



CRAIN'S

NEW YORK BUSINESS

CRAINSNEWYORK.COM | JULY 25, 2022



FORUM PARKING

STUCK IN PARK

Crush of cars inspires a fresh look at parking permits to ease congestion

BY AARON ELSTEIN

Finding parking on the streets of New York is like panning for gold.

There are 85,000 metered parking spaces in commercial corridors, but the remaining 3 million are a gift from the city that drivers pursue with the fervency of Gollum hunting down the precious ring. Advocates say it's time to end the giveaway and for the city to start making some money from its 76 million linear feet of curbside real estate. Conservative estimates suggest permits allowing residents to park their private vehicle on public space could generate \$600 million in annual revenue.

Parking permits aren't a new idea, but then again, never have New York's streets been so overwhelmed. The nation's financial and cultural capital became its traffic-jam capital in 2020, according to research firm Inrix, leapfrogging ahead of Boston, Chicago and Philadelphia thanks to rising car ownership rates during the pandemic. Restaurants, delivery trucks and bike-docking stations also fight for space. High gas prices make matters worse because drivers move their cars less often.

"Traffic's always been tough, and this is the worst," said Edward Funches, who just the other day couldn't

See **PARKING** on page 14

INSIDE

HOW PLACARD abuse became a problem **PAGE 13**

ACTUAL number of spots lost during Covid **PAGE 16**

FUNCHES favors residential permits if they mean he can park closer to job sites and avoid steering his wheelchair into traffic.

POLITICS

Outsiders donate most to Adams' \$850K haul

BY BRIAN PASCUS

Mayor Eric Adams raised more than \$850,000 in his first six months in office, with most of the money coming from outside the five boroughs and a significant amount donated by various companies and individuals connected to New York City real estate development.

Adams took office Jan. 1 and won't be able to run for re-election until the 2025 mayoral primary. He's been hit by multiple crises, ranging from a series of high-profile shootings to soaring inflation to complaints of a dirtier city, all of which have contributed to a recent poll that found only 29% of responding voters thought he was doing a "good/excellent" job as 64% of them graded

him "fair/poor."

But none of that has stopped donors from contributing cash to his campaign coffers. Of the 738 donations made to Adams since the start of the year, more than \$650,000 came from individuals living outside the city, and about \$270,000 came from individuals living outside of New York state, according to a *Crain's* analysis of New York City

Campaign Finance Board data.

"People see him as a serious national player in an electoral sense," said veteran political strategist Hank Sheinkopf. "Being involved in New York politics has a certain cachet to it. It gives people the sense of power and being close to power."

See **CAMPAIGN** on page 22

HOLD THE BOOZE

A market emerges for alcohol-free cocktails

PAGE 3



POWER CORNER

Citizens Budget Commission prez holds City Hall accountable

PAGE 19



Department of Financial Services adds workers as crypto community embraces state regulation

BY AARON ELSTEIN

The New York Department of Financial Services is adding staff to ease the backlog of battered cryptocurrency companies that have concluded getting the state's seal of approval is in their best interest.

NEW YORK AND WYOMING ARE THE ONLY TWO STATES TO REGULATE CRYPTO

es hundreds of banks and insurers, had only a handful of full-time employees devoted to licensing crypto firms at the start of the year, but it now has 25 with plans to hire "many, many more," Superinten-

dent Adrienne A. Harris said last Wednesday at a *Crain's* event.

"Demand for the license only goes up and to the right," said Harris, who was appointed to her post in the summer of 2021 by Gov. Kathy Hochul.

Sector's shellacking

The crypto community's discovery of the benefits of regulation corresponds, at least in part, with the shellacking the sector has taken in the past six months. New York and Wyoming are the only

two states to specifically regulate crypto, Harris said, and a license from the Empire State is seen by operators as a way to win over skeptical investors, customers and lawmakers.

It wasn't always this way. When the Financial Services Department unveiled its BitLicense in 2015, 15 crypto firms fled New York to protest regulatory overreach.

"Over half of those companies have gone bust," Harris said.

In New York, 31 firms have been granted a BitLicense, including Coinbase, Genesis Global Trading and Robinhood Crypto. Getting a BitLicense involves crossing thresholds similar to banks, such as producing audited financial statements, creating systems to identify money laundering and knowing the exact identity of customers on both sides of a transaction.

Harris wouldn't say how many firms are seeking New York's stamp of approval. A new law allows state regulators to charge crypto companies for the cost of examining them, as is already the case for banks and insurers. Her agency wants to be



CRAIN'S EVENT: Editor-in-chief Cory Schouten talks with DFS Superintendent Adrienne A. Harris about the importance and appeal of the state's BitLicense.

supportive of the industry, Harris said, and help cement its place in the financial capital's ecosystem. She likened the blockchain industry to Amazon 25 years ago, when the colossus was a struggling on-

line book retailer. "There is so much more that the technology is capable of," she said. "It's an incredible space and doing a lot to revolutionize the financial system." ■



EVENTS CALLOUT

SEPT. 29

BEST PLACES TO WORK LUNCHEON

Every year *Crain's New York Business* ranks the 100 Best Places to Work in New York City among small, medium and large companies. In celebration of these exceptional firms, *Crain's* is hosting a luncheon open to the business community.

DETAILS

Time: Noon to 2 p.m.
Visit CrainsNewYork.com/BestPlaces2022 for more info.

WE'LL BE BACK!

Crain's New York Business publishes a print edition every other week during July and August. Our next issue will be Aug. 8. In the meantime, you can keep up with our coverage every day by visiting our website, CrainsNewYork.com.

STATS AND THE CITY

Venture capital hunkers down as bear market bares teeth

BY AMANDA GLODOWSKI

The exuberant deal-making that defined last year's venture-capital landscape has slowed, as the tech sector hunkers down to weather the economic storm.

There were 465 deals made across New York City during the second quarter of the year, a 24% decline from the first quarter and a 27% decrease from the same period last year, according to data released by research firm Pitchbook.

That totaled \$8.8 billion in invested capital, a 14% decrease from Q1 and a 32% drop from the same quarter last year.

Despite the drop in deal-making, the sector is still buoyant compared to years prior to 2021. A strong VC market last year coinciding with an entrepreneurial push to combat the Covid-19 pandemic more than tripled the capital invested in 2020.

That's not to say that the industry is immune to the economic headwinds facing the public market, including a bear market and surging inflation. Layoffs have proliferated across some of the city's top tech companies, dampening optimism about how quickly the sector can return to its past heights.

"Large fundraising comes with expectations of fast, high growth," said Kyle Stanford, a senior VC analyst at Pitchbook. "A lot of that money went into sales and marketing and ways to forcefully grow a company. When the forces of the economy turn against those things, that's the first place to cut costs."

Large metropolitan areas such as New York and Silicon Valley are positioned to withstand the turbulence that has come this year, Stanford said.

"They're still home to everything that a startup needs," he said, referencing the restaurant scene, events calendar and other factors that contribute to an area's vibrancy. "That's not something you get in every area."

The drop in activity is likely indicative that VC investors are prioritizing existing portfolio companies at late stages and supporting them through to profitability, according to the report. That could mean advising companies to hunker down and beef up their cash on hand until brighter economic days are near.

"Everyone is looking for some sort of certainty," Stanford said. "Once everyone feels comfortable that there is a bottom, or that inflation is not increasing each month, then everyone will be comfortable. Right now people are wondering about what's next."

QUICK STATS

on the state of venture capital

465

NUMBER OF venture deals made in New York City during the second quarter

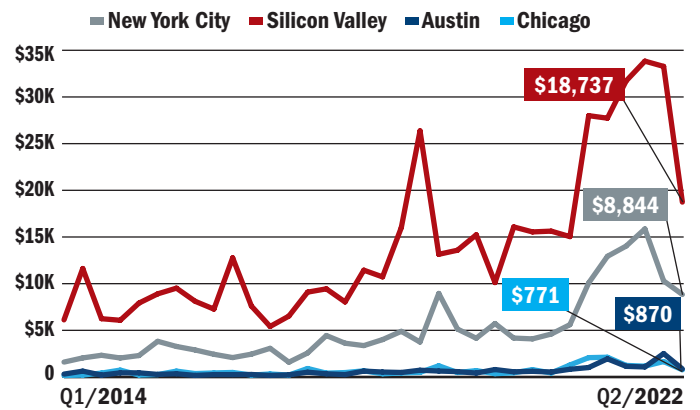
\$8.8B

AMOUNT INVESTED in New York's startup scene in Q2

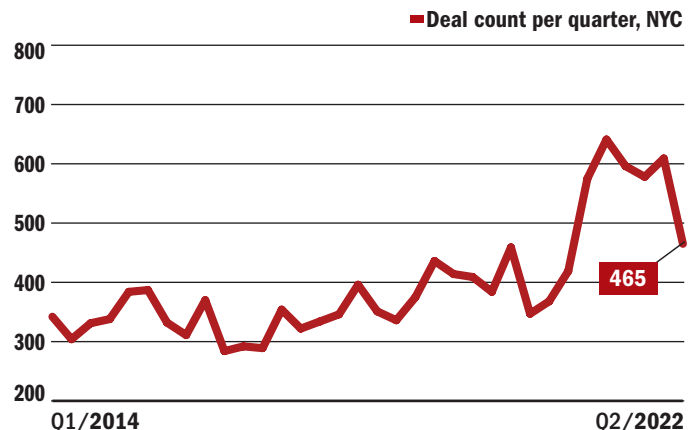


THE AMOUNT OF VENTURE CAPITAL INVESTED HAS DECLINED ACROSS KEY MARKETS

Capital invested, in millions



ALTHOUGH THE NUMBER HAS FALLEN COMPARED TO 2021, THE DEAL COUNT IS STILL HIGH



SOURCE: Pitchbook



UNCORKED: Matt Catizone and Louis Catizone are two partners at St. Agrestis, which bottles alcoholic and alcohol-free cocktails.

BUCK ENNIS

NEW MARKET EMERGES FOR PHONY NEGRONIS

Shops pop up and bars join in as demand rises for alcohol-free drinks less boring than water

BY CARA EISENPRESS

Every season, Ashley Santoro, beverage director at Golden Age Hospitality, opens new bottles, stirs and shakes unexpected pairings and incorporates seasonal produce into the cocktail program at the group's bars including The Nines in NoHo, Le Dive on the Lower East Side and the soon-to-open Deux Chats in Williamsburg.

These days not everything Santoro experiments with contains alcohol, though.

"We put so much seasonal focus on our spirit cocktails, but we almost excluded an entire group," she said.

That group is the "sober curious," guests who are cutting back on alcohol as they train for athletic endeavors, respond to a health condition or simply choose to imbibe less.

With alcohol-free drinks, producers, retailers and bars are finding an untapped revenue stream, especially because the lighter drinkers tend to be both adventurous and loyal, seeking out interesting concoctions and then buying them repeatedly. Nonalcoholic drink-makers, unencumbered by the country's variable liquor laws, are free to ship direct-to-consumer orders around the country and quickly scale brick-and-mortar retailers. Meanwhile, the city's restaurants and bars are reaping the benefits from guests who might otherwise have sipped only tap water.

"We wanted to create something layered

and complex for them," Santoro said. "There are only so many sparkling waters and iced teas you can do." Santoro avoids rich, syrupy drinks in favor of more complex, sophisticated cocktails, she says. The summer menu at The Nines features the Eastern Sunrise, which

"THERE ARE ONLY SO MANY SPARKLING WATERS AND ICED TEAS YOU CAN DO"

has pineapple, yuzu, thyme, lemon and soda. A strawberry soda is popular at Le Dive.

Nonalcoholic spirits do not have a firm definition.

They usually are non-juice-based drinks, often infused or extracted in a similar fashion to alcoholic relatives. In 2020 Americans downed an extra drink per day on average, but as people emerged from home, some

sought a more moderate approach to alcohol consumption, leaders in the growing zero-proof spirits industry say.

The rise of alcohol-free drinking predates the Covid-19 pandemic. But beginning around New Year's Eve in 2020, weekly demand for nonalcoholic beverages on Amazon jumped, and they stayed elevated throughout last year, according to an analysis by online business accelerator Pattern.

The expanding market is expected to be a multibillion-dollar industry worldwide by 2025, according to market research firm Grand View Research. It is still dwarfed by \$1.5 trillion in global alcohol sales.

Quenching thirst

Nicholas Bodkins noticed the trends early

See **COCKTAILS** on page 22

WHO OWNS THE BLOCK

As goes Eighth Avenue, so goes Times Square

The famed Manhattan thoroughfare is a good place to judge how the district is and is not recovering from the ongoing pandemic

BY C. J. HUGHES

If the 2000s and 2010s are considered the era of Times Square 2.0—when the area became a hit with tourists after being scrubbed of its seediness—the past few years might seem like Times Square 1.5.

Fears of catching Covid-19 or falling victim to crime appear to have kept people away from the neighborhood, leading to days when the visitor totals were more akin to a small town than to the crossroads of the world.

Although sidewalk traffic has bounced back from those lows, the area is still burdened with empty offices and vacant storefronts, as in other commercial districts.

“Some tenants are telling me they still need some time, that they are still a bit scared,” said Jack Hamadani, a broker with Kassin Sabbagh Realty who’s marketing a recently closed Duane Reade pharmacy at West 42nd Street and Eighth Avenue. “But the neighborhood will come back.”

Eighth Avenue, a sort of bridge between the past and the present, is a good place to try to gauge a recovery.

The avenue, especially in the West 40s, can seem resistant to change. X-rated shops still dot its aged blocks, even as they have largely vanished from the rest of the neighborhood, courtesy of a 1998 zoning law that restricted pornographic businesses near schools, churches and apartment buildings.

But investors continue to make big bets on the avenue. In June developer Trans World Equities purchased the narrow, tenement-style building at 689 Eighth Ave. for \$20 million. The 4-story structure is home to one of the neighborhood’s surviving strip clubs, the Satin Dolls Gentlemen’s Club. The acquisition could indicate Trans World’s plans to assemble a large development parcel.

Since 2018 the firm has owned 687 Eighth Ave., a similar building with its own vestigial porn shop, the Playpen. And next door is another Trans World holding, at 681 Eighth Ave., a former bank lined with souvenir shops.

In short, the firm controls half a block in a zone where new towers may be at least four times taller than what’s currently there.

Ciro Salcedo, a Trans World principal, had no comment about the company’s plans.

Before the pandemic, Times Square was averaging 365,000 visitors each weekend day, according to the Times Square Alliance, a promotional group. The figure plummeted to 35,000 in 2020, but in recent months the number has rebounded to about 300,000, the alliance said.

Still, retail rents, once among the city’s highest, are dropping. This past winter, asking rents in Times Square averaged \$1,388 per square foot annually, down from \$1,728 the previous year—a nearly 14% drop—according to Cushman & Wakefield. ■



687 EIGHTH AVE.

This 4-story, 7,800-square-foot prewar walk-up with a skinny storefront has been owned since spring 2018 by a subsidiary of Trans World Equities, which bought it for about \$14 million. Richard Carroll, whose name appears on the site’s most recent deed, has been a longtime principal at Trans World. Like the adjacent 689 Eighth Ave., this address has one of Times Square’s surviving X-rated shops, the Playpen, which relocated in 2007 from a theater down the block. The building’s four apartments include a renovated two-bedroom, one-bath unit with exposed brick walls that was rented in June for \$3,300 per month. Trans World, which has a brokerage arm, was the listing agent.

