

JUNE 25, 2014 - **COLUMBUS AVENUE BID** IN THE NEWS

NYC's Most Powerful Public Figures



Yesterday at Isabella's at Columbus and 77th, we—along with new Department of Consumer Affairs commissioner **Julie Menin** and Manhattan Borough president **Gale Brewer**—joined the Columbus Avenue BID's 15th annual meeting. (BID president **Doug Griebel**, who also owns Rosa Mexicano restaurants, is running the show in the background.) Julie says the de Blasio administration is reducing burdensome **finances for small businesses**, including allowing business owners to choose the language in which inspections are conducted and posting the **inspection checklist online** for the first time ever.

(EXCERPT)

JUNE 24, 2014 - **COLUMBUS AVENUE BID** IN THE NEWS - By Tobias Salinger

DCA Commisioner Menin Promises 'Big Announcements' on Small Business Fines

City **Department of Consumer Affairs** Commissioner **Julie Menin** promised a group of small business owners a series of "big announcements" in the coming weeks around the agency's inspection and fines process.



DCA Commissioner Julie Menin.

Speaking this morning at the annual meeting of the **Columbus Avenue Business Improvement District**, Ms. Menin pledged to follow through on Mayor **Bill de Blasio**'s campaign declaration that he would lessen burdensome regulations on small business owners.

"As a former small business owner, and one who dealt a lot with the DCA, I really know what it's like to have a DCA inspector come and not know what they're looking for," Ms. Menin told the audience of around 50 business owners from the Upper West Side area in the breakfast meeting at **Isabella's** restaurant. "We're already starting to make changes at DCA."

She referenced the agency's recent on-line posting of more than 30 types of the checklists its inspectors use to assess certifications and fines for various kinds of city businesses and its new commitment to speaking the many foreign languages spoken by business owners. But more business-friendly adjustments are ahead, Ms. Menin said.

"We're going to be making some big announcements in the coming months around fines," she said.

Former Mayor **Michael Bloomberg**'s administration increased DCA inspections by 66 percent, violations by 153 percent and total fines by 102 percent between 2010 and 2012, a February 2013 report by Mr. de Blasio, then the public advocate, found.



Columbus Avenue BID executive director Barbara Adler, NYC Hospitality Alliance executive director Andrew Rigie, DCA Commissioner Julie Menin and Manhattan Borough President Gale Brewer, from left

MARCH 26, 2014 - COLUMBUS AVENUE BID IN THE NEWS - By Courtney O'Brien

NYC Restaurant Owners Walk Away from \$100,000 Due to City's Stifling Regulations



New York City restaurateur Robert Malta planned to open a new location for his wine bar Bocca di Bacco on Columbus Avenue. But, after suffering through a string of unnecessary regulations, he is walking away.

Here are just a few of the ridiculous rules the city imposed on Malta and his restaurant:

The Landmarks Preservation Commission tied construction up in knots at 294 Columbus Ave., while Dept. of Buildings

rules required them to install sprinklers throughout the whole building, even though the café would only take up 800 square feet on the ground floor.

After the sprinkler installation, came the need to provide handicapped access under federal rules. Unsurprisingly, the Baltas ran out of patience:

"We had to give up because we didn't know how long it would take," he said — and lost four months' rent of \$26,000 per month, plus all the money the Maltas had put out for legal and design fees.

Malta's decision to leave his lease forces him to forfeit more than \$100,000 in rent security.

Mayor Bill de Blasio has made life even more complicated for these restaurant owners after signing into law a paid sick leave bill, legislation which requires employers to pay their workers whether they're sick or not.

These burdensome policies aren't only driving businesses away — they're also preventing others from arriving.

Peter Braus, chairman of REBNY's retail committee and managing principal of retail brokerage Lee & Associates, said, "At the end of the day, these policies are preventing a lot of people from coming to New York — people who have multiple locations around the world."

Among them: British superstar chef Jamie Oliver, who has dozens of eateries in London. "We've reached out to him to come to New York, but he's afraid," Braus said.

No, New Yorkers aren't likely to go hungry anytime soon — thousands of eateries line the Big Apple streets. But, perhaps Walker Malloy broker Rafe Evans isn't exaggerating when he defines restaurateurs' souring relationship with the city as, "clear and ominous proof that the increasingly business-unfriendly environment in the city is reaching a breaking point."

MARCH 25, 2014 - COLUMBUS AVENUE BID IN THE NEWS - By Angela Hunt

Restaurant owners skewer city agencies, red tape

Landmarks Preservation, among others, cited as major hurdle in launching new eateries



From left: John DeLucie and interior of a Bocca Di Bacco location in New York City

In a move that underscores the hurdles business owners typically face in navigating New York City regulations, one veteran restaurateur has given up on plans to open a small wine bar on the Upper West Side.

John DeLucie, head of the New York Restaurant Group, which operates six cafes in the city, said he has abandoned plans to open a Bocca Di Bacco location at 294 Columbus Avenue at West 74th Street. Instead, DeLucie has decided to forfeit upwards of \$100,000 in rent security to cancel the lease, the New York Post reported. The reason for the reversal? City agencies made it pretty much impossible to open the wine bar, he said.

Indeed, at a real estate forum held by the Real Estate Board of New York last week, co-owner of the group Bob Maltas claimed requests from the Landmarks Preservation Commission to preserve the facade, among other regulations, clashed with federal requirements for the restaurant to install a handicap entrance, according to the paper.

