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THE LOWDOWN

ALLIANCE HOLIDAY STREET LIGHTS

To brighten your days and nights this winter, the Alliance is displaying 200 holiday lights along Lower Manhattan streets. Created last year by design firm Cooper Robertson, these eye-catching, star-shaped lights are meant to convey hope and unity.

■ **DID YOU KNOW?**...that the first trans-Atlantic phone call was made from **195 Broadway** (formerly the AT&T building)?

FROM THE PRESIDENT {dear neighbor}



The holiday season is always a festive time for Lower Manhattan, but this year it is especially so.

New York's oldest neighborhood has never been more vibrant or diverse, and an undeniable new energy can be felt on our streets. An expanded retail landscape, many exciting new openings and a thriving dining scene have made Lower Manhattan a uniquely enjoyable place to shop, dine and explore.

Westfield World Trade Center has introduced over 100 new shops and eateries to the area.

This comes on the heels of earlier openings at Brookfield Place, Fulton Center and along Broadway's revitalized retail corridor. These will soon be complemented by 365,000 square feet of additional dining and entertainment at Howard Hughes' reinvented Pier 17. In the Seaport District, you can already find the newly opened iPic Theaters and a bar, the Tuck Room, which pays homage to the city's cocktail history. Recent retail newcomers include Saks Fifth Avenue, Apple and Eataly. And now, Lower Manhattan even has its own Target, which opened in October on Greenwich Street.

There is a growing population of young professional residents that is bringing new energy to Lower Manhattan and is helping to redefine the area (see story on page 8). More than 30,000 people between the ages of 18 and 44 live here (more than in the East Village and Downtown Brooklyn and on par with Williamsburg), according to a new Alliance report.

Lower Manhattan is moving forward in many other ways. The World Trade Center took a big step this fall, when the Ronald O. Perelman Performing Arts Center unveiled its design plans (see story on page 6). The cutting-edge new facility will include three theaters and a rehearsal space and will be chaired by none other than Barbara Streisand.

The year ahead promises even more great things for this special neighborhood. In the meantime, I hope you enjoy the holiday season in Lower Manhattan!

Sincerely,
Jessica Lappin, President

SPOTLIGHT ON BUSINESS

CUT BY WOLFGANG PUCK

Four Seasons Hotel New York Downtown
27 Barclay Street
646-880-1995 | fourseasons.com



The new, award-winning steak restaurant at the Four Seasons Hotel is celebrity chef Wolfgang Puck's first-ever restaurant in New York City.

Open for breakfast, lunch and dinner, the chic eatery features décor by cutting-edge French designer Jacques Garcia and is a welcoming locale for power brokers,

residents and visitors alike. CUT's award-winning prime steaks (including their specialty Japanese Wagyu beef), decadent desserts and an extensive list of wines are sure to make any evening there a special occasion.

TARGET

255 Greenwich Street
917-438-2214 | target.com



Target's new Lower Manhattan store hits the bullseye!

The popular discount store's new Lower Manhattan location is a "flexible format," meaning it's custom-fitted to

the neighborhood's needs. How so? The home department features compact furnishings for those infamously cozy New York apartments and smaller packaging to prevent the packed subway ride home from being even more cumbersome.

Unique to this location are two exciting new features: a Chobani Café and an in-house design printer.

LADY M CONFECTIONS

101 Liberty Street
212-452-2222 | ladym.com



At Lady M Confections, the crêpes take the cake.

Located in 4 World Trade Center, the crêpe and pastry chain's fourth New York City boutique specializes in handmade cakes made with fresh ingredients and crafted in simple, yet stylish designs. Known for their Signature Mille Crêpes cake, they also offer an array of other delightful and decadent goodies that are guaranteed to have you wanting more. The signature, hard-to-resist mille crêpes cake is made up of twenty, paper-thin crêpes layered with homemade pastry cream and caramelized until golden on top.

SUGARFINA

185 Greenwich Street
Westfield World Trade Center
212-985-2190 | sugarfina.com



Sugarfina is Rosie O'Neill and Josh Resnick's way of reminding us that candy isn't just a kid thing. Inspired by none other than the true candy master and "dreamer of dreams," Willy Wonka, the two searched countries all over the world for the very best candies.