689 EIGHTH AVE.

Last month Trans World Equities, a publicity-shy developer with several Midtown holdings, paid \$20 million for this 4-story 1920 building, which has four rental units atop a strip club, Satin Dolls, according to property records. The seller was Adcort Realty, which purchased it for \$985,000 in 1989. Back then the building’s seller was Bernard Pravda, a landlord known for refusing offers from big developers for years. A similar building Pravda owned on West 46th Street was an obstacle to the development of 1166 Sixth Ave., according to news reports. Today that holdout site is MMC Park. No. 689 didn’t always offer peep shows. In the 1970s and 1980s its ground floor was home to Pantheon, a well-reviewed Greek restaurant. Current zoning at the site would permit a 16-story tower.

691 EIGHTH AVE.

In a neighborhood where old has given way to new in often stark ways, one of the boldest transformations might have happened on this site, which was the longtime home to the X-rated Playpen emporium before it moved down the street. The glassy 34-story, 450,000-square-foot high-rise here today features the luxury InterContinental Times Square hotel, which opened in 2010. Ground-level retail offerings include a Shake Shack outpost. The building’s landlord, Tishman Realty, purchased the site from a team led by the Witkoff Group for about \$117 million in 2007. In 2018 investment firm Blackstone provided \$190 million in financing in part to retire existing debt. Like many hotels, the InterContinental ran into trouble when the pandemic began, as people largely stopped traveling to New York. Managers quickly pivoted, though, and began leasing out some of the hotel’s 607 rooms as pay-by-the-day office suites.

303 W. 42ND ST.

For decades Show World Center, an 8,800-square-foot mélange of magazine racks, video booths and peep-show booths, beckoned from behind a rainbow-hued marquee. Its owners hope that the store’s real estate—a 12-story, L-shape prewar edifice at one of Times Square’s busiest corners and with a second entrance at 669 Eighth Ave.—will turn heads too. Since Show World’s closing in 2018, the 48,000-square-foot building has undergone a renovation that has added windows and improved facades, although the building is expected to remain commercial. Still, there were once apartments upstairs, records show, including a top-floor unit that was the longtime home of store owner Richard Basciano, who bought the property in 1979. A former boxer with ties to organized crime who earned the sobriquet “the Porn King of Times Square,” Basciano died at 91 in 2017. Brittany Sengupta, who appears to handle Basciano’s estate, could not be reached for comment.

661 EIGHTH AVE.

A Duane Reade occupied this low-slung, high-profile corner site until earlier this year. Now half of the store—8,600 square feet across three floors—is being marketed to national retailers. Interest has so far been tepid, said Jack Hamadani, one of the brokers who has it. Plans for the other half of the former pharmacy are unclear. Jeff Sutton, founder of Wharton Properties, an owner of the site and a major Times Square investor, did not respond to a request for comment. The building, constructed in 1972, housed a branch of Franklin Savings for years. Wharton’s team purchased the property for \$27 million in 2005, records show. A huge, Times Square-style billboard gazes down from the roof.

681 EIGHTH AVE.

For years the Manufacturers Hanover had a bank branch in this 1929 art deco building, which also goes by 305 W. 43rd St. Today, though, its offerings include souvenir shops and a deli. Another tenant in the 3-story, 6,000-square-foot structure is the Tony Kiser Theater, a 262-seat, basement-level space that opened in 1999 after a redesign by Rem Koolhaas. Productions are exclusively by American playwrights. Trans World Equities, which owns two other buildings on the block, is its landlord. In 1996 Trans World purchased the former bank from St. Joseph’s College and Seminary for \$2 million, according to property records. In 2017 the owner secured a \$20 million loan from Wells Fargo.

270 W. 43RD ST.

In the 1970s and 1980s, Eighth Avenue was the threadbare edge of a ragged neighborhood. But that began to change around the turn of the last century with the arrival of high-rise hotels, including the Westin New York at Times Square, which stands here. Developed in 2002 for \$300 million by Tishman Realty, which leases the site from the city, the 46-story tower has a can’t-miss facade striped with blues and purples, almost more Miami than Manhattan. On a recent Friday night, the least expensive accommodation in the 850-room hotel was \$341, and travelers also had to shell out a \$30 “destination fee” for meal tickets.

Key players in New York's 1980s tussle with soaring inflation remember the scars and lessons

BY BRIAN PASCUS

Timothy King has been selling commercial real estate in New York City for 45 years. The president of SVN CPEX Real Estate took a deep breath when asked to share his experience with doing business in the last period of inflation: the early 1980s business cycle.

"Do I remember it? I have the scars," King said. "The deals in that era were taking place in a world that had changed pretty rapidly. Back then inflation hit hard and hit fast."

King described an environment where the capitalization rate—the rate of return on commercial real estate investments—reached 10% or 12%, and interest rates were even higher than that. He said few buyers or sellers wanted to make a deal when the rate of return was lower than the price of money borrowed. The equilibrium so critical to agreements seemed permanently disturbed by the persistently high interest rates, resulting in a lack of purchasing power.

The federal funds rate between banks went from 11% in 1979 to 20% by June 1981. The prime interest rate for bank customers hit 21.5% in June 1982.

"Inflation is an insidious force," King said. "It's a cancer on the economy that pretty much impacts everybody."

Few cities were affected as much by the inflation of 40 years ago as New York. Dozens of *Fortune* 500 companies departed during the era, while the city government cut spending on its parks and cultural offerings. Municipal and business leaders who lived through it recall a time of economic contraction and urban decline.

"It probably accelerated the off-shoring of our industrial waterfront to lower-cost, foreign locations," said Kathryn Wylde, chief executive of the Partnership for New York City. "It was terrible."

High inflation has now hit New

Yorkers for the first time in nearly 40 years. The nation's annual inflation rate reached 8.6% in May, the highest point since December 1981.

To combat the effects of high prices and lower purchasing power, the Federal Reserve raised the federal funds rate 75 basis points in mid-June, the steepest increase in 28 years. After more than a decade of the near-zero interest rates of QE, or quantitative easing, the federal funds rate is expected to end the year in the 3.25% range, according to Fed officials.

But economists warn that just like in the early 1980s, interest rates could continue to creep up.

"The higher the inflation rate gets, the harder that tap on the brakes has to be," said George Sweeting, acting director of the Independent Budget Office, New York City's fiscal watchdog.

Hardship stories

Eneslow Shoes & Orthotics has weathered multiple New York City recessions—and the Great Depression—since opening in 1909. Current owner Robert Schwartz described the inflation of the early 1980s as "much more torturous" than what small stores and consumers are experiencing today.

"Interest rates went to 21%," Schwartz recalled. "You didn't know the difference between whether you had a loan that was fixed or flexible, but, boom, all of a sudden you got a loan that you took out at 11%, and now it's 21%. That kind of extreme, where everything just dramatically changed, you had no idea how to find money at reasonable interest rates."

"The more you owed, the worse it was," he continued.

Small banks were hit hard by the inflation of that period as well. Back then many New York neighborhoods relied on a community bank savings system, wherein big employers in the neighborhood were the primary source of loans for small businesses, home mortgages and home-improvement loans.



SHOW OF FAITH: Koch takes the subway to affirm its safety.

But bank failures reached their highest rate since the Great Depression in 1982. Congress reacted by deregulating the banking industry. Many smaller banks couldn't keep up with a deregulated marketplace. Inflation eventually led to the savings and loan crisis, which defined much of the economy in the second half of the 1980s.

Wylde worked at Anchor Savings Bank in Brooklyn from 1979 to 1982. She said that during the time, most New Yorkers took their money out of their local community bank and put it into mutual funds.

"That's when mutual funds started," she said, "because the savings banks couldn't afford to compete with the returns that mutual funds could get."

Aside from small bank failures, Wylde said, the most defining feature of the inflationary period was the exodus of *Fortune* 500 companies from the city.

By the early 1980s inflation had been steadily encroaching on the economy since the 1973-1975 recession, culminating in the "stagflation"—high inflation, low growth, high unemployment—that defined much of Jimmy Carter's presidency,

from 1977 to 1981.

In that environment, the American Can Co., American Machine and Foundry, Revere, Rheingold and other large companies left the city. The number of *Fortune* 500 companies headquartered in New York dropped from 78 to 45, Wylde said.

"You had a combination of almost-impossible-to-finance purchases or development of housing, because of the high mortgage rates and construction loan rates, on one hand," she said. "And then on the other, [there was] the cost of production, and our industrial economy just could not compete."

'New normal'?

For those working at City Hall during the administration of Mayor Ed Koch, from 1978 to 1989, inflation appeared ingrained in the city's governing model.

"We viewed inflation at that point as typical," said Abe Biderman, who joined the administration in 1983 as finance commissioner. "We weren't dealing with inflation that was out of control at all, or at least we didn't look at it that way."

Richard Ravitch, chairman of the

Metropolitan Transportation Authority at the time, recalled viewing inflation as "the new normal."

The MTA had a difficult time in the early 1980s: A 33,000-worker transit strike occurred over 11 days in April 1980, and aging subway cars—many peppered with graffiti—frequently broke down.

"Inflation was all part of the sun coming up," recalled Ravitch, who also ran the Bowery Savings Bank beginning in the mid-1980s. "I never remember in commerce or private [sector] things [if] there was any serious focus on the subject before. There wasn't a concern, and it wasn't a significant topic of conversation."

Others who were running the government back then began to differ.

Former Koch spokesman George Arzt said inflation was a strain on "everybody," including families, individuals and small businesses. High gas prices and costs for fuel at home were other negative hallmarks, he said.

"Everyone was closely watching," Arzt said. "They weren't spending because they were worried about their own income."

He said Koch was forced to approve austerity budgets that prioritized putting money into the city's rainy-day fund rather than spending on services.

"There was a strain on what money [was available] and to what agencies" it could go, he recalled. "The agencies that suffered [during] the times of inflation were parks and libraries, the cultural [institutions]. Those were ones that you tried to trim around the edges."

Arzt said he is optimistic that New York City won't go through a similar reckoning this time around.

"People are predicting today a year [of inflation], but I don't think it will last a year," he said. "But there were all sorts of problems during that time." ■

PUBLIC WORKS

Penn Station deal leaves little dedicated revenue for overhaul

BY AARON ELSTEIN

The governor and mayor agreed last week that the city would get first dibs on the tax revenue generated by the addition of 10 new towers around Penn Station, a decision that could leave the state hunting for funds to pay for the dismal commuter hub's renovation.

Last Monday's announcement suggests it's full speed ahead for Gov. Kathy Hochul's plan to help pay for the massive public-works project by harvesting the expected tax revenue produced by Vornado Realty Trust's development of new office and apartment buildings near the

train station. The Hochul administration's Empire State Development Corp. approved the Vornado plan last Thursday.

To clear the way, Hochul reached a financial framework with Mayor Eric Adams under which the city and the state have committed to establish a shared governance entity to oversee the improvements. Most of all, the agreement ensures the city won't lose out on property-tax revenue when older buildings are demolished to make way for new ones.

Under the agreement, excess tax revenue produced by the new buildings will first be used to cover up to 100% of the cost of improving streets

and sidewalks around Penn Station. Up to half of what remains would be used to pay for subway-entrance improvements and similar costs, and only 12.5% would go to rebuilding the train station.

"This agreement brings us one step closer to a beautiful, modern station worthy of New York with vibrant open space, lively street-scapes, and better, more seamless connections to local transit," Hochul said in a statement.

Adams called the agreement "a win-win for New Yorkers."

Funding source

Although the agreement indicates

strong cooperation between the governor and the mayor, it does not answer the question of how the state will pay for Penn Station's desperately needed renovation. The project could cost as much as \$40 billion, including a new Hudson River tunnel, track expansion and station improvements. A statement announcing the agreement between the governor and the mayor makes no estimate of the project's total cost or how much tax revenue the new buildings will contribute.

It is possible the state would find a new funding source to cover its estimated \$7.5 billion to \$10 billion share of the cost of rebuilding

Penn Station. Or it could ask the federal government, which is already paying for the new tunnel and track expansion, to pay more for the station.

"If private development isn't going to pay for a new Penn Station, why are we going in that direction?" said Layla Law-Gisiko, a Community Board 5 official.

Watchdog group Reinvent Albany recently said taxpayers could be forced to shell out nearly \$6 billion to pay for rebuilding Penn Station. With demand for Midtown office space uncertain, new development in the area is unlikely to generate sufficient revenue, the group said. ■

ASKED & ANSWERED

LAURA FOX Lyft

INTERVIEW BY CAROLINE SPIVACK

As Lyft's general manager for Citi Bike, Laura Fox oversees the bike-share network's operations, strategy, product launches and community engagement. Before her role at Lyft, which took over Citi Bike in 2018, Fox worked for urban tech innovator Sidewalk Labs, which is a Google subsidiary, and the Boston Consulting Group; she also has led projects for a variety of urban mobility, tech and cultural groups. Fox sees her career as focused on improving quality of life in cities and believes mobility is a critical component to that work.

Citi Bike's popularity has soared during the pandemic. How can the network broaden its reach?

June was our best month ever, with about 2.5 million rides. That really builds on last year, when we saw that ridership was up about 40% from 2020—we had 28 million rides total. Something that we think about a lot, at Lyft too, is how do different parts of the ecosystem work together? How are we taking someone who was formerly a ride-share-only user and introducing them to bikes?

How do you view Citi Bike's role in addressing transit inequity in the city?

A lot of our expansion to date is going into formerly transit deserts, which is really important to me as someone who grew up in Chicago, on the South Side, in a transit desert and had to go an hour-plus just to get to high school. I

DOSSIER

WHO IS SHE General manager and senior director of Citi Bike at Lyft

AGE 35

GREW UP South Side of Chicago

RESIDES Clinton Hill, Brooklyn

EDUCATION Bachelor's in English, University of Notre Dame; MBA, New York University's Stern School of Business

FAVORITE ROUTE An ideal Saturday for Fox looks like taking a Citi Bike down the Brooklyn Greenway to Red Hook for a show at Pioneer Works and then cruising over to Chinatown in Sunset Park for fresh-pulled noodles.

CITI SCUBA Fox said the oddest place the ride-share company has discovered a Citi Bike was in the East River. "It was entirely covered by barnacles," she said. "It looked like the underside of a ship."

would say equity and diversity are really top of mind. So on the equity side, we have this reduced-fare bike-share program for NYCHA residents and SNAP recipients where you pay \$5 a month, e-bikes also for just 5 cents a minute, and we've seen the number of participants in the program grow, almost doubling year on year. In our expansion, we've planned for a network that is substantial and regular, but that also has density around transit hubs.

What role do e-bikes play?

One of the things that excites me so much about e-bikes as an urbanist is that opening up of access for people who wouldn't have taken a bike over a bridge, right? And then secondly, a lot of the industry research and data around e-bikes is that 70% of miles taken on an e-bike are kind of replacing a car trip. And so they truly are a really interesting car replacer.

How can New York be more ambitious in growing biking and bike shares?

Just coming back from a couple of weeks in Europe, what's top of mind to me is there's a toolkit that's been used in some of the largest cities in Europe. It's been relatively simple in terms of restricting traffic in particular areas: Slow Streets, ample bike parking, incentives for smaller vehicles, electric vehicles and others.

A lot of two-wheelers are fighting for space in New York. How can the private and public sectors advance the city's micromobility future?

