

DESTINATION DOWNTOWN

Summer 2010

Mayor Visits Hive at 55
2010 River To River Festival Launches
New Restaurants and Retailers





Cover: Stone Street
Inside Cover: Fulton Stall Market at The Seaport

dear neighbor:



I moved to Lower Manhattan almost three decades ago. It was the frontier, and only my banker friends knew how to get here, but I loved living Downtown.

Fred followed the next year. It was an adventure. We loved the huge buildings on the tiny streets and being close to the water. We loved the views and the feeling we were at the center and beginning of everything.

As unique as we felt, we weren't alone, and bit by bit a community of neighbors grew from a collection of independent pioneers. We got older, got married, had children, hung out in the park, and realized there were many people just like us making a life here.

Today, our little village is one of the city's fastest-growing residential areas. The residential population has more than doubled since 9/11—to more than 55,000—and we're here to stay. A residential trend survey released in May by the Downtown Alliance finds that nearly two-thirds of Lower Manhattan's residents have lived here for five years or more, and 90 percent intend to stay for at least another three. While Downtown appeals to 20-somethings, couples and households with children outnumber singles.

This boom benefits everyone in Lower Manhattan, because a growing residential population adds new value to the premium of a Downtown business address. Many people move here so they can live near the places where they work and play. The average commute for a Downtown resident is 22 minutes, according to the study. For all New York City residents it's 38 minutes.

Other reasons people are moving to Lower Manhattan? Access to mass transit is important, along with neighborhood safety and access to parks and the waterfront. But the top reason people are moving here is everything. Does it surprise you that 88 percent of those polled said the overall quality of life is why they like living in Lower Manhattan? Of course not, you're already here.

Liz

Elizabeth H. Berger
 President, Downtown Alliance

WHAT'S UP DOWNTOWN

- ▶ Looking for a great place to dine or shop? Well, we've got more than 1,500 options for you in Lower Manhattan. The Downtown Alliance's new **2010 Dining and Shopping Guides** are your guide to all restaurants, museums, bars, retailers, organizations and services Downtown. Order them free at DowntownNY.com/mapsguides.
- ▶ Step out and log on! Our **Wi-Fi** network provides free coverage at 9 hotspots in parks and public spaces: the Plaza at 7 World Trade Center, Bowling Green, The British Garden at Hanover Square, City Hall Park, South Street Seaport, Stone Street, Vietnam Veterans Memorial Plaza, Winter Garden and Plaza at the World Financial Center, and The Atrium at 60 Wall Street. Each spot can handle 254 folks simultaneously.
- ▶ Hungry for information? We have three **visitor kiosks** Downtown, including the newest one at the entrance of the South Street Seaport Marketplace at Fulton and Water streets. The kiosk was launched with the South Street Seaport Marketplace and New York Water Taxi and has maps, brochures and other handy material. It's open 10 AM to 6 PM weekdays and 10 AM to 5 PM on weekends.
- ▶ The fruits and vegetables are ripe and ready. **Farmers Markets** have set up shop around Downtown, offering organic produce, baked goods, fresh meat, fish, maple syrup, artisan cheeses, honey, plants, and more. Check out the offerings @: Zuccotti Park and Bowling Green (both Tues. & Thurs.); Staten Island Ferry Terminal (Tues. & Fri.); Andaz Wall Street (Saturdays only); and the Fulton Stall Market at The Seaport (Wed. & Sat.).

FIND OUT WHAT'S GOING ON DOWNTOWN

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- ▶ Subscribe to our email list to receive our e-newsletters and event announcements at DowntownNY.com We'll keep you in the loop by sending you our monthly electronic newsletter, and let you know about all that's happening around Downtown.



DOWNTOWN IN THE NEWS

WATER STREET: A NEW APPROACH

The Downtown Alliance wants to transform Water Street into an enticing, iconic boulevard—with greater opportunities for businesses, pedestrians and building owners—at the tip of Manhattan.

A new study just released by the Downtown Alliance would enhance the competitiveness of this commercial corridor by transforming plazas, reconfiguring the roadway, improving access, illuminating facades, and strengthening opportunities for retailers.

The study, “Water Street: A New Approach—Transforming Lower Manhattan’s Modern Commercial Boulevard,” aims to improve Lower Manhattan’s most important commercial corridor.



Available at DowntownNY.com/waterstreet, the study was produced under the direction of an ad hoc Board Committee led by Harry Bridgwood, Executive Vice President of the New Water Street Corporation, and a study team led by Starr Whitehouse Landscape Architects and Planners in collaboration with FXFOWLE Architects.

Among the recommendations: narrowing Water Street and using the extra space for new public amenities; creating a median to improve traffic flow and bring a human scale and greenery to the corridor; expanding Mannhatta Park at Wall Street; and, filling in or redesigning plazas and arcades to bring more retail and amenities and establish a more engaging public realm.