These tasty treasures include scotch-filled chocolates from Germany, Kyoto Rainbow Gummy Blossoms from Japan and everything (and everywhere) in between!

Can't decide? Get a taster box! Just enough to satisfy your curiosity (but may leave you wanting more.) Or try the Bento box sampler and pick up to eight different selections.

You can order the goodies online and have them shipped right to your door.



FOWLER & WELLS

The Beekman Hotel
123 Nassau Street
212-233-2300 | thebeekman.com

Tom Colicchio's new and eagerly-awaited restaurant at the Beekman Hotel, Fowler and Wells, is now open, offering American dishes with a focus on cuisine from turn-of-the-century New York. Colicchio's American fare, prepared with French technique, is sure to please diners in the Beekman's awe-inspiring historic milieu. "I think of this as old New York modernized," Colicchio told *The New York Times*.



BROADSTONE

88 Broad Street
646-707-0426 | broadstonenyc.com

New pub and restaurant Broadstone brings beer, wine, cocktails, scotches, bourbons and a surprising variety of tasty treats to Broad Street. The atmosphere is cozy and old-timey with lots of wood and offers passers-by a welcome respite from the bustle of the street. Serving lunch, dinner and brunch, Broadstone's menu includes flatbread pizzas, salads, sandwiches, burgers, lots of inviting small plates and some hearty entrée options.

WATCH MOVIES IN STYLE AT THE SEAPORT



iPic Entertainment unveiled its first New York City location this fall at the Seaport District.

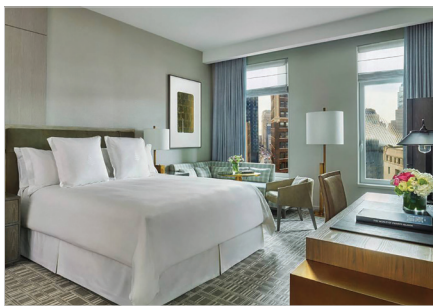
The chic cinema in the Fulton Market Building features eight screens and a cocktail bar that

pays homage to New York's rich cocktail history. iPic moviegoers can recline in oversized leather chairs with unlimited popcorn, pillows and blankets, while being waited on by stealthy servers. Signature dishes are created by acclaimed chef Sherry Yard, three-time James Beard Award winner. Moviegoers can also enjoy signature, farm-to-glass cocktails by renowned mixologist Adam Seger.

The new theater also includes iPic-designed proprietary seating, including "Premium Plus Seating Pods" and "Premium Chaise Lounges," which provide a new level of luxury in movie-watching comfort. iPic also streamlines the entire guest experience through a proprietary iPic Theaters app that allows guests to purchase tickets and order food and beverages ahead of time via their smartphones.

For additional information, please visit www.ipictheaters.com and SeaportDistrict.NYC.

LM HOTEL BOOM CONTINUES



Two luxury hotels, The Four Seasons Hotel New York Downtown and The Beekman hotel, opened recently, pushing Lower Manhattan's hotel room count over 6,300.

The Beekman, with 287 rooms, debuted in the historic Temple Court building at 123 Nassau Street. Featuring hardwood

desks, Turkish rugs, mosaic-tiled floors, ornate handrails and a restored nine-story atrium with a pyramidal skylight, the luxurious new hotel transports

you into another era. It also features two restaurants: Fowler & Wells by Tom Colicchio and Augustine by Keith McNally.

The Four Seasons Hotel New York Downtown opened at 27 Barclay Street with 189 hotel rooms. The dazzling hotel is home to a full-service spa, an indoor heated lap pool, multilingual concierge and spacious guest rooms. Guests and visitors will also find CUT by Wolfgang Puck, the celebrity chef's first restaurant in New York City.

There are some 2,100 hotel rooms in 12 hotels currently under construction in Lower Manhattan. By 2019, the hotel inventory in the district is expected to grow to nearly 8,800 hotel rooms in 45 hotels.

THE RONALD O. PERELMAN PERFORMING ARTS CENTER TAKES MAJOR STEP



The World Trade Center reached a big milestone this fall, when the design for the Ronald O. Perelman Performing Arts Center was unveiled. It was also announced that Barbara Streisand will chair the highly-anticipated new arts facility.