DeLucie isn't the only miffed restaurateur. Michael Weinstein of Ark Restaurants and Mark Birnbaum of the EMM Group have also had to cut through miles of red tape to open new locations. Despite the welter of regulations, restaurant operators say rising rents remain the biggest "disincentive" in the New York City market.

MARCH 24, 2014 - COLUMBUS AVENUE BID IN THE NEWS - By Steve Cuzzo

REAL ESTATE REALTY CHECK

City restaurants struggle to navigate pesky rules



Restaurateur John DeLucie (seen here in a Post "Bodega Shopping Challenge") says that entrepreneurs can live with landmarks rules. *Photo: Tamara Beckwith*

The owners of a planned tiny new wine bar on Columbus Avenue have walked away from their lease, forfeiting more than \$100,000 in rent security, because they say city agencies made it impossible to open the place.

The operators were not amateurs but rather the New York Restaurant Group, the well-financed team behind six successful Italian cafés. Co-owner Bob Malta says the Landmarks Preservation Commission tied construction up in knots at 294 Columbus Ave., while Dept. of Buildings rules required them to install sprinklers throughout the whole building, even though the café would

only take up 800 square feet on the ground floor.

Welcome to the fun world of opening a restaurant in the five boroughs. Walker Malloy broker Rafe Evans, who handles many Upper West Side deals but was not involved in the lease at 294 Columbus Ave., calls the situation "clear and ominous proof that the increasingly business-unfriendly environment in the city is reaching a breaking point."

Last week, a Real Estate Board of New York forum called "The Art of Making a Restaurant Deal in New York City," moderated by Newmark Grubb Knight Frank's Jeffrey Roseman and Cushman & Wakefield's Joanne Podell, tackled the challenges. Top restaurateurs Michael Weinstein, John DeLucie, Mark Birnbaum and Stephen Starr addressed "disincentives" to doing business in the city.

Although horror stories abound, it isn't as if city rules have scared restaurateurs away. There are more places to eat than ever. Most appear to be thriving despite all the regulatory obstacles.

Operators from penny-counting immigrants to giant global companies somehow manage to navigate the treacherous alphabet soup of the DOB, DOH, LPC and FDNY — plus community boards that hold great sway over the State Liquor Authority's decisions whether to grant liquor licenses.

Even so, the fate of the planned Bocca di Bacco on Columbus Avenue is clearly a cautionary tale.

Malta needed LPC approval for facade changes because the building is within a historic district. He said the panel "didn't really object" to what he needed to do but, "they make you go back a dozen times." (LPC didn't get back to us for comment).

The need to install sprinklers, and to provide handicapped access under federal rules, which he said clashed with LPC rules, were the final straw: "We had to give up because we didn't know how long it would take," he said — and lost four months' rent of \$26,000 per month, plus all the money the Malts had put out for legal and design fees.

The REBNY session participants were guarded in their language when we spoke to them on Monday. Birnbaum — co-founder of EMM Group (Catch, The General, La Cenita) — said his company, which employs 1,200 people in New York, up from 400 in 2006, has spent "hundreds of thousands of dollars" on expeditors and consultants to help his restaurants and clubs avoid problems with city agencies.

Continued on next page

Continued from Page 1 - MARCH 24, 2014 - COLUMBUS AVENUE BID IN THE NEWS - By Steve Cuzzo

REAL ESTATE **REALTY CHECK**

City restaurants struggle to navigate pesky rules

His places have operated largely trouble-free.

But he worries about companies new in town not knowing the ropes: "I fear that nobody [starting out now] will get to this point [where EMM Group is], whether because of high rents or community boards that make it almost impossible to open with a liquor license."

The DOH "can letter-grade you to death" if an owner isn't equipped to deal with it. But Birnbaum emphasized that rising rents were easily the biggest challenge.

"Eight years ago, it was almost free to be in the Meatpacking District," Birnbaum said — but EMM could only afford to open mammoth Catch in 2012 by putting it on the second, third and fourth floors.

Ark Restaurants (Bryant Park Grill, Canyon Road) CEO Weinstein noted that he has fewer restaurants in the city than he did 10 years ago, but many more than in Las Vegas and elsewhere. He called city regulations "an annoyance, but not enough to sway me on a business deal. That would take larger, market forces" such as rising rent.

He also criticized minimum-wage hikes and the new city requirement for six days of paid sick leave for an employee "whether a person is sick or not."

DeLucie, the celebrity chef of Crown Group Hospitality, in which he's a partner, said landmarks and DOB issues "can be frustrating, but you have a plan, you follow the rules and move along. There's a time frame and a budget, and you have to know going in what you're facing."

All three of DeLucie's restaurants — The Lion, Crown and Bill's Food & Drink — are in "very old buildings." But he has no hard feelings against the LPC, which a few years ago made him remove plastic ivy from the facade of The Lion and replace it with real ivy.

He welcomed DOH rule changes — announced last week — by which the agency yielded to complaints by thousands of restaurateurs by reducing fines and simplifying "violations" rules to make them more understandable and less subject to interpretation.

DeLucie said the changes might do away with "conflicting" rules that confused owners and inspectors alike.

But Peter Braus, chairman of REBNY's retail committee and managing principal of retail brokerage Lee & Associates, said, "At the end of the day, these policies are preventing a lot of people from coming to New York — people who have multiple locations around the world."

Among them: British superstar chef Jamie Oliver, who has dozens of eateries in London. "We've reached out to him to come to New York, but he's afraid," Braus said.

