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LOWER MANHATTAN

It All Starts Here | Spring 2012





FROM THE PRESIDENT {dear neighbor}



Our mission at the Alliance for Downtown New York is to advance Lower Manhattan as a global model for a 21st century central business district, a compelling place to work, live and visit. This objective contemplates the future as well as the past, because for much of the last 400 years our community has been both commercial and residential.

Though the canyons of 20th century Wall Street were business-only, the Financial District first took shape in the 1700s as securities traders who lived in the neighborhood met to make deals under a buttonwood tree near what is now 68 Wall.

Now, in barely a generation, it's back to the future for the Financial District. The area to which I first moved in 1982 was a prestigious business address but gave few hints of today's bustling live/work community. Although 10,000 of us lived below Chambers Street way back then, there was only one all-night restaurant, the Roxy Diner on John Street, and even it closed on Saturday nights. It was tough to find a place to buy a carton of milk any time, and evenings and weekends offered few shopping and dining choices. But we loved life on the cusp of the city's past, present and future. The adventure was worth the challenge of being pioneers.

Today, the Financial District remains an internationally recognized place to do business, but it also has become a desirable residential neighborhood. New restaurants and markets have opened; old ones have expanded their hours and menus. The past 10 years, especially, have brought a satisfying and important array of companies, merchants, restaurateurs, schools and parks—and a new generation of employers, residents and tourists to enjoy them.

And it's not just the Financial District that has blossomed into a 24/7 community. Our recently released Year in Review report confirms that all of Lower Manhattan had a great year in 2011, with a blockbuster surge in commercial leasing, a residential population increase and almost 10 million visitors. Long story short: Lower Manhattan is where everyone wants to be, and, as tourism skyrockets, we're especially excited that the South Street Seaport Museum has reopened. Susan Henshaw Jones, President and Director of the Museum of the City of New York, talks about plans for that iconic destination in this issue.

The momentum continues. In early 2012, acclaimed hospitality leader Danny Meyer expanded his restaurant offerings in Battery Park City with Blue Smoke, an authentic barbecue restaurant at 255 Vesey Street, and North End Grill, a white-tablecloth restaurant at 104 North End Avenue. We feature one of his four new Lower Manhattan places in this issue.

We're looking forward to a great year for Lower Manhattan. The winter is almost over, warmer weather is on the way, and I hope to see you on May 12th at our fifth annual Spring Community Day event in Wall Street (Mannahatta) Park. Get ready to meet your neighbors and get some dirt under your fingernails!

Elizabeth H. Berger

The New York Giants celebrate their Superbowl XLVI victory in the Canyon of Heroes with millions of their fans on February 7th.





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for information on all things
Lower Manhattan

WI-FI COVERAGE DOWNTOWN GROWS TO EQUIVALENT OF NEARLY 17 FOOTBALL FIELDS

Lower Manhattan workers, residents and visitors can now enjoy even greater access to the Downtown Alliance's growing free wireless network. In February, the Downtown Alliance launched three more Wi-Fi service hubs in Lower Manhattan and upgraded all of our hotspots with higher bandwidth, new technology, and expanded coverage at each site.

Today, there are 15 hotspots covering 715,000 square feet – the equivalent of 17 football fields. The newest Wi-Fi access points are located at:

- Louise Nevelson Plaza at Liberty and William streets
- The Plaza at 59 Maiden Lane at Maiden and William streets
- Trinity Churchyard

WELCOME TO THE NEIGHBORHOOD

The Downtown Alliance is excited to welcome these new school leaders to Lower Manhattan!

- Allison Gaines Pell, *Head of the Blue School*
- Drew Alexander, *Head of the Léman Manhattan Preparatory School*
- Maggie Siena, *Principal at the Peck Slip School*
- Nancy Harris, *Principal at the Spruce Street School*

LIGHTS ON LOWER MANHATTAN

New retailers have been opening their doors in every corner of our district and include everything from medical centers to discount stores.

