

Downtown



# LOWER MANHATTAN

*It All Starts Here | Winter 2011*



SHOP

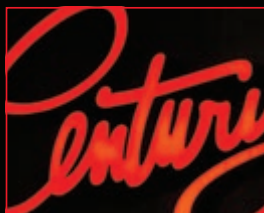
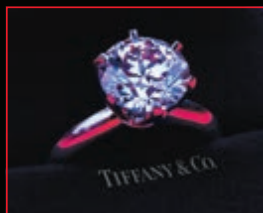


DINE

## LOWER MANHATTAN



CELEBRATE



[DOWTOWNNY.COM/HOLIDAY](http://DOWTOWNNY.COM/HOLIDAY)



## FROM THE PRESIDENT {dear neighbor}



The holiday season is one of my favorite times of year, a time to appreciate what's really important in life: family, friends and community.

It's a time when Lower Manhattan seems most like a little village, with decorative lights glowing warmly from lampposts on cobblestone streets, and great festive trees brightening City Hall Park, the South Street Seaport, the Stock Exchange and countless building lobbies. I love how Lower Manhattan, the city's oldest neighborhood, seems to harken back to an earlier era, from

Stone Street to Front Street to Trinity Church. And, I love how our one square mile has everything we need.

It's a time to think about all we've been through together, all the places we're going, and the enormous changes that are making our community stronger and even more dynamic. It's a time to bake cookies for neighbors, nod to the college students who now call Lower Manhattan home and bundle up for a stroll to the water's edge. It's a time to meet old friends for hot chocolate, at La Maison du Chocolat or Financier, stop in for a snack at Crepes du Nord or Takahashi Bakery, or use the Downtown Connection to window shop from Front Street to Warren Street and every street in between.

The holidays are a time to take time – to enjoy old favorites, like 'The Nutcracker' at the World Financial Center, 'The Messiah' at Trinity Church, the Family Hanukkah Celebration at the Museum of Jewish Heritage and the Victorian Celebration in the British Garden at Hanover Square, or to start a new holiday tradition with a visit to the National Museum of the American Indian at Bowling Green or the Ellis Island Immigration Museum in New York Harbor.

It's a time for good cheer – even if the national economy is giving us precious little to cheer about – and a time for presents, small or large, store-bought or homemade. This year, two of Lower Manhattan's signature retailers are celebrating milestone anniversaries: 50 years in Lower Manhattan for Century 21 Department Stores and 40 years for J&R Music and Computer World. At the same time, T.J. Maxx is opening a brand-new store at 14 Wall Street. That gives Lower Manhattan more than 625 places where shoppers can find the perfect gift, from My.Suit on Broad Street to the World Trade Art Gallery on Trinity Place.

It's a time for old and new – for exploring restaurants and retailers that have opened in the past year, and for going back to time-honored favorites. And, it's a time to invite friends and family to see what Lower Manhattan has to offer, perhaps with a stay at one of our 18 hotels.

This year, the Downtown Alliance is making it easy to take advantage of all of Lower Manhattan's attractions. We're releasing a new shopping and dining guide, we've expanded our mobile phone app, and we're constantly updating the event calendar and searchable map on our new website at [www.DowntownNY.com](http://www.DowntownNY.com) – all in time for your holiday plans.

The numbers tell the story. With 56,000 residents, 309,000 workers, and nine million annual visitors, Lower Manhattan is where everyone wants to be – every day, in every season. But home is where the heart is, and during the holidays, Lower Manhattan is more compelling than ever. It's where I want to be.

*Elizabeth H. Berger*

Elizabeth H. Berger

# HOLIDAY

## SHOPPING & DINING



Lower Manhattan has arrived as one of the most dynamic and successful live-work communities in the world, which means there is no better place to shop and celebrate the 2011 holiday season. With more than 200 store and restaurant openings since 2005, Lower Manhattan has become a premier holiday destination with an impressive assortment of gifts and dining options for all tastes and budgets.

Not sure where to begin? Look no further than the Downtown Alliance's new Shopping & Dining Guide. This comprehensive guide is your perfect destination for access to more than 1,300 places to shop, dine, and explore, from world-famous luxury retailers to long-time favorites and new mom-and-pop shops.