I love the idea of a city micromobility plan. Paris has done something similar to this or at least built out larger parts of its general mobility planning. There could be really strong engagement between the public sector and private sector—drawing from the same sort of structure that we have between Citi Bike and the Department of Transportation—thinking about what it is that the public sector is so good at in terms of infrastructure management. What is it that the private sector is good at in terms of projecting demand, understanding different use cases? And being able to think through a comprehensive set of use cases and how infrastructure can support that. ■



BUCK ENNIS

An advertisement for Crain's Notable HR Leaders. The background features a large graphic of a path made of hexagonal tiles, each with a person icon. Some tiles are white with a black icon, while others are red with a red icon. The path leads towards the top right. The text is positioned on the right side of the image.

CRAIN'S NEW YORK BUSINESS 2022

NOTABLE

HR LEADERS

Crain's New York Business wanted to feature top leaders involved in human resources that have demonstrated the ability or power to affect change.

NOMINATE NOW!
Deadline is August 26

Nominate at
CrainsNewYork.com/NotableHR

Weathering the storm

Where does your construction business stand post-pandemic?

ABOUT THE AUTHORS



SALVATORE LEONE

Construction Practice Co-Leader
Partner
sleone@citrincooperman.com



PATRICK SACCHETTI

Director
psacchetti@citrincooperman.com

Although the world is beginning to find a new normal in the fallout from the pandemic, uncertainty remains for many industries, including construction. Despite labor shortages, rising costs and evolving regulations for contractors, with intentional pivots and careful planning, growth and profits can still be realized. With due diligence, there are ways to navigate the post-storm muddy waters.

PEOPLE AND SUPPLY

2021 required rapid modifications for construction businesses to survive and adequately respond to the unique changes and new requirements presented by the pandemic. The Great Resignation presented record high monthly turnover rates across industries of 2.9%, the highest rates since 2000, according to Harvard University data.

Construction is one industry that has been most adversely affected by these changes in skilled labor,

and it continues to struggle to find talent to fill a surge of job openings. Covid-19 outbreaks have shut down whole production facilities and work sites for days or weeks as necessitated by Centers for Disease Control and Prevention guidelines. High rates of unemployment resulted in massive shutdowns of production at many levels, leading to lower volumes of available goods worldwide. Supply-chain issues that resulted from labor shortages continue to affect construction.

In addition, many experienced laborers decided to retire or resign because of rapid changes they were not equipped to handle. The younger generation has been continually pushed toward college, and those newly entering the skilled labor force have years of training and apprenticeships ahead of them to gain key competencies, leaving a gap in available skilled tradespeople.

Construction companies that are faring the best in attracting skilled workers are those that invest in technology. The construction industry, however, lags in its commitment to invest in and implement new technology.

Responding to changing employee demands has been critical in the past, but it is not enough to thrive in the future. Workers' broader needs, evolving technology requirements, reconsiderations of physical workspace, and Byzantine tax issues continue to affect the construction industry. To combat labor shortages and attract a younger generation of skilled workers, construction companies need to embrace innovation and invest in technology.

LEVERAGING TECHNOLOGY

We are in the midst of a people-driven fifth industrial revolution. The rising generation of skilled workers does not want to deal with antiquated manual processes riddled with paper and outdated software.

Construction remains far behind in adopting new technology to improve operations, reduce supply-chain inefficiencies and manage labor. The pandemic, labor shortages and supply-chain issues forced many companies to adopt technology and move from yesterday's systems to work more efficiently.

Remote accessibility has proved to be of paramount importance since the pandemic, and it is a priority that is here to stay. An emerging, younger workforce demands modern solutions that allow access to data, building plans and supply information anytime, anywhere, on any device.

Using technology can also help manage labor amid shortages. Implementing systems to provide more efficient scheduling and monitoring of job sites is important for all construction business going forward. As the industry grapples with how to survive with a shrinking workforce, contractors can use technology to improve efficiencies for their current workers.

Construction companies should focus on finding integrated technology that can help to eliminate repetitive administrative work and automate unnecessary manual work that does not add value. Software packages for the construction industry continually strive to improve workflows, automate routine tasks, and enable contractors to make more informed decisions based on current data.

Taking a strategic approach to implementing new technology and cybersecurity measures, akin to building a sturdy home, will help to maximize resiliency, increasing the ability of a construction business to survive post-pandemic storms.

GO LEAN

In these times of perpetual uncertainty and continued supply-chain disturbances, construction companies are challenged to rethink old systems and methods. Resource scarcity and price surges continue to shape the industry and will determine how the industry will evolve.

Lean construction is considered a relationship-focused production management process. It seeks innovative solutions to maximize supply and productivity and minimize waste. This process can ultimately deliver higher returns to the customer. The lean method, once used primarily in manufacturing, now has benefits for several industries, including construction.

As environmental and health regulations continue to change,

going lean can set many construction companies up for success by establishing an environment built on productivity and innovation.

FLUCTUATIONS AND NEGOTIATIONS

Price fluctuations have been pervasive during the pandemic and appear to be the houseguests that overstay their welcome. In the months and years to come, contractors need to review all contracts for language related to cost adjustments and price fluctuations. Extra due diligence, careful reviewing, and an understanding of project specs and plans are imperative. Some contracts may allow for flexibility in material types, brands and quality if everything still fits within the specs of the project; others may not. Invoices should be thoroughly reviewed to ensure that taxes are appropriately applied because not all suppliers are focused on this.

Underbidding on projects with no room to adjust for supply or cost adjustments can negatively affect any contractor. Most contractors do not know if they are going to make or lose money until the last 10% of the project—at which point it is too late in many contracts to make adjustments. Contracts with escalation clauses allow for flexibility in fluctuations in labor wages or supply.

Leveraging streamlined technology and real-time data can help forecast pricing and place reasonable bids. Improving systems can help contractors with cash management, projections, scenario planning and agile forecasting. Better electronic exchanges of information between systems can speed up the approval



BUSINESS EVOLUTION INSIGHTS

process for change orders and can streamline communication with general contractors and subcontractors.

BUILDING TOMORROW: FINAL THOUGHTS

Lingering uncertainty poses many challenges to construction businesses. Labor shortages, supply-chain issues, inflation, and outdated technology create roadblocks for construction companies to succeed. Properly managing a dwindling workforce, implementing new integrated technologies, and proactively forecasting and negotiating contracts will allow construction businesses to thrive amid adversity. ■

"Citrin Cooperman" is the brand under which Citrin Cooperman & Company, LLP, a licensed independent CPA firm, and Citrin Cooperman Advisors LLC serve clients' business needs. The two firms operate as separate legal entities in an alternative practice structure. Citrin Cooperman is an independent member of Moore North America, which is itself a regional member of Moore Global Network Limited.



CITRIN COOPERMAN®
FOCUS ON WHAT COUNTS

It's finally here! Citrin Cooperman is excited to announce the launch of our new website- bringing you an innovative, industry-focused experience with exclusive content tailored to your needs. Access the future today at citrincooperman.com.



VIEWPOINTS

EDITORIAL

As some Big Tech companies pull back, others are wise to still bet on New York

The recent news that tech giants Amazon and Meta have decided against planned expansions in the city and Yelp is leaving altogether may seem like a red flag for other local technology companies. It shouldn't.

According to published reports, Amazon is cutting back on the amount of space it was going to lease from JPMorgan Chase at Hudson Yards. And Meta, Facebook's parent company, will

York had more than 18% of space available during the second quarter of the year.

But if other tech companies are taking the moves as a sign that the city might not be the best place for them to be, they'd be missing out on a big opportunity.

As *Crain's* recently reported, the local tech industry grew more than twice as fast as any other city sector in the past decade, with so much momentum that even the pandemic's economic upheaval could not slow its

progress. There are now more jobs in the city's tech sector than on Wall Street.

The tech industry added 114,000 jobs between 2012 and

2021, to reach a total of 193,929, according to a report from the Center for an Urban Future. The city has 25,451 tech-enabled startups, second only to San Francisco's total. The number of tech jobs tops the 178,500 in the city's finance industry.

New York has established itself as a major player in the country's technology scene. The talent is here. The companies should be



AMAZON no longer plans to sublet space at 5 Manhattan West in Hudson Yards.

COURTESY OF BROOKFIELD PROPERTIES

THERE ARE NOW MORE JOBS IN THE CITY'S TECH SECTOR THAN ON WALL STREET

no longer take 300,000 more square feet at 770 Broadway. The firm is also halting plans to build out its offices in Hudson Yards. Yelp, for its part, is shuttering its offices at 11 Madison Square.

To be sure, the city's office market is facing hurdles as companies seek to lower costs and rethink their real estate needs. According to published data from Savills Research, New

York here too. Although office needs may have changed in the past few years, businesses still need hubs where employees can meet and collaborate on new ideas. As larger companies reevaluate their real estate strategy, it's likely they will come to that realization.

What shouldn't get lost in the conversation is that Amazon and Meta still have big swaths of real estate in the city, at Hudson Yards, at the redeveloped Farley Building and in Midtown. So both are still betting on New York, as should their peers. ■

OP-ED

Yes, Madison Square Garden can be moved—and, yes, moving it is a good idea

BY ALEXANDROS WASHBURN

I'm sure everyone thought I was crazy when I said it.

For months I've argued that you'd have to move Madison Square Garden to create a wonderful new Penn Station—a transit hub and public space desperately needed by New York City and those who pass through it.

Maybe it seemed too ambitious, especially when compared with the low bar set by former Gov. Andrew Cuomo's plan to build lots of new office-use skyscrapers to finance modest improvements to Penn. Really? Move MSG? Get out of here.

But in the past six months, something amazing has happened. What was once unimaginable has become a part of the conversation about Penn's future. More and more, it seems, public and private officials are coming to the same conclusion: Yes, MSG can be moved. And moving it is a good idea.

And not just good for the station but also for the arena itself—one of the oldest in the country, one that despite its owners' ambitious updating, is showing its years.

Plenty of other locations

Following a six-hour public hearing last month, state Sen. Liz Krueger of Manhattan marked a sea change in the stance of public officialdom when she said that MSG would indeed have to be moved to make way for a new Penn. Many who spoke at the hearing—myself included—had hit hard at the same idea. After all, how can you build a great station with soaring, light-filled atria like the original if you have a giant, round sports and concert venue on top of it?

Samuel Turvey, chairman of the ReThinkNYC nonprofit, not only argued that Madison Square Garden must be moved, but he also went so far as to suggest six potential locations including two in Hudson Yards and others just to the east of the current site.

There is also a growing if belated realization that the city law granting MSG special permission to operate at the site expires next June. The permission already was extended once for 10 years, to give the arena's owners, the Dolans, time to find a new home. At the time, City Council Speaker Christine Quinn was quoted as saying the arena needed to move to make way for a great new Penn Station.

It's amazing how fast 10 years can go by.

Although the Dolans have done as good a job as can be expected updating the Garden, there is little hiding the fact that it is nearly 60 years old. Access and egress are so bad that many concertgoers slip away before a band's encore to avoid getting stuck in a molasses sea of homebound fans crowding the cinder-block stairwells.

Precedent for change

Let's remember that Penn Station wasn't demolished—it was decapitated. The bottom portion is

still there, including much of the foundation. So re-creating the architectural masterpiece, or a modern interpretation of it, is easier than one might think. And imagine a glorious new sports and concert arena as well. Keep in mind: This would be the fourth time Madison Square Garden has moved from its original home on Madison Square. And it used to have a roof garden. So there is precedent for change.

Of course, such an ambitious move is likely to take time and money.

Gov. Kathy Hochul's development agency is about to approve a plan that keeps MSG where it is. Let's hit the pause button. Let's do the right thing and get both the station and the arena that New York City deserves. ■

Architect Alexandros Washburn, former chief urban designer for New York City, is executive director of the Grand Penn Community Alliance.

president & ceo K.C. Crain

group publisher Jim Kirk

publisher/executive editor

Frederick P. Gabriel Jr.

EDITORIAL

editor-in-chief Cory Schouten,

cory.schouten@crainsnewyork.com

managing editor Telisha Bryan

assistant managing editor Anne Michaud

data editor Amanda Glodowski

digital editor Taylor Nakagawa

audience engagement editor Jennifer Samuels

art director Carolyn McClain

photographer Buck Ennis

senior reporters Cara Eisenpress,

Aaron Elstein, Eddie Small

reporters Maya Kaufman, Brian Pascus,

Jacqueline Neber, Natalie Sachmechi,

Caroline Spivack

op-ed editor Jan Parr,

opinion@crainsnewyork.com

sales assistant Ryan Call

to contact the newsroom:

editors@crainsnewyork.com

www.crainsnewyork.com/staff

685 Third Ave., New York, NY 10017-4024

ADVERTISING

www.crainsnewyork.com/advertise

account executives Kelly Maier, Marc Rebucci,

Laura Warren

people on the move manager Debora Stein,

dstein@crain.com

CUSTOM CONTENT

associate director, custom content

Sophia Juarez,

sophia.juarez@crainsnewyork.com

custom content coordinator Ashley Maahs,

ashley.maahs@crain.com

EVENTS

www.crainsnewyork.com/events

manager of conferences & events

Ana Jimenez, ajimenez@crainsnewyork.com

senior manager of events Michelle Cast,

michelle.cast@crainsnewyork.com

REPRINTS

director, reprints & licensing Lauren Melesio,

212.210.0707, lmelesio@crain.com

PRODUCTION

production and pre-press director

Simone Pryce

media services manager Nicole Spell

SUBSCRIPTION CUSTOMER SERVICE

www.crainsnewyork.com/subscribe

customerservice@crainsnewyork.com

877.824.9379 (in the U.S. and Canada).

\$140.00 one year, for print subscriptions

with digital access.

Entire contents ©copyright 2022

Crain Communications Inc. All rights

reserved. ©CityBusiness is a registered

trademark of MCP Inc., used under license

agreement.



chairman Keith E. Crain

vice chairman Mary Kay Crain

president & ceo K.C. Crain

senior executive vice president Chris Crain

editor-in-chief emeritus Rance Crain

chief financial officer Robert Recchia

founder G.D. Crain Jr. [1885-1973]

chairman Mrs. G.D. Crain Jr. [1911-1996]



THE ALLIANCE
OF AREA BUSINESS PUBLICATIONS

Agency overreach in the name of fiduciary duty is throttling the city's affordable housing production

BY JAMES LLOYD

The Adams administration, particularly Chief Housing Officer Jessica Katz and Department of Housing Preservation and Development Commissioner Adolfo Carrión Jr., have come up with a stellar housing plan. They're investing a record \$32 billion into our affordable and public housing supply. They're cutting red tape all over the place, like deleting the de-meaning Section 8 absent parent form and deep-sixing the practice of reverifying every single affordable housing applicant's income. And they've proposed a long-overdue citywide zoning text amendment to prioritize affordable housing over parking.

But Carrión is doing it with one arm tied behind his back.

Over time the Office of Management and Budget has taken an aggressive role in the affairs of other agencies, including those that deal

zone. Would the '70s return? Would it need (and not receive) a bailout? This kind of aggressive oversight by the Office of Management and Budget could be justified during a fiscal crisis.

But that was then, and this is now. New York City is back in the black. The mayor and the City Council have shaken hands on a record budget, more than 50% larger than that of a decade ago, with an unprecedented \$32 billion commitment for affordable and public housing.

Those funds are obviously badly needed in this inflationary environment. What's less needed is the Office of Management and Budget's continued, unnecessary oversight that is throttling our affordable housing production. The affordable housing industry is ready to build; we have the construction crews standing by, chomping at the bit to break ground. But the office stands in the way.

