

DESTINATION DOWNTOWN

Winter 2011

MulchFest / E-Waste Event

Sketching History

Indiana Jones on Fulton Street





Cover: Downtown Alliance Public Safety and Sanitation Force
Inside Cover: Downtown Alliance services: Public Safety, Sanitation, and Transportation



FROM THE PRESIDENT {dear neighbor}



New Year's is a time to consider the past and make resolutions for the future, a time of reflection and dreaming, reckoning and optimism. As I threw out the old and ushered in the new, I raised a glass to all of us who live in Lower Manhattan with this simple toast: *We've arrived.*

When the Downtown Alliance opened its doors in 1995, commercial vacancy rates approached 20 percent, companies that had been downtown for 100 years were leaving, and the streets were getting dark, dirty and empty at night.

Today Lower Manhattan's 55,000 residents have joined the more than 300,000 people who work here every day and nearly six million annual visitors to create a new kind of central business district, a thriving, round-the-clock neighborhood with 1,050 restaurants and retailers, eight museums, and nine public schools – with one more on the way. For 16 years, our job has been to advance Lower Manhattan – through programs, service, research and advocacy – as a global destination of choice for companies, workers, residents and visitors. Here's how:

We make daily life better now. The Downtown Alliance provides Lower Manhattan with supplemental sanitation, public safety, transportation, and homeless outreach. We started a public art program that turns construction sites into canvases and launched a coworking facility that offers affordable workspace to freelancers, entrepreneurs and startup companies. Today the neighborhood is one of the city's cleanest and safest. Our sanitation staffers are bagging trash in all kinds of weather. Our public safety officers are the district's eyes and ears, patrolling the streets, checking in with businesses, and providing friendly assistance.



We support Lower Manhattan's businesses, employees and residents. We brand, market and position Lower Manhattan to investors, commercial tenants, shoppers, visitors and people who live and work here. We promote local retailers and restaurants all year long in print and on the web, with special emphasis on holiday shopping and summer cultural activity. Our research department produces business reports, market research documents and special publications such as our 2010 *Survey of Lower Manhattan Residents*. In addition, every year, we produce and distribute two million tourist, WiFi, and Downtown Connection maps, shopping and dining guides, residential living and retail investor brochures and other printed materials.

We think about the future of Lower Manhattan. A half-century ago, David Rockefeller and his contemporaries proposed the creation of Battery Park City, the World Trade Center, the South Street Seaport and countless other public/private partnerships as strategies to sustain Lower Manhattan as a globally competitive central business district by encouraging the growth of a vibrant mixed-use community. His legacy of business activism through visionary planning has inspired our work to keep Lower Manhattan a destination of choice for years to come.

Lower Manhattan has been an active, vital and innovative center of urban life for over 400 years. Here's to 400 more!

Elizabeth H. Berger

what's up DOWNTOWN

- The Downtown Alliance can keep you warm this winter. Seven new LED Nextbus signs tell you when the next free Downtown Connection bus will arrive, so you have time to step indoors for a steaming cup of cocoa. The signs were funded by New York State Senator Daniel Squadron, and Goldman Sachs is funding two more in Battery Park City.
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- It's been decades since printing presses whirled on Park Row. Now a new wave of media tenants is moving to Lower Manhattan, including 42 in the past five years alone. Sixty media firms are below Chambers Street, occupying more than 1 million square feet of office space. So, welcome to BMI, and soon, the New York Daily News, Newsweek Daily Beast Company and Condé Nast.
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- There are certain things about Lower Manhattan that most New Yorkers know: It's a global center of commerce. It has narrow, winding streets, unlike Midtown's grid. It's a subway nexus. Not everyone understands how rapidly Downtown has turned into a diverse, 24/7 destination neighborhood where people live, work and play.

We've got a dozen reasons to get in on the action at:

<http://blog.DowntownNY.com>

FIND OUT WHAT'S GOING ON Downtown

- Check out our Web site, 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.



downtown IN THE NEWS

SCAN AROUND DOWNTOWN

In the past couple of years, the Downtown Alliance has significantly expanded its use of technology to better meet the needs of our constituents. Our latest effort uses Scanbuy 2D barcodes. You may have seen them (they resemble crossword puzzles) in magazines to provide you with more information in an advertisement.



The Downtown Alliance is using the 2D barcodes to supplement the information on our signs throughout the district. We aren't selling, just sharing with you other Downtown resources – places to eat and shop, sites to see, maps – to improve your experience in Lower Manhattan. We've piloted them on our Heritage Trail markers and will soon unveil them on our information kiosk at 7 World Trade Center Plaza. And you'll see them on other brochures and flyers, like ones identifying our 10 free wi-fi hotspots Downtown.

