

---

# DOWNTOWN LIVING

IN NEW YORK CITY'S MOST  
DYNAMIC NEIGHBORHOOD

---





## Where past and future meet — in a 24/7 neighborhood

### What makes Downtown such a great place to live?

- It's the spectacular scenery — the glinting waters of New York Harbor, the glowing torch of the Statue of Liberty, the enduring grace of the Brooklyn Bridge.
- It's 400 years of history — the timeless winding streets, the vintage 19th century storefronts, the brash, gleaming skyscrapers, the parks cooled by sea breezes.
- It's the superb transportation network.
- It's the eclectic mix of world-class cultural programs, excellent schools, great shopping for every budget, and fantastic recreation all within walking distance.

But most of all, it's the steady surge of newcomers that gives Downtown its cosmopolitan energy. The residential population of Lower Manhattan has more than doubled in the last eight years. And as the choices for housing grow, new schools are opening — along with new restaurants, grocery stores, shops, and service providers of all kinds.

The result is a global model for a vibrantly diverse 24/7 neighborhood, a place that is environmentally sustainable, safe, clean, and convenient — where the streets pulse with life and residents can walk to work, or jog along the harbor, or order a pizza at two in the morning should the spirit strike.

What makes Downtown so extraordinary? It is a place like no other in America. Deeply rooted in the past, it is forever upgrading for the future. With beautiful homes, exciting jobs, a taste for every palate, shopping for every lifestyle, and more. Find your future in Lower Manhattan.

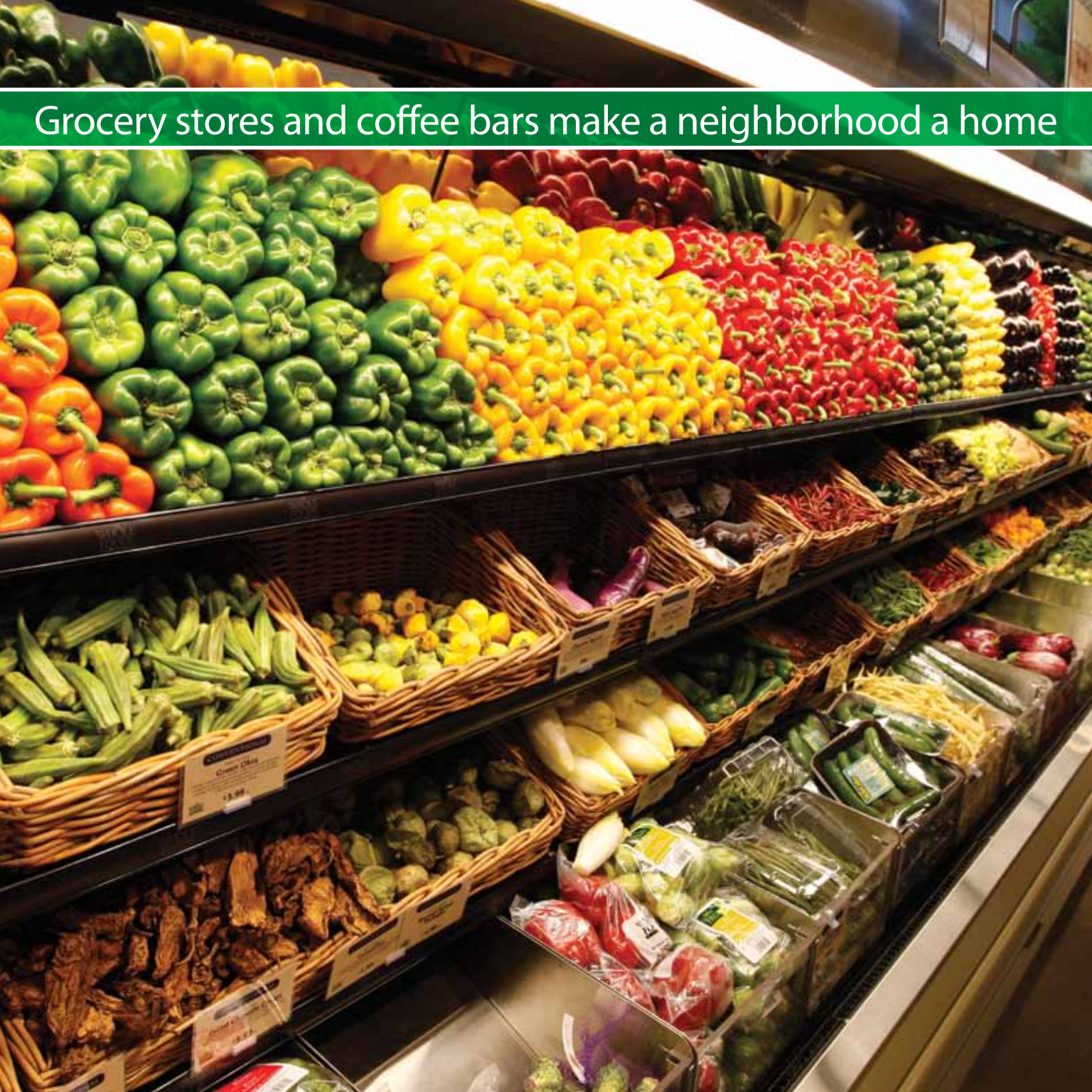
## A family-friendly Downtown with the city's best schools