WHEN HPD'S WORK IS DUPLICATED, MONEY IS FLUSHED DOWN THE TOILET

with housing. The office has been reunderwriting HPD deals, forcing the agency to hire at the minimum salary for a given civil service title and making the commissioner ask for specific permission to give even stellar employees a raise.

When the pandemic kicked off, the city entered a financial twilight

Major issues

First, there is the staffing issue. HPD's development division has more than a 20% vacancy rate, and the legal division that closes deals has only half the attorneys it should. No wonder the pipeline is broken. But the Office of Management and Budget is still requiring that HPD hire at the minimum salary. For attorneys, that's barely over \$60,000 a year.

Second, the office is dou-



BLOOMBERG

ble-checking HPD's math by reunderwriting deals. It is certainly important for the city to be a good steward of taxpayer dollars, but HPD's job is to procure housing and enforce codes. The office should not be redoing its work. It is just plain inefficient.

This overreach is done in the name of fiduciary duty but costs the city more money in the long term. From a straightforward real estate perspective, the longer it takes to close, the more the devel-

oper spends on site control—and the more housing costs. When the Office of Management and Budget duplicates HPD's work, the clock is ticking, and money is being flushed down the toilet.

Budget independence

Finally, building affordable housing is either a real job or it's not. A good mission can help you sleep at night, but it's not going to pay the rent or put food on the table. The Office of Management and

Budget needs to let HPD manage its own expense budget. When you don't pay people enough, you can't get the talent you need, and you lose the capacity to effectively negotiate, oversee and execute procurement. This means that the affordable housing pipeline slows or stops, and the most vulnerable New Yorkers suffer. ■

James Lloyd is director of policy at the New York State Association for Affordable Housing.

LETTERS TO THE EDITOR

Affordable housing plan is working; diversity is needed among doctors

MAYOR ERIC ADAMS is working aggressively to address the affordable housing crisis, with a comprehensive housing blueprint involving more than a dozen city agencies and offices.

A recent op-ed (above and at [CrainsNewYork.com](https://www.crain.com)) by the New York State Association for Affordable Housing demonstrates a misunderstanding of how the city finances new housing and, more importantly, diminishes the path that the mayor's Office of Management and Budget and the city's Department of Housing Preservation and Development are taking to grow the stock of affordable housing for generations of New Yorkers.

In a world of finite resources, better deals mean more affordable housing. OMB and HPD evaluate every city housing deal to make sure it represents the best use of taxpayer dollars, produces the highest quality housing possible

and meets criteria for city bond financing.

That has led to improved housing investments, and it ensures that the city can continue to meet its broader fiscal responsibilities.

In addition, OMB played a central role in boosting the city's capital commitment to affordable housing under Adams to \$22 billion—the biggest such investment in New York City history—and in adding nearly 80 staff members at HPD to help speed the creation of affordable homes.

Breaking down government silos and working closely with partner agencies will be hallmarks of how we do business in the Adams administration. It's about getting stuff done.

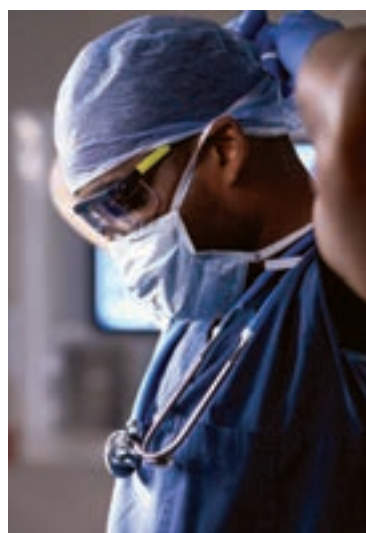
ADOLFO CARRIÓN JR.
Commissioner
Department of Housing Preservation and Development

Diverse doctors, better outcomes

The latest report from the Center for Health Workforce Studies found that not only are job prospects worsening for New York's medical residents but a lack of diversity among the resident population is also persistent ("Job prospects worsening for New York's medical residents, report finds," June 30).

It is a problem because outcomes are improved when patients can access care from doctors from a similar racial or ethnic background. Research has shown the mortality rate for Black babies is improved dramatically when Black doctors care for them after birth, and cardiovascular mortality rates for Black men are improved when they see Black doctors.

To address disparities, we need to increase diversity in medicine. That requires providing support for aspiring doctors from under-



ISTOCK

represented backgrounds throughout their education, years before they get to residency.

Diversifying the pipeline of students entering and graduating from medical school requires a

multifaceted approach of programs and scholarships. Thankfully, Gov. Kathy Hochul and the state Department of Health recognize the necessity, and this year New York doubled its investment in diversity-in-medicine pipeline programs run by the Associated Medical Schools of New York.

Such efforts work. First-year medical students from backgrounds underrepresented in medicine recently exceeded 20% in New York state for the first time since the metric was tracked. Increased commitment to diversity-in-medicine programs will lead to a shift in the demographics of early-career doctors and ultimately improve health care in New York.

JO WIEDERHORN
President and CEO
The Associated Medical Schools of New York

THE LIST

LARGEST CONSTRUCTION FIRMS

Ranked by 2021 New York-area revenue

AMANDA.GLODOWSKI@CRAINSNEWYORK.COM

RANK	COMPANY/ ADDRESS/ PARENT COMPANY	PHONE NUMBER/ WEBSITE	HEAD(S) OF NEW YORK OFFICE	2021 NEW YORK-AREA REVENUE (IN MILLIONS)/ % CHANGE VS. 2020	2021 COMPANYWIDE REVENUE (IN MILLIONS)/ % CHANGE VS. 2020	2021 NEW YORK-AREA EMPLOYEES ¹	KEY PROJECTS/CLIENTS ²
1	AECOM Tishman 100 Park Ave. New York, NY 10017 AECOM	212-708-6800 aecomtishman.com	<i>Jay Badame</i> President, construction management	\$2,947.8 +14.6%	\$6,270.1 -4.5%	775	Waterline Square; One Madison Ave.
2	Structure Tone/Pavarini McGovern ³ 330 W. 34th St. New York, NY 10001 STO Building Group	212-481-6100 structuretone.com	<i>Michael Neary</i> President, Structure Tone <i>Eric McGovern</i> President, chief executive, Pavarini McGovern	\$2,575.6 +8.8%	\$9,510.0 +17.7%	932	Google St. John's Terminal; Deutsche Bank; Morgan Stanley; Brookfield
3	Turner Construction Co. 375 Hudson St. New York, NY 10014 Turner Corp.	212-229-6000 turnerconstruction.com	<i>Charles Murphy</i> Senior vice president, general manager <i>Pat Di Filippo</i> Executive vice president	\$2,500.0 -3.8%	\$14,500.0 +3.6%	1,100	Columbia University; Oxford Properties; Empire State Development Corporation
4	Skanska USA 350 Fifth Ave. New York, NY 10118 Skanska AB	917-438-4500 usa.skanska.com	<i>Michael Viggiano</i> Executive vice president <i>Tom Webb</i> General manager, executive vice president	\$1,674.5 +10.8%	\$17,217.3 +0.1%	2,440	LaGuardia Terminal B Redevelopment; Moynihan Train Hall Phase II; George Washington Bridge rehabilitation; Penn Station widening
5	Tutor Perini Corp. 1000 Main St. New Rochelle, NY 10801	914-739-1908 tutorperini.com	<i>Henry Cheung</i> President, Civil East	\$1,469.1 -28.9%	\$4,641.8 -12.7%	393	Newark Airport Terminal One; Systems facilities package one for East Side access, GCT station caverns and track for East Side Access Project (MTA Capital Construction)
6	Gilbane Building Co. 88 Pine St. New York, NY 10005 Gilbane Inc.	212-312-1600 gilbaneco.com	<i>John LaRow</i> Senior vice president	\$1,222.2 -6.3%	\$6,200.0 -4.6%	430	Hunter's Point South; NYC Economic Development Corp.: Made in NY Campus at Bush Terminal; One Brooklyn Health Interfaith Med/ Surge Floor
7	J.T. Magen & Co. Inc. 44 W. 28th St. New York, NY 10001	212-790-4200 jtmagen.com	<i>Maurice Regan</i> President <i>Steven Mount</i> Chief financial officer, treasurer	\$1,100.0 -8.4%	\$1,300.0 -6.6%	420	n/d
8	Lendlease (US) Construction LMB Inc. 200 Park Ave. New York, NY 10166 Lendlease Corp.	212-592-6700 lendlease.com	<i>Steven Sommer</i> Executive general manager, president	\$941.4 -30.4%	\$4,652.9 -0.4%	468	Mount Sinai Behavioral Health Center; 4 Hudson Square; 50 W. 66th St.; Claremont Hall
9	Hunter Roberts Construction Group 55 Water St. New York, NY 10041 HR Holdings	212-321-6800 hrcg.com	<i>James McKenna</i> President, chief executive	\$865.0 -1.0%	\$1,081.0 +19.6%	303	n/d
10	JRM Construction Management 242 West 36th St. New York, NY 10018	212-545-0500 jrmcm.com	<i>David G. McWilliams</i> Chief executive <i>Joseph Romano</i> President <i>David B. McWilliams</i> Chief operating officer	\$750.0 +13.6%	n/d -100.0%	n/d	Taconic Partners Life Science Building Redevelopment; Debevoise & Plimpton HQ; Pace University Academic center & dorms
11	Iovino Enterprises 1 Rockefeller Plaza New York, NY 10020	718-571-9599 iovinoent.com	<i>Thomas Iovino</i> Founder, chief executive	\$500.0 +19.3%	\$500.0 +19.3%	291	n/d
12	LRC Construction LLC 7 Renaissance Square White Plains, NY 10601	914-773-7700 lrcbuild.com	<i>Peter Palazzo</i> President	\$410.0 +5.1%	\$470.0 +3.3%	160	n/d
13	Triton Construction Co. 30 E. 33rd St. New York, NY 10016	212-388-5700 tritonconstruction.net	<i>Lance Franklin</i> <i>Frank Reich</i> Chief executives	\$400.6 +19.2%	\$400.6 +19.2%	120	205 W. 28th St.; 98 Front St.; 312 W. 43rd St.
14	Suffolk Construction 50 Rockefeller Plaza New York, NY 10020	646-952-8000 suffolk.com	<i>Thomas Giordano</i> General manager	\$390.0 -0.8%	\$4,030.0 +10.6%	140	KIPP NYC 2720 Jerome Ave. Bronx Charter School; Northwell Feinstein Institutes for Medical Research Laboratory; 222 E. Broadway
15	Kiewit Corp. 470 Chestnut Ridge Road Woodcliff Lake, NJ 07677	201-571-2500 kiewit.com	<i>Greg Hill</i> Senior vice president	\$347.4 +29.9%	\$11,866.5 -4.8%	300	n/d

RANK	COMPANY/ ADDRESS/ PARENT COMPANY	PHONE NUMBER/ WEBSITE	HEAD(S) OF NEW YORK OFFICE	2021 NEW YORK-AREA REVENUE (IN MILLIONS)/ % CHANGE VS. 2020	2021 COMPANYWIDE REVENUE (IN MILLIONS)/ % CHANGE VS. 2020	2021 NEW YORK-AREA EMPLOYEES ¹	KEY PROJECTS/CLIENTS ²
16	Urban Atelier Group 85 Fifth Ave. New York, NY 10003	646-892-6280 uag.nyc	<i>D. Andrew D'Amico</i> President, chief executive	\$304.2 +66.4%	\$0.0 —	120	25 Park Row; Olympia; Morgan North; Powerhouse Arts
17	Torcon Inc. 328 Newman Springs Road Red Bank, NJ 07701	732-704-9800 torcon.com	<i>Ben Torcivia</i> <i>Joe Torcivia</i> Co-presidents	\$290.2 —	\$441.8 +29.1%	156	n/d
18	Clune Construction 405 Lexington Ave. New York, NY 10174	212-682-1789 clunegc.com	<i>Sean Clune</i> Managing director, New York operations <i>Tommy Dwyer</i> President, New York office	\$283.3 +1.1%	\$1,345.5 +3.5%	134	LaGuardia Airport concessions and upgrades; 200 Park Ave. lobby and exterior renovation
19	E.W. Howell Construction Group 245 Newtown Road Plainview, NY 11803 <i>Obayashi USA</i>	516-921-7100 ewhowell.com	<i>Daniel Williams</i> President, chief financial officer <i>Howard Rowland</i> Chief executive	\$279.0 -5.8%	\$279.0 -5.8%	180	Good Samaritan Hospital Patient Care Pavilion; Far Rockaway Branch Library; Harlem Meer; Huntington Shopping Center
20	Hudson Meridian Construction Group 61 Broadway New York, NY 10006	212-608-6600 hudsonmeridian.com	<i>William Cote</i> Founder, chief executive <i>Peter Monte</i> President, chief operating officer	\$277.2 +15.4%	\$262.5 +9.3%	101	n/d

Continued on page 12

WANT MORE OF CRAIN'S EXCLUSIVE DATA? VISIT [CRAINSNEWYORK.COM/LISTS](https://www.crainnewyork.com/lists).



Zubatkin is pleased to announce the promotion of **Mark Minkley to Principal** and the addition of **Marsha Bell, Vice President**, to our team. We look forward to their leadership in advising our clients on the planning and development of their real estate projects.



Mark Minkley, Principal, is a design and construction executive with 20+ years of experience working with not-for-profit institutions and private development clients. He has served as a trusted advisor to the Dalton School, Horace Mann School, and Westport Weston Family YMCA in

the development of their campus master plans and capital campaigns. Selected areas of expertise include governance and communications strategies, construction logistics and phasing, and navigating complex approvals processes.



Marsha Bell, Vice President, brings 22+ years of experience in capital project management for institutional, corporate, residential, and aviation clients. Notable past projects include the New York Public Library, The Brearley School, The Mark Hotel, and

British Airways. Key areas of expertise include budget development, cost management, contract negotiations, and construction management.

