

DESTINATION downtown

Newsletter from the Alliance for Downtown New York

FALL 2009

- Letter from the President
- Re:Construction Project Beautifies Lower Manhattan Construction Sites
- Q&A with Executive Chef Shaun Hergatt

FROM THE PRESIDENT

dear neighbor:



The coming months are packed with exciting events—part of the Downtown Alliance's effort to make sure Lower Manhattan is *the* location of choice for living, working and playing.

We're particularly pleased to introduce our vision for Greenwich South—the district bordered by West Street, Broadway, Battery Park and the World Trade Center site. When Greenwich Street is reconnected through the World Trade Center superblock, Greenwich South has the potential to become an *anchor neighborhood* for Downtown. What does that mean? Imagine a series of arts and creative districts that begin near Battery Park and continue up Greenwich Street toward the West Village. Imagine vibrant blocks of shops, skyscrapers and open spaces that offer dramatically improved access between Battery Park City and the Financial District. And this is only the beginning.

We will display highlights of our plan in Zuccotti Park starting on September 29, and we invite residents and workers to visit the exhibit and share their comments and advice.

This fall will also see welcome progress toward opening 400,000 square feet of new school space for Downtown's growing residential population. The first of four new schools in the pipeline is scheduled to open in 2010.

As Lower Manhattan's many restaurants and retailers prepare for the change of season, this issue showcases some of the newest members of our business community. The Downtown Alliance again will support our local establishments with a comprehensive holiday retail campaign. And be sure to follow us on *Twitter*, where you'll be notified of chances to win free prizes at area merchants!

This is a wonderful time of year in Lower Manhattan and the perfect opportunity to enjoy some simple pleasures and a wide variety of outdoor activities. Whether you take a free bike ride around our historic district courtesy of the Downtown Alliance's *Bike Around Downtown* program, or participate in our fall Community Planting Day, or peruse the street art projects of our *Re:Construction* initiative, or simply take advantage of our neighborhood's many waterfront parks and open spaces, you'll find that there is truly nothing like autumn in Lower Manhattan.

A stylized, handwritten signature in black ink, reading "Elizabeth H. Berger".

Elizabeth H. Berger

DOWNTOWN thriving now

Statue of Liberty ferries at Battery Park terminal



DOWNTOWN MOVING FORWARD

- The steamy summer is giving way to cooler days, and the Downtown Alliance is revving up for the holidays. Last year's Holiday Shopping Downtown campaign saturated the neighborhood with visually-stimulating advertisements and practical shopping guides. This year, Holiday Shopping Downtown will be bigger and better, with a major holiday event for Downtown residents, workers and visitors. Stay tuned to DowntownNY.com, Twitter and Facebook for details.
- The Downtown Alliance's free Bike Around Downtown program is gearing down from another busy season. Over 5,000 riders have already taken advantage of this summer program at Pier 17. The 2009 season ends on September 30, so make your reservations now at DowntownNY.com/bikearound.
- Back to school! Education officials are responding to the growing Downtown residential population with four new leases totaling 400,000 square feet to accommodate schools:
 - PS/IS 276** in Battery Park City is expected to be ready for its first class in the fall of 2010.
 - Forest City Ratner's Beekman Tower** will also house a school at 8 Spruce Street, and is scheduled for completion in 2010.
 - The School Construction Authority** signed two leases at 26 Broadway totaling 183,200 square feet.
 - Claremont Preparatory School** signed a lease at 25 Broadway for 163,900 square feet.
- Now is the best time to make a reservation to visit the Statue of Liberty crown, which was reopened to the public on the Fourth of July. Tours are available daily with the first ferries leaving at 8:30am. To make a reservation and for more information, call 877.LADY.TIX or visit statuecruises.com.
- The Downtown Alliance has caught the social media bug — and we don't want a cure! Receive up-to-the-minute news, events and information about Lower Manhattan: follow us on Twitter (@DowntownNYC), become a fan on Facebook (Downtown Alliance page), and read our blog (blog.DowntownNY.com/). Tweet you there!

TRANSFORMING CONSTRUCTION AND TURNING HEADS

Construction in Downtown is always a good sign, but it's not always a great sight. That's why the Downtown Alliance introduced the ground breaking Re:Construction program to transform construction sites into public art displays.

Launched in 2008, Re:Construction is expanding in 2009. As you sprint to work or stroll at lunchtime, keep your eyes peeled for one of the four new works gracing our city streets.