North Battery Park City has been a focus for new restaurants this winter, with North End Grill, Blue Smoke, and Wei West among the openings. Pier 15 at the Seaport has opened its decks to strollers who want a peek at the East River, T.J. Maxx on Wall Street is open for shoppers and J&R Jr. is ready to serve moms and their families. These are just a few of the new offerings we've been enjoying in Lower Manhattan.



FIND OUT WHAT'S GOING ON IN LOWER MANHATTAN

- Check out our website, DowntownNY.com
- Follow us on Twitter @DowntownNYC
- Become a fan at Facebook.com/Downtown.Alliance
- Read our blog, *Downtown Diary* at blog.DowntownNY.com
- Visit Foursquare.com and search Alliance for Downtown New York
- Subscribe to our email list to receive e-newsletters and event announcements at DowntownNY.com. We'll keep you informed about all that's happening in Lower Manhattan.
- Download our iPhone app from the App Store.



BLOCKBUSTER YEAR FOR LOWER MANHATTAN COMMERCIAL LEASING & TOURISM

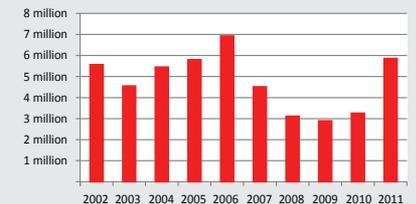
Reflecting a growing interest in all the amenities Lower Manhattan has to offer, leasing activity surged in the district last year, totaling nearly 5.86 million square feet, the Downtown Alliance reported.

The year-end leasing total was the market's second highest in the past decade. In addition to strong leasing trends, the local economy continues to diversify, and vacancy rates dropped as more businesses relocated or renewed leases in Lower Manhattan.

The Downtown Alliance's Year in Review reported that 13 of the year's top 20 leases were over 100,000 square feet, with the World Trade Center at the center of the market's strong performance.

LOWER MANHATTAN LEASING ACTIVITY (SF)

Source: CBRE



Tourism in Lower Manhattan also is reaching new heights. In 2011, 9.8 million tourists flocked to Lower Manhattan's major museums, events, and attractions – 800,000 people more than in 2010.

This eight percent increase over 2010 not only reflects growing interest in all that Lower Manhattan has to offer but also comes amid a citywide tourism boost. Mayor Michael R. Bloomberg and NYC & Company, the city's official marketing, tourism and partnership organization, recently announced that New York City ended 2011 with a record 50.5 million visitors, with visitor spending reaching an estimated \$32 billion.

The National September 11 Memorial, which opened in September 2011, has been a significant draw to the district, attracting one million visitors in its first three and a half months alone.

The remarkable growth has generated more demands for hotel rooms in the district. Five hotels opened below Chambers Street in 2010 alone and 18 hotels opened since 2001 – triple the number of hotels that existed pre-9/11. Today, there are 4,092 rooms in Lower Manhattan and the expected additions to the market will bring the inventory to 5,074 rooms in 25 hotels.

spotlight ON BUSINESS

NORTH END GRILL

104 North End Avenue
646.747.1600
www.northendgrillnyc.com



Fresh off his win on Bravo's Top Chef Masters, Floyd Cardoz is bringing his flair for creative, flavor-packed dishes to North End Grill.

The all-American grill features fare like clam pizza and lamb tacos but relies on nearby farmers and local shores for ingredients. So the clams hail from Long Island while the lamb comes from Elysian Fields in Pennsylvania.

Still, what wows most diners is the open kitchen where they have a front-row seat to show how the cooks are preparing their meals, according to general manager Kevin Richer. "People watch in awe of what is happening," said Richer. "A lot of people are already referring to us as their kitchen, which we are happy to be."

North End Grill is the latest creation of Danny Meyer's Union Square Hospitality Group, which prides itself on top-quality food and unmatched service. The restaurant is designed in "episodes" that the diner experiences, starting with a full-sized bar famed for its 105 varieties of scotch, followed by the seating at the foot of the kitchen, then an open dessert station and wine cellar for customers to eye before they hit the dining room.