Zubatkin Owner Representation, LLC

NY: 333 West 52nd Street, 6th Floor, New York, NY 10019

Florida: 777 S Flagler Drive, Suite 800 – West Tower, West Palm Beach, FL 33401

212.271.4850

zor@zubatkin.com


[zubatkin.com](https://www.zubatkin.com)

THE LIST

LARGEST CONSTRUCTION FIRMS

RANK	COMPANY/ ADDRESS/ PARENT COMPANY	PHONE NUMBER/ WEBSITE	HEAD(S) OF NEW YORK OFFICE	2021 NEW YORK-AREA REVENUE (IN MILLIONS)/ % CHANGE VS. 2020	2021 COMPANYWIDE REVENUE (IN MILLIONS)/ % CHANGE VS. 2020	2021 NEW YORK-AREA EMPLOYEES ¹	KEY PROJECTS/CLIENTS ²
21	Schimenti Construction Co. 575 Lexington Ave. New York, NY 10022	212-246-9100 schimenti.com	<i>Matthew Schimenti</i> President <i>James Harrison</i> Vice president, development	\$268.0 +25.2%	\$319.9 +22.6%	173	Great Jones Distilling Co.; Luxottica HQ; Swingers Crazy Golf; Katsuya
22	Shawmut Design and Construction 3 E. 54th St. New York, NY 10022	212-920-8900 shawmut.com	<i>Les Hiscoe</i> Chief executive <i>David Margolius</i> Executive vice president	\$262.6 +59.6%	\$1,236.7 +0.2%	275	City Harvest; The Diagrid Club at 425 Park Ave.; Marymount Manhattan College's Judith Mara Carson Center for Visual Arts
23	Wm. Blanchard Co. 199 Mountain Ave. Springfield, NJ 07081	973-376-9100 wmb Blanchard.com	<i>Cliff Blanchard</i> President	\$207.9 +45.7%	\$207.9 +45.7%	n/d	n/d
24	Omnibuild 141 W. 36th St. New York, NY 10018	212-419-1930 omnibuild.com	<i>Paul Foschi</i> President	\$188.0 +21.7%	\$188.0 +206.1%	62	n/d
25	Consigli Construction Co. Inc. 333 Seventh Ave. New York, NY 10001 <i>Consigli Building Group Inc.</i>	646-679-3500 consigli.com	<i>Anthony Consigli</i> Chief executive <i>Matthew Consigli</i> President	\$175.0 -35.8%	\$2,133.0 +22.4%	79	n/d

New York area includes the five boroughs of New York City and Nassau, Suffolk and Westchester counties in New York and Bergen, Essex, Hudson and Union counties in New Jersey. Crain's uses staff research, extensive surveys and the most current references available, but there is no guarantee that these listings are complete. To qualify for this list, a construction company must have a New York-area office and must build projects in the area. All information was supplied by the companies unless otherwise noted. In the case of a tie, companies are ranked alphabetically. n/d-Not disclosed. ¹-Full-time and full-time-equivalent only. ²-Selected projects and clients for active or recently completed work in the New York area. ³-Previously Structure Tone/Pavarini McGovern



CRAIN'S NEW YORK BUSINESS 2022

NOTABLE

HISPANIC LEADERS

Crain's New York Business wants to honor top Hispanic leaders for showing accomplishments in their field and the ability to initiate change.

NOMINATE NOW!
Deadline is July 29

Nominate at
CrainsNewYork.com/NotableHispanicExecs

Driving New Yorkers to their breaking point

MOST NEW YORKERS have a horror story about trying to park in the city. Whether finding a spot during a move, welcoming relatives visiting from out of town or driving to work from an outer-borough transit desert, local residents know that searching for a space can be an incredibly frustrating experience.

Experts have floated a few suggestions for stemming the car crisis. One is to roll out parking permits to residents who register their car locally. As senior reporter Aaron Elstein lays out in “Stuck in Park,” the plan isn’t without its pitfalls. Even though the permits could rake in as much as \$600 million in annual revenue—and allow certain workers who need their car to do business to come and go more easily—some critics say that permits would merely encourage more New Yorkers to own a car instead of clearing local roads for other uses.

Another element fueling the crisis is the number of parking placards the city gives out to government employees. The privilege is mired in abuse. Reporter Caroline Spivack details the history of mayoral intervention into cracking down on placard misuse as well as possible solutions now before the City Council.

Another issue in the debate is determining just how many free street parking spaces are even available. Although it may seem as if the number has diminished during the pandemic, senior reporter Eddie Small finds that hasn’t actually been the case—and explains why some transportation experts see that as a bad thing.

— Telisha Bryan, Managing Editor



BUCK ENNIS

GOVERNMENT-branded utility vests can be strategically placed in a car's windshield.

How parking placard abuse became such a problem

For decades mayoral administrations have sought to rein in the massive number of permits issued—with mixed results

BY CAROLINE SPIVACK

There are few traffic issues that stir up as much rage as the misuse and overabundance of parking placards.

Abuse of the city-issued parking permits, along with brazen fakes, occurs throughout the boroughs. Cars with markers tossed on their dashboard often block bus lanes, bike paths, loading zones, hydrants and intersections.

Some 125,000 city-issued parking placards are in circulation. Thousands more are phony or stand-ins designed to evade enforcement—from city-branded utility vests strategically placed in a car's windshield to the more advanced laminated printouts.

Placards issued to government staffers allow them to park in designated zones and are meant to help them carry out their duties. But misuse—routinely documented on Twitter—is rampant and contributes to congestion that costs the New York metro area an estimated \$9.2 billion annually in commuting time and work-related travel delays, according to a Partnership for New York study. It's a major headache for

many small-business owners.

Jan Lee, a furniture maker and antiques dealer who owns The Sinotique Group in Carroll Gardens, said it is routinely a nightmare to make deliveries and pickups in his commercial truck in Lower Manhattan due to the plethora of vehicles with placards, particularly those parked in loading zones.

Fed up with wasting time on parking, Lee in 2019 decided to restrict his business to Brooklyn.

“I’ve altered the way I do business. I’ve altered my clientele for this reason,” Lee said. “I just realized the numbers were not working out. I was spending more time in my truck circling blocks, trying to park, than I was in my clients’ homes getting the work done.”

The placards, critics say, encourage municipal workers to drive instead of opting for more climate-friendly mass transit, even when a car trip isn’t strictly necessary.

“It has a cascading effect; it might just seem like parking, but it has a much broader impact on the

“I WAS SPENDING MORE TIME TRYING TO PARK THAN I WAS IN MY CLIENTS’ HOMES”

See **PLACARD** on page 16

INSIDE



DANNY HARRIS
The city should repurpose its streetscape to avoid other crises.
Page 16



DOUG GORDON
International cities are ahead of New York when it comes to traffic policy.
Page 17



KRISTEN SOKICH
Make parking more available and accessible to win back visitors.
Page 18



LINCOLN RESTLER
The abuse of government-issued parking placards must stop.
Page 18

PARKING

FROM PAGE 1

get his Jeep Grand Cherokee out of its parking space on a Harlem street because a UPS truck had blocked it.

Funches has places to go. He runs Inclusion Mobile Detailing, which employs ex-cons to clean city vehicles. When street parking spaces are filled, it's harder for Funches, a paraplegic, to track down people struggling to reenter the workforce. Sometimes he must maneuver his wheelchair through traffic in order to reach the sidewalk curb-cut.

"I'm trying to change lives. It doesn't work if I can't find a place to park," he said. "Everyone makes money off the disabled except the disabled."

Frank Acosta, co-owner of grocery-delivery business Manhattan Milk, said that between time spent hunting down a parking spot and paying the inevitable tickets, profit has shriveled to as little as \$10 per commercial delivery.

"It's as if the city doesn't want people to work," Acosta said.

Funches and Acosta both say they favor anything that makes parking easier. Whether permits would accomplish that is another matter.

Curbside birthright

The idea of reserving streets for permit holders is an idea as old as parking itself, and cities that have gone that route include Boston, Chicago, San Francisco, Seattle and Washington, D.C. In 1991 *The New York Times* endorsed residential parking permits in an editorial titled "What Is So Rare as a Parking Space?" It endorsed them again in 2007, and in 2018 City Council member Ydanis Rodriguez sponsored a bill to create parking-permit programs in certain neighborhoods.

"What I want is the city to put out a plan that reduces the number of New Yorkers who own vehicles from 1.4 million today to 1 million by 2030," Rodriguez said at a hearing for the bill, which gained only five co-sponsors and died in committee.

Since then the number of cars registered in the city has risen to almost 2 million, an increase of 40,000, according to the state Department of Motor Vehicles. Rodriguez,



MALAKOFF believes street parking should be reserved for drivers who register their car in the city.

BUCK ENNIS

now Mayor Eric Adams' transportation commissioner, seems keen to try again.

"We will look at this bill," he told WNYC's Brian Lehrer in late December, referring to parking-permit legislation.

Adams agrees the situation is untenable

and recently restored alternate-side street cleaning to twice a week to force parked cars to give up their spaces more often. In April he announced \$900 million in funding for the NYC Streets Plan, a five-year program that "aims to reform on-street

parking" while expanding bike and bus lanes and reclaiming pedestrian space. "Reducing unregulated on-street parking creates more space for sustainable modes and deliveries," the plan reads. Neither Rodriguez nor Adams would comment further.

Apart from creating space for "sustainable modes," which includes sustainable traffic patterns, permits could generate substantial revenue for a city that recently warned schools to brace for budget cuts.

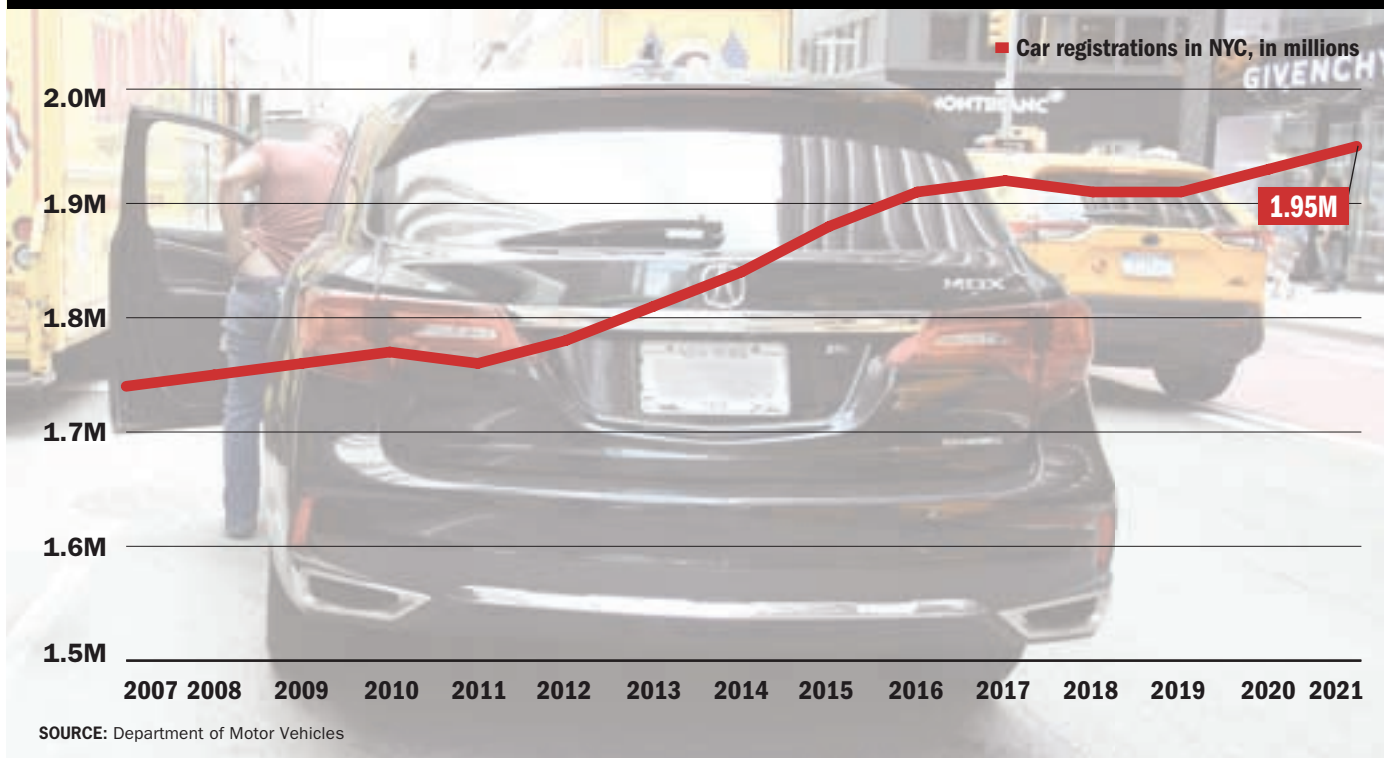
A 2014 study by New York University and the City University of New York suggested New Yorkers would tolerate permits costing \$215 a year after accounting for the 53% who thought \$408 sounded reasonable and the rest who said they wouldn't pay anything. The \$215 figure per permit translates to a \$600 million annual revenue stream, almost as much as the city collects from parking tickets. It's also more than half the anticipated \$1 billion annual benefit from congestion pricing, which is to pay for public transit improvements, but the governor seems in no hurry to implement it.

Of course, whenever the permit idea is broached, car owners get agitated. They've enjoyed free curbsides since overnight street parking was legalized in 1950.

"It's a birthright," said Danny Harris, executive director of the nonprofit Transportation Alternatives.

Yet New York remains committed to a parking free-for-all because officials see permits as a form of exclusionary zoning.

BEFORE THE PANDEMIC, THE NUMBER OF REGISTERED CARS IN THE CITY HAD EXPERIENCED A SLIGHT DROP





SHIFTING GEARS

2M
ESTIMATED number of cars registered in New York City

3M
ESTIMATED number of non-meter parking spaces available in the five boroughs

\$900M
AMOUNT of funding for the mayor's NYC Streets Plan, a five-year program with a goal of retooling on-street parking

lyn—a sign that many of those car owners were residents, not visitors. More residents may be driving cars registered elsewhere after thousands of New Yorkers relocated temporarily to places where the cost of car insurance is about half that of here. New Hampshire and Vermont license plates are common sights, in part because those places allow residents of other states to register their cars there.

“The typical scenario involves people who own seasonal properties and keep a car here for use while staying at their lake house or ski condo,” said Tyler

Dumont, public information officer with the New Hampshire Department of Safety.

In this inequity, Harry Malakoff sees opportunity.

Malakoff is a neighborhood activist and retired JCPenney real estate executive who started a Friday night girls basketball league in Greenwich Village 30 years ago after boys refused to play with his daughter. His cause today is parking reform. He believes street parking should be reserved for New Yorkers who register their car here, with limited short-term permits for visitors.

Under Malakoff’s plan, permits would be required between 8 a.m. and 6 p.m., and holders could park anywhere in the five boroughs. By reserving most permits for those who register their car in New York, Malakoff says, residents with out-of-state plates would be incentivized to change registration or face moving their vehicle into a garage. The revenue from the new tax and registration fees could keep the cost of permits manageable.

“This would be a fairer system for those playing by the rules,” Malakoff said.

Malakoff has handed every mayor since Ed Koch a packet laying out his case.

“The first thing mayors say is they agree with me,” he said. “The second

thing they say is that it’s complicated.”

One complication would be fairly allocating permits in the many neighborhoods with fewer parking spaces than car owners. And if the goal is to drive cars from the street and free up public space, then permits should be priced like garages, and those cost \$200 to \$700 a month depending on location.

“The street cost needs to reflect the market cost. Otherwise permits become another giveaway to cars that already take an unreasonable amount of public space,” said Danny Pearlstein, policy director at the Riders Alliance.

Weinberger reckons even high permit costs wouldn’t force many cars off the



NO PARKING



DOUBLE PARKING



RESTAURANT SHEDS

“We don’t reserve our parks, playgrounds or other public spaces for the exclusive use of residents,” said Rachel Weinberger, the Peter W. Herman transportation chair at the Regional Plan Association and a former city policy adviser.

A fairer system?

Data shows there are 3 million parking spaces in a city with 2 million cars registered here. But those figures fail to capture how overloaded the streets have become.

In the first four months of this year, 400,000 more cars entered the city through the Lincoln Tunnel than in 2019, according to data from the Port Authority of New York and New Jersey. Even if many of these drivers are commuters who use garages because most street parking is metered in Midtown and other commercial districts, the additional traffic just from the Lincoln underscores how demand for curbside space has soared.

In addition, the city’s growing car-registration figures miss the approximately half a million cars that aren’t counted because they’re registered in other states. That 500,000 is based on a 2011 study by the state Senate that found that 25% of all accidents in the state involving cars with Pennsylvania license plates took place in Brook-

“GUARANTEED PARKING MEANS GUARANTEED DRIVING”

streets. To the contrary, it could make holders even more committed to driving. The only thing that drives people away from their cars, she said, is public transit that’s accessible and takes people where they want to go.