To get a free guide, please email [ContactUs@DowntownNY.com](mailto:ContactUs@DowntownNY.com) or download a copy at [www.DowntownNY.com/holiday](http://www.DowntownNY.com/holiday)

"With so many options available in one very walkable square mile, it's time for everyone to discover this secret: Lower Manhattan is the place to shop and celebrate the holiday season!" says Downtown Alliance President Elizabeth H. Berger.

This year, Lower Manhattan is more exciting than ever, offering an incredible variety of seasonal events to enjoy, gift shopping at traditional and new retailers, and many fun attractions and entertainment venues.

Visit [www.DowntownNY.com](http://www.DowntownNY.com) to get the most up-to-date list of all the fabulous things going on in Lower Manhattan.

## DOWNTOWN NY MOBILE EVENT APP



Lower Manhattan is now at your fingertips! The Downtown Alliance recently launched a free mobile application, featuring events, activities and alerts in Lower Manhattan.

The new on-the-go application – available in Apple's iTunes App Store by searching for "Downtown NY" – is designed to offer year-round information on local recreational, cultural, and culinary events happening below Chambers Street.

In fact, during the weekend of Hurricane Irene, this app provided subscribers with up-to-date information about conditions, evacuation orders, transit service and power outages.

## DOWNTOWN CONNECTION ROLLS OUT NEW FLEET



Now, you can ride around Lower Manhattan in style– the Downtown Alliance's brand new fleet

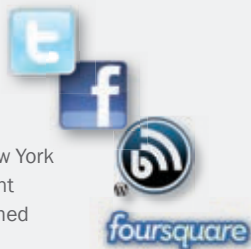
of seven Downtown Connection buses has hit the streets! The new fleet features periphery seating for 25 passengers.

The Downtown Connection bus route connects the South Street Seaport with Battery Park City and the Murray-Warren street shopping district, making stops from river to river. Ridership has grown every year since the service began, and is now just shy of 900,000 annual rides. It's the most convenient way to explore Lower Manhattan's businesses, shops, restaurants and attractions. And, since it's free, you can hop on and off as often as you'd like.

Service is provided seven days a week (except Thanksgiving, Christmas Day and New Year's Day) between 10 AM and 7:30 PM. Traffic permitting, buses arrive every 10 minutes during the week and every 15 minutes on the weekend. Ten NextBus countdown clocks and GPS on every bus let riders track the position of shuttle buses. Visit the Downtown Alliance's website – [www.DowntownNY.com](http://www.DowntownNY.com) for more information.

## FIND OUT WHAT'S GOING ON in Lower Manhattan

- Check out our website, [DowntownNY.com](http://DowntownNY.com)
- Follow us on Twitter @DowntownNYC
- Become a fan at [Facebook.com/Downtown.Alliance](http://Facebook.com/Downtown.Alliance)
- Read our blog, Downtown Diary at [blog.DowntownNY.com](http://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](http://DowntownNY.com). We'll keep you informed about all that's happening in Lower Manhattan.





## LOWER MANHATTAN: 10 YEARS LATER



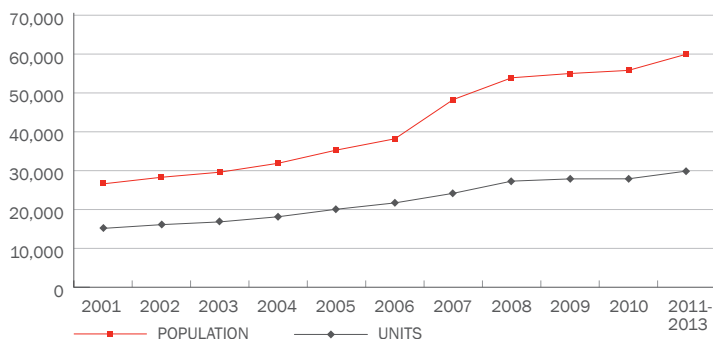
The Downtown Alliance has issued a State of Lower Manhattan 2011 report, providing the most comprehensive review of Lower Manhattan's remarkable economic and demographic changes and major leasing, development, and market trends since the devastating September 11 attacks a decade ago.

The report found that America's fourth largest central business district achieved a net increase in businesses setting up in Lower Manhattan and significant economic diversification over the last decade.

