



Bryant Park  
Management  
Corporation

# Annual Report

A review of fiscal year  
2010 & a look ahead to  
fiscal year 2011

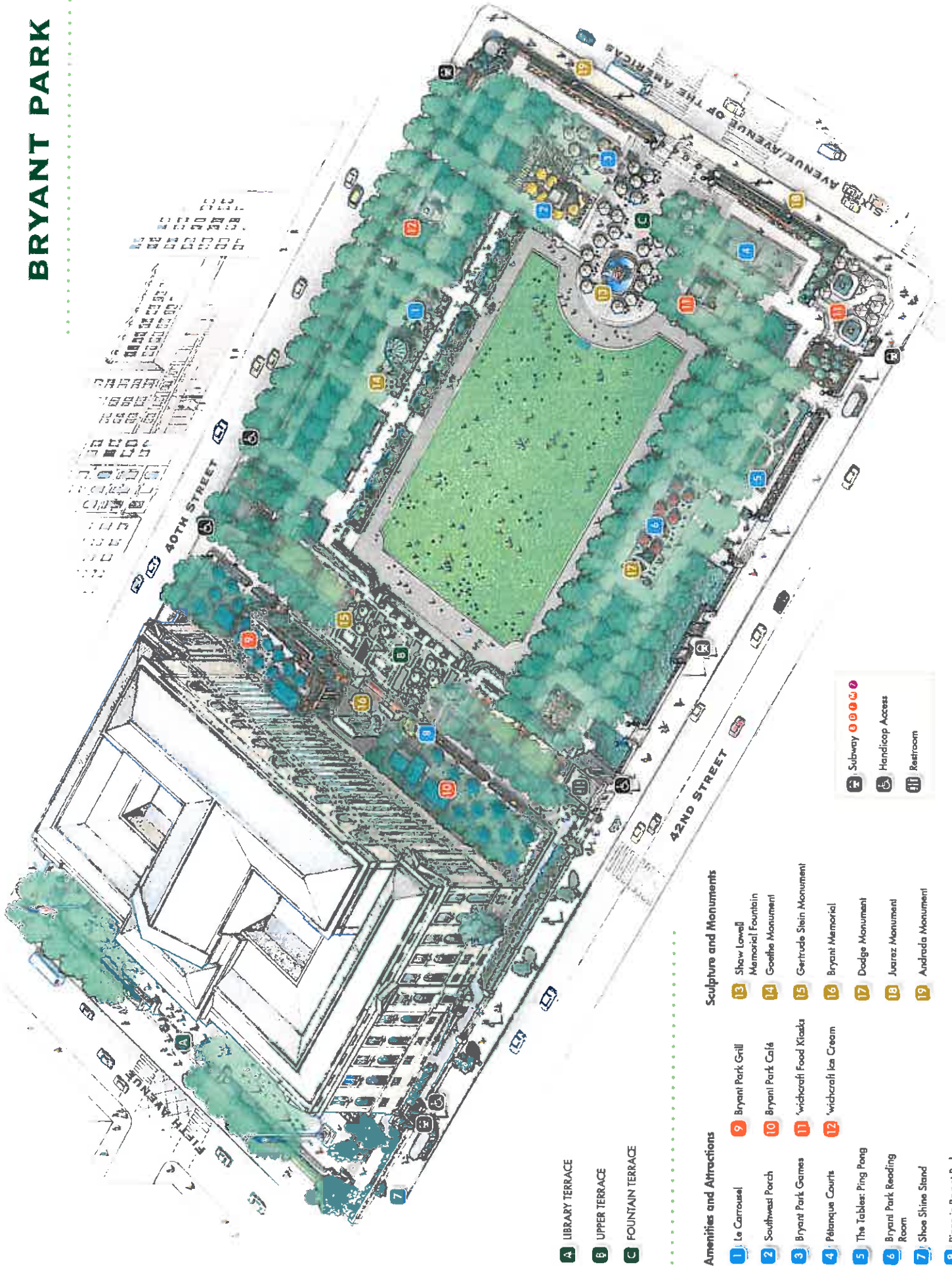
December 10, 2010

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# BRYANT PARK



- A** LIBRARY TERRACE
- B** UPPER TERRACE
- C** FOUNTAIN TERRACE

## Amenities and Attractions

- 1** Le Carrousel
- 2** Southwest Porch
- 3** Bryant Park Games
- 4** Pétanque Courts
- 5** The Table: Ping Pong
- 6** Bryant Park Reading Room
- 7** Shoe Shine Stand
- 8** Piano in Bryant Park
- 9** Bryant Park Grill
- 10** Bryant Park Café
- 11** Wickercraft Food Kiosks
- 12** Wickercraft Ice Cream

## Sculpture and Monuments

- 13** Shaw Lowell Memorial Fountain
- 14** Goethe Monument
- 15** Gertrude Stein Monument
- 16** Bryant Memorial
- 17** Dodge Monument
- 18** Juarez Monument
- 19** Androcta Monument

Subway **0 0 0 0 0**  
 Handicapped Access  
 Restroom

# **Bryant Park Management Corporation**

## **Section I: District Background and Review of Fiscal Year 2010 Activities**

### **A. Neighborhood Needs Assessment**

#### **1. Overview**

The Bryant Park BID primarily encompasses a variety of commercial and institutional usages. Certain of its buildings have historic and cultural significance, such as the New York Public Library and the American Radiator Building (40-50 West 40<sup>th</sup> Street), both of which enjoy official New York City Landmarks Preservation Commission status. In November 1974, Bryant Park itself was designated as a Scenic Landmark by the Landmarks Preservation Commission.

The District is a premier destination in New York for large corporate tenants, with recent blocks of space in class A office buildings leasing for \$80 per square foot, on average. It is also experiencing a significant upgrade in the make-up of its retail stores, with higher end apparel stores and restaurants replacing tourist destination retail and low-budget eateries.