"There are other cities where you don't have to go through 20 levels of bureaucracy to open a restaurant," Braus added.

Still, Birnbaum said that despite its challenges and "a few gray hairs, New York is the greatest city in which to be in business. It isn't seasonal. It's constantly growing and not recession-proof, but recession-resistant, especially if you're good at what you do."

October 27, 2011 - By Leslie Albrecht, DNAinfo Reporter/Producer

Bike Share Gets Test Drive on Upper West Side



Roughly 600 docking stations like this one will be placed around the city next summer, bringing 10,000 bikes to city streets. (Department of Transportation)

UPPER WEST SIDE — Upper West Siders will get a chance to test drive the city's new bike share program on Sunday.

The Department of Transportation will set up one of the bike share stations, which are slated to be installed around the city next summer, and the public will be allowed to take the bikes for a free spin.

The bike share demonstration, co-hosted by the Columbus Avenue Business Improvement District, runs from 12 p.m. to 4 p.m. on Columbus Avenue and West 76th Street this Sunday, Oct. 30.

Seven bikes will be available for sample rides at Sunday's demo, a DOT spokeswoman said.

DOT representatives will be on hand to answer questions about the bike share program, which will put 10,000 bikes at roughly 600 docking stations around the city. Riders will check out the bikes at self-service stations with a credit card or membership card, ride to their destination, then park the bike at another station.

Manhattanites are eager for the bikes to hit city streets, with almost 80 percent of voters in the borough supporting the bike share program, according to a recent poll.

Columbus Avenue Business Improvement District Executive Director Barbara Adler said the bike share program would help neighborhood businesses by providing another way for customers to reach stores.

"It's an idea whose time has come," Adler said. "When you have a neighborhood that's inviting to everybody who comes on various types of transportation, it's so much better."

The DOT has already held demonstrations of the program in Union Square and Downtown.

Community boards will help decide where the docking stations will be installed. The public can also weigh in by suggesting a station online.

Online October 13, 2011 - By Avi

FREE BIKE SHARE PILOT PROGRAM COMING TO COLUMBUS AVENUE



Image via Columbus Avenue BID.

The city is rolling out a big bike share program that will let New Yorkers rent bikes from docking stations and then return them to other docking stations near their destinations. The program is expected to start next summer, but before then the Columbus Avenue Business Improvement District is letting people try bike sharing out at a temporary docking station on the corner of 77th Street and Columbus Avenue on Oct. 30 from noon to 4 p.m. It's free and it's healthy and you absolutely do NOT need to wear spandex. The city has also launched a website asking people where they think the stations should go. In related news, Upper West Siders appear to be warming to protected bike lanes, but there are still lots of complaints.



Online Wednesday, July 6 2011 - By Leslie Albrecht

COLUMBUS AVENUE BID IN THE NEWS

Wine Bar Finds New Home After Fight With Ritzy Neighbors

UPPER WEST SIDE — A year after residents of a celeb-filled building hired lobbyists and lawyers to crush a proposed wine bar on posh Central Park West, the vino venue has found new life on a scruffier corner.



25 Central Park West

Community Board 7 on Tuesday night backed liquor license and sidewalk cafe applications for a wine bar that Upper West Sider Greg Hunt wants to open in a rundown building on Columbus Avenue and West 71st Street.

The vote marked sweet victory for Hunt, who tasted defeat last year when residents of 15 Central Park West — where Denzel Washington, Sting and Lloyd Blankfein reportedly own apartments — railed against his plan to open a wine bar in neighboring 25 Central Park West.

Hunt insisted the wine bar would be a classy, understated establishment, but the block's powerful residents feared the bar would draw downtown party crowds, drug dealing and paparazzi to their quiet streets.

Residents of both buildings hired high-powered lobbying firms to fight Hunt's proposal.

Community Board 7 ultimately backed Hunt's idea, but residents of the ritzy buildings pushed back, hiring lawyers to plead their case with the city's Department of Buildings.

The legal maneuver worked and the city ruled that a wine bar wasn't allowed at 25 Central Park West. But Hunt vowed to keep his wine bar idea afloat.

On Tuesday he made good on that promise, telling Community Board 7 that he plans to open a "grown-up cafe and cocktail lounge" that will play Billie Holiday music and cater to an upscale crowd.

"I want to create a place where we can go and not be surrounded by 21-year-olds," Hunt said.



Columbus Ave / West 71

Hunt wants to open the wine bar on the ground floor of dilapidated 240 Columbus Avenue, which has been vacant since restaurant Penang closed several years ago.

Barbara Adler of the Columbus Avenue Business Improvement District praised Hunt's proposal, saying it will clean up a corner that's grown increasingly shabby in recent years.

After Penang closed five years ago, a homeless person regularly defecated in front of the vacant storefront, which is owned by a "wealthy Spanish clothing designer" who doesn't maintain the building, Adler said.

But some Community Board 7 members opposed Hunt's plan because his wine bar will have an enclosed sidewalk cafe.

The glassed-in seating areas are a thorn in the side of some Upper West Side officials, who complain that they take up too much sidewalk space and become nuisances when they're abandoned after restaurants go out of business.

But others said the new wine bar would be a welcome improvement on an eyesore that's marred Columbus Avenue for years.

Community Board 7 member Helen Rosenthal said she was swayed by the economic boost the wine bar could give to the neighborhood.