“Guaranteed parking means guaranteed driving,” she said.

Still, the streets have never been as congested as they are now, and the environmental toll will only grow. Even though driving and parking are measurably worse

experiences than they were only three years ago and gas costs a lot more, the prospect of landing a free parking space keeps New Yorkers in their cars.

Malakoff uses his for a regular Saturday morning drive. The Chelsea resident first stops at a West Fourth Street patisserie for coffee, then parks near Union Square to shop at the outdoor market.

Why not take the subway or bus?

“I have to justify keeping my car,” he said. ■

PLACARD

FROM PAGE 13

city,” said Kate Slevin, executive vice president of the Regional Plan Association. “All this sort of mini corruption around it limits the effectiveness of any forward-thinking parking policy and traffic management you’re going to put in place. It’s a big problem.”

A political challenge

Placard misuse, and what transportation advocates say is the unwritten rule of lax enforcement by the NYPD, touches on a tangle of issues critical to city life, from the economic impact on freight and local businesses to climate change to trust in government. Numerous mayoral administrations have grappled with placards, but none has truly resolved the issue.

“I see it as a problem of trust in government,” said Slevin, “because if you have municipal employees who are flouting the laws and get special parking privileges, it just erodes the public’s trust.”

Under former Mayor Bill de Blasio, the number of city-issued parking placards ballooned, largely due to union contracts and the growth of the city’s workforce. The number of city-issued placards was about 67,000 in 2008, according to city data. By the time de Blasio took office in 2014, the number had risen to 103,000, getting to about 125,000 by 2018.

Progress made under his predecessor, Mayor Michael Bloomberg, who in 2008 cut the number of permits issued to the Department of Education from 63,000 to around 11,000 as part of a broader crackdown, was further undone through legal challenges from the Council of School Supervisors and Administrators and Local 372, which represents principals and school aides, respectively.

In 2016 the state’s Public Employment Relations Board ruled that the city could not revoke parking placards without negotiating with the unions and ordered that the permits be reinstated.

The de Blasio administration said the ruling meant the 2008 cut to DOE placards was no longer feasible. It ultimately issued 50,000 new ones to teachers and other school staffers in 2017.

The move was widely panned by transportation advocates.

“We can’t on the one hand celebrate that we have one of the best public transit networks in the world and then also say, ‘Well, it’s inadequate for people who have to get around for work,’” said Danny Harris, executive director of Transportation Alternatives, a nonprofit that advocates for better walking, biking and public transit for New Yorkers.

Stepping up enforcement

To Samuel Schwartz, a former city traffic commissioner, an original sin of enforcing placard abuse dates back to the Giuliani administration, which moved traffic agents to the NYPD.

“To [traffic agents], moving traffic and protecting bike lanes and bus lanes and school zones was a priority,” Schwartz said, “whereas for the Police Department, fighting crime is their priority.”

Under Mayor Edward Koch in the 1980s,

Schwartz said, his 2,000 uniformed traffic agents beefed up efforts to curb placard abuse and even ticketed Koch for the offense at one point. It was crucial, he said, that his agency had buy-in from the mayor and police commissioner.

“You need someone who has backbone,” said Schwartz. “This is not an intractable problem.”

But recent initiatives to crack down on the placards have suffered stops and starts.

De Blasio, for instance, pledged to bring the hammer down on parking scofflaws in 2019, with new units for a more aggressive enforcement campaign, but budget cuts largely gutted the effort.

Placard-related summonses issued by the NYPD have increased slightly, by 16.8%, so far this year, compared to the same period in 2021 (28,032 versus 23,996).

Under Local Law 6, which was part of a package of bills aimed at combating placard abuse passed by the City Council in 2019, the NYPD was required to launch weekly sweeps of hot spots for placard misuse beginning in 2020, and the Department of Investigation was set to craft a report analyzing that data.

But a DOI spokesperson said that the “pandemic presented significant logistical issues” with following through on the law, “including that the traffic patterns and parking situations were disrupted and have remained disrupted, making data gathering by the NYPD difficult.”

DOI says it now expects to produce the report by the end of the year.

Developing solutions

On the campaign trail, Mayor Eric Adams was dismissive of the impact of placard abuse, at one point saying: “Maybe parking is the big crime problem in New Paltz, but not in New York.” As Brooklyn borough president, he also refused to direct his staff to not abuse their placards in order to park on sidewalks and in pedestrian plazas.

More recently, a City Hall spokesperson told *Crain’s*: “Violations of the city’s traffic and parking rules—including placard abuse—are unacceptable. Mayor Adams supports efforts to address these critical issues.” Notably, Adams has taken steps to reduce the city’s vehicle fleet but has yet to unveil a comprehensive plan to tackle placards.

One of those efforts could be two bills put forward by City Council member Lincoln Restler, who represents Downtown Brooklyn—an area bedeviled by placard abuse.

One measure would eliminate approximately 60,000 city-issued parking placards given to government employees (placards negotiated as part of union agreements and for those with disabilities would be exempt).

Another would create a civilian enforcement program that would allow New Yorkers to report illegal parking to officials at the DOT. The city has opposed a past version of the bill for fear that the policy would spur brawls between impassioned neighbors.

“Frankly, the previous administration has nibbled at the margins here with policies that haven’t made a lick of difference,” Restler told *Crain’s* in June. “That’s why we’re taking a much more aggressive approach to say, ‘Let’s just get rid of them.’” ■

KEY STATS

67K

NUMBER of city-issued parking placards for its workforce in 2008, during the Bloomberg administration

125K

NUMBER of city-issued placards in 2018, when Bill de Blasio was mayor

Can’t find a street spot?

Believe it or not, New York has maintained the vast majority of its parking spaces during the pandemic

BY EDDIE SMALL

Although Covid has upended several aspects of life in New York, one thing it has not changed very much is the number of street parking spots in the city.

Before the pandemic hit, New York had roughly 3 million spots, according to the city Department of Transportation. The city has since lost about 8,550 of those, according to the agency. This is likely due to the expanded outdoor dining program, although the DOT did not respond to a question about whether that was the sole factor.

In other words, New York has lost less than half

of 1% of its street parking during the pandemic. But finding a spot was not exactly easy before Covid hit, and it remains extremely challenging today, drivers say.

“It’s not even a matter of losing spots to outdoor dining. So many people in the boroughs have bought cars,” said Daniel Lebor, a broker at TerraCRG who has owned a car in Brooklyn for about six years. “It’s always been hard, but it’s definitely much harder now.”

Sam Schwartz, former city traffic commissioner, stressed that it is extremely difficult to pin down the exact number of local parking spots, noting that a factor as straightforward as the length of a vehicle can change the number.

Some transportation experts view the relatively stable number of spots as a missed opportunity, arguing that the city should have used the pandemic as a chance to more ambitiously rethink how to best use its streets. Almost every aspect of life in New York dramatically changed when Covid first hit, meaning the early stages of the pandemic in particular could have been an ideal time for dramatic changes to the city’s streets as well. Measures ranging from a more expansive bus program to more permanent open streets would have been welcome, said Danny

Pearlstein, policy and communications director at the Riders Alliance, a nonprofit focused on im-

proving public transit in New York.

“Just the fact that it’s such a tiny fraction of a percent that’s been taken for outdoor dining but there’s been so much more heat than light on the topic exposes how irrational the approach to parking is,” Pearlstein said.

Precious resource

In at least one way, the number of spots actually increased during the pandemic, given that alternate-side parking rules, meant to aid in street cleaning, were relaxed, Schwartz said. For the past two years, on non-metered residential side streets that had multiple street-cleaning days scheduled, each block was cleaned

“IT’S ALWAYS BEEN HARD, BUT IT’S DEFINITELY MUCH HARDER NOW”

OP-ED

TO JUMP-START OUR RECOVERY, START WITH THE STREETS



DANNY HARRIS

AS NEW YORK CITY WORKS TOWARD RECOVERY, we must look to our asphalt as an asset. The city has 19,000 lane miles of streets and 3 million free parking spaces. During the Covid-19 pandemic, local restaurants put 0.2% of the parking spaces to better use. As a result, 100,000 jobs were saved, and dollars were pumped into the local economy. Two years later, outdoor dining remains packed from Jackson Heights to Crown Heights.

By repurposing our streets, we can similarly address a host of other crises facing our city, including traffic fatalities, climate change, congestion and rising inequality.

In 2010 traffic crashes cost the city roughly \$4.3 billion.

Every year New Yorkers lose \$1.7 billion and 87 million hours to congested streets. Today 1 million New Yorkers travel more than 60 minutes each way to work. Two out of three earn less than \$35,000 per year. And a long commute is directly connected to a lack of upward mobility.

That’s why Transportation Alternatives—and 200 partners including the New York Building Congress, the Partnership for New York City and Tech:NYC—advanced NYC 25x25, a challenge to city leaders to reclaim 25% of space from cars and put it to better use by 2025. Mayor Eric Adams embraced the plan during his 2021 campaign, vowing to make it a pillar of his transportation agenda.

Even before the pandemic, New York proved the economic benefits of building streets for people. Building a pedestrian plaza on Pearl Street in Brooklyn brought a 172% increase in sales for local businesses. Adding a bike lane on Ninth Avenue in Manhattan led to a 49% increase in sales for local businesses. And New Yorkers on bicycles are much more likely to shop

Don't blame the city



SCHWARTZ (left) says it is difficult to calculate the exact number of local street spots because some cars take up more space than others.

only once. This rule was just lifted July 5, restoring the full regulations.

Schwartz also noted that most of the street parking spaces lost to outdoor dining were not the free spots in residential areas that are so hotly fought over. Most of the time, he said, the spaces taken were at meters or in truck-loading zones. "There's probably more double parking on those streets now than there ever was because of that," he said, "but rarely was it an overnight parking spot taken or a residential parking spot taken."

Schwartz and Pearlstein both suggested that residential parking permits could be a good way to improve the situation, even as they acknowledged implementing a program may be a heavy lift.

"The city is squandering an incredibly precious public resource, which is our sacred public space, on an incredibly low public use, which is car storage," Pearlstein said. "We're all drivers. I drive in the city sometimes, but it is not good public policy to encourage that, and the city should be taking as many steps as possible to disincentivize it." ■



PEARL STREET

where there is secure bicycle parking.

The plan is good not just for business but also for how business is done. Repurposing space for dedicated loading zones would get deliveries to people faster, save companies the costs of illegal parking and make it easier for people who need to drive.

Streets for people also serve those

who are visiting and commuting. The Trust for Public Land found that a well-maintained, integrated network of citywide open spaces can increase tourism spending by 20%. And, with in-office work still about 23% below prepandemic levels, an overhaul of streets can help more workers return to the office and spend more time and money in business districts.

Prioritizing people over cars is good policy and good politics. Polling by the Siena College Research Institute found that street improvements are uniformly popular among city voters in every borough, and of nearly every age, race and income group—even if it would mean less space for street parking.

Outdoor dining has already saved 100,000 jobs. Think of the results we could achieve, the jobs we could save and the recovery we could power by reclaiming even more space on our streets for people over cars.

The only path forward in New York City is on streets built for people. ■

Danny Harris is executive director of Transportation Alternatives.

OP-ED

NEW YORK IS LAGGING BEHIND INTERNATIONAL CITIES WHEN IT COMES TO TRAFFIC POLICY



DOUG GORDON

NEW YORK CITY IS one of the few places in the U.S. where living without a car is the default setting of the majority of residents. Among city households, 54% are car-free. Even among New Yorkers who own cars, daily driving is relatively rare, given the multitude of available options, from our expansive subway and bus networks to our bike-share system, all of which are far and away the biggest in the nation.

Despite these advantages, New York is mired in traffic, which pollutes our air, warms our planet, drains the economy and generally aggravates everyone, whether they drive or not. That's why, when it comes to transportation, it can be helpful to stop seeing New York City as a leader among American cities but as an outlier among international ones.

London has had congestion pricing since 2003 and has since added an ultra-low emissions zone, which has led to dramatic drops in emissions from cars and trucks. Meanwhile, after many fits and starts, New York's version of congestion pricing was approved by the state Legislature in 2019 but seems hopelessly tied up in Washington dysfunction and Albany politics.

Paris took a pandemic-era program that banned private cars on Rue de Rivoli and made it permanent, leaving the famous thoroughfare to pedestrians, cyclists and bus riders; a comparable plan for New York's Fifth

Avenue was quashed by former Mayor Bill de Blasio last year.

Since 1974 Bogotá has run Ciclovía, a program that today shuts 75 miles of streets every Sunday to cars so people on foot or on bikes can enjoy them instead. New York's version, Summer Streets, covers only 7 miles and hasn't expanded beyond three weekends since it was launched in 2008.

Consider school streets, an intervention that limits cars in front of public schools. Barcelona is planning to install 200 by 2023 with greenery, benches and other design elements to make them attractive and safe places for all members of the community. New York, despite having more than 1,800 public schools, has closed streets to cars at fewer than 40 of them. This is despite more than 100 children under the age of 18 having been killed in traffic crashes since 2014, the year the city's Vision Zero program began.

So what can be done?

To start, New York has plenty of space to install the kinds of design solutions that other cities have used to create safer and more livable streets, but unfortunately, most of it is used for the movement and storage of cars, even in neighborhoods where the percentage of car-free households is much higher than the citywide average. (The Upper West Side is 77% car-free, although one would never know it from the parking that lines most streets.)

We also must change our mindset. The best global cities are not places where it's easy to drive and park. They are places where children are safe walking to school, where seniors have a place to sit outside, where people in wheelchairs can travel over smooth sidewalks with safe street crossings, and where cars are the true transportation alternative.

What other cities have proved is that taking space for cars and giving it to people is popular. The mayor of Milan, Giuseppe Sala, handily won re-election last year after creating 22 miles of bike lanes and 38 neighborhood plazas. Montreal Mayor Valérie Plante was also re-elected after instituting strong policies to improve urban life. Anne Hidalgo in Paris and Sadiq Khan in London have also won re-election by making bikes, transit and fighting climate change priorities of their administrations.

Mayor Eric Adams, a man who seems quite interested in his reputation at home and nationally, would be wise to consider what a similar focus could do not just for the planet, the economy and people's health and happiness, but for his political fortunes as well. New York has a lot of catching up to do. ■

Doug Gordon, a TV producer and writer, is co-host of "The War on Cars" podcast and a safe streets advocate.



RUE DE RIVOLI

BLOOMBERG

OP-ED

ABUSE OF GOVERNMENT-ISSUED PARKING PLACARDS NEEDS TO STOP



LINCOLN RESTLER

ACROSS NEW YORK CITY, thousands of government officials and contractors abuse their government-issued placards or use fake ones to park illegally every single day. Without addressing this petty corruption, no parking reform or street design improvements can fully realize their intended impact.

Our office receives hundreds of complaints from constituents who are rightly concerned because those cars cause a public-safety risk when they illegally obstruct pedestrian space, endanger cyclists and block accessibility ramps.

The solution is simple: We need to stop issuing placards and start enforcing placard laws.

I introduced two pieces of legislation to help achieve those goals.

The first, Introduction 500, would revoke all placards except in cases where they were collectively bargained for or granted due to disability. Government workers and contractors would no longer play by their own set of rules and park their personal vehicles wherever they deem appropriate while the rest of us follow the law.

