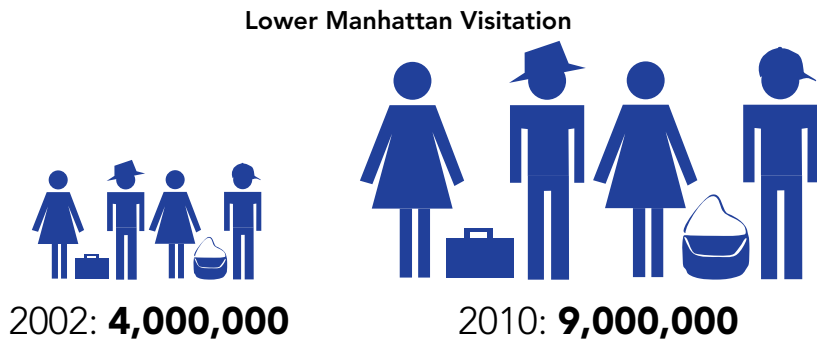


Downtown's RENAISSANCE

A DECADE LATER, WE'RE BETTER THAN EVER



Wagner Park



Lower Manhattan is witnessing a transformation of epic proportions.

Just over the last decade, we've witnessed a staggering and wonderful change. The stretch of land from Chambers Street to the tip of Manhattan is one of the city's fastest-growing neighborhoods.

An estimated 56,000 people now call this area home—more than double since 2001!—with another 4,000 expected to move here in the next two years. Who are all these people? Our research has found they're family-oriented, interested in putting down roots, highly educated and many love that they can walk to work.

Lower Manhattan is still the international headquarters of major financial institutions like American Express, Bank of New York Mellon and Deutsche Bank. But it isn't just financial services. More than 300 businesses have moved into Lower Manhattan in recent years, representing a diverse mix of industries from

Why live in Lower Manhattan?

- ▶ Quality of life
- ▶ Quality of apartments
- ▶ Access to mass transit
- ▶ Schools
- ▶ Safety
- ▶ Access to parks and waterfront
- ▶ Neighborhood character
- ▶ Size of apartments
- ▶ Affordability of apartments

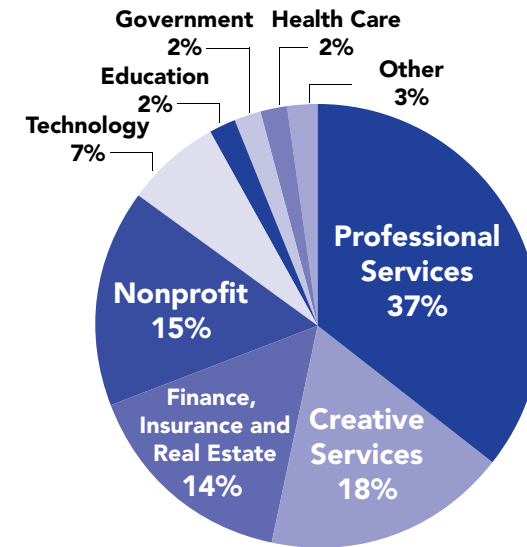
And, they'll be staying at our 18 hotels—triple the number from a decade ago.

While deeply rooted in the past with its rich history and architecture, Lower Manhattan is ushering in a brighter future with the region's newest office buildings at the World Trade Center site, two world-class transportation centers, improved streets and telecommunications infrastructure, upgraded parks and plazas and an esplanade along the East

creative companies, to nonprofits, law firms and technology. There are more than 60 media companies, including *DOWNTOWN* Magazine and the soon-to-arrive Condé Nast corporation.

Walk down the streets and you can witness both mom-and-pop stores and luxury spots. In fact, the Wall Street area isn't only bankers and bonds anymore. It's also chocolates and cars, fashion, finery and food. Stores like La Maison du Chocolat, Canali, Thomas Pink, Tiffany & Co. and a BMW showroom have opened for business. Today, Lower Manhattan has 1,075 stores and restaurants.

Driving these businesses are more visitors from across the country and around the globe. Tourism has boomed: last year nine million people visited Lower Manhattan, and the opening of the National September 11 Memorial & Museum is expected to bring millions more.



Industries in Lower Manhattan

River waterfront. The investment is considerable: over \$30 billion is being invested south of Canal Street.

Ten years ago, Lower Manhattan witnessed an unthinkable tragedy, and many people questioned its future. That future has arrived. Today, Lower Manhattan is a place of activity, prosperity, life and optimism, and the evolution over the last ten years has set the stage for the next exciting act.

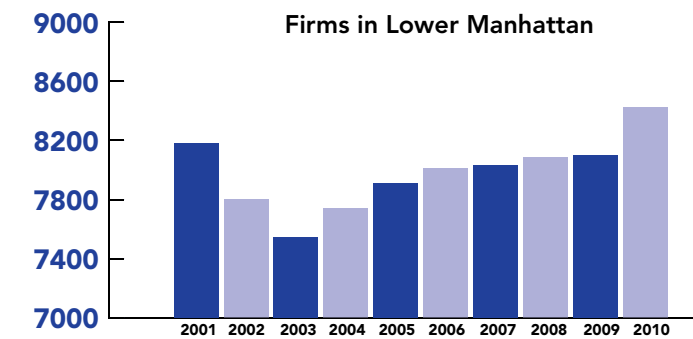
The Alliance for Downtown New York is the leading source for original and synthesized data about Lower Manhattan below Chambers Street. For more information or to access the full State of Lower Manhattan 2011 report, visit www.downtownny.com/newsroom/research.

—STEPHANIE JENNINGS

Jennings is the assistant vice president of economic development for the Alliance for Downtown New York.



Charging Bull by Arturo Di Modica in Bowling Green Park



Hive at 55 offers co-working space for freelancers, small businesses and entrepreneurs.



"Splotch 15," by Sol LeWitt, as part of his Structures series, is located in City Hall Park.

"An estimated 56,000 people now call this area home—more than double since 2001!"



South Street Seaport

Photographs courtesy of Brian DiFeo and Jason Chiusano for Alliance for Downtown New York. Both pages: graphics by Lisa DiCarlucci.