




LINCOLN SQUARE
SUMMER 2007



LINCOLN SQUARE
BUSINESS IMPROVEMENT DISTRICT

THE LINCOLN SQUARE DISTRICT
MANAGEMENT ASSOCIATION, INC.
1841 Broadway, Suite 1112
New York, NY 10023

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Save the Date!
Before you know it,
Winter's Eve will be here—
Monday, November 26, 2007.



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THE LINCOLN SQUARE BUSINESS IMPROVEMENT DISTRICT is a not-for-profit tax-exempt organization formed in 1997 by property owners, businesses, and others with a stake in our Upper West Side community. We provide supplemental security, sanitation and beautification services seven days a week, develop and manage a wide variety of programs and projects to improve and promote the area, and coordinate our efforts with appropriate City agencies. The Lincoln Square BID's efforts are supported by an assessment on property owners in the district. The *Lincoln Square Newsletter* is published three times a year by the:

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TENTH ANNUAL MEETING

More than 200 people gathered at O'Neals' on May 22 for the LSBID's Tenth Annual Meeting—and what a time we had!

No sooner had we served ourselves another of Mike O'Neal's delicious breakfasts and heard his warm welcome, than Andrew Pucher, LSBID Chair, introduced our special guest: Peter Gelb, General Manager of the Metropolitan Opera at Lincoln Center. To everyone's delighted surprise, Gelb had brought guests of his own: a lovely lady named Cio-Cio-San, a barber named Figaro, a befeathered and bewitched Papageno, and a host of others, singing highlights of the Met's 2006-07 season on a DVD prepared especially for us! The exquisite voices and Gelb's infectious enthusiasm confirmed what everyone is saying: if this is opera, give me more! And he has, making converts all over the country by showing opera on movie screens, even bringing *Madame Butterfly* to Times Square in a first-ever broadcast. Thank you, Peter Gelb, for Mozart in the morning!

And thank you, Manhattan Borough President Scott Stringer, City Council Member Gale Brewer, and Lincoln Center President Reynold Levy, for your generous remarks about the LSBID and our work. Mr. Levy's detailed update on Lincoln Center was well received. Thanks, too, as always, to Gary Jacob, our Vice Chair and Finance Committee Chair, and Treasurer and Nominations Chair Georgette Bennett, who took care of the budget report and nominations with their customary clarity and wit.



Dear Ms. Blum,
Mr. Pucher, and
LSBID Staff,

Congratulations on a great annual LSBID breakfast and meeting at O'Neals' yesterday!... The program itself was informative and inspiring. Michael O'Neal's generosity resulted in a delicious breakfast amid friendly, diverse people at our table. As a retired educator, I was awed by the graduating senior's presentation.

The work done by your organization these past ten years, under your dedicated leadership and that of your staff, is greatly appreciated and always in evidence in our community. All of you merit high praise for your many accomplishments, as noted in the attractive 10 Year Bulletin, a true tribute to you. How fortunate we, in the Lincoln Square area, are to have your presence. Thank you!

Best wishes for continuing success.

Sincerely,
Renée B. Hoffman





Of all the services, activities, and programs that come under the LSBID umbrella, we are especially proud of Opening Doors and Building Bridges (ODBB) at the Martin Luther King, Jr. High School Campus. If anyone needed to understand why, they had only to hear, as we did, from Grace Denise Petit, graduating senior. Grace shared with us the extraordinary arc of her life: from stubborn, outspoken teen, often in trouble with one or another authority, to mature, accomplished young woman. ODBB staff members, she said, listened to, supported, and counseled her; they helped her tame her tongue, while encouraging her ideas and imagination; and she, in turn, took every advantage of the program's work opportunities and summer academy.

Now Grace is heading off to Trinity Washington University, with the more than \$50,000 in scholarships she has won with her hard work and determination. She certainly won the hearts of everyone in the room with her eloquent and graceful speech! Congratulations, Grace! We are so very proud of you!

The day after our meeting, we received a wonderful letter from Renée B. Hoffman, a Lincoln Square resident. We think it says it all. Thank you, Ms. Hoffman, for your kind words—and thank you all, LSBID members and friends, for your support!

IN AND AROUND LINCOLN SQUARE

MORE SPACES, LESS CLUTTER

Parking is a hassle, but the NYC Department of Transportation is taking some of the sting out of the experience, installing new muni-meters — 12 of them so far in Lincoln Square. Motorists can now use the entire curbside, and the DOT estimates that this increases the number of parking spaces by as much as 15%. We like the muni-meters because they eliminate all those old meters and reduce street clutter; and the LSBID will be keeping them graffiti and sticker free as per our high standards. For more information, check the DOT's website: www.nyc.gov/DOT.

CONGRATULATIONS, MLK JR HIGH SCHOOL!

Since 2002, the city has broken up many of the enormous, underperforming public high schools into small schools, and now the results are in: graduation rates at those new schools are way up. On average, the small schools graduated 73 percent of their students. But according to *The New York Times* our very own Martin Luther King, Jr. High School is far from average, with a 90 percent graduation rate for 2007! That's more than 50 percent higher than 2002 — way to go, students, faculty, staff, parents, and friends!