The legislation would eliminate roughly 60,000 placards for nongovernmental

vehicles that are issued annually to federal, state and city agency employees, including the NYPD. The placards now are abused by workers who are incentivized by their parking perk to commute via their personal car instead of taking mass transit.

IT IS BY **NO MEANS** THE MOST URGENT ISSUE BUT IT IMPACTS **QUALITY OF LIFE**

The corruption doesn't end with the abuse of government-issued placards. Almost daily, our office receives reports from constituents about fake placards or a construction vest on the dashboard of a vehicle parked in a bus lane or loading zone or on the sidewalk.

The second bill, Introduction 501, co-sponsored by Carlina Rivera and Chris Marte, empowers New Yorkers to report placard abuse when they see it. The bill would create a pathway for effective enforcement—inspired by the successful citizen-enforcement model that has cracked down on illegal vehicle idling.



BUCK ENNIS

It's critical that constituents are able to hold public officials accountable—including in the fight to ensure our street spaces are used fairly.

Placard abuse is by no means the most urgent issue facing our city, but it does seriously impact the quality of life of many New Yorkers, especially those who use wheelchairs or push strollers. For business owners, the abuse can create serious delays in operations when loading docks are blocked.

Especially in the most transit-rich city in the country, there's no reason that anyone should be forced into unsafe situations so public officials can drive their car to work and then block a bike lane or sidewalk all day long.

Unlike some of the more complex crises faced by New York City, including housing and climate, placard abuse has an easy solution. We should pass the two bills into law now and start making our streets safer. ■

On the City Council, Lincoln Restler represents District 33: Downtown Brooklyn, Brooklyn Heights, Boerum Hill, Dumbo, Williamsburg and Greenpoint.

OP-ED

MAKING PARKING MORE ACCESSIBLE TO AND AFFORDABLE FOR VISITORS IS CRUCIAL TO SPEEDING NEW YORK'S RECOVERY FROM THE PANDEMIC



KRISTEN SOKICH

NEW YORK CITY'S beleaguered tourism industry—one of the key drivers of the Big Apple's economy—is making a comeback faster than expected. According to estimates recently released by NYC & Company, which studies tourism, the city can expect 56 million out-of-towners this year—nearly a full recovery. More than 66 million people visited the city in 2019.

It's a glimmer of hope for all the industries whose survival depends on the trickle-down effects of visitors' dollars—including restaurants, theaters and hotels, as well as the city's world-class retailers and beloved small businesses.

Experts contend that the roughly 10 million missing visitors are mostly day-trippers from the tristate area. To get them back, New York must make public parking more accessible and affordable.

Although public transit once played a leading role in getting people in, out of and around the city, during the early stages of the Covid-19 pandemic, straphangers avoided trains and buses in droves, citing understandable concerns about the coronavirus. And since then, public-safety concerns have risen. As a result, more and more people are relying on single-occupancy vehicles.

Car ownership has skyrocketed, congestion and gridlock have reached all-time highs, and parking at times is costly and difficult to find.

There are a few things we can prioritize to unlock more accessible and affordable parking.

- **Shared car services and van pools.** If more people opt for ride-share services instead of single-occupancy vehicles, it would decrease the number of cars on the road. As a result, fewer drivers would be searching for parking, freeing up available spots throughout the city. In addition, shared car services and van pools could prove more affordable for consumers.

- **A citywide space-availability information system.** A main frustration for drivers is locating an available space quickly. Currently drivers search manually

for an open space. It can result in circling a block repeatedly—which increases travel time and adds to congestion. By implementing an efficient citywide system that catalogs available spaces in real time, New York could help drivers locate parking, decrease drive times and reduce the number of vehicles clogging streets.

- **Dynamic pricing.**

To ease parking accessibility for people coming into the city, the Department of Consumer Affairs should consider allowing for a citywide shift to dynamic pricing at garages and for on-street meter parking. Instead of the current static pricing, with its cumbersome 60-day posting requirement, dynamic pricing would shift based on the time of day and the demand trends of those time periods. During peak traffic times, for example, higher prices would thin parking demand, making spaces more accessible for those who need them. Conversely, lowering prices during less demanding hours would allow for more affordable parking for tourists and residents.

Virtually every sector of the economy has been upended by the pandemic. In response, the transportation, parking and mobility industries must adapt to shifting consumer trends to remain viable and make New York more accessible for visitors. ■

Kristen Sokich is Propark Mobility's executive vice president for the New York-New Jersey area.



ISTOCK

How the president of the Citizens Budget Commission holds Albany and City Hall accountable

INTERVIEW BY BRIAN PASCUS

Andrew Rein is president of the Citizens Budget Commission, a nonpartisan organization founded in 1932 to keep New York’s political establishment honest about its finances. He began his nearly 30-year career in government as a research director at the CBC, moving to the city’s departments of Education and Health and Mental Hygiene, then the Centers for Disease Control and Prevention. Rein’s career came full circle when he was picked to lead the CBC in 2019. Here, Rein speaks to *Crain’s* about how he defines power and where he connects with his fellow New Yorkers.

What actions are you focused on taking in the next couple of months?

The way we focus our work is asking the question: New York City, New York state and the Metropolitan Transportation Authority, are they making the right choices for New Yorkers today—relief- and recovery-wise—and are they setting up New York for success in the future?

The state is in an amazing position—much more so than the city and MTA—to really fund significant programs for relief and recovery, and to start to restructure its government and set aside reserves for the future. We don’t agree with everything Gov. [Kathy] Hochul proposed, but she did propose \$10 billion in additional state spending. And she proposed bringing reserves to \$19 billion over the next four years. We’re focused on the state preserving those reserves so that when the next recession hits, we don’t have counterproductive tax increases.

Where do you see inaction that frustrates you?

Oh, gosh, that’s a long list. I’m forever the optimist, but so many opportunities are missed. I think that the MTA has a structural operating budget deficit over \$2 billion, and it has a few years left due to the [new] federal money to take actions that reduce its recurring cost to close that gap. They have not taken sufficient, aggressive action to improve productively yet.

How do you define power?

The ability to get things done. Individuals can hold power, groups of people can hold power, institutions can hold power, but it’s about getting things done. [Power] can come with moral authority or experience—because you’ve done stuff and people listen to you—or you have it from the leadership of a large group of people who collectively have power and mores.

What are the benefits of holding power in your line of work?

Let’s talk about why CBC has some power. It’s threefold. One is there’s trust and integrity that comes from its commitment and long history focused on data-driven research and the importance of the facts. The second is we have core values that don’t change, which is nonpartisanship and using the evidence-based policymaking for the benefit of New Yorkers today and tomorrow. Third is,

Takeaway for business professionals

The CBC is an important tool in helping New Yorkers understand the budgets coming out of Albany and City Hall: how programs will be paid for and where taxpayer dollars end up in the short and long terms. The organization’s longevity and nonpartisan design give it legitimacy, and many of the trustees are influential people.



DOSSIER

EMPLOYEES 14 staff members at the Citizens Budget Commission

ON HIS RÉSUMÉ Associate director, U.S. Centers for Disease Control and Prevention; executive deputy commissioner/chief operating officer, city Health Department; senior vice president for strategy, EmblemHealth; senior vice president for strategy, NYU Lutheran; senior policy adviser to the city schools chancellor

BORN Syracuse

RESIDES Brooklyn

EDUCATION Bachelor’s in philosophy, Tufts University; master’s in urban policy analysis and management, New School

SEEING RESULTS Rein’s research led to advocacy to create the New York City Rainy Day Fund, and he’s hosted fire-side chats with leading public officials.

Now we have technology companies and life sciences and less civic engagement.

Have you ever borrowed an approach of someone you admire?

I think the approaches I follow are a Frankenstein’s monster of people I’ve met over the years. Probably the most famous person I ever worked for, who had an Academy Award-winning documentary made about his life, was one of the most humble people: Charlie Clements. He was a fighter pilot in Vietnam who decided he didn’t want to continue dropping bombs on people. I borrowed humility. Respect other people’s expertise, and don’t overestimate your own.

Where’s your favorite place to connect with people?

On the street or in the subway. New Yorkers will talk to other New Yorkers anytime, anywhere. That’s the beauty of this city. I don’t know a New Yorker who hasn’t had a conversation with a person in the restaurant at the table next to them. It’s a New York classic.

How do you persuade someone to your point of view?

Facts, passion and an appeal to why they also will benefit.

What do you do in your free time?

I don’t have much free time. I started playing guitar when I was 8 years old. When my band had a reunion in 2016, I took the opportunity to record it on my iPhone. I play guitar, bass and piano, and I record songs. ■

CBC’s trustees are a group of committed and influential New Yorkers who have diverse points of view.

Speaking of power, the people who often have the least power are the people of the future, because they aren’t

certain issue, but if it’s too narrow in perspective and you don’t have enough people on board—and you don’t have the integrity for people to trust you—then over time it’s very hard to hold on to that power.

“YOU CAN HAVE POWER FOR A TIME, BUT IF IT’S TOO NARROW IN PERSPECTIVE, THEN IT’S VERY HARD TO HOLD ON TO”

thought about. They are, in some ways, the most important, and they have the least voice.

Why do you think capable people in your industry lose power?

The analyst in me doesn’t like the word capable. I think sometimes people lose power because they don’t hold on to the integrity and the truth. You can have power for a short period of time over a

How have you seen power change in the city over the years?

What we’ve seen in the city in the past 50 years is more of a democratization of power. There’s been diversification of our economic base—which is very good—but it’s also more diffuse. We’ve seen globalization of businesses, so they’re not headquartered in New York City. In the New York City fiscal crisis [of the 1970s], those businesses owned those buildings.

ASHLEY HOLT

To place your listing, visit www.crainsnewyork.com/people-on-the-move or, for more information, contact Debora Stein at 917.226.5470 / dstein@crain.com

CONSTRUCTION MANAGEMENT

Consigli Construction Co., Inc.

Consigli Construction Co., Inc. appointed **Laura Bush**, Director of Operations, NYC Metro Region, to lead the company's New York City and Long Island operations. She will focus on Consigli's growth and development in the region, delivering consistency in day-to-day operations and developing Consigli's people. Laura brings 25+ years of expertise in project planning, quality assurance and operational excellence, having led many high-profile construction projects across the city.



CONSUMER PACKAGED GOODS

Pernod Ricard USA

Pernod Ricard USA, the U.S. unit of the world's second largest spirits and wine company, announced the appointment of **Kathryn Brown** as Head of Content Strategy and Activation. Brown brings 20 years of cross-channel marketing experience to her new role and will be responsible for The Mix, Pernod Ricard's in-house creative agency, focused on accelerating omnichannel personalization at scale and creating built-for-platform content across critical consumer and commerce touchpoints.



FINANCIAL SERVICES

Mutual of America

Chris Malfant has been named Executive Vice President and Head of Fixed Income by Mutual of America Financial Group, a leading provider of retirement services and investments to organizations and individuals. He will be responsible for Mutual of America Capital Management LLC's Fixed Income portfolio management, which has more than \$10 billion in assets. Malfant, who brings nearly two decades of experience in fixed income management, joins from American International Group.



LAW

Latham & Watkins LLP

Gary Boss has joined the New York office of Latham & Watkins as a partner in the Mergers & Acquisitions Practice and member of the Corporate Department. Boss focuses on domestic and cross-border M&A, reorganizations, joint ventures, and investment transactions in the insurance and financial services sectors for private equity, asset managers, and corporate clients. He has advised on the formation and capital raise of numerous large insurance and reinsurance companies.



LAW

Latham & Watkins LLP

Analisa Dillingham has joined the New York office of Latham & Watkins as a partner in the Mergers & Acquisitions Practice and member of the Corporate Department. Dillingham focuses on all aspects of insurance regulatory and transactional matters, including reinsurance and insurer investment structures. She has extensive experience in mergers and acquisitions, joint venture, and capital markets transactions in the property, casualty, life, and health insurance industries.



LAW

Latham & Watkins LLP

Kirsten Gaeta has joined the New York office of Latham & Watkins as a partner in the Mergers & Acquisitions Practice and member of the Corporate Department. Gaeta advises insurance companies and financial sponsors on a wide range of corporate transactions in the insurance industry, with a particular focus on domestic and cross-border mergers and acquisitions involving the insurance and financial services sectors.



LAW

Vinson & Elkins LLP

Matthew R. Friedenberg joins Vinson & Elkins in New York as counsel in the Commercial Litigation practice, focusing on complex and high-value disputes across a variety of industries, including real estate, retail and hospitality and private equity. Matthew will work closely with the firm's renowned Real Estate practice in counseling clients on pending and potential disputes. He received his law degree, magna cum laude and Order of the Coif, from New York's Benjamin N. Cardozo School of Law.



SHARE YOUR COMPANY'S JOURNEY

Feature your latest milestones, launches, partnerships, awards and more in Crain's

ON THE **COMPANIES** MOVE

For more information, contact Debora Stein at dstein@crain.com or submit directly to CRAINSNYORK.COM/COTM

CRAIN'S
NEW YORK BUSINESS

INDUSTRY ACHIEVERS ADVANCING THEIR CAREERS

Recognize them in Crain's

ON THE **PEOPLE** MOVE

For listing opportunities, contact Debora Stein at dstein@crain.com or submit directly to

CRAINSNYORK.COM/PEOPLEMOVES

CRAIN'S
NEW YORK BUSINESS



PUBLIC & LEGAL NOTICES

Notice of Formation of SMD INVESTOR GROUP LLC
Arts. of Org. filed with Secy. of State of NY (SSNY) on 06/08/22. Office location: NY County. SSNY designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to Stuart Romanoff, c/o Romanoff Equities, 833 Washington St., 2nd Fl., NY, NY 10014.
Purpose: Any lawful activity

Notice of Formation of VANADIS HOLDINGS LLC
Arts. of Org. filed with Secy. of State of NY (SSNY) on 06/07/22. Office location: NY County. Princ. office of LLC: 829 Park Ave., Apt. 5D, NY, NY 10021. SSNY designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to Corporation Service Co., 80 State St., Albany, NY 12207-2543.
Purpose: Any lawful activity.

Notice of Qualification of THREE PILLARS INSURANCE SERVICES, LLC
Appl. for Auth. filed with Secy. of State of NY (SSNY) on 06/07/22. Office location: NY County. LLC formed in Delaware (DE) on 05/16/22. SSNY designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to National Registered Agents, Inc., 875 Ave. of the Americas, Ste. 501, NY, NY 10001. DE addr. of LLC: 1209 Orange St., Wilmington, DE 19801. Cert. of Form. filed with Secy. of State of DE, Div. of Corps., 401 Federal St., Ste. 4, Dover, DE 19901.
Purpose: Any lawful activity.

Notice of formation of Amani Luxxe Wax Lounge, LLC,
a domestic LLC. Articles of Organization filed with Secretary of State of New York (SSNY) on April 8, 2022. Office location: Bronx County. SSNY is designated as agent upon whom process against the LLC may be served. SSNY shall mail process to: 856 E 221st Apt 2, Bronx, NY 10467.
Purpose: Any lawful purpose.

Notice of Qualification of DigitalBridge SAF GP, LLC
Appl. for Auth. filed with Secy. of State of NY (SSNY) on 06/30/22. Office location: NY County. LLC formed in Delaware (DE) on 02/10/22. Princ. office of LLC: 750 Park of Commerce Dr., Ste. 210, Boca Raton, FL 33487. SSNY designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to c/o Corporation Service Co. (CSC), 80 State St., Albany, NY 12207-2543. DE addr. of LLC: c/o CSC, 251 Little Falls Dr., Wilmington, DE 19808. Cert. of Form. filed with Secy. of State of DE, John G. Townsend Bldg., 401 Federal St., Ste. 4, Dover, DE 19901.
Purpose: Any lawful activity.