The District is home to three institutions of higher learning, the New York Public Library's Central Research Branch, the midtown campus of NYU, and the School of Optometry of the State University of New York. The popular School of the International Center of Photography is also located in the District, in a facility below Grace Plaza, at Sixth Avenue and West 43<sup>rd</sup> Street.

#### **2. Commercial Office Profile**

The BID incorporates all the properties bordering Bryant Park, as well as the main branch of the New York Public Library. The properties currently include about 8.1 million s/f of office space. At the northwest corner of 42nd Street and Sixth Avenue, One Bryant Park, is the New York headquarters of the Bank of America. The company has taken over 1.6 million s/f in the 2.2 million s/f, 55-story building making it the largest commercial property in the District, and the second tallest building in New York City. The building opened its doors in spring 2008. The second largest commercial property in the District is the Grace Building, with 1.5 million s/f of office space. 1095 Sixth Avenue, the former Verizon building, at 41 stories and 1.2 million s/f, is owned by the Blackstone Group. The company has spent an estimated \$250 million to make major improvements and replace the building's façade with energy-efficient glass. 1095 Sixth Avenue has been renamed after its major tenant, MetLife, which occupies 400,000 s/f on eleven floors.

Many noteworthy companies have their headquarters in the District. These include, Home Box Office (HBO), a premium cable programming subsidiary of Time Warner; Elie Tahari, a luxury manufacturer of men's and women's apparel; and W.W. Norton, the oldest and largest employee-owned publisher in the United States. The financial firm Instinet Inc. has signed

an 11-year, 107,611 s/f lease at 1095 Avenue of the Americas. The company, a subsidiary of Japan-based Nomura Holdings, will be moving its headquarters and approximately 300 employees from 3 Times Square. Instinet is one of the oldest and largest global electronic agency securities brokers and has been providing investors with electronic trading solutions and execution services for more than 30 years.