Among the findings:

- Lower Manhattan's population has more than doubled since 2001; today an estimated 56,000 people live south of Chambers Street and the population is expected to reach 60,000 in 2013.
- Lower Manhattan has 18 hotels and 4,092 hotel rooms, triple the number of hotels and 78% more hotel rooms than were open in 2001.
- Since 2005, 37% of relocations to Lower Manhattan have been professional services firms, 18% were in creative services, 15% were nonprofits, and 14% were in the finance, insurance and real estate sector.

### RESIDENTIAL DEVELOPMENT & POPULATION GROWTH



Source: Alliance for Downtown New York

To read more about the State of Lower Manhattan report, please visit:  
[www.DowntownNY.com/solm](http://www.DowntownNY.com/solm).

**THE FULTON**  
121 Fulton Street  
(646) 545-6647  
[www.thefultonnyc.com](http://www.thefultonnyc.com)



Depending on when you walk into Lower Manhattan's newest gastro-pub, you'd never know that among the plush leather banquettes and behind the ample, dark, two-way mirrors, 34 plasma televisions could flip on at any moment.

The Fulton is your newest destination for an all-in-one gastro-pub, restaurant and sports lounge. "Lower Manhattan has really sprouted and we saw the need to create a venue for all the different people who work and live in the area," said maître d' Kevin Hooshangi.

With a whopping 3,800 square feet of dining space, a 500-person seating capacity, and three separate entrances, The Fulton has an extensive menu of small plates, including everything from tuna taquitos to lobster cobb salad; a name-sake burger, "The Fulton"; and a short rib entrée with cheddar grits.

Whether you are looking for a place to catch a game, host an event, or have a classy dining experience, The Fulton has everything you are looking for.



**LUKE'S LOBSTER**  
26 South William Street  
212-747-1700  
[www.lukeslobster.com](http://www.lukeslobster.com)



Luke's brings new meaning to "Maine" street in the Financial District. Luke's Lobster recently opened up its fourth New York City outpost in the district, and the 14 seats fill up quickly come lunchtime (though you can get the lobster roll combo complete with kettle chips and a drink to go).

"Everything is caught, purchased, cleaned, cooked, packed in Maine," said Vice President Ben Coniff. "You're going to get the same roll every time you visit."

Luke Holden's father, Jeff, ships the lobsters from his longtime business, Portland Shellfish. Each day, Luke's shells out hundreds of pounds of tasty lobster rolls. It's open 'til 9 each night and 'til 8 on weekends.

And now Luke's is looking at a discount program for Lower Manhattan residents and is available for parties.

## spotlight ON BUSINESS

### FABIO DOTI SALON

40 Exchange Place - Suite 702  
(917) 261-6865  
[www.fabiodotisalon.com](http://www.fabiodotisalon.com)



New to Lower Manhattan, the Fabio Doti Salon is the perfect place to get a quality haircut from a top-notch, internationally trained stylist. The salon offers hair services to men and women with any hair type and style and creates forward-thinking, sophisticated styles for clients while providing exceptional service. Fabio Doti Salon is Lower Manhattan's only salon to use Kerastase products for beautiful, healthy hair.

Doti began his study at 16 in southern Italy and quickly understood that great hair requires a fusion of art form and science. Doti's philosophy and drive led him to high-end stints in Milan and Paris, including styling for Paris and Milan fashion weeks. His work eventually led him to New York City, where he built a loyal clientele at salons in the Upper West Side and Brooklyn Heights before deciding to open a salon of his own in Lower Manhattan. Doti believes that hair-cutting and styling should be defined by the natural composition and shape of the client's hair.

For a truly modern haircut, stop by and be amazed at the results.

### THE GROWLER BITES + BREWS

55 Stone Street  
(917) 409-0251

Introducing The Growler Bites and Brews, the latest addition to Stone Street's historic drinking and dining scene. The Growler is a rustic American tavern featuring great craft beer, artisanal hot dogs, sausage and sandwiches, and tasty mixed signature cocktails (the cocktail menu features canine-inspired concoctions such as the Golden Retriever, the Great Dane, and the Bloodhound).



In addition to an extensive beer menu, The Growler has a great selection of "bites" including Brooklyn-made hot dogs with all the toppings any dog-lover could want.

The Growler's house beers, Growler Brrright and Growler Darrrk, come from local breweries and are brewed exclusively for The Growler. Can't get enough at the bar? All beers are available in growlers (64 oz beer jugs), to drink at the bar or take home.