Waiting for a bus? Lincoln Square has six of the attractive new bus shelters you've seen around the city, and we are eagerly awaiting our first newsstand.

NOISE AND OTHER NUISANCES

Can't hear yourself think? Now you can: the city's new Noise Code went into effect at the end of June, limiting the decibel level of nightclub music, minimizing construction noise, and muffling barking dogs and jingling ice-cream trucks. The Department of Environmental Protection has issued noise meters to the NYPD, and the fines are stiff, so let's all turn it down!

Can't see the sights for the eyesores? The city requires that all property owners remove — or arrange to have removed — the graffiti from their property. But it's so much easier now: if a property owner requests help, the Mayor's Community Assistance Unit will schedule and undertake a clean-up. And so will we: the LSBID is happy to remove graffiti from any property in our area. Just call Richard Juliano at the LSBID offices so we can help.

NEW BUSINESSES, FRESH LOOKS

We're very pleased to welcome the **Bank of America** (www.bankofamerica.com) located at 30 Lincoln Plaza to the Lincoln Square business community. And welcome back, **Empire Hotel!** New retailers there include **Duane Reade**, **Starbucks**, and **PJ Clarke's**. There's a **Jeunesse Spa**, too. **Pottery Barn** fans, don't dismay: the store at 1965 Broadway is only closed for renovations; it re-opens this fall. The fall also will bring a whole host of new businesses including **Brooks Brothers** at 1930 Broadway, **Bar Boulud** at 1 Lincoln Plaza, **Best Buy** at 1880 Broadway and **Wolford** in Time Warner Center.

BID NEWS

NEW FACE, MORE SPACE



Please join us in welcoming Rebecca Gerber, the LSBID's new program assistant. Rebecca comes to us with a terrific background, including more than two years with the Alliance for Downtown New York and a Master's degree in urban affairs from Hunter College. We're thrilled to have her here! And we're

delighted, too, to have more room for our growing operations: the LSBID offices have expanded into the adjacent space. Come visit us at 1841 Broadway, Suite 1112!

KUDOS

Special thanks and well-earned awards to those who go above and beyond for the LSBID, our members, and our neighbors! At the annual meeting, we honored:

- George Glatter, our friend and supporter since the LSBID was just an idea, without whom we would not be where we are today.
- Ed Turner, the first member of the Goddard Riverside Crew and now, after ten years of service, the Crew Supervisor.
- Pablo Fernandez, who, on his own initiative, took over supervisory responsibilities on our Clean Team in the absence of the supervisor.
- Raphael Bradley, security officer and now Supervisor, who smoothed the transition to a new security company.

WE'RE VERY FINICKY



Anyone who walks through Lincoln Square and sees our Clean Team at work knows: we are very particular about cleanliness. We can't stand litter, we hate mess — and you won't see either in our neighborhood! Now we've gone a step further: our new power-washer is scrubbing

those stubborn corners, especially under the litter cans. Thank you to our partners in pickiness, the businesses and property owners who have given us permission to use their water hook-ups.

NEED INFO?



Look for the LSBID's information carts, staffed by trained and talented students from our youth development and after school program at MLK and posted at Richard Tucker Square and Columbus Circle, Wednesday through Sunday, 11am to 7pm.

SURPRISE!

Sidewalk Surprises, our free walking tours of Lincoln Square, are back and better than ever. Tours meet inside Columbus Circle every Saturday through November 10 at 11am, rain or shine.

HEAR YE, HEAR YE

It's all here—there's just more of it, thanks to the efforts of the LSBID. "No other organization does more to keep Lincoln Square clean, safe and beautiful," said Mayor Michael Bloomberg in his official proclamation, presented to the LSBID this spring by the City's Department of Small Business Services. SBS also renewed our contract for another five years. We take the mayor's words as confirmation of our accomplishments—and the renewal of our contract as a challenge to make the future even better and brighter.



Thank you, Walt Disney Company! On July 10, twelve Disney VolunteARS helped spruce up Lincoln Square by washing the benches in the Broadway Malls.

NOW PLAYING: SUNDAY BRUNCH AT PORTER HOUSE

Brunch — that quintessential New York institution — gets a whole new twist at Michael Lomonaco's Porter House New York, the American steakhouse in Time Warner Center, with Sunday Jazz Brunch. Where else could you enjoy front-row seats overlooking Central Park and the city skyline, some of the best food anywhere, and live jazz from the John Miller Trio? For those who lean toward the breakfast side of brunch, Chef Lomonaco is preparing his versions of the classics: freshly baked muffins, Irish oatmeal, waffles, brioche French toast, and, of course, eggs Benedict. If it's lunch you crave, there are Bluepoint oysters on the half shell, grilled salmon, and the restaurant's famous steaks. Whatever you do, finish up with dessert. And if you're very lucky, Chef Lomonaco will drop his whisks, doff his toque, pick up his guitar, and turn the jazz trio into a quartet for a cool session. The hours for Porter House New York's Sunday Jazz Brunch are 12-3pm. And don't forget: the restaurant also serves lunch Monday through Saturday, from noon to 3pm. For more information or reservations, call 212.823.9500 or visit www.porterhousenewyork.com.