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DowntownNY.com



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# LOWER MANHATTAN

*It All Starts Here  
Spring 2015*



*Scenes from the Alliance  
for Downtown New York's  
20<sup>th</sup> Anniversary  
celebration at Cipriani's  
new space at 25 Broadway*



## FROM THE PRESIDENT {dear neighbor}



2015 is an important year for the Alliance and for Lower Manhattan. Several major transformative projects that we have championed are taking shape this year, as the neighborhood enters a new phase of its renaissance. The MTA's state-of-the-art Fulton Center transit hub, which opened in November, will soon welcome a fleet of new retailers. The dramatic reinvention of Brookfield Place continues with the opening of a diverse array of stores and the unveiling of Le District, a spectacular, 30,000-square-foot French food marketplace.

Tourism is surging downtown, and a hotel building boom is racing to keep pace. The real estate market has shown sustained and robust growth, and many new commercial tenants have moved here or announced their plans to do so. As a wave of digital revolution sweeps the neighborhood, the Alliance is planning to introduce a new, first-of-its-kind innovation hub and collaboration space, called LMHQ (see more on page 5), later this year.

On top of all of that, 2015 also marks the Alliance's 20th anniversary. Two decades ago, a small group of visionaries partnered with the downtown business community and area residents to reimagine what Lower Manhattan could be. The Alliance opened its doors in January of 1995 and began working with a vast coalition of stakeholders to turn Lower Manhattan's fortunes around.

The ultimate result was a remarkable urban success story. Despite extraordinary obstacles, including one of our nation's gravest tragedies, we have seen a once declining neighborhood evolve into a diverse, thriving 24/7 community that has changed the very fabric of New York City. (Our 2015 annual report chronicles the epic sweep of Lower Manhattan's last two decades; you can download it at: [www.downtownny.com/newsroom/research](http://www.downtownny.com/newsroom/research).)

A new energy courses through the streets in Lower Manhattan, and a new optimism is taking root. Since I took the helm in February 2014, I have rediscovered this neighborhood in one magical moment after another. I sometimes tell people: if you haven't been here in 10 years, you wouldn't recognize it. Then I add: If you haven't been here in 10 weeks, you wouldn't recognize it.

I believe Lower Manhattan's best and brightest days are yet to come.

**Jessica Lappin,**  
President

*Jessica Lappin*

### PIER A HARBORHOUSE

22 Battery Place  
212-785-0153 | [piera.com](http://piera.com)

After 128 years serving as the city's Department of Docks, the Harbor police station and a fireboat station, Pier A is now home to Harbor House. This spectacular, three-floor restaurant complex offers some of the best views you'll find in Lower Manhattan... and a lot more. The first floor is now open as a beer/oyster bar with a nautical-themed long



hall overlooking the harbor. Covered with exposed pipes with gauges, fuse boxes and a search light from an old steamship, it has dozens of beers on tap and lots of oysters to choose from. The second floor will soon house a multi-room restaurant featuring options inspired by the Hudson River Valley. The third floor is a private party space with amazing views of the harbor and Lower Manhattan.



### EL LUCHADOR

87 South Street  
347-721-6888

Have you been looking for a quirky taco joint located in a former stable with a Mexican wrestling theme? Well, you're in luck! El Luchador has joined the resurgence of the South Street Seaport, serving up some mean tacos, burritos, sopas and quesadillas. The food packs a punch, or should we say a body-slam (the restaurant's logo also looks a bit like Jack Black's masked nemesis in the movie *Nacho Libre*).

For more information, go to:  
[www.downtownny.com/node/24244](http://www.downtownny.com/node/24244).



### BLINK FITNESS

111 Nassau St.  
(646)-561-5459 | [blinkfitness.com](http://blinkfitness.com)

Start the spring off right and head down to the new Blink Fitness at 111 Nassau St. For around \$25 a month, you have access to over 100 cardio machines, 50+ strength machines, free weights, kettlebells and more. Certified trainers are available for as low as \$27 a session. With showers and clean locker rooms, you can get back to work feeling fit, refreshed and ready to tackle the rest of your day.