The Perelman Center, which will present works of theater, dance, music, film and opera, is scheduled to open in 2020.

The building's cube-like design — created by New York firm REX — features translucent marble and glass and was inspired by the center's mission "to defy experiential expectations."

It includes three theaters seating 499, 250, and 99 people respectively, as well as a rehearsal space (which can also serve as a performance venue). The three theaters can be combined in several different ways to create an additional seven unique performance spaces.

Joshua Prince-Ramus, Principal of REX, said: "The Perelman Center is an immensely flexible canvas on which directors can script the patrons' entire experience from their very entrance into the building. It is a 'mystery box,' a constant source of surprise for theatergoers and the community. We are honored to be involved with such an important project on such an important site."

UPCOMING HIGHLIGHTS



THE TAYLOR SWIFT EXPERIENCE™

Nov. 19th, 2016–Feb. 19th, 2017
19 Fulton Street

After a record-setting showing at The GRAMMY Museum® in Los Angeles, The Taylor Swift Experience™ arrived on Fulton Street on November 19th and will stick around until February 19th, 2017, giving fans plenty of time to shake off those winter blues. On view will be everything from the singer's tour costumes and handwritten

lyrics to a one-of-a-kind, custom-built piano (used during The "1989" world tour), along with her childhood pictures and reading books.

For tickets, go to: www.ticketmaster.com/The-Taylor-Swift-Experience-tickets/artist/2297122

GREENMARKETS

Throughout much of the year (in most cases).

For schedules and times, visit www.grownyc.org and www.fultonstallmarket.com.

Fancy locally-sourced fruits, vegetables, juice or eggs? How about breads, cider and baked goodies? Even though there's a nip in the air, your source for farm-fresh goods is still up and running. Check out Lower Manhattan's greenmarkets at: Bowling Green; Water Street and Coenties Slip; City Hall Park; the Staten Island Ferry Terminal; Greenwich and Chambers Streets; and Front and Beekman Streets.



LITTLE SYRIA, NY

Exhibit at the Ellis Island National Museum of Immigration
Now until January 9th, 2017

This fascinating exhibit chronicles the stories of Arab-Americans who braved anti-immigrant sentiment and established a once thriving community on Washington Street in Lower Manhattan in the

late 1880s. For more information, visit: www.nps.gov/elis/planyourvisit/special-exhibits.htm.

FIND OUT WHAT'S GOING ON IN LOWER MANHATTAN



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ALLIANCE NEWS



NEW ALLIANCE REPORT: YOUNG PROFESSIONALS ENERGIZING LOWER MANHATTAN



In October, the Alliance for Downtown New York released a residential survey highlighting Lower Manhattan as a neighborhood of choice for young professionals in New York City. The report also focused on ways to capture residents' robust appetite for dining out and entertainment.

Among the major findings:

- Over 30,000 people between the ages of 18-44 live in Lower Manhattan (more than in the East Village and Downtown Brooklyn and on par with Williamsburg and Jersey City);
- Young residents go out for dinner, drinks or entertainment on average 16 days a month, spending nearly \$1,000 per month on dining and entertainment each month;
- Despite recent growth in dining and entertainment options, more than half of the spending potential leaves Lower Manhattan;
- Survey results indicate areas of opportunity for how current and prospective businesses can benefit from this young, engaged audience, if they can adapt to meet their needs.

To download the report, go to: <http://www.downtownny.com/reports>



DOWN IS WHAT'S UP!

During the holiday season, the Alliance will remind New Yorkers that “Down is What’s Up!” When it comes to holiday shopping and celebrating, we plan to spread the word through local advertising and a broad-based and robust digital social media campaign that spending and shopping in Lower Manhattan is a festive experience.

Our holiday promotional activities will coincide with the release of our new 2017 *Lower Manhattan Shop Dine Guide*. This convenient, portable,

easy-to-use booklet contains essential information on all of the area’s restaurants, retailers, attractions, bars and local organizations. To download an electronic copy, go to: <http://www.downtownny.com/maps-guides>.

