

DESTINATION DOWNTOWN

Fall 2010
Adopt A Geranium
Steaks, Crepes & More
Turning Barriers into Beauty





Cover: Bowling Green Park

Inside Cover: Signs of progress at the World Trade Center site.

(Images supplied by Joe Woolhead, Silverstein Properties, and the National September 11 Memorial & Museum)



FROM THE PRESIDENT {dear neighbor}



What a difference a summer makes!

With the ratification of a new agreement between the Port Authority and Silverstein Properties, the selection of the Durst Organization as a partner in 1 World Trade Center and a Letter of Intent with Condé Nast – think *Vogue*, *The New Yorker*, *Architectural Digest*, *Vanity Fair* – Lower Manhattan is going full steam ahead. Every major element of the World Trade Center site is in construction; as we go to print, 1 World Trade Center is at 38 stories, 4 World Trade is at six, more than a dozen trees grace the Memorial Plaza and the Memorial itself will open in less than 12 months.

But wait, there's much more happening here.

From the restaurant rows of Stone, Pearl and Front streets to the new Danny Meyer restaurants planned for Battery Park City, Lower Manhattan is alive around the clock – after work, at night and on weekends, too. The number of hotels has virtually tripled in the last nine years, and our neighborhood now boasts more than 600 retailers, 450 restaurants and eight outdoor markets, from the greenmarkets to New Amsterdam Market to the farmers market of Chef Maximo Lopez May at Wall and Water at the Andaz.

New Yorkers and visitors alike are discovering what we have known for years about Lower Manhattan: It's a great place to work, visit and live. That's why our residential population has more than doubled in the last nine years. Fifty-five thousand people live below Chambers Street, 27 percent of them families with children. And new schools are opening, too, including the city's first green school, PS/IS 276 in Battery Park City, the New York Harbor School on Governors Island and Claremont Preparatory School's New Middle and High School on Morris Street.

I hope students and their families at these new schools will join you and me at the Downtown Alliance's Fall Community Planting Day in Bowling Green Park on October 23 from 10 AM to noon. We'll also be giving away geraniums at Bowling Green between 10 AM and noon on October 13.

Can't wait? Take a stroll around Lower Manhattan, named "a walker's paradise" by the website www.walkscore.com, and check out our newest *Re:Construction* temporary public art installations on construction sites, including three new pieces by Richard Pasquarelli: at the new W Hotel on Washington Street, Fiterman Hall at West Broadway and Barclay Street, and at the corner of Chambers and Greenwich streets.

It's going to be a terrific fall!

Elizabeth H. Berger
President, Downtown Alliance

- The city's greenest public school has come to Downtown. The eight-story PS/IS 276 opened at 55 Battery Place, complete with high-efficiency boilers, low-flow plumbing fixtures and solar panels that will power up to half of the school's lights. It now houses 300 children in pre-K, kindergarten, 1st, 2nd and 6th grades, and will eventually seat 950 students.
- Speaking of green, the Downtown Alliance just piloted a small fleet of e-bikes. So you may see members of our security team navigating more easily around the district on the electric cycles (though they already are using more pedal power than electric charges to get around!).
- Relatives or friends visiting Downtown? Well, you've got more options to keep them off of your couch but close by. Lower Manhattan has witnessed a surge in the number of hotel rooms opening up. The number of hotels in the district has tripled over the last nine years – and the number of rooms increased by more than 60 percent. The most recent openings include the Holiday Inn Express on Water Street, Andaz Hyatt Wall Street, and W New York-Downtown Hotel & Residences.
- The Fulton Street Transit Center is moving full steam ahead. The Metropolitan Transportation Authority just announced that underpinning for the Corbin Building and the center's foundation are complete, marking a major milestone in the \$1.4 billion project that will connect five subway stations and 10 subway lines and improve access for over 300,000 daily customers that pass through this major transit hub in Lower Manhattan. Opening is scheduled for 2014.



TURNING BARRIERS INTO BEAUTY

As you walk around Downtown, chances are you'll notice artwork popping up all over. The Downtown Alliance's **Re:Construction** program – which turns construction sites into urban canvases – is bringing new artwork to Lower Manhattan.



"Think of **Re:Construction** as an intervention to create a cheerful and welcoming environment in the midst of an urban renewal," said Downtown Alliance President Elizabeth H. Berger. "**Re:Construction** is the best kind of public-private partnership, an ongoing opportunity for government, artists, curators, property owners and business people to work together to make something beautiful. It's a win-win for everyone."

Re:Construction, a public art program funded by a \$1.5 million grant from the Lower Manhattan Development Corporation, has produced 16 pieces, nine of which are now up for viewing. The most recent pieces, created by former Downtown resident Richard Pasquarelli, are: *Secret Gardens* on Chambers Street, *Hours of the Day* at the W Hotel at 123 Washington Street, and *Restore the View* at CUNY's Fiterman Hall project at Barclay Street and West Broadway. BravinLee programs consulted on the three.