Working with numerous established and up-and-coming artists, we're changing Lower Manhattan construction sites into surprising, innovative open-air galleries. Over the next three years, the Re:Construction project plans to present up to 30 temporary displays that will alter the way Downtown residents, workers and visitors encounter and appreciate new construction — by turning eyesores into eye openers.

To locate current exhibitions and to keep informed about upcoming installations, visit DowntownNY.com/ReConstruction, follow us on Twitter or become a fan of our Facebook page.



GREENWICH SOUTH — WHAT IS IT?

The 41 acres bounded by West Street, the World Trade Center, Broadway and Battery Park — now referred to as Greenwich South — is an area poised to become Lower Manhattan's next great destination. That is the conclusion of a new study conducted by the Downtown Alliance.

The report states that this area, which covers about 20% of Lower Manhattan, represents "an exciting new paradigm — not just for New York but for the prototypical city of the future." And it envisions that Greenwich South can become "a highly charged environment, in which a global business center, an expanding residential community, and a thriving tourist market are woven together into a dense metropolitan fabric."



The study's highlights will be on display beginning September 29 in Zuccotti Park. Downtown residents and workers are invited to visit the exhibit and offer suggestions and feedback.

The Downtown Alliance has already begun to improve the quality of life in Greenwich South with new plantings, murals, landscapes, and enhancements to Trinity Park. We are also working with the Department of Transportation to create more bike racks and cyclist accessibility. For more information, visit GreenwichSouth.net.



1

BURRITOVILLE

36 Water Street
212.747.0110

Burritoville reopened its doors this summer to a line of loyal (and hungry) fans. Their 36 Water Street location serves up generous helpings of Mexican favorites for the lunchtime crowd or a quick dinner after work. The menu offers favorites like steak fajita tacos and rodeo chicken quesadillas, as well as vegetarian-friendly options including mega soy burritos and grilled vegetable tacos.



2

COLOR ME MINE SEAPORT

190 Front Street
646.369.3984
colormemine.com

Whether you're a kid or an adult, **Color Me Mine** offers Downtowners a chance to let your artistic side shine. Choose from over 400 ceramic pieces to paint, and the friendly staff will take care of the rest. It is a fun place for parties, or just a lunchtime break during your workday.



3

PROVISIONS ON BEEKMAN

150 Beekman Street
212.358.8700
provisionsshop.com

Formerly Stonehouse California Olive Oil, **Provisions on Beekman** is dedicated to bringing local, domestic and organic products Downtown. **Provisions** offers a wide variety of cheeses and salamis, organic home and body products as well as Stonehouse California Olive Oil. It's the perfect place for the health- and environmentally-conscious shopper.

VAN DER PLAS GALLERY

89 South Street, Pier 17 (Second Floor)
212.227.8983
vanderplasmuseum.com

Van Der Plas Gallery is a bright star at The Seaport. Originally selling his work from a pushcart, owner Adriaan van der Plas opened this gallery in 1995. Contemporary and folk art by both local and internationally-acclaimed artists lines the gallery walls. Quality custom framing services are available at reasonable prices.

4



PICNICK, SMOKED

Wall Street Park (between Front and South Streets)
mypicnick.com

Will Goldfarb, owner of Picnick, opened this barbecue lunch truck just a few weeks ago. Since then, in-the-know workers, residents and the occasional tourist have been lining up around the block for generous portions of sumptuous smoked barbecue and all the fixin's. And because Goldfarb is a former avant-garde pastry chef, **Picnick, Smoked** also offers sweet treats like frangipane apple tart and a milk shake du jour.

5



PEPPER PASTOR SALON

223 Front Street
212.785.8065
pepperpastor.com

Pepper Pastor Salon's personal approach and stunning space ensure that every client's appointment is the best part of his or her day. From hair cuts and coloring to brow shaping and makeup lessons, the professionals at **Pepper Pastor** (and owner Pepper herself) will make you look and feel your very best. Visit their Seaport shop for all your coloring and coiffing needs.

6



JAYDENE SCHREIBER

In November 2003, I joined the Downtown Alliance staff to manage our information kiosks. At that time we had established a kiosk at the newly reopened PATH station, and we subsequently opened an additional one located in the World Financial Center.

Having worked at the nearby New York Stock Exchange for 31 years, I had the opportunity to collaborate with the Downtown Alliance on numerous occasions. I was well aware of the fine work that the organization did in support of Lower Manhattan, and I was delighted to become a part of this team. I enjoy working with the people here; they have such varied interests and backgrounds, and there is a genuine sense of camaraderie. I also get a great deal of satisfaction helping the hundreds of thousands of visitors that flock to our area each year.