If you're not familiar with 2D barcodes, all you need to do is download the application to your handheld device. The easiest way to access the application is to visit www.getscanlife.com from your mobile browser. The site will recognize your phone if it is supported and give you a link to download the app.

Or try http://web.scanlife.com/us_en/download-application. Some phones already may come with the application. You can look for it in your applications folder. You may also search for "ScanLife" in most major app stores.

HAPPY SCANNING!

JOSEPH TAILOR SHOP

7 Dey Street, #401
212-227-1711



The first thing visitors notice upon entering Luigi Barbato's tiny, 4th floor tailor shop are framed pictures adorning the wall: Luigi with Mayor Michael Bloomberg, Mayor Rudolph Giuliani, and Mayor Ed Koch. Clearly Luigi must be doing something right.

In fact, he's carrying on a family sartorial legacy that began more than a century ago in Naples. That legacy fostered Luigi's love of

the craft since he was seven years old, and led his brother-in-law, Joseph, to open a store in Lower Manhattan several decades ago. After Joseph died, Barbato took over the business but kept the name.

Hidden from the street but propelled by word of mouth, Joseph Tailor Shop employs the same techniques Luigi learned from his grandfather. It's the authenticity that keeps customers coming back.

"To be honest," he said, "My accent helps."

ROSETTA WINES

40 Exchange Place
212-361-0007
www.rosettawines.com



Everything about Rosetta Wines feels more like an old living room than a Wall Street wine shop. The charming woodwork, quiet, relaxed feel, and low-key music – they're all part of what owner Shermon Peters is hoping to achieve.

"We buy what we like to drink," Peters said. "We like to be able to say 'we've had that.' It makes people feel comfortable."

Wines from around the world, along with spirits, are available at this shop, tucked in the shadow of the recently converted residential tower 20 Exchange Place. The store caters to a new and growing residential community.

"It feels like a small town in the heart of Manhattan," Peters said. "It's amazing how friendly people have been."

FETCH CLUB

85 South Street
212-401-8199
www.fetchclub.com



Pampering your dog once meant providing a nice bowl, a few treats and a squeaky toy. That's not the case at this Lower Manhattan establishment.

At Fetch Club, Rover's got options: A treadmill while watching cartoons on a mini flat-screen; a Japanese MicroBubble bath; a Dead Sea mud mask; an infrared sauna; and, a multi-course dinner, including an entrée of the day (cost: market price).

At this 13,000 square foot, multi-level playground, dogs are "members" who can stick around for the after-hours nightclub (with spinning disco ball) or enjoy the community penthouse (human bed and 80" flat-screen included). Of course, Fetch Club also provides grooming, and teeth cleaning and obedience training so they are at their best before they hit the nightclub.

"We wanted to create an environment for the urban dog," said Peter Balestrieri, who opened Fetch with his girlfriend, Janna Lee.

CHICKPEA

110 William Street
212-566-5666
www.getchickpea.com



Fast food has changed dramatically in recent years, trending toward fresher, healthier, and with more variety.

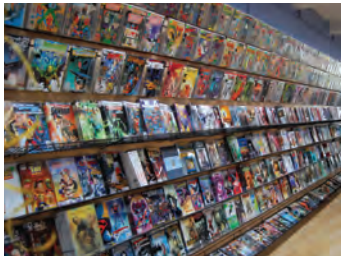
Case in point: Chickpea, where the underlying theme is visible from almost anywhere in the store: "Always Baked. Never Fried."

The shawarma platters, hummus and tabouli, and four varieties of falafel are cooked on the premises. Falafel toppings are freshly chopped. Everything on the menu is under 600 calories.

No soggy burgers here.

MIDTOWN COMICS

64 Fulton Street
212-302-8192
www.midtowncomics.com



The most noticeable feature in Midtown Comics is the new-release wall. It's large (more than 80 feet long) and updated with 300 new books every Wednesday. But perhaps what's most distinctive about the wall is that it exists in the first place.

"Most places don't have one," said Gerry Gladston, co-owner of the three-branch chain. "But it's what people want."

The store carries all the hottest titles – Batman, The Incredible Hulk, Iron Man, Hellboy, Spider-Man, X-Men, Wolverine, Superman, Speed Racer, Indiana Jones and Buffy the Vampire Slayer – along with a large selection of independent labels.