At its heart, The Growler is a tribute to dogs. The law requires your pooch to hang outside but The Growler has water bowls and treats that will make your dog give it two barks up!

### FRANCOIS PAYARD BAKERY (FPB)

210 Murray Street  
(212) 995-0888  
[www.FPBNYC.com](http://www.FPBNYC.com)

Francois Payard, renowned pastry chef and chocolatier, has opened the second outpost of his bakery FPB in Battery Park City. It's the perfect spot for breakfast and lunch with a wide variety of freshly baked pastries, hot and cold sandwiches, salads, savory soups and quiches and of course, traditional French patisserie items.



Grab a delicious pain au chocolat, flaky with a rich chocolate filling, or a fluffy brioche, a BBQ chicken sandwich with balsamic caramelized red onions and mango chutney, or delectable signature macaroons, in fun flavors such as PB&J, Pistachio and Oreo. Chef Payard's cookbooks can help you make these desserts at home.

Advanced orders can be made over the phone or online. Bon appétit!

### BOWNE & CO. STATIONERS

211 Water Street  
(212) 748-8651  
[www.seany.org](http://www.seany.org)

Start the presses! Lower Manhattan's historic famed printing shop, Bowne & Co. Stationers is back open for business at the South Street Seaport Museum. With original prints dating back to the 19th century, Bowne & Co. is the perfect place to get a one-of-a-kind holiday or greeting cards from a place rich with Lower Manhattan history.

These beautiful, historic prints are printed in-house and restocked daily using a hand lever letter press that dates back to the 1820s. Although they are not 19th century prices, Bowne's merchandise is exceptionally reasonable: cards are \$3, postcards are \$1 and journals range from \$5-\$9.





DOWNTOWN ALLIANCE PRESENTS



## MULCHFEST/ E-WASTE RECYCLING

Don't chuck that holiday tree to the curb! Give your tree a new life at the Downtown Alliance's Annual MulchFest and Electronic Waste Recycling Event at the south end of Bowling Green Park on Saturday, January 7. MulchFest will run from 10 AM to 2 PM, and E-Waste from 10 AM to 4 PM.

Lower Manhattan residents can drop off holiday trees to be turned into environmentally friendly mulch (and will be able to take home mulch to use in flower pots and gardens). And, complimentary beverages will be served. To make it even easier, free Downtown Connection shuttle buses will make special MulchFest stops to transport people and their trees to the event.

Special thanks to Con Edison, New York City Departments of Sanitation and Parks & Recreation, Manhattan Borough President Scott Stringer, New York City Council Member Margaret Chin, Community Board 1, TekServe, Whole Foods and Crumbs Bake Shop.



As part of its ninth annual "After the Holidays" series, the Lower East Side Ecology Center also will be on hand, hosting an E-Waste event. People can drop off: working and non-working computers, monitors, printers, scanners, keyboards, mice, cables, televisions, videocassette recorders, DVD players, phones, audio/visual equipment, cell phones and personal digital assistants.

Recycling is free for all residents, small businesses (less than 50 employees), and nonprofit organizations.

For more details or for questions about items that can be accepted, visit [www.lesecologycenter.org](http://www.lesecologycenter.org) or call (212) 477-4022.

### COMMUNITY EVENINGS AT THE 9/11 MEMORIAL

Tickets at 20 Vesey Street  
Sun, January 8 | 4PM – 8PM  
[www.911memorial.org/visit](http://www.911memorial.org/visit)

The 9/11 Memorial invites Lower Manhattan residents to participate in its last Community Evenings program. The 9/11 Memorial has set aside passes for residents to visit the newly opened public memorial. Visit [911memorial.org](http://911memorial.org) for more information.

### CHECKS & BALANCES: PRESIDENTS AND AMERICAN FINANCE AT THE MUSEUM OF AMERICAN FINANCE

48 Wall Street  
Tues – Sat | 10AM – 4PM  
[www.moaf.org](http://www.moaf.org)

When President George Washington died in 1799, his financial assets included such luxury items as a custom-made chariot, a 124-pound cheese wheel and more than 100 gallons of Madeira wine. Andrew Jackson was relatively financially uneducated and had a mistrust of banking so strong that it led to his elimination of the nation's central bank; yet he was the only President to extinguish the national debt. These and other financial facts about our commanders-in-chief are explored at the Museum of American Finance's newest exhibit, on display through November 2012.