Says Downtown Alliance President Elizabeth H. Berger: “Water Street has an enormous opportunity to engage pedestrians at the street level and to enhance Downtown’s urban vitality. By redistributing open space and rethinking how it is used, we can improve the competitiveness of Water Street as a business corridor.”

DOWNTOWN IN THE NEWS

HIVE AT 55 BUZZING WITH ACTIVITY

The Downtown Alliance's new co-working space is swarming with news in only its first six months.

Mayor Michael R. Bloomberg recently toured the Hive at 55. The 55 Broad Street spot also hosted a seminar led by a world-renowned new media expert, a start-up client's product launch, and a team of Danish techies stranded in New York because of the overseas volcanic ash cloud.



So far more than 1,600 people have used the Hive (with 64 regular members) and the space has hosted nearly 50 events in partnership with Pace University, Girls in Tech, GuruLoft and other groups.

All are converging on the Hive because it's got every resource needed to run a business, and serves as a venue to network, acquire new skills and collaborate on work. Plus, the Hive regularly features events on subjects ranging from legal advice to social media engagement. Plus, there's free coffee.

The Hive is affordable: \$25 per day; three visits per month for \$50; eight visits per month for \$150; 12 visits per month for \$200; monthly access during business hours for \$300; and monthly 24/7 access for \$500. The Hive is available for rent for events and conferences; its main room fits 60 and the classroom holds up to 30.

Learn more about the Hive @ hiveat55.com, or by contacting (646) 556-6805 or hiveat55@Downtownny.com. Or follow the Hive at twitter.com/hiveat55 or on Facebook. Once you're connected, tell your friends to keep that buzz going!



Mayor Bloomberg talks with (left to right) Jason Richelson and Cameron Peek, who created the new ShopKeep.com business at the Hive.

SPOTLIGHT ON BUSINESS

MADE FRESH DAILY

226 Front Street

212.285.BAKE (2253)

www.madefreshdailybakeshop.com

Front Street has become a haven for all kinds of great restaurants. But in 2008, resident Jacqueline Goewey realized there was something missing on her block.

"We have all types of great international places but didn't have a place to just have an informal, fresh American meal," said Goewey, who opened Made Fresh Daily. "We just started making stuff that we liked to serve at dinner parties."



Those recipes led to a fun, informal breakfast, weekend brunch and lunch menu that features local—in some cases, very local—ingredients, such as house-made granola, bagels from Leo's in Lower Manhattan, doughnuts from the Doughnut Plant on the Lower East Side, and fresh eggs and produce from Long Island and upstate New York.

NEW FIELD YOGA

27 Cliff Street

212.666.3700

www.newfieldyoga.com

This sunny, third-story retreat on Cliff Street offers daily classes at all levels, and prenatal and children's instruction. YogaCity blog reports that classes "challenged us to think outside our comfort zone and really evaluate our responses, while moving through a creative and fun sequence." Discounts for seniors and students are available.

CITY BLOSSOMS

62 Trinity Place

212.346.0756

www.cityblossoms.com

City Blossoms has exactly what you'd want from a florist: friendly, personal service. It's a pleasant space with hard-to-find floral varieties. It services weddings, showers and corporate events.

But what really sets it apart are its classes. Every Thursday, owner Inna Lipovsky hosts the European School of Floral Design. Over the eight-week course, Belgian instructor Dieter Van Beneden explains techniques behind the eight core European arrangements.



SPOTLIGHT ON BUSINESS

NEW YORK RESIDENCE

63 Wall Street

212.840.1616

www.newyorkresidence.com

The first thing prospective renters, buyers and investors notice upon entering the New York Residence brokerage house is the elegant display of Illy coffee at the receptionist's desk. A free cup—perhaps prepared in the espresso machine—along with seasoned professional service are just some of the perks that make New York Residence a first-class destination to find the perfect property in Lower Manhattan.



BETA COFFEE

50 Fulton Street

212.300.4311

www.betacoffee.com

Three months after opening on Fulton Street, business is percolating at Beta Coffee. The bright and airy café serves award-winning, fresh blends from Brazil, Costa Rica and Sumatra. Beta only offers water in recyclable cartons for an environmental touch. And, just in time for summer, Beta has

added 24-hour cold brewed single origin Brazilian iced coffee, perfect after exiting the sweltering subway station just steps away.

BONCHON CHICKEN

104 John Street

646.682.7747

www.bonchonjohn.com

The Financial District is experiencing the Korean fried chicken craze at BobChon Chicken. The fried chicken wings are delightfully crispy and battered with a secret sauce and Korean seasonings. There are two flavors, both soy-garlic, one spicy and one mild.

DON'T GET LOST!