The Financial District has always been the premier business address, and now it is a premier residential address, too. Lower Manhattan is attracting new residents faster than any other neighborhood in the city, and families now make up two-thirds of all households.

Signs of this transformation are everywhere, from the emergence of children's clothing boutiques, to new parks and playgrounds, and the construction of new schools.

- Lower Manhattan has eight nursery schools and day care centers and dozens of children's programs and activities from early childhood through teenage years.
- Downtown is situated in the prestigious District 2 public school zone.
- The neighborhood is currently home to numerous grade schools, including PS 234, PS/IS 89 and the private Claremont Preparatory.
- To help meet the burgeoning demand for classroom space, the city's Department of Education opened two new elementary schools in 2009, housing them temporarily in the department's headquarters at Tweed Courthouse until their permanent buildings are completed.
  - PS/IS 276 will be ready for its first class in Battery Park City in the fall of 2010.
  - The Spruce Street School is scheduled to open at 8 Spruce Street in 2011.
- Three area high schools include the world-renowned Stuyvesant High School, with a fourth public high school on the way. Additionally, Claremont Preparatory is introducing a new high school opening in September 2010, making it the largest independent campus in all of Manhattan.



## Grocery stores and coffee bars make a neighborhood a home

Lower Manhattan has many food stores within one square mile, ranging from Whole Foods to Greenmarkets.

- Amish Market  
53 Park Place
- Associated Supermarket  
77 Fulton Street
- Fulton Stall Market  
at The Seaport
- Gourmet Market  
450 North End Avenue
- 5 Greenmarkets
- Gristedes
  - 315 South End Avenue
  - 71 South End Avenue
  - 90 Maiden Lane
- Jubilee Market Place  
99 John Street
- Whole Foods  
270 Greenwich Street
- Zeytuna  
59 Maiden Lane

It also has an abundance of bakeries, coffee bars and specialty food shops, including —

- Barbarini Alimentari  
225 Front Street
- Christopher Norman Chocolates  
60 New Street
- Crumbs Bakeshop  
87 Beaver Street
- Evelyn's Chocolates  
29 John Street
- Financier Patisserie
  - 62 Stone Street
  - 3 World Financial Center
  - 35 Cedar Street
- Godiva Boutique
  - 33 Maiden Lane
  - World Financial Center
  - South Street Seaport
- Jack's Stir Brew Coffee  
222 Front Street
- La Maison du Chocolat  
63 Wall Street
- Le Pain Quotidien  
81 West Broadway
- Provisions on Beekman  
150 Beekman Street

For a complete list of Downtown food stores and specialty shops, go to [DowntownNY.com/live/shopdine](http://DowntownNY.com/live/shopdine).

## An exciting world of shopping with a niche for every lifestyle



Lower Manhattan offers infinite shopping possibilities in every price range. Whether you're looking for a car, children's clothing, designer linens, the perfect suitcase, a last-minute gift, or the latest best seller, it all can be found Downtown.