Over the counter are the real gems – including X-Men #1, valued at \$4,500 – for the true comic book aficionados, a group Gladston clearly hopes to help grow.

"Not everyone's an expert," he said. "For some reason."

MANPOWER

20 Pine Street
212-471-2258
www.us.manpower.com

Manpower is far from a run-of-the-mill employment agency.

All first-time client interviews are in person. Those unable to find immediate employment can take advantage of an online training development center featuring courses tailored specifically to a client's needs. And, for those who do not immediately land permanent positions, Manpower provides full benefits packages. All of Manpower's services are free for job-seekers.



With 4,500 offices in 82 countries, the agency fills a critical role, and is seeing a surge of clients amid the sputtering economy.

J&R CAFÉ

1 Park Row
212-238-9000
www.jr.com

J&R has been rocking New York since 1971, and now you can get a meal with your music.

These days, there are more than just flat-screens, laptops and DVDs.

At the new J&R Café, there's chicken orzo soup, turkey sandwiches and homemade savory crepes. And there are dessert crepes, too. Freshly brewed, imported Danesi coffee is served along side homemade muffins, cookies and biscotti.



Raise that espresso glass. Here's to another 40 years.

CALIENTE

97 Trinity Place
212-227-6192



There is a place in Lower Manhattan where you can find fresh, authentic burritos, tacos and fajitas without waiting in a 200-person line.

At Caliente, these specialties, along with Mexican soups, quesadillas and enchiladas, are available in an unassuming storefront at 97 Trinity Place. It's a different kind of burrito lunch option.

"We like to offer personal service, to remember our customers' names," said co-owner Stacey Tzortzatos. "When you get to the front of our line, we like to know just what you'll want."

With toppings ranging from steak to pork to shrimp, and a \$5.99 meal deal for all students and teachers, Caliente just might change the way you think about lunch in Lower Manhattan.

MULCHFEST / ELECTRONIC WASTE RECYCLING 2011



Don't toss that tree onto the streetcorner and those outdated and broken electronic goods into the trash.

Instead, join the Downtown Alliance at this season's MulchFest and Electronic Waste Recycling Event on **Saturday, January 8th** – starting at 10 AM. We'll help you avoid a post-holiday headache by collecting holiday trees and unwanted electronic goods in the Bowling Green plaza.

The event is run in conjunction with the New York City Department of Parks and Recreation, New York City Department of Sanitation, Con Edison, Crumbs, Whole Foods, the Lower East Side Ecology Center and TekServe. It's cosponsored by Manhattan Borough President Scott Stringer, New York City Council Member Margaret Chin, and Community Board 1.

Of course, the event wouldn't be complete without hot apple cider and light snacks, and with New York City Department of Sanitation mascots to entertain children.

The Parks Department asks anyone dropping off a tree to remove lights and ornaments. And the Lower East Side Ecology Center will accept: 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.

MulchFest runs from 10 AM to 2 PM

Electronic Waste Recycling runs from 10 AM to 4 PM

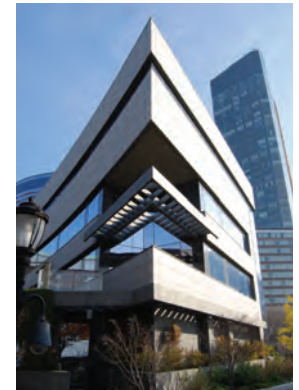
For more details or for questions about items that can be accepted at the event, please visit www.lesecologycenter.org or call 212-477-4022. Or to help you get there, check out more details about the event at www.DowntownNY.com or call 212-835-2789.

Photo by: Marla S. Maritzer

PASSPORT TO CULTURE

Seven Lower Manhattan museums and a walking tour company are participating in the Downtown Culture Pass program, which runs until February 28. Under the program, you can get a ticket that provides reduced admission or other benefits at the location over a three-day period. And all are within walking distance south of Chambers Street.

Purchase the pass online at www.downtownculturepass.org or at the Museum of American Finance or Museum of Jewish Heritage.



BROADWAY PAVED IN GOLD



The Museum of American Finance is displaying an 18-karat solid gold Monopoly set covered with hundreds of precious gemstones, on loan from the Smithsonian Institution National Museum of Natural History. The game is on display until October 12.

48 Wall Street
Tuesday to Saturday | 10 AM to 4 PM
www.moaf.org

TAKE A BREAK, GET A JOLT

The National Coffee Association, a Downtown Alliance neighbor at 45 Broadway, is kicking off its Centennial year by holding a National Coffee Break day on Thursday, January 20. Make sure to drop by local establishments to enjoy specials throughout the day.