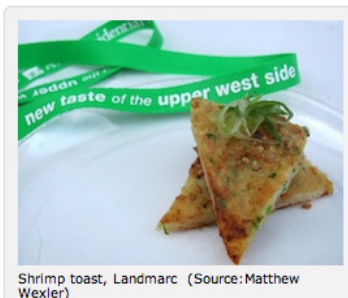
The business would create 35 to 40 jobs, according to Hunt.

"In this economy, when the largest problem our community is facing is jobs, we should welcome an independent business owner who wants to revitalize and bring jobs to our community," Rosenthal said.

"We can't be held back by a dislike of sidewalk cafes."

STYLE: NEW TASTE OF THE UPPER WEST SIDE IN THE NEWS

How the West Was Won: Taste of the Upper West Side



Shrimp toast, Landmarc (Source: Matthew Wexler)

I have a number of hipster friends who refuse to travel north of 14th Street unless it is a medical emergency or they have finagled free tickets to a Broadway show. Certainly,

they would never consider trekking further north (oxygen mask, anyone?) to the Upper West Side to eat. Frankly, I'm fine with that because it affords me a better chance of snagging a table at some of New York City's most innovative culinary haunts.

Originally home to tobacco fields in the 17th and 18th centuries, and later to squatters displaced by the creation of Central Park in 1853, the Upper West Side - like much of New York City - has reinvented itself time and again. The early 20th century apartment boom and the country's first-ever subway system, which opened in 1904, brought an influx of diverse cultures to the neighborhood. It is the setting of *West Side Story* and home to **Lincoln Center for the Performing Arts** and the **American Museum of Natural History**.

Yet with all of this colorful history and cultural influence, the best dining option for many years was a hot dog from Gray's Papaya - until now. Today, the Upper West Side is peppered with top-notch chefs, charming cafés, and a host of all-fresco options that welcome diners with little attitude but lots of flavor.



Honey-soy glazed salmon with chipotle mayonnaise atop sushi rice, Jean Georges (Source: Matthew Wexler)

New Taste of the Upper West Side

The Columbus Avenue Business Improvement

District recently presented **New Taste of the Upper West Side**. This sold-out weekend of food celebration featured comfort food classics, wine seminars, and "The Best of the West", which highlighted more than forty of the Upper West Side's most celebrated chefs while also showcasing locally sourced ingredients. Here are some of the weekend's stand-out dishes and the restaurants that are enticing even the most cynical downtowners to head north.

Top Picks



Chilled Spring pea soup, A Voce (Source: Matthew Wexler)

Jean Georges

Honey- and soy-glazed salmon with chipotle mayonnaise atop sushi rice

With more stars than on Wonder Woman's bootie, Jean Georges has been an anchor at the Trump

International Hotel and Tower since 1997. His modern interpretation of classic French technique glides across the palette, and so will the bills out of your wallet at \$98 per person for a 3-course meal. Where else can you get foie gras brulee with white port gelee or arctic char with Burgundy truffle crumbs?

Landmarc

Shrimp toast

Chef Marc Murphy's UWS Fest snack involved shrimp paste, egg whites, and a searing hot griddle. The result was what you might imagine dolphins eating if they had guilty-pleasure fast food in the ocean. Landmarc's menu is accessible (nightly pasta specials from

STYLE Continued: NEW TASTE OF THE UPPER WEST SIDE IN THE NEWS

\$14 - \$22) while still throwing an occasional offal curveball like chicken liver cavatelli (\$18) or caramelized sweetbreads (\$29).

Kefi

Lamb sliders with feta sauce

Co-Owners Donatella Arpaia and Chef Michael Psilakis have created a classic Greek taverna that can whisk you away to the Mediterranean while still within walking distance of Central Park. Meze dishes include warm fingerling potatoes with string beans and feta (\$6.95), grilled sardines (\$8.95), and house-made Cypriot sausage (\$7.75).

Cafe Luxembourg

Lobster salad roll

Cafe Luxembourg is classic Upper West Side. In operation since 1983, the bistro continues to pack in Lincoln Center theatergoers, yuppies with doublewide strollers, and a slew of old-timers who probably remember the trifecta passings of George Balanchine, Tennessee Williams, and Gloria Swanson the year the restaurant opened. Serving breakfast, lunch, and dinner, Cafe Luxembourg's brunch is the perfect way to start a Sunday before strolling over to Riverside Park. Enjoy short rib hash with béarnaise sauce (\$18), homemade granola (\$10), or an Upper West Side classic - smoked salmon and bagel (\$18).



Lobster salad roll, Cafe Luxembourg (Source: Matthew Wexler)

More Culinary Gems

Don't miss these other local culinary gems, which run the gamut from porchetta to pudding.

Bar Boulud

Daniel Boulud's casual bistro serving signature charcuterie.

A Voce

Chef Missy Robbins' regionally inspired Italian cuisine.

Magnolia Bakery

Pass on the cupcakes and go for the banana pudding instead.

Calle Ocho

Nuevo Latino cuisine with a south-of-the-border killer cocktail menu.

Your Next Food Fest



"Best of the West" at New Taste of the Upper West Side (Source: Matthew Wexler)

Are you craving a food festival but can't hold out until next year's **New Taste of the Upper West Side**? Check out the Food Network New York City Wine & Food Festival, September 29 - October 1, 2011.

Proceeds benefit the Food Bank For New York City and Share Our Strength.



