass and the Mayor sign legislation letting the Initiative raise our assessment to \$900,000 which will allow the Initiative to hire staff to focus on community development and improving quality of life along SoHo Broadway. The Initiative was also a leading member of a group of organizations that help defeat proposed legislation that would have added thousands of new sidewalk vending permits. Lead by members of our Zoning Resources Committee and our friends at Karp Strategies, the Initiative completed the soon to be released SoHo Zoning Guidebook. The guidebook, created as an educational resource for property owners, residents and business, discusses how the zoning is designed to work, how it works in practice and some of the implications from having zoning that is not aligned with the predominant uses found along SoHo Broadway today.



### **The Year Ahead:**

The release of the SoHo Zoning Guidebook, will lead to the launch of an outreach and education campaign with members of the SoHo Broadway community as well as elected and government officials. The Initiative is also planning on releasing educational resources to help improve quality of life conditions, hosting additional community events and launching a street light banner program.

We are looking forward to an amazing 2018-2019!!