ALLIANCE Q3 2016 REPORT: TENANTS RECOMMITTING TO LOWER MANHATTAN

Lower Manhattan was the only Manhattan submarket to post a year-over-year reduction in its commercial vacancy rate, according to the Alliance’s third quarter 2016 Lower Manhattan Real Estate Market Report. Released this fall, the report showed that although Lower Manhattan experienced the same commercial leasing slowdown that was felt across the city – down 15 percent from last year’s pace – the district fared better than Midtown and Midtown South, which were down 20 and 29 percent respectively. It also illustrated the confidence among current tenants that has driven a year-long trend of recommitment to Lower Manhattan. So far this year, more than half of Lower Manhattan’s 20 largest transactions represented companies who were strengthening their roots by either expanding or relocating within the neighborhood.

#DOWN is what's UP

LOWER MANHATTAN

THE NEW PLACE TO SHOP, DINE & CELEBRATE



DowntownNY.com/holiday | #DownIsWhatsUp

QUESTION & ANSWER



ANTHONY NOTARO

Anthony Notaro has been a member of Community Board 1 for 16 years and was elected as its chair in June. He is a longtime resident of Battery Park City and a staunch advocate for Lower Manhattan.

You have been a member of Community Board 1 for many years. What prompted your desire to be chair?

I was appointed in April of 2000. Since that time, I've seen our community experience some of the most powerful changes, from 9/11 to Superstorm Sandy to the great recession and now the amazing recovery. I ran for Chair before, but, this time, I think my work on the Board and my leadership style and my love for Lower Manhattan all came together.

What are the most pressing issues facing Community Board 1 in the next few years?

First, resiliency against climate change and rising sea levels. We need to protect what has become the fastest-growing residential community within a Central Business District. Next, we need to adjust to the massive development and conversions that have taken place, putting a huge strain on everything from school seats to sanitation. Our success has brought these challenges.

We know that you've been involved with the first precinct community council for many years. How will that experience inform your work at the Community Board?

Public safety is greatly enhanced by communication between the police and the community. I'm always amazed at how, during our council

meetings, problems and concerns are dealt with in a productive way. People come away with the feeling that they have been heard and the process can work. The community board is like that too. We may not have all the answers, but everyone's voice is heard — and, together, we can figure out solutions.

How would you describe the ways the Alliance and the community board can and do work together?

We both live and work in the same space, which is dynamic and historic, and we need to have some common goals. I can think of several ways to work together. Land use and service delivery are at the core of the Community Board's mission and the Alliance's. By doing more planning together, we can get ahead of potential conflicts and even create better solutions.

Lower Manhattan is experiencing a remarkable era of growth and resurgence. What are the greatest opportunities — and the greatest challenges — of this exciting time?

The great challenge is also our greatest opportunity: supporting the growing population and businesses that have come here. We need to provide the services to make this community not only livable but sustainable. This can include everything from education to employment in new industries to more open space.

In terms of new and upcoming developments in Lower Manhattan — and new restaurants, hotels and stores opening — what are you personally most excited about and/or most looking forward to?

I'm excited about how Westfield has brought vibrancy back to our neighborhood and am looking forward to the opportunity at the Seaport and the diversity that new tourists bring to our streets.

You've been a Lower Manhattan resident since the 1990s and have had a front-row seat to the tragedies and triumphs of the last several decades. In all that time, what has surprised you most about Lower Manhattan?

The way that the community comes together in the face of tragedy. I remember the dark days right after 9/11. I had been living here for about two years. In October of 2001, a woman who lived in BPC started to organize memorial services focused on residents coming back and coping. I remember attending and then feeling like this was a real neighborhood. Since then, I have become great friends with those folks, and it has led to my involvement in many more events and friendships.

What is your favorite local lunch spot?

That's the great thing about Lower Manhattan — there's an exciting place on every street. So I love exploring, but you may often find me at Le District.

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
Downtown Connection™

Lower Manhattan's free bus service

 South Street Seaport-bound

 BPC-bound

Daily service runs from 10 A.M. to 7:30 P.M.

-  Subway
-  CitiBike Station
-  Ferry
-  NewYork-Presbyterian/ Lower Manhattan Hospital
-  PATH Station
-  NextBus Signage
-  Visitor Information Kiosk
-  WiFi
-  Coming Soon

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