### BARLEYCORN

23 Park Place  
212-933-0039 | [www.barleycornnyc.com](http://www.barleycornnyc.com)

Lower Manhattan's newest American Gastropub at 23 Park Place has two bars offering an amazing 72-draft beer selection and another 100 beers in bottles to choose from. This massive, 10,000-square foot space offers home-cooked lunch and an impressive dinner menu. Barleycorn has everything from a raw bar to burgers to brick oven pizza. Lobster Mondays and \$1 Oyster Tuesdays are just some of the eatery's special promotions, along with a daily happy hour.



### LITTLE PARK

85 W. Broadway  
212-220-4110 | [littlepark.com](http://littlepark.com)

Andrew Carmellini strikes again! One of New York City's hottest chefs has just opened a new dining destination right in our own backyard. Located inside the redesigned Smyth Hotel is Carmellini's newest creation: Little Park. Beautifully designed, the restaurant seats 85 for its seasonal dinner menu. And that menu presents some tasty dilemmas. Fresh lobster from Maine or striped bass from Montauk? Black kale ravioli or grass-fed hanger steak? You'll also find local, seasonal vegetables like Brussels sprouts, cauliflower, butternut squash and artichoke.



### DA CLAUDIO

21 Ann Street  
(212)-285-2668 | [daclaudionyc.com](http://daclaudionyc.com)

After their restaurant was completely destroyed by Hurricane Sandy, the co-owners of Barbarini's moved to higher ground. Now, Claudio and Linda Marini have opened Da Claudio,

a new restaurant with a fresh look on one of New York's oldest streets. Da Claudio offers takeout, catering, a great cocktail list, small plates to share and a full-service dining menu featuring local sources and imported Italian ingredients. They have gluten-free or whole wheat pasta as an alternative to their fresh homemade pasta. This extensive menu offers Italian classics like risotto, spaghetti carbonara, as well as some delicious secondi options. You won't regret trying the Bistecca Tagliata with parmigiano. Please save room for one of the amazing desserts that are made in house every day — gelato, sorbetto, tiramisu or seasonal fruit tart.



## INNOVATION'S NEW HOME IN LOWER MANHATTAN



Lower Manhattan is no stranger to innovation. It was the site of one end of the first transatlantic phone call (held at 195 Broadway, then the headquarters of AT&T) and served as the backdrop for Thomas Edison and Nikola Tesla's legendary rivalry of invention.

Now, this storied neighborhood will soon welcome a first-of-its-kind collaboration and innovation space.

Housed at 150 Broadway, the Alliance's LMHQ will be a pioneering hub for tech and creative companies that will help expand and strengthen this dynamic professional community. The 12,500-square-foot space is being built to serve as the clubhouse for Lower Manhattan and will be a place for off-site meetings, a place to network and a place to share and learn.

Opening later this year, LMHQ will feature event space for 140 people with state of the art a/v, meeting and brainstorming rooms for rent; programming by NY Tech Meetup and NY Tech Council; a coffee bar; and on site tech support. Memberships will be available for individuals and corporations.

## FIND OUT WHAT'S GOING ON IN LOWER MANHATTAN

- Check out our website, [DowntownNY.com](http://DowntownNY.com)
- Follow us on Twitter @DowntownNYC
- "Like" us at [Facebook.com/DowntownAlliance](https://www.facebook.com/DowntownAlliance)
- Read our blog at [blog.DowntownNY.com](http://blog.DowntownNY.com)
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- Follow us on Pinterest
- Download our apps from the iTunes App Store or the Google Play Store



"We have heard over and over again about the importance of social connection," says Downtown Alliance President Jessica Lappin. "In this community, social capital is business capital. It is our hope that this one-of-a-kind space will allow companies large and small to exchange and build on great ideas — and to forge new partnerships."

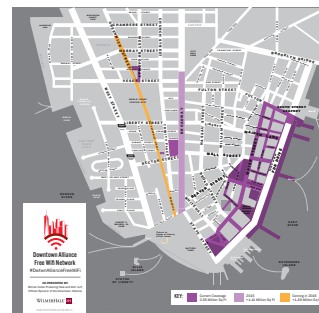
Over the past six years, Lower Manhattan has become a magnet for tech, advertising, media and information (TAMI) companies. There are now 800 of these companies taking advantage of the area's diverse, affordable office spaces, access to talent and proximity to subway, bus, ferry and bicycle service. These factors have contributed to a 608% increase in TAMI leasing from 2011 to 2014, as compared to the period between 2007 and 2010. In 2014, more TAMI companies relocated to the area than in the previous five years combined.