The district is home to many financial firms including Bank of America at One Bryant Park, Bank of Scotland at 1095 Avenue of the Americas, Marathon Asset Management at One Bryant Park, and HSBC's New York headquarters at 452 Fifth Avenue at the corner of West 40<sup>th</sup> Street. An Israeli firm has recently bought the building for \$330 million, which indicates that foreign investors view Midtown real estate as a bargain, despite the obvious market risks. Under the agreement, HSBC agreed to lease the entire building for one year, and floors one to eleven for ten years.

Law firms with offices in the district include Dechert LLP at 1095 Avenue of the Americas, and the firms of Baker & McKenzie and Cooley Godward Kronish LLP at 1114 Avenue of the Americas. The fast-growing national litigation firm McKool Smith announced in September its move into One Bryant Park. A major attraction of the new space, says McKool Smith principal Robert Cote, is the building's use of cutting-edge green technologies and materials.

Advent Software recently signed a lease for 32,000 square feet at 1114 Sixth Avenue, better known as the Grace Building. The company, which makes software products for the financial services industry, plans to move onto the entire 33<sup>rd</sup> floor in May 2010. John Brennan, Senior Vice President for Human Resources and Facilities for Advent, said that the company attracted to the building because of its proximity to Bryant Park and major transportation hubs.

At this time commercial buildings in the BID are typically close to 90% leased.

### **3. Retail Profile**

All the commercial buildings in the BID, as well as the lone residential building, feature ground floor retail space. The tenant mix ranges from national chain retailers with large stores (Staples), smaller stores (FedEx Kinko's, Penguin, Starbucks), to small local businesses (Pax Deli, Kee's Chocolates, Books Kinokuniya). A few high-profile local stores are also present, including the HBO store, Zara at 500 Fifth Avenue and Alice + Olivia on West 40<sup>th</sup> Street.

The District features 63 street-level retail stores, with only minimal vacancies. The positive image of Bryant Park has attracted more upscale stores in the last few years including Le Pain Quotidien at 70 West 40<sup>th</sup> Street and Lily O'Brien, a fine chocolate store at 36 West 40<sup>th</sup> Street.

#### **4. Residential Profile**

Currently, the single residential property in the District is 32 West 40th Street, a co-op apartment building of 92 units, now known as Bryant Park Place.

#### **5. Hotel Profile**

The District currently is home to two upscale boutique hotels, The Bryant Park Hotel, at 40 West 40th Street and directly across from the New York Public Library, the Andaz Fifth Avenue hotel (485 Fifth Avenue) which opened in spring of 2010. The superior class Hyatt brand, launched in London in 2007, features 184 rooms, including 47 suites. Two restaurants, a retail bakery, meeting rooms, event spaces, and a health club are amenities in the new property.

#### **6. Institutional Profile**

The District includes numerous public and private educational and cultural institutions. The most significant are: the Central Research Branch of the New York Public Library, the midtown campus of New York University, the School of Optometry of the State University of New York, CUNY's Office of Admission Services, and the exhibit space and school of the International Center of Photography, in a below-ground facility at Grace Plaza, Sixth Avenue at West 43<sup>rd</sup> Street.

#### **7. Bryant Park Management Corporation and the Park**

Bryant Park Management Corporation, a private not-for-profit company, was founded in 1980 to renovate, restore, maintain, and operate this urban oasis, designated a Scenic Landmark by the NYC Landmarks Preservation Commission. Funded by an assessment on neighboring properties, income from concessions, event revenues, and corporate sponsorships, the BID employs a staff of up to 80 to provide security and sanitation, manage the public restrooms, upgrade and operate park structures, and maintain the park's six acres of lawn, promenades, trees, and gardens. Over the years, we have installed new lighting, 3,500 movable Paris-style park chairs, 50 café umbrellas, and tables. It continues to expand Bryant Park's attractiveness and attractions: a restaurant, outdoor café, and four food kiosks; a carousel, opened in 2002; and the outdoor Reading Room, a warm-weather fixture since 2003. To the program of spring and summer public events—including music and dance performances and the HBO Bryant Park Summer Film Festival—we have added the holiday shops and The Pond ice skating rink in fall and early winter, making Bryant Park a year-round destination.