May 19-25, 2011

NEW TASTE OF THE UPPER WEST SIDE IN THE NEWS

FRI 20, SAT 21 NEW TASTE OF THE UPPER WEST SIDE

Explore the culinary landscape of the uptown nabe at this annual festival. Two main events make up the showcase: On Friday 20, around 70 chefs will reinvent traditional American fare for the Comfort Classic tasting. At Best of the West on Saturday 21, toques including Damian Sansonetti (Bar Boulud) and John Fraser (Dovetail) will prepare dishes using ingredients sourced from less than 100 miles away. For fans of local grapes, there's also a seminar on Long Island wines and artisanal cheeses during the day on May 21 (1- 2:30pm, \$45). *Columbus Ave between 76th and 77th Sts (newtasteuws.com). Fri 7-10pm, Sat 7-9:30pm; \$85-\$200.*



DEALS & DEALMAKERS IN THE NEWS

The cultivator of Columbus Avenue



Barbara Adler,
Columbus Avenue BID

"It was remarkably successful," said **Barbara Adler**, the BID's executive director and one of its two full time employees.

Proceeds from the fête, totaling \$10,000, were donated to renovate the school cafeteria at 100 West 77th Street, shared by the Computer School, Anderson School and West Prep Academy. The event is held in the schoolyard, so it was a natural recipient, said **Adler**.

Most of Manhattan is under the jurisdiction of a business improvement district, which provides services such as street cleaning, landscaping and promotion of local businesses to a particular area. Funding is often obtained through dues from local businesses.

The *Observer* recently dubbed the BIDs the shadow mayors of the city, citing powerful groups such as the Times Square Alliance and Grand Central Partnership. The Downtown Alliance, the city's largest BID with a budget \$13 million, has been integral in the area's transformation and magnetism for tourism. In areas without BIDs, such as Soho and Chinatown, efforts are underway to create them.

Although the Columbus Avenue BID is on the small side, with an annual budget of around \$308,000, it is marked by an enthusiasm and attention to detail for the neighborhood. The group has funded the planting of over 120 trees this year, and meticulously charts around 200 local retailers on its website, which was recently relaunched.

Over a decade ago, local organizers, unsatisfied at the way the reconstruction of Columbus Avenue was being handled, hired a consultant and sought to form the BID. **Adler**, a longtime local resident and member of Community Board 7, which covers the Upper West Side, applied for the position and was hired.

The BID covers 15 blocks along Columbus Avenue, from 67th Street to 82nd Street, boundaries that are completely within the Central Park West historic district, which prevents virtually all new

development. The district was formed partially in reaction to the development of the Park Belvedere at 101 West 79th Street, across the street from the Museum of Natural History, said **Adler**. The 28-story building towered over the neighboring low-rise structures, and in **Adler's** view, it remains out of context with the neighborhood.

Thus, the stretch along Columbus is mixed-use, with ground floor retail, along with the occasional second floor, topped with residential. A vibrant swath, changes have come with the shifting of tenants, rather than new development.

"Over the past 10 years, we've had many more national chains," said **Adler**. "Columbus Avenue used to be completely mom and pop stores."

Retail brokers will reach out to the BID, requesting details of neighboring tenants and information on the neighborhood. And from the looks of it, they are closing deals. **Adler** said there is only one vacant retail space in the area, at the corner of 71st Street, but a lease has been signed.

New clothing retailers like Theory, Rag and Bone and Paige have given the area a boutique feel, and Crain's reported in April that Gap will open the city's first Athleta, a sportswear brand, at the Brodsky Organization's 216 Columbus Ave, at West 70th Street. On the other hand, apparel designer Kenneth Cole closed at 353 Columbus Avenue, as part of a citywide downsizing.

However, the district is still home to offbeat offerings: Make Meaning, a colorful craft store at 329 Columbus Avenue that opened in September and Maxilla & Mandible Ltd., which sells dinosaur bones.

"They seem to thrive here," said **Adler**.

Adler studied at Pratt, with a background in illustration. She would later attend the School of Visual Arts to gain experience in digital graphic design, and subsequently taught herself in the field. Now, she develops the BID's map and guide of the area, which is updated annually. It will issue this year's edition in June.

She was served for 22 years on Community Board 7 before stepping down this spring. **Adler** was co-chair of the transportation committee, and remains a strong advocate of bike lanes.

The Columbus Avenue BID will have its annual meeting over the summer, with writer Jimmy Breslin as the speaker.



IN THE NEWS

New Taste of the Upper West Side



Tar Beaty & Linda Alexander

On Saturday night, the New Taste of the Upper West Side showcased just how much the neighborhood has changed from a culinary no-man's land to a vibrant community of talented chefs serving great food. And all for a good cause to boot! One guest remarked that had this event been held 20 years ago, it would likely have featured three diners. (And boy do we remember those days!) Now it's hard to decide among all the delicious options, and the venue—a tent at the corner of Columbus and 77th—was packed with ever greater crowds in the four years since it started.

Some of our favorite bites included Bill Telepan's potato pierogi with chives and scallions, and Marc Murphy's (Ditch Plains) shrimp toast (which disap-

peared faster than his crew could plate). Newcomer-to-the-'hood Jesús Núñez, from Graffit, had one of the prettiest and inventive offerings: a Manchego cheese toast dotted with a row of unique pairings, starting with a red wine gelee and ending with quince and honey. We thought we'd died and gone to heaven and the Rapture had happened when we spied Rosa Mexicano's giant molcajete filled with their excellent guacamole.