It's quickly becoming the neighborhood hangout on weekends and the be-seen lunch spot for the banking set on business days.

AFFINA BEAUTY & SPA

125 Church Street
212.233.8822
www.affinaspa.com

Shine Guo didn't want Affina Beauty & Spa to be another high-end service for the elite. Instead, she created a menu of manicures, facials and body treatments for everyone from executives to students.

"There are a lot of people looking for an affordable spa with good service," said Guo, Affina's general manager.

That doesn't mean you won't get the pomp and pampering you'd expect from an expensive spa. The scent of lavender wafts throughout the calming, grey-colored space. Treatments include a green tea body wrap to cleanse toxins and a chocolate sugar scrub for exfoliation. And waxes are carefully selected depending on skin type.

"Not every wax will work for everyone," said Guo, explaining that Affina carries four waxes, including a zinc-based dip for customers with a history of ingrown hairs.



GROTTO PIZZERIA & RESTAURANT

69 New Street
212.809.6990
www.thegrottonyc.com



A lot has changed in the Financial District since Grotto Pizzeria opened in 1986, but one thing remains constant: Mike Tempera's commitment to a good slice of pizza.

"Slices are the most popular item," said owner Tempera, who has expanded his menu from a page of pizza varieties to seven pages of pastas, salads, ciabattas and even burritos during his business' long tenure.

The basement-level restaurant also added evening hours to accommodate the growing number of residents in the neighborhood, and now counts 15 different slices, including a bacon and jalapeño number that is a hit with regulars.

Most of all, customers value the small-town touch of the pizza place. "We tend to know people by name, and we remember their orders," said Tempera. "When people find us, we keep them."

VINTRY FINE WINES

230 Murray Street
212.240.9553
www.vintryfinewines.com

When Mike Martin was selecting wines for Vintry Fine Wines, he wanted to meet the needs of soccer moms and high-end wine collectors.

The result is a rich selection of 2,500 wines for every budget, including those who aren't blinded by the \$10,000 bottles. "We want to have the best of the best but I never wanted to lose sight of the needs of the neighborhood," said Martin, store manager and wine director, noting \$40 items are the most popular.

To showcase the wines, Vintry installed shelves that resemble a wave with each bottle facing forward and carefully spaced apart. "It's like the Guggenheim [museum] and Star Trek collided," Martin explains of the Apple-store inspired design.

The high-tech look is complete with iPad stations where customers will be able to order bottles from Vintry's warehouses since only a third of its inventory is in the store. A wine dispenser is also on hand so folks can sample four wines, which rotate daily.



spotlight ON BUSINESS

ARTSEE EYEWEAR

220 Murray Street
212.227.2400
www.artseeeyewear.com



Artsee Eyewear is a gallery of eyeglasses with each frame handmade from materials ranging from buffalo horn to recycled vinyl records.

“We see the frames as a work of art,” said general manager Carlos Venegas. Instead of an explosion of frames throughout the store, only a few are displayed in the window. The idea is to show

customers what shapes and colors work well with their face from a back-store collection rather than have them pick out hip pieces that may be all wrong for them, Venegas said.

The cutting-edge, yet affordable, designs are a hit with the conservative banking crowd and young professionals who live nearby because they are offbeat without looking wild. But the store itself is also an attraction.

The loft-like space showcases artwork, including the most current installation of photographs by David L. Nicholas. The shots include a Ground Zero tribute and the Palace Square in St. Petersburg, Russia.

BARCLAY-REX

75 Broad Street
212.962.3355
www.barclayrex.com

There aren't many places in New York City for smokers to puff freely, but Barclay-Rex has been catering to tobacco lovers since 1910 with no plans to stop.