Bryant Park, designed in the French Classical tradition, features 240 trees, including *Platanus acerifolia* (London plane) along the promenades; more than 100 species of woody shrubs, herbaceous perennials, annuals, and 150,000 bulbs; a 1.25-acre lawn; and six monuments.

More than 11,000 people visit Bryant Park on an average spring day. Our visitor count rises to 20,000 on an average summer day, with 10,000 daily visitors during the winter holidays.

## **Ongoing Problems**

**The following are ongoing problems in the Bryant Park district and what we are doing to alleviate the situation.**

### **1. Illegal Activity by Licensed Food Cart Vendors**

There's an ongoing problem with food cart vendors selling their products within the restricted perimeter sidewalk surrounding Bryant Park. Carts set up on the southeast corner of 42<sup>nd</sup> Street and Sixth Avenue, the southeast corner of 42<sup>nd</sup> Street and Fifth Avenue, and occasionally on the east side of Sixth Avenue at 41<sup>st</sup> Street. When our security staff observes these cart vendors setting up, we inform them that the sidewalk space is prohibited, and ask them to relocate; if they do not, we notify the police. The police have been successful in moving these vendors, where our security officers have met with resistance. Both the BID and the NYPD would have to devote fewer resources to this problem if the Criminal Justice System would impose penalties on these violators. Such measures would discourage vendors from operating within these restricted areas. We have also contacted the Department of Health to identify persistent food cart violators in order to get their licenses revoked. In order to restore a state of order and legality to the park's perimeter sidewalks, we ask that the Department of Health and the Department of Consumer Affairs to be more aggressive in pursuing and penalizing those carts that violate the city's laws and rules.

### **2. Tour Buses**

We have had a proliferation of tour buses picking up, discharging, and staging from the south side of 42<sup>nd</sup> Street, between Fifth and Sixth Avenues. In addition to obstructing views into and out of the park, these buses frequently idle their engines for longer than the three minute time limit permitted by law. Our security officers approach the drivers of those buses which idle in excess of the three minute limit, and hand them a printed statement outlining the idling law. The BID believes that the tour buses should be relocated away from Bryant Park, to the south side of 42<sup>nd</sup> Street, between Sixth and Seventh Avenues; this has been recommended to the Department of Transportation. We look forward to a resolution to the current problem by the agency during this fiscal year.

## **B. Review of Accomplishments: FY 2010**

In our last Annual Report, we submitted the following top five goals; the following is an update on the status of each of them.

### **1. Installation of a Telescope**

The telescope was installed and is functioning. It is a seasonal amenity, available from January to October (it is removed during the rest of the year for usage of the space by the Holiday Shops).

### **2. Lawn Open 100 Days During the Warm Weather Season**

The lawn was open 111 days this past summer. It suffered from intense use and adverse weather, with very high temperatures in July and August. It will come back once more in April of 2011.

### **3. Install Live Outdoor Fire Amenity in winter**

The fire pit started operations again in October 2010, and will remain until the Southwest Porch closes in late February.

### **4. Litter Receptacles: Prototype**

The trash receptacles were installed in Bryant Park starting in May of 2010 and immediately started receiving praise from the public. They are also a favorite of photographers and bloggers, who feature them frequently in their vignettes covering the park. The main challenge linked to the new product is education of the public as to proper ways of recycling. Many patrons still prefer to dump their trash in the first receptacle available with little consideration for the recycling program.

### **5. Repainting the Le Carrousel's Eight Rounding Boards**

The goal was to upgrade the eight "rounding boards" by filling in the eight oval spaces with historic views taken from both within and around the BID. A Request for Qualifications (RFQ) was sent out and an RFP was issued to hire a qualified artist to begin work.

The proposals received were too prohibitive to do and the project was deferred until the fall of 2011.