Visit www.ncausa.org for more details and participants.



Joseph Timpone is no stranger to Business Improvement Districts. His work with them began at the New York City Department of Sanitation before he joined the Downtown Alliance in March of 1995.

"I had the opportunity to work with the first BIDs in the city," Timpone explained. "I worked with representatives of the BIDs to advise them on how their guidelines should be formulated."



Joseph Timpone
Senior VP, Operations

After assisting the successful launch of other BIDs, Timpone heard about the newest kid on the block, the Downtown Alliance, and signed on as Vice President of Operations.

Timpone – who is now Senior Vice President for Operations – has watched the Alliance grow and evolve. His department, for instance, expanded from offering supplemental sanitation and security services to providing transportation services and landscaping at several small parks.

He also watched Lower Manhattan grow and expand. "When I began with the Alliance this area was strictly a 9-to-5 business center," he said. "I have enjoyed seeing the change to include more residential occupancy. Lower Manhattan is now a neighborhood and thus much more vibrant."

For Timpone, the best part of the job is providing a service to the people of New York City.

"I make sure that when workers and residents hit the streets of Lower Manhattan our workers will be out and servicing them by providing sanitation, public safety and transportation services," Timpone said.

And after 15 years with the Downtown Alliance, Timpone – a Flushing, Queens resident – is still thrilled to be here and helping Lower Manhattan.

"Many people ask when I plan on retiring," he said. "My answer is, I can't imagine what I could do in retirement that would give me the satisfaction that I feel everyday working for the Alliance. Solving problems that affect the working and living conditions of so many people is the most compelling reason to continue to come to work everyday."

Q&A WITH LIZ WILLIAMS

ELIZABETH WILLIAMS IS ONE OF NEW YORK CITY'S PREMIER COURTROOM ARTISTS, AND A LOWER MANHATTAN RESIDENT. SHE'S ALSO SECOND VICE PRESIDENT OF THE 1ST PRECINCT COMMUNITY COUNCIL AND A MEMBER OF COMMUNITY BOARD 1.



How did you start in this field?

I was working in Hollywood drawing fashion sketches for studio designers like Bob Mackie and Liberace's designer but not making much money. So a professor of mine suggested I try the court art field, because I was pretty good at getting a likeness and fast. Took me a long time to break in and I finally established myself as a decent court artist with the John DeLorean trial in 1984, working for KABC News.

Tell us about your most challenging assignment.

Illustrating courtroom scenes is a combination of speed and accuracy. Sometimes it can turn into such a frenzied pitch that it can be quite tough. When Bernard Madoff pled guilty and the marshals slapped the handcuffs on him in court, I knew I had to get that scene, quick and dirty. I was working so fast that pencils and crayons were flying. It was not my best illustration ever but one of the victims came up to the drawing and kissed it while it was being shot and said, "That was just what I wanted to see." It made the effort all worthwhile.

What feedback have you received from your subjects?

Thankfully, various courtroom personalities have liked my work, from John Gotti to Ted Wells to Harvey Miller (who owns two of my illustrations). Once in a while lawyers will ask for more hair, and Gotti wanted to make sure he was smiling, but for the most part, comments have been okay. Recently because my Times Square bomber sentencing illustration ran on the cover of The New York Times, I am getting more positive feedback and acknowledgement.

What happens with your artwork afterwards?

I sell only the rights to reproduce my work so all the originals stay with me. That is the case for all court artists I know of.

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

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LEGEND

- Subway
- Ferry and Water Taxi
- PATH
- Parking
- Visitor Information

SPOTLIGHT ON BUSINESS

- 1 Joseph Tailor Shop
- 2 Rosetta Wines
- 3 Fetch Club
- 4 Chickpea
- 5 Midtown Comics
- 6 Caliente
- 7 J&R Café
- 8 Manpower

1-800
POSTCARDS
Available only on select postcards





Alliance for Downtown New York, Inc.
120 Broadway, Suite 3340
New York, New York 10271

DowntownNY.com

The mission of the Alliance for Downtown New York is to be the principal organization that provides Lower Manhattan's historic financial district with a premier physical and economic environment, advocates for businesses and property owners and promotes the area as a world-class destination for companies, workers, residents and visitors. The Downtown Alliance manages the Downtown-Lower Manhattan Business Improvement District (BID), serving an area roughly from City Hall to the Battery, from the East River to West Street.



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