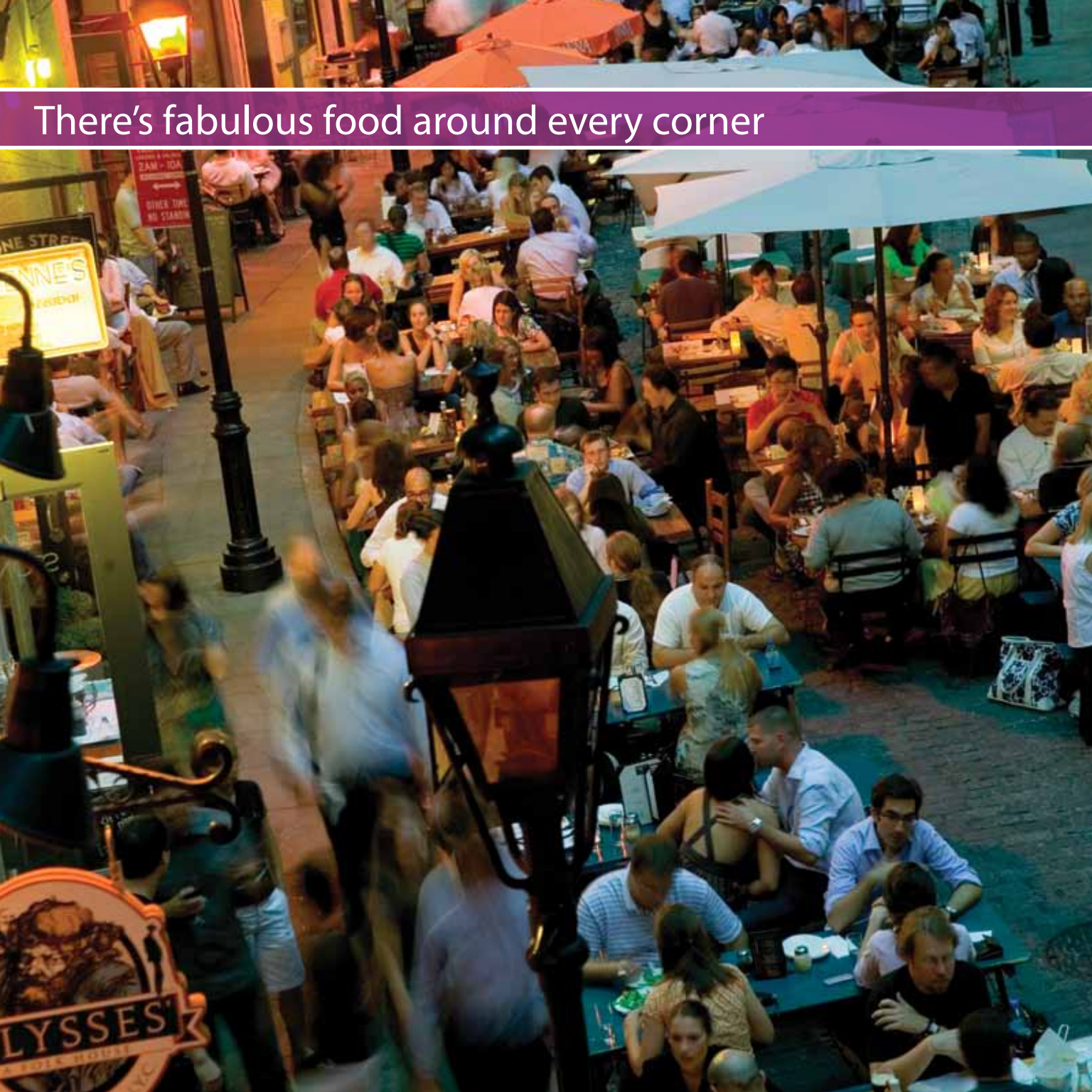
Lower Manhattan's wide range of shopping offers quality in every category —

- Luxury shopping at stores like Canali, BMW, Hermès, Tiffany & Co., and Tumi
- National women's, men's and teen retailers such as Ann Taylor, Abercrombie & Fitch, The Gap and Brooks Brothers
- Children's clothing and boutiques like Babesta, Firefly and Gap Kids
- Discount retailers Daffy's and Century 21 Department Stores
- Beauty and fragrance stores including Sephora and The Body Shop
- Entertainment and gaming stores like Computer World, Game Stop and J&R Music and Computer World
- Linens, bath and household goods at Bed Bath & Beyond and quirky, everyday items at Pylones

A full range of neighborhood amenities includes —

- 14 wine and liquor stores
- 15 athletic and fitness clubs
- 9 hardware stores and locksmiths
- 20 drycleaners
- 6 tailors
- 21 shoe repair shops
- 59 hair salons, nail salons, barber shops and spas
- 5 bookstores and a New York Public Library branch
- 11 electronics and appliance stores
- 20 drug stores, many open late

For a complete list of Downtown retail opportunities, go to [DowntownNY.com/live/shopdine](http://DowntownNY.com/live/shopdine).



## There's fabulous food around every corner

Downtown offers everything you need to feel at home — including a delectable range of restaurants compatible with every pocketbook and taste, from haute cuisine, to sushi, to burgers. The variety of cuisines is worldly, with Korean, Lebanese, Mexican, Italian, Cuban, Japanese, Indian, French, and many more. Lower Manhattan has a wide range of options from power-lunch settings for the Wall Street crowd, to lazy Sunday brunches, swanky hotel bars, the 2 AM pizza place, pubs to watch your favorite sporting event, and dozens of places to grab a quick sandwich on the run. Outdoor seating and harbor views are a major plus at many restaurants.

The neighborhood is home to more than 130 sit-down restaurants and bars including —

- Vibrant restaurant rows on Stone Street and Front Street
- Adrienne's Pizzabar
- Battery Gardens
- Capital Grille
- Cipriani Wall Street
- Gigino at Wagner Park
- Harry's Café/Steak
- Haru
- Les Halles Downtown
- The Palm Restaurant
- P.J. Clarke's on the Hudson
- Pound & Pence
- SHO Shaun Hergatt at The Setai
- Smörgås Chef
- Trinity Place

For a full list of Downtown dining, go to [DowntownNY.com/live/shopdine](http://DowntownNY.com/live/shopdine).