To learn more, go to: [www.lmhq.org](http://www.lmhq.org)

## WILMERHALE LEADS THE WAY ON WI-FI



The Downtown Alliance's public Wi-Fi network, which began in 2003, continues to expand and has become one of New York City's largest and most reliable sources of free internet access. With 19 locations throughout Lower Manhattan, it now offers 2.6 million square feet of coverage.



The burgeoning success of this popular initiative owes, in great part, to the support of law firm Wilmer Cutler Pickering Hale and Dorr LLP (WilmerHale).

Even before moving downtown in 2012 and taking up residence at 7 World Trade Center, the WilmerHale team was asking how it could support the Lower Manhattan community. The answer soon became clear: as a Co-Presenting Sponsor of the Alliance's

district-wide Free Wi-Fi Program. Now in the third year of our partnership, WilmerHale continues to be instrumental in making an essential public utility available to more and more people and is ensuring that Lower Manhattan remains at the forefront of our connective future.

WilmerHale attorneys have also served on a Downtown Alliance committee focused on advancing the technology, advertising, media and information (TAMI) sector downtown. The committee's vision has spurred the creation of a marketing initiative designed to foster collaboration and creativity among technologists and innovators in Lower Manhattan and has also led to the creation of Lower Manhattan Headquarters (LMHQ) — a collaboration space for Lower Manhattan's creatives and creators that will open later this year.

*(continued on next page)*

# what's up DOWNTOWN

(continued from page 6)

“WilmerHale is committed to supporting the Lower Manhattan community, and to playing our part in seeing that it continues to thrive,” said Charles Platt, partner-in-charge of the firm’s New York office. “As a law firm with a significant client base of emerging and high tech companies, we are especially proud to help deliver the convenience of complimentary Wi-Fi to businesses and other users in the downtown area.”

WilmerHale has strong ties to thriving startup communities around the globe and recently unveiled a new website, [wilmerhalelaunch.com](http://wilmerhalelaunch.com), which provides vital information, tools and connections for entrepreneurs. The firm has helped thousands of entrepreneurs launch their businesses; raise billions in financing; and position their companies for sale, market leadership and initial public offerings.

Thanks to WilmerHale’s support, the Alliance’s growing Wi-Fi network will soon seamlessly connect from north to south, all of the public and private open spaces, streets and sidewalks from the South Street Seaport to the Staten Island Ferry Terminal. Coverage is also branching out to neighboring side streets and along the East River waterfront and piers in Lower Manhattan. Plans for 2015 include an additional 1.4 million square feet of service along Broadway; in 2016, the Alliance will further expand service, adding 1.49 million square feet on Greenwich Street, bringing total coverage to 5.47 million square feet.



## SMILE AND SAY “SELFIE”

Hold up those peace signs and get ready to smile. It’s time to take an epic selfie in Lower Manhattan!

Located in Albany Plaza, under the glinting glory of One World Trade Center, is the world’s FIRST EVER Selfie Kiosk. With the magnificent, iconic tower in the background, these selfies make the perfect

picture for all those holiday cards you still have to send out. The pictures can even be shared through email, Twitter and Facebook. The photos are branded with #LowerManhattan and include a greeting message in the style of destination postcards.

Take one to save a memory, to send out to family or even take a selfie... in your selfie! The possibilities are endless.

# LMHQ

**150 Broadway, 20th Floor  
Coming Later This Year**

## upcoming HIGHLIGHTS

### 9/11 MEMORIAL 5K RUN/WALK

#### 9/11 MEMORIAL 5K RUN/WALK

April 26 | From 7:00 A.M. to 2:00 P.M.

Put on your running shoes and help support the National September 11 Memorial and Museum on April 26. The third annual 5K Run/Walk and Family Day event is open to all ages. The non-competitive “fun run” will raise awareness about the memorial and museum

and will encourage volunteerism in memory of 9/11. To register or learn more, go to: <http://www.911memorial.org/5K>.



#### SIP DAILY

##### W New York - Downtown

123 Washington Street | daily from 5 P.M. - 8 P.M.

Shake off your work (or weekend) day and head to the 5th floor Living Room Bar & Terrace. Take in the resplendent Manhattan skyline and imbibe the vibe. Drink specials include \$5 beers, \$8 glasses of wine and \$10 specialty cocktails.