Fiscal Year 2010 Business Improvement District Annual Report  
 Tab 1. BID Programs and Services Impacts Template

**BID NAME: Bryant Park Management Corporation**

*Instructions: Insert the appropriate numerical into the grey cells where applicable. The values that you enter into the spreadsheet should reflect the cumulative fiscal year data, unless otherwise noted.*

| General                       |    | Explanation |
|-------------------------------|----|-------------|
| Number of block faces         | 4  |             |
| Number of retail businesses   | 63 |             |
| Number of storefronts         | 63 |             |
| District vacant storefronts   | 1  |             |
| Number of full-time BID staff | 36 |             |
| Number of part-time BID staff | 4  |             |

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| Sanitation                                  |         | Explanation |
|---|---------|-------------|
| Number of block faces covered by sanitation | 4       |             |
| Number of sanitation workers employed       | 26-44   |             |
| Number of hours logged by workers           | 82,368  |             |
| Number of incidents of graffiti removed     | 60      |             |
| Number of trash bags collected by your BID  | 125,000 |             |

| Security   | Explanation |
|--|-------------|
| Number of block faces patrolled by BID security    |             |
| 4  |             |
| Number of security workers employed                |             |
| 9  |             |
| Number of security hours logged                    |             |
| 17,568   |             |
| Number of security incidents reported to personnel |             |
| 4,092  |             |

| Streetscape/Beautification                                  | Explanation |
|---|-------------|
| Number of plantings maintained by your BID                  |             |
| 600   |             |
| Number of new plantings                                     |             |
| 2,000   |             |
| Number of banners maintained by your BID                    |             |
| 19  |             |
| Number of new banners                                       |             |
| 115   |             |
| Number of pieces of street furniture maintained by your BID |             |
| 250   |             |
| Number of new pieces of street furniture                    |             |
| Approx. 12 -15  |             |
| Number of new pieces of public art                          |             |
| N/A   |             |

Consisting of 300 planters and 300 trees. In addition, 30,000sq. ft. of shrubs, perennials and annual perimeter plantings are maintained.

Consisting of street lights, poles, sign poles and traffic control signs, rooftop lights, illuminated street name signs, tree pits, bike racks, trash cans, newsboxes, planters, and protective bollards.

New streetscape elements can be anticipated to be installed, limited to illuminated street name signs, bike racks, and trash receptacles.

| Promotion   | Explanation |
|---|-------------|
| Number of district guides, brochures and coupon books distributed by your BID | 100,000     |
| Number of public BID events held  | 600         |
| Number of attendees to public BID events                                      | 15 - 15,000 |
| Number of unique visitors to your BID's website                               | 662,700     |

| Other Data Your BID is Tracking (please explain) | Explanation |
|--|-------------|
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## **Section II**

### **Looking Ahead: Fiscal Year 2011 Goals**

Bryant Park Management Corporation will continue to the best possible management of Bryant Park in 2010-2011. We will also focus on the following goals:

#### **1. Online Shop**

Bryant Park is looking forward to opening its online store this year, selling Bryant Park themed merchandise. The store will feature plants, souvenirs and original designs born of a partnership between our design team and renowned manufacturers, artists and retailers. Look forward to its opening in the fall of 2010.

#### **2. Rehabilitated Magnolia Kiosk**

The Magolia flower kiosk in Bryant Park has sat empty for a few months. After much consideration of the best use for the space, we are looking to rededicate the space as an ice cream store to open in the spring of 2011. Competitive bids have been solicited from potential operators, with an emphasis on the quality of the product to be served. The new creamery will switch to hot chocolate and other warm favorites in the winter months.

#### **3. Extended Ice Skating Rink Season**

The departure of Fashion Week from Bryant Park creates an opportunity for the public to enjoy ice skating for 4 more weeks in 2011 at CitiPond. We will work with Upsilon Ventures, the producer of The Pond, to ensure that the ice remains open to all skaters well into February of 2011.