“People are looking for a place to smoke,” said owner Vince Nastri, whose grandfather opened the first Barclay-Rex pipe and cigar shop on Barclay and Church streets. Rex was his Great Dane.

To accommodate folks in need of a stogie break, the Broad Street shop recently expanded its smoking lounge to seat 22, added longer evening hours, started selling espresso, and installed lockers for regulars.

The business staple remains handmade, lightly varnished pipes that first attracted early 20th century customers who were sick of the heavily stained ones that are tough to break in. Many of those clients continue to come by as well as a younger following longing for “Mad Men” days when smoking was celebrated.

“We have customers that go back to the 1940s. They are still smoking for enjoyment,” said Nastri, noting the shop sells more than 15,000 types of cigars to accommodate everyone's preference.

SAMSARA NEW YORK

277 Water Street
212.444.9443
www.samsaracafe.com

SamSara Café strives to bring the outdoors inside, borrowing on its founders' love of horticulture and eclectic food. “The menu changes seasonally as does the plant wall. The two go hand-in-hand,” said chef Joshua Elliott, formerly of The Stanton Social.



So hardy bromeliads will change to brightly colored flowers come spring, and white poinsettias dominate the wall in the winter.

As for the food, ingredients for sauces and sides are switched depending on what's available locally, but the menu doesn't drop its popular dishes like the duck confit quesadillas and pulled pork profiteroles.

In Eastern religions, SamSara means rebirth, a fitting name for the café, said Elliott, because he believes it is contributing to the renewal of the South Street Seaport.

“There's the potential for this area to become like the Meatpacking District,” he predicted, explaining that like the meat warehouses that were replaced by chic clubs, the fish markets that once dominated the Seaport are becoming premier eateries.

JOS. A. BANK

111 Broadway
212.227.3684
www.josbank.com

Wall Street is no stranger to business suits but JoS. A. Bank offers the area an affordable spin on men's apparel. Located at the base of the Trinity Building, the clothing store is famous for its wide array of classic suits with its three main brands—executive, signature and signature gold—going for \$595 to \$1,195.

“Our product appeals to a broad spectrum of shoppers, not just the high class and the rich,” said store manager Joshua Walter.



The menswear chain, which also operates a busy Madison Avenue shop, opened the spacious downtown digs last year so traders and the like didn't have to brave Midtown for the JoS. A. Bank brand.

Still, the store isn't limited to suits. Its sportswear line—think khakis and cashmere—is popular with the younger crowd and everything from briefs to winter coats are available.

SPRING COMMUNITY DAY

Saturday, May 12, 2012 | 10 AM – Noon | Wall Street Park
- BETWEEN WATER AND SOUTH STREETS -



The Downtown Alliance invites you to Spring Community Day, a day to spruce up Wall Street Park and enjoy family-friendly activities.

Bring family and friends and volunteer to keep your community clean, enjoy light snacks, and meet your neighbors.



LEAD SPONSOR



DOWNTOWN DEALS

The Downtown Alliance is proud to announce its upcoming launch of Downtown Deals, a new retail web promotion initiative that allows retailers, restaurants, hotels and museums to showcase their promotions on a continuous basis on our website. Check www.DowntownNY.com for enticing and timely promotions.

FAMILY PROGRAM AT THE SKYSCRAPER MUSEUM

Body Buildings
Sat, April 21 | 10:15AM-12PM
www.skyscraper.org

Kids will work together to make a city skyline with their silhouettes. Come learn about all the different skyscraper shapes by using poster paper to turn your "skeleton frame" into a drawing of your very own building!

GOVERNORS ISLAND

Governors Island will reopen to the public on Saturday, May 26th, and will be open Saturdays, Sundays and holiday Mondays through September 30th. The Island hosts a diverse array of arts, cultural and recreational programs! Visit www.govisland.com for information about the free ferry as well as a full schedule of programs.