#### TRIBECA FAMILY THEATER PRESENTS “CURIOUS GEORGE”

**BMCC Tribeca Performing Arts Center  
(199 Chambers St.)**

Saturday, May 30 | 1:30PM

Tickets \$25 ; Ages 4 and up

Catch up with everyone’s favorite inquisitive little monkey Curious George in this hilarious live show. George competes in the world-famous Golden Meatball Contest in Rome; laughs and a fun-filled adventure are sure to ensue.

**Taina Prado** is the new Chief of Staff for the Downtown Alliance. Hired in April 2014, she originally served as the Alliance’s Director of Government and Community Relations and assumed her current position in February. A lifelong New Yorker, she lives on the Upper East Side with her husband and two kids.

#### What brought you to the Downtown Alliance?

Jessica Lappin. I served as Jessica’s Director of Constituent Services when she was a City Council Member. I assisted constituents, local community groups and neighborhood associations to solve problems and address issues relating to transportation, education and housing. I’ve always wanted to work in public service in some capacity, and, when Jessica told me about the opportunity here, it seemed like a great way to keep serving the city.

#### What has been the best part of your job so far?

Getting to know the staff here. They are genuinely committed to making Lower Manhattan a better place to live, work and play. We would shout it from the rooftops, if we could. People have been very welcoming and supportive. Also, I get to do a lot of different things as part of my job and meet many people. I like to have my hand in everything, so it suits me.

#### What has surprised you most about Lower Manhattan?

That it’s the whole enchilada – full of businesses, families, tourists, food, shopping, culture, schools, parks and access to the waterfront. And that you literally can get here from anywhere. It’s a funky mix of the historic and the modern that really works.

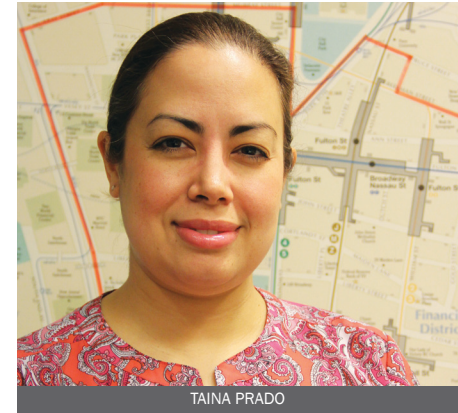
#### What has been your biggest challenge?

The former chief of staff Daniel Ackerman is an institution here. He is smart, driven and committed to the mission of this organization. One of my biggest challenges has been to make our transition smooth for everyone. Dan has been very supportive and a great mentor. I’ve tried to cut down my daily phone calls to him to only 10, but we will see.

#### A lot is happening here these days. If you could tell a visitor one thing about Lower Manhattan, what would it be?

I love carousels. I am very excited for the Battery Park Sea Glass Carousel to open

## meet <sup>our</sup> STAFF



TAINA PRADO

this spring. I won’t have to trek to Jane’s in Dumbo anymore!

#### The Alliance just celebrated its 20th anniversary. What is it like for you to be here at such a momentous time?

I feel a profound sense of respect for the vision and hard work the founding members had 20 years ago. The district has truly gone through a transformation and it is in large part due to the Alliance’s board of directors and staff. Under Chairman Robert Douglass’s leadership and guidance over the past two decades, a bold vision became a reality. Now, we need to ask: what will the next 20 years bring us? As chief of staff, I’ll be a part of that process, and it’s exciting.

#### What’s your very favorite lunch spot?

There are so many places to eat here now, and soon there will be so many more, but I have to admit, I love my Ho Yip! (Ho Yip is a Chinese restaurant at 110 Liberty Street.)

#### What do you do in your free time?

Well, our kids keep us pretty active. My son is 16 and my daughter is 10. I tend to be the planner at home. I will often ask my husband on Monday, ‘What are we doing this weekend?’ I try to find new and fun things for us to do in the city. And lately, I have been bringing them down here!

