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EXECUTIVE ORDER NO. 64
JULY 26, 1976

ESTABLISHMENT OF THE MAYOR'S MIDTOWN ACTION OFFICE

Whereas, The Offices of Midtown Planning and Development, Apparel Industry Planning and Development and the Midtown Task Force have had broad common objectives to improve conditions in the vital Midtown area of the Borough of Manhattan; and

Whereas, The concept of special development offices within the executive office of the Mayor has been successful in encouraging overall planning and implementation of numerous improvement projects within the areas of their jurisdiction; and

Whereas, Over these years, certain common procedures, techniques and expertise have evolved within the staff of the Office of Apparel Industry Planning and Development, Midtown Planning and Development and the Midtown Task Force which are applicable to nearly all improvement projects in Midtown Manhattan; and

Whereas, The City's fiscal situation has made it urgent that commercial institutional and residential development be aided in every way possible to encourage the use of private initiative and private funds in a constructive partnership with government; and

Whereas, The Mayor has undertaken a multi-faceted improvement program in Midtown Manhattan involving physical improvements, municipal service delivery and law enforcement; and

Whereas, A single, unified Mayor's Midtown Action Office is best suited to coordinate the aforementioned improvement program for Midtown Manhattan.

Now, therefore, by virtue of the power vested in me as Mayor of The City of New York, it is hereby ordered as follows:

Section 1. *Mayor's Midtown Action Office*

There is established in the Executive Office of the Mayor, the Mayor's Midtown Action Office which shall be headed by a Director who shall be appointed by and serve at the pleasure of the Mayor. The Mayor's Midtown Action Office shall supersede the Offices of Apparel Industry Planning and Development, Midtown Planning and Development and the Midtown Task Force, and shall coordinate municipal services and planning and physical development strategies in the area of Manhattan from 59th Street on the north to 14th Street on the south.

§ 2. *Powers and Duties of the Director*

The Director shall assume all the powers and responsibilities now vested in the direc-

tors of the Offices of Apparel Industry Planning and Development, Midtown Planning and Development and the Midtown Task Force and, in addition, shall have the following powers and duties:

a. on behalf of the Mayor, to have full desponsibility to direct and coordinate the activities of City agencies to make feasible and expedite improved municipal service delivery and economic and community development plans, activities and programs in Midtown Manhattan;

b. in consultation with the Chairman of the City Planning Commission, the Administrators of the Housing and Development Administration and the Economic Development Administration shall advise the Mayor with respect to economic and community development plans, activities and programs as they affect Midtown Manhattan;

c. to work closely with the various private individuals, organizations and community groups concerned with the condition and development of Midtown Manhattan, to promote and raise support to improve such conditions and encourage such development and to create and assist quasi-public and not-for-profit vehicles to further the above;

d. to work with and advise task forces, including those presently constituted, considering revisions to policies and programs relative to the City's economic and community development as they affect Midtown Manhattan;

e. to coordinate its activities, actions and plans with public authorities, state and federal governments;

f. to study and make recommendations with respect to design controls and zoning for Midtown Manhattan;

g. to review and make recommendations with respect to capital budget and expense items and development and service programs as they affect Midtown Manhattan;

h. to serve as liaison between the Mayor and City agencies, and between the City and private developers and organizations with regard to activities in or affecting Midtown Manhattan;

i. to hire staff personnel, designate advisors and advising groups and retain consultants, apply for and receive grants, loans and other forms of support, let contracts and leases, prepare and submit legislation and resolutions subject to all applicable regulations in connection with the performance of the foregoing.

§ 3. City agencies responsible for providing public improvements and services in Midtown Manhattan, including the Economic Development Administration, the Housing and Development Administration, the Municipal Services Administration, the Parks and Recreation Administration, Cultural Affairs Administration, the Health Services Administration, the Environmental Protection Administration, the Transportation Administration, the Human Resources Administration, the Office of Neighborhood Services, Consumer Affairs Department, Department of Civic Affairs and Public Events, the Fire Department and the Police Department shall cooperate with the Director of the Office of Development in the performance of his functions and duties as set forth herein. Each such agency shall keep the Director advised of their ongoing and planned activities in the designated areas and shall coordinate such activities with those of the Mayor's Midtown Action Office.

Upon the request of the Director, each such agency shall designate a staff member at policy level to be its liaison with the Mayor's Midtown Action Office and to cooperate in furnishing information and such available staff resources and professional services to the extent feasible, as may be requested by the Director for performance of his functions and duties as set forth herein.

§ 4. The Office of Apparel Industry Planning and Development, the Office of Midtown Planning and Development and the Midtown Task Force are hereby abolished.

§ 5. This Order shall take effect immediately.