But the standout plate came from celeb chocolatier Jacques Torres, who served a bombolino that wasn't even chocolate! Light, airy, not greasy and filled with a delicate cheese custard. We'll take a dozen, please.



DEALS & DEALMAKERS IN THE NEWS

BID leader helping Upper West Side retain its flair for the unexpected

This past weekend, the Columbus Avenue Business Improvement District (BID) held its annual food event, "New Taste of the Upper West Side," drawing over 1,500 guests and selling out tickets.

It featured 70 restaurants, ranging from the upscale Dovetail and Landmarc, to the casual offerings of Shake Shack and Insomnia Cookies.

"It was remarkably successful," said Barbara Adler, the BID's executive director and one of its two full time employees.

Proceeds from the fête, totaling \$10,000, were donated to renovate the school cafeteria at 100 West 77th Street, shared by the Computer School, Anderson School and West Prep Academy. The event is held in the schoolyard, so it was a natural recipient, said Adler.

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BARBARA ADLER

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The Columbus Avenue BID will have its annual meeting over the summer, with writer Jimmy Breslin as the speaker.





The Board of Directors
of the
Columbus Avenue Business Improvement District
Cordially Invites You to Attend our 12th Annual Meeting
on Tuesday, June 21, 2011 at 8:00 AM
at Isabella's
359 Columbus Avenue, New York City (SE corner of 77th St.)



Keynote Speaker:
Jimmy Breslin
Journalist and Author

with Greetings by:

Hon. Gale Brewer
NYC Council Member

&

Hon. Scott Stringer
Manhattan Borough President

&

Cpt. Christopher J. McCormack
Commanding Officer of the 20th Precinct

Breakfast will be served

Your **RSVP** is essential no later than June 15th
If you're unable to attend after you RSVP, we would much appreciate your letting us know.

Phone: 212 721-5048 Email: info@columbusavenuebid.org



IN THE NEWS

ADAM RICHMAN may be from Brooklyn, but he's eaten his way across the upper West Side. The "Man Vs. Food" star, who will co-host tomorrow's Singha Beer-sponsored Comfort Classics cook-off (part of this weekend's New Taste of the Upper West Side festival), counts the Chino Latino food of La Caridad, the pie at V&T Pizza and the falafel at Jerusalem restaurant among his favorite eats. The UWS appeals to "the salt-of-the-earth great-grub seeker in all of us," he says. We look forward to watching him chow down.



IN THE NEWS

Dylan fillin' for the Upper West Side

The Upper West Side just got a whole lot sweeter.

Dylan Lauren, the force behind mega-sweets store Dylan's Candy Bar, has taken over five storefronts on Amsterdam Avenue between West 78 and 79th streets -- 100 feet of frontage, which is more than her Upper East Side flagship location, our sources say.



Dylan Lauren

Perhaps she will announce her stealth move this Friday, when she co-hosts the first night of the fourth annual New Taste of the Upper West Side's two-day event.

Food Network's "Dinner: Impossible" chef David Britton will also be there with his Pies On Wheels truck.

The traveling pizzeria has partnered with Castello Monaci wines from Italy's Puglia region for unique creations like Hudson Valley duck braised in red wine.

About 3,500 food lovers are expected to attend the event, which draws chefs such as Daniel Boulud, according to Donny Evans, the event chairman and owner of Compass on the Upper West Side.

Evans, a veteran restaurateur, is also committee chairman for Dan's Taste of the Two Forks, which will launch July 16 to celebrate local chefs and wineries from the north and south forks of Long Island.

Speaking of a sweet tooth, Bill Clinton better watch his.

Crumbs Bake Shop signed its first lease in Harlem at 215 W. 125th St., just steps away from the Apollo Theatre and the former president's office on the same street.

The news follows Magnolia Bakery's announcement of a new street-level shop inside Bloomingdale's with prime window frontage.



THE WEEK AHEAD

CULTURAL EVENTS

FRIDAY, MAY 20, AND SATURDAY, MAY 21

THE COLUMBUS AVENUE BUSINESS

IMPROVEMENT DISTRICT invites you to “Whole Foods Market New Taste of the Upper West Side.” Neighborhood chefs and restaurants come together to showcase signature dishes and innovations. Friday’s event, hosted by Adam Richman of the Travel Channel and Dylan Lauren of Dylan’s Candy Bar, will be from 7 p.m. to 10 p.m. Saturday’s evening event, honoring Dana Cowin, editor-in-chief of *Food & Wine*, runs from 7 p.m. to 9:30 p.m. Both will be held under a tent on Columbus Avenue between West 76th and West 77th streets. For a list of events and price and ticket info, visit www.newtasteuws.com.



CRAIN'S

NEW YORK BUSINESS

April 25 - May 1, 2011 - By Adrienne Pasquarelli

REAL ESTATE DEALS

UWS gets city's first Athleta store

Athleta, a sportswear brand bought by Gap Inc. in 2008, has signed a lease for nearly 3,500 square feet at **216 Columbus Ave.**, at West 70th Street. The store is not set to open until the fall, but Gap is already looking for more Manhattan real estate, according to sources.

"It's a fantastic fit for the neighborhood," said Alex Brodsky of The Brodsky Organization, the building's landlord. He noted the site's proximity to the Reebok Gym and said that Athleta will offer a lowerpriced alternative to Lululemon Athletica nearby.

Neither a Gap spokeswoman nor Ariel Schuster, the Robert K. Futterman & Associates broker who has represented the retailer here, returned calls requesting comment.