#### **4. Accordion Program**

Bryant Park offers a rich and intellectually stimulating experience to its users. To make that experience even more interesting, we are planning to start an accordion concert series, featuring weekday lunchtime accordion players performing free to the public in changing areas of the park.

#### **5. Lighting Upgrade**

Our capital department will implement the second phase (of 3) in the planned lighting upgrade of Bryant Park. Following the upgrades to the projectors located at 1095 Ave of the Americas in fiscal year 2009-2010, the second phase will see the replacement of the single headed B-Poles in Bryant Park with a new double headed light fixture. This change was key on the lighting upgrade plan created by Domingo Gonzalez Associates.



**Section IV:**  
**Organizational Information**

The Bryant Park BID and 34<sup>th</sup> Street Partnership share their administrative staff, but have different line staffs. The attached organizational chart will illustrate the manner in which the staff is organized. The companies have a divisional structure, with the main divisions being Security, Sanitation, Capital Projects, Retail Improvements and Accounting. The staff is managed identically at all levels. The management philosophy of the companies emphasizes equality of treatment, rewards based on achievements and promotes from within. Employees are encouraged to pursue continuing education, and classes are subsidized. The companies are Equal Opportunity Employers.

Currently, the BID has a staff of 115. The largest departments include: 32 in Sanitation; 23 in Security; and 12 in Park Management. Our administrative function comprises 10 staff members.



# 2009-2010 BOARD OF DIRECTORS

## Bryant Park Management Corporation

### Class A

### Property Owners

|                     |           |  |
|---------------------|-----------|--|
| John H. K. Belt     |           | 58-64 West 40th Street Associates<br>233 Broadway<br>New York, NY 10279<br>Phone: 212-732-7450                                       |
| Daniel A. Biederman | President | Bryant Park Management Corporation<br>500 Fifth Avenue, Suite 1120<br>New York, NY 10110<br>Phone: 212-769-4242                      |
| Harry Blair         |           | GVA Williams<br>380 Madison Avenue, 3rd Floor<br>New York, NY 10017<br>Phone: 212-716-3518   |
| Julian F. Bozeman   |           | Bank of America<br>100 West 33rd Street<br>New York, NY 10001<br>Phone: 646-733-3636   |
| Dennis Brady        |           | Jack Resnick & Sons, Inc.<br>110 East 59th Street<br>New York, NY 10022<br>Phone: 212-421-1300                                       |
| Andrew I. Cohen     |           | Tishman Speyer<br>520 Madison Avenue<br>New York, NY 10022<br>Phone: 212-715-0338  |
| Melissa Coley       | Secretary | Brookfield Properties Corporation<br>200 Vesey Street, 11th Floor<br>New York, NY 10022<br>Phone: 212-417-7236                       |
| Mr. Adam Goldenberg |           | Blackstone Real Estate Acquisitions V.L.L.C.<br>1065 Avenue of the Americas, 27th Floor<br>New York, NY 10018<br>Phone: 212-583-5543 |
| L. Robert Lieb      | Co-Chair  | Mountain Development Corp.<br>3 Garret Mountain Plaza, Suite 403<br>West Paterson, NJ 07424<br>Phone: 973-279-9000                   |



**Class C**

Marc Seeherman

**Residents**

40th Street Tenants Corp.  
32 West 40th Street, 2nd Floor  
New York, NY 10018  
Phone: 212-921-0881

**Class D**

Office of the Mayor

**Government Officials**

Honorable Michael Bloomberg, Mayor  
The City of New York  
City Hall  
New York, NY 10007  
Phone: 212-788-3000

Office of the Comptroller

John C. Liu, Comptroller  
City of New York  
1 Center Street  
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Office of the Borough President

Scott Stringer  
Manhattan Borough President  
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City Council Member

Christine Quinn, Council Member  
Council of the City of New York  
265 West 40th Street, Suite 803  
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**Class E**

Manhattan Community Board #5

**Non-Voting Member**

Vikki Barbero  
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