### THE MICHAEL SCHIMMEL CENTER FOR THE ARTS AT PACE UNIVERSITY

Schimmel Box Office  
3 Spruce Street  
Mon – Fri | 1:00PM – 6:00PM  
[www.pace.edu/schimmel/calendar](http://www.pace.edu/schimmel/calendar)

Located at Pace University's downtown campus, the Michael Schimmel Center for the Arts has been an integral part of the Lower Manhattan cultural community for almost 35 years. In fact, James Lipton's award-winning series, *Inside the Actors Studio*, has been taped on the Schimmel Theatre's stage since 2005. This winter the Schimmel Theatre presents an active season of international theatre, dance and music, including these wintertime events:

TAYLOR 2 FESTIVAL  
Fri/Sat, January 6 & 7, 2012 | 7:30PM

ANA MOURA  
Fri, February 10, 2012 | 7:30PM

MARIACHI LOS CAMPEROS  
Sat, February 11, 2012 | 7:30PM

YASMIN LEVY WITH  
OMAR FARUK TEKBILEK  
Thurs, February 16, 2012 | 7:30PM

CAROLINA CHOCOLATE DROPS  
Fri, March 2, 2012 | 7:30PM

Zach Fox joined the Downtown Alliance team in May, but he's certainly no stranger to Lower Manhattan.

"During my tenure as a broker, I represented many Lower Manhattan property owners in leasing transactions," he explains. "For someone who loves history, architecture, and real estate, Lower Manhattan is really as good as it gets."

**“The fact that this job encourages me to shape and improve the landscape of New York City, particularly the neighborhood where I live, means everything.”**

residential building in the Western Hemisphere to the World Trade Center site," he says. "Those five minutes can tell a big story about Lower Manhattan and New York in general."

As the Director of Retail Attraction for the Alliance, Zach's main role is to support property owners, commercial tenants, and real estate professionals as they bring new retailers and businesses to Lower Manhattan.

"There's nothing better than interacting with the city and its characters, so it's the people I meet and the access to a lot of unique places that are my favorite experiences," Zach says. "The fact that this job encourages me to shape and improve the landscape of New York City, particularly the neighborhood where I live, means everything."



**ZACH FOX**  
Director of Retail Attraction

And now that Zach is a resident, as well as an employee, in Lower Manhattan, he appreciates the area even more.

"In just five minutes I can walk from the steps of Federal Hall past the tallest

## Q&A WITH MARTIN KAGAN DIR., CULTURAL AFFAIRS, PACE UNIVERSITY

### Why did you want to work at Pace?

Pace is an exceptional place to work. The President's vision to develop Pace as the most important and most visible cultural institution in Lower Manhattan provides an exceptional platform for me to produce world-class artists in the Schimmel Center for the Arts.

### What are you doing to raise awareness about Schimmel's programming?

Working closely with the Cultural Affairs and university staffs, we have assembled a marketing plan consisting of ads, mailings, email blasts, web presence, posters, promotions, internal TV screens, and publicity to raise awareness of our inaugural season of "Pace Presents."

### What does Schimmel offer to Lower Manhattan?

The Michael Schimmel Center for the Arts is the largest and most sophisticated performing arts center in Lower Manhattan. With seating of over 650, we are able to attract exceptional artists from around the world in a very intimate setting.

### What's the biggest challenge you face in drawing attention to your programming?

"Pace Presents" is in its inaugural season. As a new program that is competing for entertainment dollars in the entertainment capital of the world, we are facing an uphill battle to gain public awareness of our programming and theatre. Our goal is to have the growing Lower Manhattan population think first about what is happening at the Schimmel Theatre before they look for other venues around New York.

### What's your personal favorite theatrical production of all time?

One of the first operas that I ever experienced was a production of *I Puritani* at the Metropolitan Opera with Pavarotti, Sutherland, and Morris in the mid-1970s. I sat in awe throughout the whole performance and knew afterwards that I had seen and heard an amazing theatrical and vocal event.

**To read more excerpts from the Downtown Alliance's interview with Martin Kagan, visit the Downtown Diary at <http://blog.DowntownNY.com>**








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### LEGEND

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-  Ferry and Water Taxi
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-  Visitor Information

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New York, New York 10271

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