Check out all of the places featured in Spotlight on Business on our map!
Find it on pages 14-15.

SPOTLIGHT ON BUSINESS

SOUL CYCLE

101 Warren Street

212.406.1300

www.soul-cycle.com

Pulsing beats echo from Soul Cycle's workout room into the glass-enclosed, front atrium, an intriguing sound that makes one wonder: What's behind the wall? It's a dimly lit, mirror-lined room filled with stationary bikes, the ideal environment for a 45-minute, full-body workout or the hour-long, full endurance ride. This distinctive exercise center offers Soulteen, a workout designed for teenagers, including the tunes.



BAOQUETTE

9 Maiden Lane

212.233.3400

www.baquette.com

The piquant smell of Vietnamese sandwiches now wafts Downtown. The pork terrine and pate in the namesake Baquette sandwich are moist, compact and studded with whole, black peppercorns. Cilantro sprigs and shredded carrots are fresh and cool, and hot peppers provide appropriate heat. New York Magazine raved: "The signature \$5 'Baquette' bánh mì...is my favorite Vietnamese sandwich in this bánh mì-mad town."

BAR SEVEN FIVE

75 Wall Street

212.590.1234

www.newyork.wallstreet.andaz.hyatt.com

The room is long and sleek, lit with the glowing orange of Edison filament bulbs that seem to float over the nine, black butcher-block tables. But there's no bar—just a table amid others topped with bottles, mixers and garnishes. A bartender stands casually by his station, available to mix drinks like the Perfect Pearl Manhattan (Bulleit bourbon, Dolin sweet and dry vermouth, Lavagulin Scotch), named after nearby Pearl Street, and 16 high-end classics. The usual barrier between mixing and service doesn't exist.



UPCOMING EVENT HIGHLIGHTS

CELEBRATING SUMMER FROM RIVER TO RIVER

Join the Downtown Alliance for the 2010 season of the River To River Festival as we celebrate Broadway2Battery, starting with a Battery 4th of July Concert & Family Festival. Each summer, the River To River Festival offers **FREE**, world-class performances and cultural events in Lower Manhattan. This year is no exception.

This summer you can enjoy free Concerts in Battery Park and Movie Nights featuring classic New York films paired with independent shorts on the Elevated Acre at 55 Water Street. Sponsorship support for the Battery 4th of July Concert & Family Festival and for Music at Castle Clinton is provided by Peter Poulakakos of Harry's Italian.

So mark your calendar and check out why Downtown is the coolest place for **FREE** summer entertainment!

THE BATTERY 4TH OF JULY CONCERT & FAMILY FESTIVAL 1 PM / Battery Park at State Street

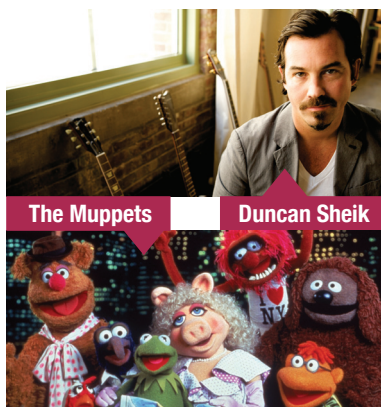
DAN ZANES JAM & JUBILEE / Sunday, July 4

Celebrate Independence Day family-style with Grammy award-winning artist Dan Zanes and his incredible array of musical friends. Dance to the infectious rhythms of La Cumbiamba eNeYé, march with the parade of 76 Trombones, and sing along to Dan's own brand of Broadway classics like you've never heard them before! Bring a blanket and enjoy jugglers, stilt walkers, and a cast of larger-than-life characters.

Space is limited. Entry is on first-come, first-served basis.



Dan Zanes



The Muppets

Duncan Sheik

UPCOMING EVENT HIGHLIGHTS

MUSIC AT CASTLE CLINTON Thursdays @ 7 PM / Battery Park at State Street

MADELEINE PEYROUX / July 8

As noted by National Public Radio, Madeleine Peyroux became famous, in part, for putting her idiosyncratic touch on time-tested standards. With a repertoire that extends from personal, original songs to a breadth of rare classics from a bygone era, Peyroux's standards are anything but standard.

DUNCAN SHEIK / July 15

Tony and Grammy award-winning composer and songwriter Duncan Sheik—lauded for his work on Spring Awakening—navigates the Great White Way and the pop and indie rock worlds. His latest release, Whisper House, hones his integrated voice; it is as much pop as it is a musical theater composition.

ANTIBALAS / July 22

Antibalas—Spanish for “bulletproof”—is a high-energy, highly celebrated Afrobeat orchestra from Brooklyn. The band anchors this year's Broadway hit FELA! with its musical direction and energetic instrumentalists, arranging and performing the music of Afrobeat legend Fela Kuti and originals.