The Athleta brand sells everything from yoga pants and dresses to ski apparel and swimsuits. **Barbara Adler**, executive director of the **Columbus Avenue Business Improvement District**, said the shop would further diversify the street's shopping strip.

"There's really no competition," said Ms. Adler. "There used to be a Danskin on Columbus, but it closed a couple of years ago."

Asking rents in the neighborhood are \$250 to \$300 a square foot and have held steady over the past 12 months, according to brokers.





April 20, 2011 - By Amanda Ferris - NS Newsdesk

IN THE NEWS

Athleta Coming to Upper West Side Later This Year



Athleta

Athleta, a sportswear brand recently purchased by Gap, will open later this year on the Upper West Side, Crain's reports. The Gap-owned store sells fitness gear from yoga pants to swimsuits to ski apparel, all of which will soon be available at their new Columbus Avenue location.

Barbara Adler, executive director of the **Columbus Avenue Business Improvement District**, told Crain's, Athleta's arrival will help "further develop and diversify the Columbus Avenue strip."

"There's really no competition," Adler told the site. "We used to have a Danskin on Columbus, but that closed a couple years ago."

For more on Athleta's impending arrival, head over to Crain's.

Athleta: 216 Columbus Ave., at W. 70th St.

April 19, 2011 - By Adrienne Pasquarelli

IN THE NEWS

NYC slated for its first Athleta store

Gap-owned sportswear brand to open on Columbus Avenue and West 70th Street; follows moves by Make Meaning, Rag & Bone, and eatery Ditch Plains.

Look out fitness junkies! New York's first Athleta, the sportswear brand owned by Gap Inc., will open later this year on the Upper West Side. The company signed on for nearly 3,500 square feet at 216 Columbus Ave., at West 70th Street. Though the store is not expected to open until this fall, Gap is already sniffing around for more Manhattan locations, according to sources.

"It's a fantastic fit for the neighborhood," said Alex Brodsky of the Brodsky Organization, the landlord for the site, a former Lucky Brand Jeans outpost. He noted its proximity of the Reebok Gym and said that Athleta will offer shoppers a lower-priced alternative to yogawear from the costly Lululemon Athletica located nearby on Broadway. Neither a Gap spokeswoman nor Ariel Schuster, the Robert K. Futterman & Associates broker who has represented the retailer here, returned calls requesting comment. In 2008, San Francisco-based Gap acquired the Athleta brand, which sells everything from yoga pants and dresses to ski apparel and swimsuits, for \$150 million. The retail giant has spent the last three years ramping up the label. After opening a small test store in Marin County, Calif., last year, Gap opened a 5,000-square-foot San Francisco flagship in January.

Barbara Adler, the executive director of the **Columbus Avenue Business Improvement District**, said Athleta's arrival will help further develop and diversify the Columbus Avenue strip. Neighborhood asking rents currently range from \$250 to \$300 a square foot, and have held steady in the last 12 months, according to brokers. "There's really no competition," said Ms. Adler. "We used to have a Danskin on Columbus, but that closed a couple years ago."

In recent months, Make Meaning, a three-story store where both adults and kids can make their own pottery and crafts, Rag & Bone, a trendy fashion chain, and Ditch Plains, a surfer-themed restaurant from Chef Marc Murphy, have all opened for business on the avenue.

IN THE NEWS

Plan Forces Parking Freeloaders to Pay

Should free meter parking on Sundays say its prayers?

An Upper West Side business owner is trying to eliminate free Sunday parking in front of meters in the neighborhood—a practice the City Council instituted 2005 after outer borough religious leaders and their driving parishioners complained about having to leave Mass to feed the meter. Supporters of the free Sunday parking called the situation “pay to pray.”

Free meter parking on Sundays, says nightclub owner Marc Glazer, has been abused by residents who suck up the treasured spots for hours while those that may want to shop or eat at a restaurant in the Upper West Side are unable to find a decent parking spot.

“Sunday is one of the busiest days of the week for small businesses on the Upper West Side,” Glazer said. “The small businesses are being hurt by the lack of parking.”

Glazer, owner of Columbus 72, a nightclub on Columbus Avenue and West 72nd Street, says his business has taken a hit because cars squat in front of parking meters on Saturday night and keep the space all day on Sunday. He is also a member of Community Board 7, which recently approved his proposal in a 22 to 11 vote with five members abstaining. The Council would have to approve Glazer’s proposal now that the community board weighed in with a resolution.

“People should car pool, make other arrangements

or at least pay for the privilege of staying in the spot all day,” Glazer said.

Parking spots in the neighborhood are increasingly becoming a commodity. Rampant development and new bike lanes have caused the number of parking spots to dwindle in the Upper West Side. A higher turnover on parking spots would be a boon for business, said Barbara Adler, executive director of the Columbus Avenue Business Improvement District.

“The businesses on Columbus have continued to say their business was killed after that law went into affect on Sunday,” she said.

When the law first passed in 2005 Mayor Michael Bloomberg vetoed the “pay to pray” measure because the city would lose out on \$14 million from the parking meters. The Council overrode Bloomberg’s veto.

Most of the original backers of banning meter parking on Sunday, hailed from the outer boroughs.

“I don’t think anyone from the Upper West Side came,” remembered Gale Brewer, a Council member representing the area.

Glazer believes that Upper West Side Catholics and Christians will support the end of free parking on Sunday.

