



# PEOPLE'S EMERGENCY CENTER

*Nurturing Families, Strengthening Neighborhoods, Driving Change.*

## COMMERCIAL CORRIDOR MANAGER

- Department:** PEC Community Development Corporation
- Classification:** Full-Time Exempt
- Reports to:** Deputy Director of Community, Economic, And Real Estate Development

### JOB DESCRIPTION

#### Summary:

The Corridor Manager is responsible for managing all aspects of PEC Community Development Corporation's Lancaster Avenue Commercial Corridor Project from 38th to 48th Street. The Commercial Corridor Manager will create and oversee all contracts for the program, which stimulate the economic development of Lancaster Avenue through business community involvement, promotions, marketing, business development assistance, and façade and street improvement. The Commercial Corridor Manager directs all activities and reports for the Clean/Safety program, Design/Beautification program and Business Attraction/Retention program of the PEC Community Development Corporation's Main Street revitalization activities in and around Lancaster Avenue.

#### Essential Duties and Responsibilities:

##### **Anti-Litter and Safety Program**

- Work with the Community Connectors Environmental Services to develop relationships with business owners and neighborhood residents to create an Anti-litter program. Responsibilities include creation and monitoring of a program that includes street cleaning, ensuring quality reporting, processing payments, and periodic review of program effectiveness.
- Develop a relationship with the 16<sup>th</sup> Police District and neighborhood residents to create safety program. Responsibilities include the creation of a corridor safety strategy with measurable milestones and outcomes. The corridor safety strategy will be periodically reviewed by the above stakeholders to assess program effectiveness.

##### **Design/Beautification Program**

- Manage all aspects of the Storefront Improvement Program to include oversight of architectural design, procurement of work-write ups with contractors and negotiating final product with the merchants and contractors. Manage all aspects of contracts between merchants and contractors. Work independently with City officials in approval of Storefront Improvement Program grants. Processes payment requests to other funding agencies.

- Work with PEC and PEC Community Development Corporation’s Architect and Design Manager to create and co-lead a Design Committee, which meets no less than bi-annually to discuss and create streetscape design standards and special projects. The Commercial Corridor Manager will ensure that meetings occur in a timely manner and that follow-up action items are completed.
- Meet with neighborhood residents and stakeholders to determine needs for future projects to improve appearance of commercial corridor to stimulate economic development to further PEC’s mission to create a community of choice.

### **Business Retention/Attraction**

- Work with PEC and PEC Community Development Corporation staff to develop promotional materials and organize activities and events to market the Lancaster Avenue Business Corridor. This includes hosting the annual Lancaster Avenue Jazz and Arts Festival and monthly Second Friday events, as well as procuring a consultant to develop a comprehensive marketing strategy for the Avenue.
- Facilitate development of a needs assessment for area merchants as part of PEC and PEC Community Development Corporation’s efforts to expand digital technology to businesses on the corridor. Meet periodically with merchants to identify needs and develop programs such as providing Quicken software to help with accounting practices.
- Work independently with businesses to relocate them to Lancaster Avenue. Responsibilities include property research, owner identification, procurement of any applicable subsidy, and negotiation with business owner and property owner to ensure proper transfer of retail property. This is critical in improving the economic climate of the neighborhood in bringing new goods and services to the area.

### **Arts and Culture**

- Oversee West Philadelphia Arts & Culture Committee, a which meets bimonthly to explore partnerships, promote events, and share resources
- Assist PEC and PEC Community Development Corporation staff with ongoing creative placemaking efforts along Lancaster Avenue.

### **Property Acquisitions**

- Analyze potential properties to purchase, perform due diligence, negotiate sale contracts and financing documents, and assemble the development team. Prepare site feasibility analyses, financing structures and operating pro formas.

### **Qualifications**

Bachelor’s Degree preferred. Excellent communication skills and ability to organize diverse groups. Strong organizational and time management skills. Ability to represent the organization’s mission in community forums. Knowledge of the National Main Street program. Knowledge of real estate development dynamics related to mixed-use

development, innovative neighborhood planning, and community revitalization techniques. Demonstrated understanding of real estate market dynamics, feasibility analyses, zoning laws, codes and permitting regulations. Ability to work independently and meet deadlines. Proficient in computer programs including Excel, Microsoft Word, MS Publisher and Access. Cultural competence and ability to work with groups from diverse racial, educational, and socio-economic backgrounds.

**Other Duties:**

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Interested applicants should send resumes to [jameswright@pec-cares.org](mailto:jameswright@pec-cares.org) .