TICKETS ARE REQUIRED and will be available, two per person, outside Castle Clinton on a first-come, first-served basis starting at 5 PM on the day of each show.

MOVIE NIGHTS ON THE ELEVATED ACRE Thursdays @ 8 PM / 55 Water Street (Broad & William streets)

BROADWAY DANNY ROSE (Comedy, 1984) / July 29

AUNTIE MAME (Comedy, 1958) / August 5

THE COUNTRY GIRL (Drama, 1954) / August 12

THE MUPPETS TAKE MANHATTAN (Comedy, 1984) / August 19

TICKETS ARE REQUIRED and will be available, two per person, at the street-level Water Street entrance to the Elevated Acre on a first-come, first-served basis starting at 6 PM on the day of each event.

MEET OUR STAFF

Every day at 4:00 AM, **Carl Homward** begins his hour-long commute from Canarsie, Brooklyn to Lower Manhattan, where he serves as Sanitation Supervisor for the Downtown Alliance.

"It's actually very relaxing," he said. "I sit back and meditate about what I need to get done for the day."

It's this methodical serenity that has helped Homward rise from street cleaner to maintenance worker to supervisor since starting at the Downtown Alliance in 1995.

"Without him," said Downtown Alliance Director of Sanitation Joe Lanaro, "we wouldn't get anything done."

"The best part of the job is being able to help clean up Lower Manhattan," Homward said. "We have a zero tolerance policy with graffiti by removing it as soon as possible and keeping the streets clean."

Homward loves the district and often brings his wife of 16 years and four children Downtown to show them all of the changes he has witnessed, such as "buildings that have been taken down, rebuilt and are now beautiful high rises."

He has this to say about his 15 years with the Downtown Alliance. "Hard work, improvement, determination, accomplishment and teamwork is the meaning that my job at the Alliance has had in my life. That is what I passed on to my kids."



Every day, **German Rosario** patrols the streets of Downtown, offering directions and guidance, and keeping the peace. And every day, he's all smiles.

"Coming to work every day is a joy," said Rosario, the Downtown Alliance's Public Safety Supervisor. "I like helping in any way I can, whether it be with the homeless or just helping tourists get around Downtown Manhattan."

Rosario began at the Downtown Alliance in early 2003 as a security guard. Four years later, he was promoted to his current position. Although he says it hasn't changed his way of doing things, he enjoys the opportunity to deal with different situations.



Rosario grew up—and still lives—on the Lower East Side. "My commute is nice and easy," he said. "Only 20 minutes away from the Wall Street station."

Although the commute might be a plus, it isn't the only thing keeping Rosario nearby. "I like the rebuilding of businesses, residences and the number of people it attracts," he said. "I like working for the Downtown Alliance very much—I hope to retire here one day."

Q&A WITH ROBERT R. DOUGLASS

We recently talked with Robert R. Douglass, who has served as **Chairman of the Alliance for Downtown New York** since its founding in 1995. We spoke about how the district has evolved over the past two decades and his hopes for the future of Lower Manhattan.



► **Lower Manhattan has changed dramatically since you began working here. What do you think brought about those changes?**

It's really been remarkable. When I first started working down here, this couldn't have been further from a 24/7 community. By 7 PM, there was a mass exodus from Downtown and it had a rather gloomy feel. The real changes came in the early 1990s when the population below City Hall was around 10,000. The 1993 Plan for Lower Manhattan helped create the Alliance for Downtown New York. That, along with the passage of incentives for developers, really helped get things rolling.

► **And what about the district has stayed the same over the years?**

Lower Manhattan has always been unique. First, you've got the labyrinth of streets that don't follow the rigid grid pattern of the rest of Manhattan. And so many of the architecturally interesting buildings and landmarks have been preserved and give the neighborhood tremendous character. We've also always had such a unique geography with water on three sides; it's a real asset.

► **What's your favorite spot in Lower Manhattan?**

Battery Park and the Battery Park City Esplanade. They have incredible harbor views, are manicured to perfection and are truly unique in the world.

► **How do you assess the district's recovery in the 10 years since 9/11, and how would you like to see it change over the next 10 years?**

In the past 10 years we've seen our population more than double [Editor's Note: From 24,000 to 55,000]. That residential community has spurred the retail community and supported the commercial community with people who walk to work.

There are still some places that could use some fixing up and we're working on that. One is the Greenwich South area, which is kind of a forgotten land trapped between West Street and Broadway. And then there's Water Street, which also has the potential to become a vibrant corridor.

Of course, I'd certainly like to see the World Trade Center finished and become the center of activity in Lower Manhattan. And now, finally, we're beginning to show some real progress. It's going to be great for Downtown when it's finished.

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LEGEND

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SPOGLIGHT ON BUSINESS

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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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