Thanks to the arts, there's always something fun happening



Arts and entertainment make Downtown a dynamic and thriving neighborhood. They draw tourists, help neighbor meet neighbor, and create an environment that is lively and rich.

- The River To River Festival produces almost 300 events each summer with performers like Richie Havens, Arlo Guthrie, Sonic Youth, and the Merce Cunningham Dance Company.
- 8 Museums and the nation's most iconic historic sites include —
  - Castle Clinton National Monument
  - Federal Hall National Memorial
  - Museum of Jewish Heritage — A Living Memorial to the Holocaust
  - New York City Police Museum
  - Skyscraper Museum
  - Smithsonian National Museum of the American Indian
  - Statue of Liberty and Ellis Island
- Also enriching Downtowners' lives are New York City's oldest and newest parks, plazas and playgrounds.
  - Battery Park City Esplanade
  - Hudson River Park
  - The gateway to Governors Island — the summer smash hit — at the Battery Maritime Building
  - Bowling Green
  - Playgrounds and a basketball court in Battery Park City

You can get there from here — quickly, cheaply and easily



Lower Manhattan is the region's most accessible neighborhood, thanks to an extensive public transportation network. It's easy to get to work, see friends and family and move within the neighborhood, New York City and beyond. The theater district, every borough, Governors Island, the Hamptons and the Hampton Jitney, the Jersey Shore, Westchester, Connecticut, and the airports are all within reach.

Lower Manhattan is served by —

- 14 subway lines
- The PATH train connecting New Jersey to Manhattan
- 33 local and express bus routes
- Numerous ferries
- Bikeways and bike rentals
- A heliport
- 2 car rental locations
- 9 Zipcar locations
- Free Downtown Connection jitney connecting points within Lower Manhattan

## What's ahead for Downtown



For the last four centuries, Lower Manhattan has been a work in progress — and it still is. Several major projects will come on line in the near future, dramatically improving the neighborhood's quality of life and making Downtown an even more exciting place to live.

- *The East River Waterfront Esplanade*

The first phase of this project — from the Battery Maritime Building to Pier 35 — will transform two miles of underused waterfront into publicly accessible open space for pedestrians and cyclists. It will feature new plantings, seating and lighting, and a dedicated bikeway. Completion is scheduled for 2011.

- *The Fulton Street Transit Center*






This crucial project will have new retail and feature a metal and glass main building that rises to four stories, topped with a conical oculus that funnels light into the station's lower levels. It is expected to open in 2014.

- *Exciting new play spaces coming soon*

- David Rockwell's Imagination Playground, an interactive play space, will open near the South Street Seaport in 2010.
- The Sea Glass Carousel will open in Battery Park in 2010. Designed by Weisz + Yoes, it will have 30 iridescent fish that change color and can be ridden by children and adults.
- A Frank Gehry-designed playground is planned for Battery Park.
- Delury Square Park will be transformed into a sunken park oasis with seating and a small waterfall.



**LEGEND**

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

**DOWNTOWN ALLIANCE BOARD OF DIRECTORS:**

Hon. Michael R. Bloomberg • Peter Braus • Harry Bridgwood • Betty Cohen • John V. Connorton, Jr. • Robert R. Douglass • K. Thomas Elghanayan • David V. Fowler • Michael B. Francois  
 Rachelle Friedman • Stephen J. Friedman • Timur Galen • Martha J. Gallo • Hon. Alan J. Gerson • James F. Gill • Robert J. Giuffra, Jr. • Lawrence F. Graham • Stanley E. Grayson • Francis J. Greenburger  
 John K. Halvey • Thomas M. Hughes • Richard T. Kennedy • Stephen Lefkowitz • David Levinson • Janno Lieber • Reverend Canon Anne Mallonee • Julie Menin • Cherrie Nanninga • Dr. Antonio Perez  
 Peter Poulakakos • William C. Rudin • Frank Sciamie • Alan M. Scott • Michael Skidmore • Allan G. Sperling • Hon. Scott M. Stringer • Kent M. Swig • Hon. William C. Thompson, Jr. • Comm. Robert W. Walsh  
 Anthony L. Watson • Frederick J. Wunschel  
 Robert R. Douglass — Chairman  
 Elizabeth H. Berger — President

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.

**CREDITS:**  
 Cover: Australia's Strange Fruit courtesy of Miguel Lopez  
 Page 16: Rendering courtesy of wxy architecture

# What makes Downtown such a great place to live?



Alliance for Downtown New York, Inc.  
120 Broadway, Suite 3340  
New York, NY 10271  
212.566.6700  
DowntownNY.com