PACE PRESENTS: NEW YORK CHORAL SOCIETY FESTIVAL

Sat, May 19 | 7:30PM
www.pace.edu/culture

With 85 performances at Carnegie Hall and 35 at Avery Fisher Hall under its belt, the New York Choral Society kicks off its summer tour of Italy at the Schimmel Center with a program of Italian and American choral music accompanied by piano.

TRIBECA FILM FESTIVAL DRIVE-IN

World Financial Center Plaza
April 19-21 | 6-11PM
www.artsworldfinancialcenter.com

Celebrate the 11th annual Tribeca Film Festival at the Tribeca Drive-In! Watch new and classic films under the stars, along with fun pre-show activities and treats for the entire family. Come find out why the TFF Drive-In has been hailed as "Hollywood on the Hudson!"



Governors Island - photo credit A. Frieden

Brothers Farrkan and Juahard Brooks share more than just a last name. They also share a career as public safety officers for the Downtown Alliance.

Both men started at the nonprofit about a year ago and take the 45-minute commute together from Washington Heights to Lower Manhattan where they can enjoy the history and the landmarks that attracted them to the district.

“The neighborhood is very historic and diverse,” Farrkan said.

For Juahard, the best part of the job is meeting new people and helping them navigate the neighborhood. “The Downtown Alliance helped me communicate with people,” he said. “I enjoy helping tourists and local pedestrians find their way around Lower Manhattan.”

The brothers also reflected on their most memorable moments as public safety officers. Farrkan recalled helping a father find his lost child.

“The looks on their faces when they were reunited was priceless,” he said.

Juahard enjoyed the recent festivities in the Canyon of Heroes. “My favorite experience on the job was working the Giants ticker-tape parade,” he said.

When asked about being siblings as well as co-workers, Farrkan responded, “I’ve never worked with my brother before, but working with him now at the Downtown Alliance is no different than being off the clock. We have our disagreements and are always competitive, but we’re also always here to help each other out.”



Q&A WITH SUSAN HENSHAW JONES, PRESIDENT, SOUTH STREET SEAPORT MUSEUM

LAST SEPTEMBER, SUSAN HENSHAW JONES STEPPED IN AS PRESIDENT OF THE SOUTH STREET SEAPORT MUSEUM, HOPING TO TURN THE INSTITUTION AROUND. SHE ALSO SERVES AS THE RONAY MENSCHEL DIRECTOR OF THE MUSEUM OF THE CITY OF NEW YORK.

Why did you want to undertake this?

All of us at MCNY believe that the missions of our two organizations are very similar and that the Seaport Museum is a highly important resource for Lower Manhattan and all of New York City. And we feel that downtown at the Seaport Museum we can and should move beyond maritime history and interweave exhibitions about the city and the sea and the neighborhood.

How is it, doing double duty?

Things do fall between the cracks, and everybody uptown is stretched, too—the City Museum is providing oodles of in-kind services and creativity. There is a tiny full-time staff at the Seaport Museum, and they mostly relate to the waterfront.

Where do you see the Seaport Museum five years from now?

I have a vision that the Seaport Museum in five years will be an attraction that combines the operating boats—the Ambrose and the Wavertree on Pier 16—with lively programming immediately adjacent in the buildings along South Street and Fulton Street in Schermerhorn Row. Bowne & Co will be thriving, children will be flocking in for school programs, adults and families will be educated and entertained by an array of exhibitions and public programs.

How do you hope to draw visitors to the Seaport Museum?

I have this old-fashioned belief that if the exhibitions and content are good, people will come. But, obviously, this is not enough. We are being helped by our neighbors in the Seaport District, including Howard Hughes Corporation, Circle Line Downtown, New York Water Taxi—and by the Downtown Alliance. These collaborations will help bring in tourists. Lower Manhattan is an incredible tourist attraction, but we also need New Yorkers who will come again and again and become members.

Describe your management style.

Get it done!

To read more excerpts from the Downtown Alliance’s interview with Susan Henshaw Jones, visit the Lower Manhattan Diary at <http://blog.DowntownNY.com>



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