Learn more about Pasquarelli in our Q&A on Page 13

"The project's three masterful designs create an on-street gallery that instantly brightens the area while construction to revitalize the neighborhood is underway," said City Department of Transportation Commissioner Janette Sadik-Khan. "The temporary artwork instantly elevates these spaces, making them more livable, welcoming places for residents, workers and visitors."

The others currently up are:

- 99 Church Street: *Walking Men 99*
- 56 Leonard Street: *Rendering Leonard*
- Hudson River Park: *Botanizing the Asphalt*
- 50 Trinity Place: *Poster Project at 50 Trinity*
- 99 Washington Street: *Flying Animals*
- East River Waterfront Esplanade, South Street: *Fence Embroidery with Embellishment*

FIND OUT WHAT'S GOING ON Downtown

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- Follow us on [Twitter@DowntownNYC](https://twitter.com/DowntownNYC)
- Become a fan at [Facebook.com/Downtown.Alliance](https://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.



WIFI WHERE YOU NEED (AND WANT) IT

It's one of Lower Manhattan's best-kept secrets – and it just got better.

The **Elevated Acre** at 55 Water Street now has free WiFi as part of the Downtown Alliance's Lower Manhattan Wi-Fi Network. The addition marks the 10th network hotspot Downtown – collectively covering more than half a million square feet in parks and public spaces, from City Hall Park to Bowling Green.



Set 40 feet in the air and surrounded by skyscrapers on three sides, the **Elevated Acre** includes a Brazilian Hardwood Boardwalk, an outdoor lawn and garden, a seven-tiered amphitheater surrounding the lawn, and an illuminated, rectangular glass beacon. And, it's got an incredible view of the East River.

"With its waterfront breezes, sweeping views of the East River and distinctive setting, the **Elevated Acre** is one of the most unique spots in the city and perfect for relaxing during a lunch break or weekend visit to Lower Manhattan," said Downtown Alliance President Elizabeth H. Berger.

The network – established in 2003 – allows anyone to walk to a hotspot within minutes from anywhere below Chambers Street, enables connection speeds as fast as DSL (digital subscriber line) and accommodates at least 250 users simultaneously at each location.

The hotspots recently were upgraded with higher bandwidth, new technology and expanded coverage. WiFi also is available at: 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.

More people are using Wi-Fi Downtown than ever before. This year, the number of connections onto the Network has skyrocketed by more than 85 percent over last year. Currently, the network experiences about 8,300 connections (on average) each month, with July and August surpassing 10,000.

CIAO BOW WOW

11 Maiden Lane
212-952-9300
www.ciaobowwowny.com

Sarah DeLaney spends all day, every day, surrounded by a roomful of dogs. She loves every minute of it.



"After 9/11, I turned 50 and I wanted to do something that meant more," the former litigator said. Along with her staff of seven, DeLaney runs Ciao Bow Wow, which caters to smaller breeds and just relocated to a larger space on Maiden Lane. Each day features a regimented schedule of playtimes, naptimes and lunch – served promptly at 1:45 PM. It's a friendly place for the dogs, who all seem to get along, despite their differences.

"We can learn a lot from dogs," DeLaney said as several pooches nipped at her arm on a recent afternoon. "They truly live in the moment."

BIT'Z KIDS

275 Greenwich Street
212-571-0803
www.bitzkidsnyc.com

Yeah, we know your kids are cool – but do they look the part?

This recently opened store near TriBeCa offers Japanese designer jeans, cargo pants and custom tees for young children. Even the baby wear is chic. This is just the second Bit'z in Manhattan (the other one is on the Upper West Side), but there are 140 branches in Japan. It's just across the street from Whole Foods and PS 234.

And how about this for an amenity? "Busy parents on the go really appreciate knowing that there's a place to change diapers," said store manager Masako Chiba. "We have a great diaper changing station in the back. I have small kids and it's something I always worry about – especially in wintertime."

SALON GREENWICH

88 Greenwich Street
212-248-5252



While construction barrels ahead at the World Trade Center site, there's another surge of revitalization just to the south, in the shadow of the W New York – Downtown Hotel. Salon Greenwich is part of the area's new look.

The place feels sophisticated yet relaxed, and the smartly decorated back room is lined with large white leather chairs – perfect for unwinding during a first-rate pedicure. The Korean-run salon also offers a wide range of manicures, waxes and massages.

VOLUME BLACK

89 Washington Street
858-442-6798
www.volumeblack.com

Volume Black's Adam Berman gets it: Not everyone wants to spend \$30,000 on art. Still, people want quality.