I consider myself fortunate to work and live Downtown. I adore that Lower Manhattan is surrounded by water — when I sit on the esplanade or dine in one of our riverside restaurants, I feel like I'm on vacation. Best of all, my dog Hudson and I enjoy the sights and smells of the many local open spaces and parks on our walks together. Personally, I would love to see a permanent theatre for opera, ballet and special performances here as well.

As a resident of Lower Manhattan for the past eight years, I am struck by how clean and safe the neighborhood is. I take pride in the fact that I believe this is, in large part, due to the services that the Downtown Alliance provides. And I love that I can walk to work!

MOTOREXPO RETURNS

September 13-18, World Financial Center

See the latest models from many of the world's top auto manufacturers. Over half a million people attended the exhibit last year to see what's new from exhibitors that included Aston Martin, Audi, Bentley, BMW, Bugatti, Fisker Automotive, Ferrari, Jaguar, Infiniti, Land Rover, Maserati, Mercedes, Mini, Porsche, Rolls-Royce, Volkswagen, and Volvo. This year, come and see new designs and innovations that are beyond imagination. Visit motorexpo.com for more information.



GREEN AROUND DOWNTOWN

Adopt a Geranium Day is back by popular demand! On Wednesday, October 7 from 10:30am to 12:30pm, workers and residents are invited to "adopt" the geraniums that surround Bowling Green Park's fountain to keep and enjoy at home or in the office during the cold winter months.

Community Planting Day gives Dntowners the chance to use their green thumbs. Bring the kids to this family-friendly event on Saturday, October 17 from 11am to 1pm. Join the Downtown Alliance to plant bulbs in Bowling Green Park that will burst into bloom next spring.



Visit DowntownNY.com for more information on these events and the Green Around Downtown program.

Special thanks to our sponsors for their generous support of these events.

Q&A WITH SHAUN HERGATT

We sat down with Shaun Hergatt, Executive Chef at SHO restaurant in the Setai. He told us about his beginnings as a chef, and how Downtown and SHO are the perfect pairing.



Q. What inspired you to become a chef?

A. I learned to love food from a very young age through eating with my family. I trained in my hometown of Cairns [Australia] where I did a four-year apprenticeship. I was taught by predominately European chefs, so I have a very classic French style.

Q. Can you name a few celebrities have you cooked for?

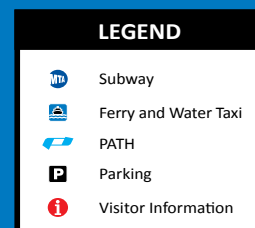
A. I can share a few: Bono, Madonna, President Bush, President Clinton, Lenny Kravitz, Scarlett Johansson, Cindy Crawford, Boris Becker, Anna Kournikova, Enrique Inglesias, and Harvey Keitel.

Q. Has Downtown's history influenced SHO's menu?

A. Yes. Downtown's cuisine has generally been characterized by a meat and potatoes steak house feel. When planning the menu, I decided to do a bold, unique and completely different cuisine to offer Downtown clients something refreshing and new. The menu features many exotic ingredients and complex flavors.

Q. What does SHO bring to Downtown?

A. SHO is creating a fine dining experience within the Financial District. It complements the luxury retail in the area by adding a five star dining establishment Downtown. It truly is a unique neighborhood in that there are very high-end shops and restaurants all in the midst of stunning architecture and rich history.