“Most residents of the Upper West Side,” Glazer said, “walk to their houses of worship.”

September 6, 2010 - By Leslie Albrecht

IN THE NEWS

Free Sunday Parking on the Upper West Side Could End After Community Board Vote



UPPER WEST SIDE — Free parking on Sundays is supposed to give church-goers a break, but some say the practice hurts businesses.

Community Board 7 is scheduled to vote Tuesday on whether to scrap the free parking, which New Yorkers have enjoyed since 2005 when the City Council voted to make street meters free on Sundays.

The 2005 vote was based in part on the idea that it's unfair to make church-goers who drive to Sunday services "pay to pray."



But Community Board 7 member Marc Glazer, who's led the charge to do away with free Sunday parking, says the practice forces businesses to pay a price.

Glazer says the free spots encourage cars to linger for hours, which means potential customers can't park in front of stores and restaurants.

Glazer took photos of parked cars at 9 a.m., 2 p.m. and 6 p.m. At 2 p.m., 75 percent of the cars hadn't moved, by 6 p.m., half were still there. Glazer says cars spend an average of four to six hours in metered spots on Sundays and 90 minutes at such spots on week days.

"These cars are there for six or eight hours," Glazer told Community Board 7's transportation committee in July. "Unless these people are going to an all-day Baptist tent revival, they're not in church."

Merchants along Columbus Avenue have complained that free Sunday parking has "killed" their businesses, because they rely on customers who drive in from outside the neighborhood, said Barbara Adler, executive director of the Columbus Avenue Business Improvement District, in July.

But even if they're not in church, some New Yorkers see free Sunday parking as sacred. Several interviewed by DNAinfo in July complained that drivers deserve a break on Sundays.

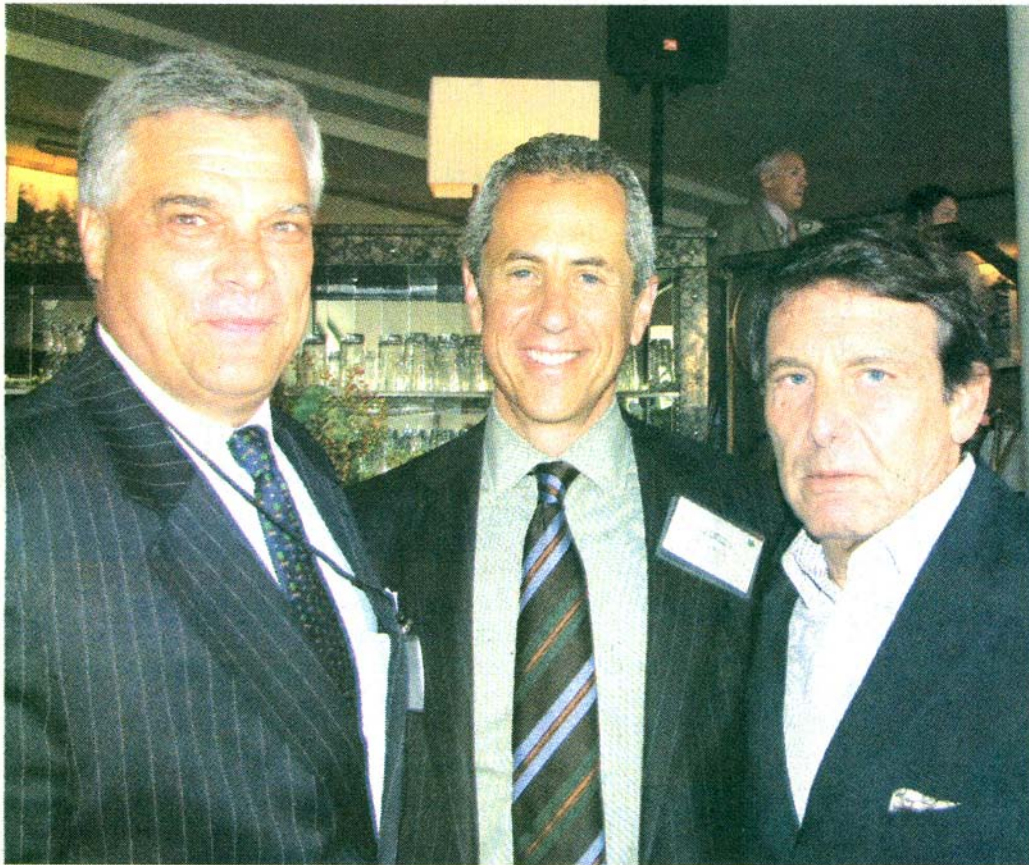
"God rested on Sundays, why can't we?" said Frank Lema, 27, an electrician from Valley Stream who regularly drives a van into the city.

Community Board 7 meets Tuesday at 6:30 p.m. at Fordham University, 113 West 60th Street at Columbus Avenue. To view the full board agenda, check the Community Board 7 website.

REAL ESTATE WEEKLY

July 21, 2010

IN THE NEWS



Restaurant Royalty convenes at Columbus Avenue BID Annual Breakfast, including (l-r) BID president and Rosa Mexicano/City Grill owner Doug Griebel; keynote speaker and Union Square Hospitality Group CEO Danny Meyer; and New Taste of the UWS chairman and BID Board member Don Evans of Dovetail and Compass. Also providing early morning inspiration to the rapt crowd of property owners, restaurateurs, retailers and community leaders were City Controller John Liu and Upper West Side Councilmember Gale Brewer.