So he tailored his first-floor gallery space in the Greenwich South area to fit those requirements. All displayed work is by recent MFA graduates from top schools, ensuring great value. Rotating shows feature around eight artists. The next show, Triumph of Now, opens October 15. To add to the gallery's laid-back feel, Berman and his staff gave the floor the full Jackson Pollock treatment. "It was pretty fun to do," he said, "though trickier than we thought because we didn't really have anywhere to stand while it was drying."

TAKAHACHI BAKERY

25 Murray Street
212-791-5550
www.takahachi-bakery.com

Lower Manhattan offers wedge salads and steaks eaten in vaulted rooms, but where can you find yuzu tarts, orange wasabi mousse and almond-miso cookies?

Thanks to Hiroyuki Takahachi, you can discover these vibrant treats and more on Murray Street. Takahachi, who also runs successful restaurants in the East Village and TriBeCa, opened this welcoming space in June.

The lighting is toned down to highlight the colorful desserts, salads, curry-filled rolls and house-made gelato arranged under glass. It's enough to make you forget that filet for a while.

CARPENTER TAN

190 Front Street
347-669-2662
www.carpentertans.com



There are more than 850 branches of this chain in China, Hong Kong, Korea, Singapore, and Malaysia – so they must be doing something right.

This small store at South Street Seaport has hand-crafted, elaborately decorated Chinese combs, costing \$10 to \$5,200 – items you won't find anywhere else in the United States, except in Flushing. There also are hairpins, makeup mirrors, fans and chairs. The chain's logo depicts its humble beginnings: a lone Chinese carpenter (Tan) in a small garage. They've come a long way.

BLT BAR & GRILL

123 Washington Street
646-826-8666
www.bltbarandgrill.com

BLT Bar and Grill – and its host W New York – Downtown Hotel – know how to make you feel comfortable.

The feel-good music, sexy lighting, and art from Marlaina Deppe of Novo Arts all set the stage. Then the players arrive: braised octopus, a perfect chopped salad, beautiful steaks, whole branzino, lamb Bolognese/fennel/tallegio pizza and key lime tart with blueberry compote. These are foods you want whether you're on a business lunch or dinner with friends.



CREPES DU NORD

17 South William Street
212-422-9500
www.crepesdunord.com

What's in a crepe? Nutella and banana. Ham and swiss. Those are classics.



But you'll also find plenty of new twists at Crepes du Nord, a Scandinavian creperie and wine bar run by the Smorgas Chef franchise. On the menu: braised beef short ribs, jarlsberg and seared tomatoes, as well as spiced herring, scrambled egg whites, sour cream and dill. For dessert, there's lingonberry ricotta or brie/fresh pear/honey and spiced walnuts. And there's a nice selection of whites and reds by the glass. But if a classic is more your style, don't worry—Crepes du Nord's got your Nutella banana.

AN AMERICAN CRAFTSMAN

10 Fulton Street
212-509-0591
www.americancraftsman.com

When An American Craftsman opened at the South Street Seaport Marketplace last November, store manager Jim Atchinson expected a flow of tourists, given the Seaport's more than 70,000 daily visitors. But foot traffic surpassed his expectations.

"We've done exceedingly well with the nearby residential population," he said.

The store features artwork from across the country, including handcrafted glass and woodwork, jewelry, holiday gifts and other general household items.

GO GREEN IN BOWLING GREEN



The Alliance for Downtown New York's Green Around Downtown initiatives continue this fall. On Wednesday, October 13, drop by the wildly popular Adopt A Geranium fair between 10 AM and noon at Bowling Green Park. The Downtown Alliance will be digging up and potting more than 4,000 geraniums to give to anyone who works in, lives in or visits Lower Manhattan.

And then, on Saturday, October 23, help us plant tulips in Bowling Green Park from 10 AM to noon. Last year, dozens of families turned out for refreshments and snacks to help beautify the first public park established in New York City.

The events are made possible with support from the New York City Department of Parks & Recreation, Partnerships For Parks, Manhattan Borough President Scott Stringer, New York City Council Member Margaret Chin, Community Board 1, Crumbs and Whole Foods.

DOWNTOWN CULTURE PASS

Seven Lower Manhattan museums and a walking tour company are launching a Downtown Culture Pass on November 4th. 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.

The program runs until February 28, 2011.

Adult-\$25 (18- up) | Youth-\$15 (13-18) | Child -\$5 (6-12)

ALFRED STIEGLITZ NEW YORK

For the first time in nearly 80 years, legendary early 20th-century photographer Alfred Stieglitz's iconic New York City photographs will be displayed as part of the groundbreaking exhibition at The Seaport Museum New York in Manhattan.