# question AND ANSWER



JOSEPH DANIELS

## **This is far more than a museum. What is the mission of the National September 11 Memorial Museum?**

As the global focal point for preserving the history of 9/11 and educating future generations, the mission of the 9/11 Memorial Museum is to honor the 2,983 people who were killed in the attacks on September 11, 2001, and February 26, 1993, including those who risked their lives to save others, and to preserve and educate on the history of 9/11, what led up to it, and its aftermath.

## **The opening of the museum was a huge milestone for New York City. Standing in your shoes, what was it like to see that day arrive?**

As complex as this project has been,

it has been a true privilege to lead this organization through the opening of the Memorial on the tenth anniversary of 9/11 and the Museum in May 2014. The efforts of hundreds of dedicated staff and consultants, along with tremendous public and private support, were instrumental in getting us to this point. The opening of the Museum, as one of the last major milestones in our project, represented so much to 9/11 family members, New Yorkers and Americans.

## **The museum tells stories — stories of those who were lost and those who risked their lives to help others. Why is a focus on stories so important?**

This Museum tells the story of each individual who was killed in the attacks of 9/11 and the 1993 World Trade Center bombing. These men and women did what you and I do each day — they simply got up and went to work. It is crucial to never lose sight of the fact that each person led lives similar to ours. For example, the stories we tell in the Museum about the first responders who perished on 9/11 are incredibly moving and will stand to honor their bravery and courage for generations to come.

## **What was the most meaningful part of the process of completing the museum?**

All of the support from 9/11 family members, rescue and recovery workers, survivors, artists and members of the media who came forward to share their

## **Q&A WITH JOSEPH DANIELS NATIONAL SEPTEMBER 11 MEMORIAL & MUSEUM PRESIDENT & CEO**

experiences, whether through a donated personal object, oral history or photograph, really helped drive us to completion. I was deeply honored and grateful that these individuals who are so close to the history of 9/11 entrusted us with a piece of their personal history. It showed a sense of community that reminded me of the days and months following the attacks when we banded together, with limitless compassion and resiliency.

## **You must hear a lot of different reactions — which ones stand out the most for you?**

The reactions from young adults and children — those who are unfamiliar with a pre-9/11 world — have been very affecting. They are only now starting to learn about 9/11 in school, but after coming to this historic space, hearing first-hand accounts from survivors and family members and seeing the unfathomable destruction in person, you can sense these young people absorbing and understanding the profound global impact of the attacks.

## **Lower Manhattan is obviously undergoing a transformation. How do you see the museum fitting into the fabric of the neighborhood?**

In the aftermath of 9/11, the revitalization of New York City was a direct result of individuals who chose to stay downtown or those who brought a new industry to this neighborhood with the hope of helping this city flourish. Since then, the development and growth we have seen in Lower

Manhattan has been remarkable. The Memorial and Museum have truly become a part of this city's cultural landscape and will continue to weave into the fabric of the neighborhood as the surrounding construction is completed and the space becomes even more accessible to residents and commuters. It has also been great to have some of our neighbors, such as Condé Nast, make commitments to the Museum as one of the vital parts of downtown.

## **How has this job changed your outlook on life and on what's important?**

The attacks on September 11, 2001 and February 26, 1993 shaped our way of living forever. I have been honored to work alongside a tremendous and dedicated staff, and am reminded daily of the importance of carrying on the incredible spirit we saw post-9/11 — total strangers coming together to help one another with truly limitless compassion. When I look back over the last decade, I can see that my experience spearheading this project has also taught me a great deal about commitment and perseverance. It has provided me the opportunity to learn the stories of hundreds of people personally affected by 9/11 and to see them in the space where the attack occurred certainly helps to put the day to day of our lives into perspective.

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Lower Manhattan's FREE bus service

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



**Bike Rentals**

Also visit [citibikenyc.com](http://citibikenyc.com)



**Ferry Service**



**New York-Presbyterian/  
Lower Manhattan Hospital**



**Parking**



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**Subway**



**Visitor Information Kiosk**



**Wireless Internet Access**

\* Effective January 2014, expanded continuous WiFi service available along Water Street, Front Street and the East River Waterfront Esplanade from Whitehall to Fulton Streets.

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**Other Photos Courtesy of** - Michael Priest Photography (*inside cover*); Jennifer May ([jennifermay.com](http://jennifermay.com));

Downtown Alliance; Bathsbeba Parker; Silverstein Properties, Inc.; Jin Lee, 9/11 Memorial (pg. 11)