SPOTLIGHT ON BUSINESS

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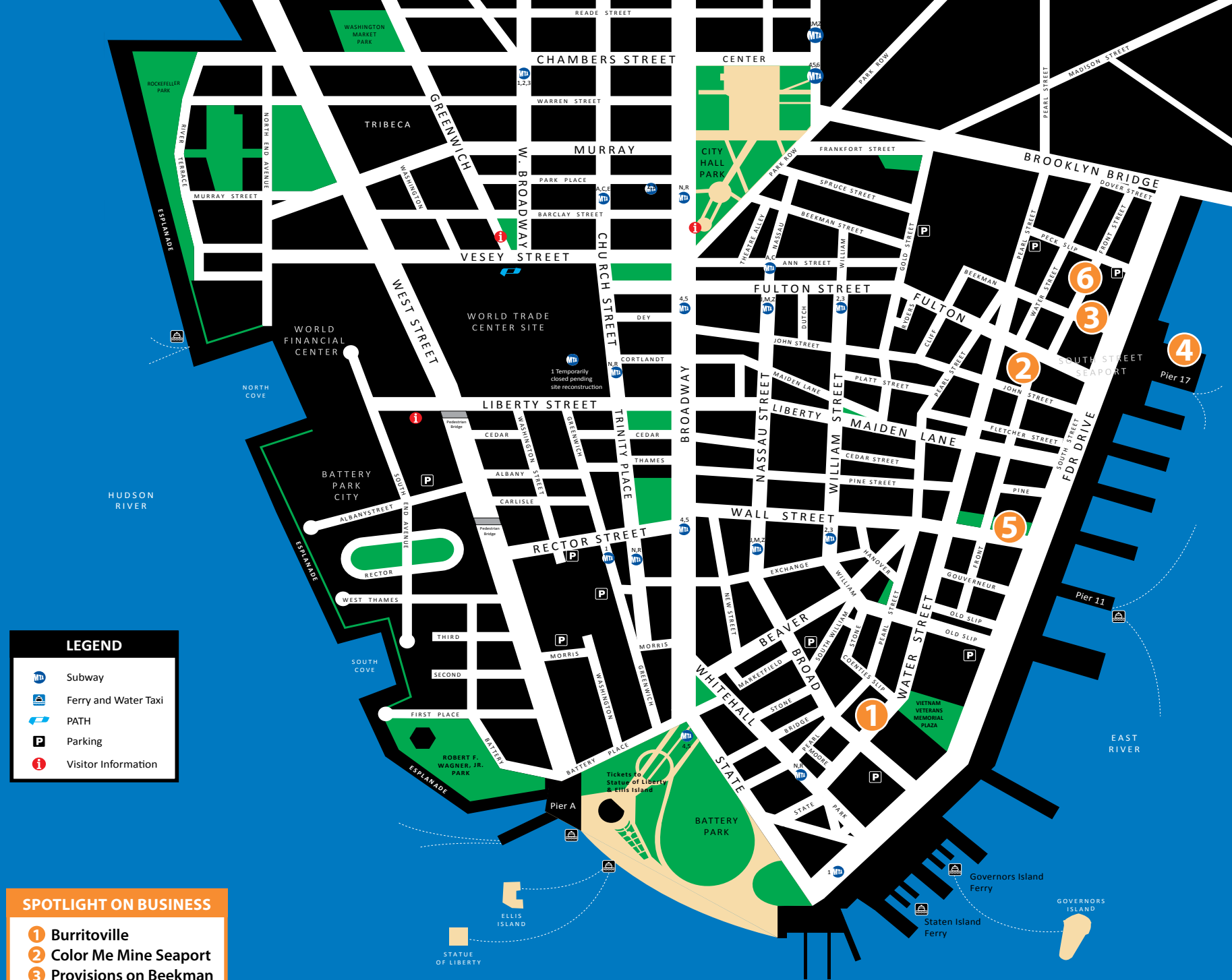


PHOTO CONTEST

Congratulations to Joanne Ross, winner of our Spring/Summer 2009 Photo Contest. For her entry, *Trinity in Bloom*, Ms. Ross will receive a sumptuous party platter from Leo's Bagels.



Want to get in on the action?

Submit a photograph of your favorite Downtown spot and a brief description of where it was taken to Photo_Contest@DowntownNY.com. You could win a \$25 gift card from Provisions on Beekman, and your winning photo may be featured in the Winter 2009 newsletter.

Photos must be 300 dpi 3" x 3" or larger. ONLY .jpeg, .tiff and .pdf files will be accepted.

Grab your camera and start snapping! The entry deadline is October 15.

ACKNOWLEDGEMENTS

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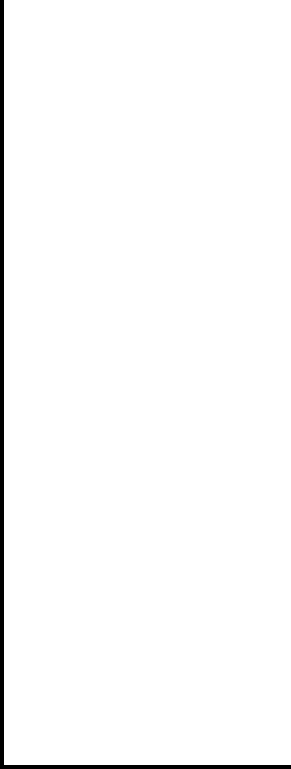
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DowntownNY.com

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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