Alfred Stieglitz New York features 39 vintage Stieglitz photographs.

The exhibition runs through January 10, 2011.

Tuesday-Sunday, 10 AM to 6 PM (Closed Mondays)

12 Fulton Street

www.seany.org

INFINITY OF NATIONS: ART AND HISTORY IN THE COLLECTIONS OF THE NATIONAL MUSEUM OF THE AMERICAN INDIAN

This unparalleled assemblage of American Indian materials includes some 700 masterworks, many which have not been on view in decades. Representing the permanent return to New York of some of the most iconic works of Native art and history, this comprehensive exhibition spans the hemisphere, from the Arctic Circle to the tip of Chile.



Opens October 23

National Museum of the American Indian in
New York Smithsonian Institution

One Bowling Green

Open every day from 10 AM to 5 PM, Thursdays until 8 PM

www.AmericanIndian.si.edu

Every morning Arlene Egan leaves her home on Staten Island and commutes by bus, ferry and subway to the World Trade Center kiosk in Lower Manhattan.

Arlene, a Kiosk Representative, says the history and wonderful architecture of Lower Manhattan keep her coming back every day. She loves both “the serenity of the Battery Park City Esplanade and the excitement of Broadway.” But her favorite thing is connecting with the people she meets every day.

“It sounds so corny to say that each day has memorable aspects, but it does,” she says. “Helping others enjoy the life and sights of Downtown Manhattan gives me a great deal of personal satisfaction.”

Arlene has been at the kiosk for three years, and she does it all. She helps tourists who don’t speak English, assists seniors who need help finding transportation and explains future plans for Lower Manhattan to young children.

“The best parts of the job are the people,” Arlene said. “The people I work with and the people I meet from every corner of the world.”



ARLENE EGAN
Kiosk Representative



JULIO PORTILLO
Bus Driver

As a Downtown Connection bus driver, Julio Portillo’s main responsibility is to make sure his passengers arrive safely and promptly at their destinations. But on most days, he goes beyond the call of duty.

Julio enjoys interacting with his passengers – who range from tourists and families to Downtown residents and workers. He is constantly providing them

with assistance, such as directions to various Lower Manhattan destinations.

In addition to passengers, Julio says, his co-workers make the job great. “I work with some wonderful people here,” says the Corona, Queens resident, who was raised in Guatemala.

He also enjoys reuniting passengers with their lost belongings. “They’ve lost cameras, glasses, wallets,” Julio says. “They call me on the phone and then meet me at the bus. It feels good to help them.”

Q&A WITH RICHARD PASQUARELLI

WE RECENTLY TALKED WITH RICHARD PASQUARELLI, WHO DESIGNED THREE NEW PIECES OF ART FOR THE DOWNTOWN ALLIANCE’S RE:CONSTRUCTION PROGRAM. PASQUARELLI IS A FORMER LOWER MANHATTAN RESIDENT WHOSE WORK HAS BEEN SHOWN ACROSS THE GLOBE.



Why did you want to be a part of this program?

These projects will be my first opportunity to create public art on such a large scale. So when Karin Bravin asked me to put together some proposals for the Downtown Alliance, I jumped at the opportunity. By placing artworks all over construction sites in Lower Manhattan, the Downtown Alliance is helping create a more beautiful, colorful and open streetscape while introducing a broader audience to contemporary art in an original and accessible way.

How would you like people to view your work?

I hope that these works will challenge the common perception that art is just a picture on a wall. The location and sheer scale of the works will demand the viewer’s attention, but what each viewer takes from a work is necessarily very personal. Through the juxtaposition of natural and geometric elements in the urban landscape – familiar images out of place – I hope to create something unexpected, to evoke an emotion or a memory. I want to make people stop and wonder, look up close, then step back and see the work again, only differently.

How long did you live in Lower Manhattan?

My family and I lived just a few blocks away from the installation locations for almost 10 years. I still have a strong attachment to the neighborhood, so it is especially exciting that my work can be part of the rebuilding and revitalization of the area.

What is your favorite part of Lower Manhattan?

My favorite part of Lower Manhattan is its history and the way one can travel back in time just by walking within the neighborhood. Stone Street, in particular, has the feeling of a little, old European city. Tucked under massive skyscrapers, this little street really exemplifies the great duality of Lower Manhattan; a quintessential urban landscape of massive modern architecture intermingled with the quaint, old New Amsterdam of early American history.

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LEGEND

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

SPOTLIGHT ON BUSINESS

- 1 Ciao Bow Wow
- 2 Bit'z Kids
- 3 Salon Greenwich
- 4 Volume Black
- 5 Takahachi Bakery
- 6 Carpenter Tan
- 7 BLT Bar & Grill
- 8 Crepes Du Nord
- 9 An American Craftsman

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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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