Notice of Qualification of BioReference Health, LLC
Appl. for Auth. filed with Secy. of State of NY (SSNY) on 06/01/22. Office location: NY County. LLC formed in Delaware (DE) on 03/10/22. SSNY designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to c/o Corporation Service Co. (CSC), 80 State St., Albany, NY 12207-2543, regd. agent upon whom and at which process may be served. DE addr. of LLC: CSC, 251 Little Falls Dr., Wilmington, DE 19808. Cert. of Form. filed with Secy. of State, John G. Townsend Bldg., 401 Federal St., Ste. 3, Dover, DE 19901.
Purpose: Any lawful activity.

Notice of Formation of JEMAL'S FAYETTE PARK L.L.C.
Arts. of Org. filed with Secy. of State of NY (SSNY) on 04/01/22. Office location: NY County. SSNY designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to Corporation Service Co., 80 State St., Albany, NY 12207-2543.
Purpose: To acquire, sell, manage, lease and develop real estate.

REQUEST FOR PROPOSAL

A nonprofit organization in **FAR ROCKAWAY** is seeking sealed bids for **CONSULTANTS** to develop emergency planning and security training, Security Personnel and Security Fence. The election criteria will be based on knowledge of surveillance and security, adherence to work schedule, prior experience, references and cost. Specifications and bid requirements can be obtained by contacting us at hsgfarrockaway@gmail.com. All interested firms will be required to sign for the proposal documents and provide primary contact, telephone and email address.
Bids will be accepted until July 31, 2022 and work is to commence by July 25 and completed by August 31, 2022 for the security training and August 31, 2023 for the security personnel.

PUBLIC & LEGAL NOTICES

Notice of Qualification of TRUVVO GOLDEN LP
Appl. for Auth. filed with Secy. of State of NY (SSNY) on 06/06/22. Office location: NY County. LP formed in Delaware (DE) on 04/21/22. NYS fictitious name: TRUVVO GOLDEN L.P. Duration of LP is Perpetual. SSNY designated as agent of LP upon whom process against it may be served. SSNY shall mail process to c/o Corporation Service Co. (CSC), 80 State St., Albany, NY 12207-2543. Name and addr. of each general partner are available from SSNY. DE addr. of LP: c/o CSC, 251 Little Falls Dr., Wilmington, DE 19808. Cert. of LP filed with Jeffrey W. Bullock, DE Secy. of State, John G. Townsend Bldg., 401 Federal St., Dover, DE 19901.
Purpose: Any lawful activity.

Notice of Qualification of DigitalBridge Strategic Assets Fund, LP
Appl. for Auth. filed with Secy. of State of NY (SSNY) on 06/30/22. Office location: NY County. LP formed in Delaware (DE) on 02/10/22. Princ. office of LP: 750 Park of Commerce Dr., Ste. 210, Boca Raton, FL 33487. NYS fictitious name: DigitalBridge Strategic Assets Fund, L.P. Duration of LP is Perpetual. SSNY designated as agent of LP upon whom process against it may be served. SSNY shall mail process to Corporation Service Co. (CSC), 80 State St., Albany, NY 12207-2543. Name and addr. of each general partner are available from SSNY. DE addr. of LP: c/o CSC, 251 Little Falls Dr., Wilmington, DE 19808. Cert. of LP filed with Secy. of State of DE, John G. Townsend Bldg., 401 Federal St., Ste. 4, Dover, DE 19901.
Purpose: Any lawful activity.

POSITIONS AVAILABLE

Portfolio Manager (multiple positions)
(WorldQuant, LLC / New York, NY)
– Build own resrch software to aid in the dvpmt of stock mkt models; dvlp forecastg models of prices in the stock mkt using statstcl predicatn mthds; dvlp systmtc trading strategies which exploit forecastg models. Reqs Master's in Engineering, Comp Sci, Financial Engineering, Comp Finance, Mathematics, Statistics, or Physics & 1 yr of exp in job offrd or 1 yr of exp as Research Analyst, Quant Strategist, Quant Analyst or in smillr positn(s) in quant finance. Bkgd in educ, traing or exp must incld exp as a member of a team or group mnging capital pursuant to a statstcl arbitrage invstmt stratgy; exp dvlpg fully systmtc, quant strategies; software program exp at univ level, incldng kwlg of at least one of the followg: Java, Python, Matlab; mathmtrl maturity, incldng basic undstdg of anlysis, linear algebra, logic, probilty & stats. Send resumes to Sandra.DiCairano@worldquant.com; ref job title in subjct line.

Software Developer (Pacific Investment Management Company LLC (PIMCO) – New York, NY);
Mult. pos. avail. Develop & maintain new high-perform'g apps for PIMCO's Strategy Tagg'g & Attribut'n System. Leverage tech skills in Java, C#, SQL, HTML5, & Angular 2 to develop innovative tech solut'ns. F/T.
Apply w/ resume to lupe.rubalcaba@pimco.com.
Ref. JobID: 6591066.

Zebra Tech Corp has a role in **Holtsville, NY** for **Prncpl Sys Engr**: Dfin & driv evlutin of curmt & nxt gen mbile cmputng pltrfms. Telecom permi. When not telecom must report to worksite. Travel req up to 25% both dom & intl. BS+5 yrs exp rq. To apply email resume to jobs@zebra.com ref job #2287581

PUBLIC & LEGAL NOTICES

Notice of Qualification of 100 CHURCH RETAIL LESSEE LLC
Appl. for Auth. filed with Secy. of State of NY (SSNY) on 06/23/22. Office location: NY County. LLC formed in Delaware (DE) on 05/26/22. Princ. office of LLC: c/o SL Green Realty Corp., One Vanderbilt Ave., 28th Fl., NY, NY 10017. SSNY designated as agent of LLC upon whom process against it may be served. SSNY shall mail process to c/o Corporation Service Co. (CSC), 80 State St., Albany, NY 12207-2543. DE addr. of LLC: CSC, 251 Little Falls Dr., Wilmington, DE 19808. Cert. of Form. filed with Secy. of State, PO Box 898, Dover, DE 19903.
Purpose: Any lawful activity.

SUBMIT YOUR BUSINESS CLASSIFIEDS TODAY

Get your message in front of New York's influential business community with Crain's New York Business Classified Ads

Advertising Section

CLASSIFIEDS

Contact Suzanne Janik at 313-446-0455 or email: sjanik@crain.com

CRAIN'S
NEW YORK BUSINESS

COCKTAILS

FROM PAGE 3

last year. He and his wife had cut back on drinking as they considered having a baby, and he unsuccessfully hunted for a guide to help him navigate some non-booze options.

In January he and co-founder Barrie Arnold signed a lease with a landlord in Cobble Hill, Brooklyn, where Bodkins lives. He opened Boisson, a nonalcoholic spirits store, on Feb. 27 in a 450-square-foot space on Court Street using around \$50,000 of his own money.

Boisson was an immediate success. Customers came in from the wine store across the street to grab something for their teetotalist friends or to buy mixers such as shrubs and sodas that liquor stores in New York can't sell.

"All we are doing is changing ingredients of the ritual," Bodkins said. "The ritual is the fireplace, the rooftop dinner, the cooler at the beach." He said more than 90% of his customers drink.

A year and a half after opening, Boisson has five stores in Brooklyn and Manhattan. It fulfills same-day orders in many residential neighborhoods in the two boroughs. It opened a warehouse in Industry City in September to meet the rising demand for e-commerce sales, which account for almost half the business.

Sales of its 450 items are brisk,



BUCK ENNIS

Bodkins said, adding that he expects to break \$10 million in revenue by the end of the year as he expands around the country, beginning with three Los Angeles locations.

Growth at such speed would be impossible if he sold liquor, since each business in New York is required to obtain a separate license for each store. A liquor license typically takes up to six months to be approved.

Boisson isn't the only business of its ilk. Spirited Away in SoHo and

Minus Moonshine in Prospect Heights are two others in the city.

The quick ramp-up of the sector reflects the relative ease of finding appropriate space, said Matthew Fogel, a real estate agent at KSR who works with Bodkins.

"It's an extremely desirable use for ownership," Fogel said. "No licensing. No certain square footage from a school."

Riding the e-commerce wave

E-commerce took off during 2020 and has been a major driver in

making nonalcoholic spirits available to a wide audience. Shipping zero-proof bottles around the country is simple, since there are no state-by-state liquor regulations to contend with.

"It's a packaged consumer good," Matt Catizone said of his Phony Negroni. Catizone is a co-owner of St. Agrestis, which bottles both spirits, premixed cocktails and the non-alcoholic negroni, which was released in January.

Catizone declined to share details on revenue,

but he said there's enough demand and capacity to grow Phony Negroni sales quickly outside of the city at restaurants and retailers and through online orders.

Melanie Masarin, founder of Ghia, a Los Angeles-based producer of nonalcoholic aperitifs, credits a large part of her company's growth to the boom in e-commerce sales. She originally planned to launch in-person in New York, but pandemic closures got in the way.

The company counts New York among its largest markets, and Ma-

sarin said online orders account for 60% of its sales.

Ghia's strong social media presence is what allowed it to grow brick-and-mortar sales, she said. Although bigger buyers are just taking notice of the no-booze category, smaller retailers were easy to approach casually online.

"Our first 300 accounts came through Instagram," Masarin said.

Incremental sales

Alcohol-free offerings continue to be more of a hospitality play than a bestseller at bars and restaurants in the city. Santoro said zero-proof drinks account for only about 5% of beverages served at The Nines. At Le Dive, she said, the early-evening crowd orders strawberry sodas at a faster rate.

Despite the incremental revenue, zero-proof offerings can increase loyalty at restaurants and attract groups on the hunt for a permanent booze-free spot such as Skirt Steak, a restaurant in the Venti Hotel where Phony Negronis are on tap.

Bodkins has partnered with bars and restaurants to use customer data he's collected from Boisson shoppers to help them build precise menus for their clientele.

He can then point customers to every restaurant that carries their preferred bottles and give customers options about where to dine out based on their favorite nonalcoholic beverage.

"You can pick where you want to go," he said. ■

CAMPAIGN

FROM PAGE 1

Only 78 donations made to Adams were for \$250 or less, totaling \$12,377. These sub-\$250 donations would qualify for the city's public finance system's matching funds program, which allows for small donations to be turned into matching sums given out by the Campaign Finance Board.

Sheinkopf added that if Adams could resolve the problem of rising crime rates during his first term in office, he would be seen by national donors as an important Democratic Party figure in the 2024 and 2028 election cycles.

The sheer amount of money donated to Adams in his initial months in office has raised eyebrows.

The \$850,000 given to Adams this early on is substantially more money than Bill de Blasio received in his first six months. De Blasio's campaign took in just over \$44,000 between Jan. 12 and July 11, 2014, according to Campaign Finance Board data.

"IN POLITICS, THERE'S A RULE: THE BEST WAY TO GET KNOWN IS TO WRITE A CHECK TO A CAMPAIGN"

"It's common for a just-elected mayor to pull in an increased number of donations, as everyone tries to get on his bandwagon, but, no, this is very high. It's higher than usual," said George Arzt, a

longtime political strategist in the city and a former aide to Mayor Ed Koch.

Former Mayor Michael Bloomberg self-funded all three of his election campaigns.

Twenty-eight years ago, during former Mayor Rudy Giuliani's first six months in office in 1994, the Republican raised \$1.5 million, according to Campaign Finance Board data.

It's difficult to compare that figure to Adams' haul, however, because the contribution limit at the time was \$7,700, substantially higher than the \$2,100 limit on individual donations today, according to Matt Sollars, director of public relations for the Campaign Finance Board.

Giuliani's re-election campaign also could take corporate contributions, which was banned by city campaign finance law in 1998 and further closed off by a 2007 ban on donations from limited liability companies and partnerships.

Special interests

Adams has taken in tens of thousands of dollars from the city's real estate industry and online gambling companies.

No city real estate firm sent more money to the mayor than Newmark Grubb Knight Frank, the power-house headquartered in Midtown East that is widely considered one of the world's largest commercial brokerages.

In this funding cycle, the mayor received \$25,231 from 25 individuals listing Newmark Grubb Knight



ADAMS has received tens of thousands of dollars from the city's real estate industry.

BUCK ENNIS

Frank as their employer. Among them was Chairman Jeffrey Gural, who donated \$2,400 to Adams, and CEO Barry Gosin, who forked over \$400.

Stephen Green, founder of SL Green Realty Corp., the city's largest owner of office buildings, donated \$2,000. SL Green employees, including Executive Vice President Brett Herschenfeld and CEO Marc Holliday, sent \$7,800 total to the mayor.

SL Green recently purchased 450 Park Ave. in Manhattan for \$445 million to add to its skyscraper portfolio that includes 1 Vanderbilt and 100 Park Ave.

Executives, employees and fam-

ily members from other real estate firms in the New York City area donated large sums to the mayor. These include members of the Cappelli Organization (\$4,200), Midwood Investment and Development (\$6,000), and Midtown Equities (\$8,000).

"He has been courting the real estate industry, and his rhetoric has been very pro real estate," Arzt said. "After eight years of de Blasio, they see opportunity with a friend in office."

Newer industries such as online gambling, which began operating legally in New York in January, have also sought to gain favor with the mayor.

DraftKings CEO Jason Robins and Chief Legal Officer Stanton Dodge each donated \$2,000. FanDuel CEO Amy Howe contributed \$500, and seven employees at the company donated a total of \$2,750. Matthew King, CEO of Fanatics Gambling, donated \$2,000, even though his platform is not yet authorized to place and receive bets in New York.

"In politics, there's a general rule: The best way to get known is to write a check to a campaign," Sheinkopf said. "The problem in American politics is, money talks. If you want to form a friendship, friendships are formed by campaign donations in many cases." ■



GREENE became CEO of the Brooklyn Navy Yard in March. She's the first Black woman and LGBTQ person to hold the post.

LINDSAY GREENE

GREW UP Washington, D.C.

RESIDES Prospect Heights

AGE 40

EDUCATION Bachelor's in economics, Harvard University; MBA, Yale University

FOOD LOVER Though she's left roles in food businesses, Greene's culinary passion has remained. She and her wife are now starting to take their 5-year-old and 9-month-old daughters out to their favorite restaurants serving up Ethiopian, Ghanaian and Nigerian food, sometimes in their neighborhood.

CAPTAIN'S LOG Greene is a lover of all things *Star Trek* and describes herself as a "lifelong Trekkie."

SWIM FAN Greene and her wife are avid lovers of New York City's parks and frequently hang out with their children at the city's public pools.

Leading innovators to opportunity

Brooklyn Navy Yard chief seeks to help other barrier breakers find success

BY JAMES O'DONNELL

When Lindsay Greene was nearing the end of her MBA studies at Yale, she became obsessed with groceries.

She had spent six years before business school working in investment banking at Goldman Sachs. That was a pivotal time in her career as well as her personal life: It was during her Goldman tenure that she came out as a lesbian. But amid a hectic schedule, she had trouble finding balance.

"I lived a banker lifestyle, working 80- to 90-hour weeks. I don't wish to repeat that," she said. "I gained a lot of weight, I ate terribly, and I learned that many people in urban areas were having a similar experience. So I decided I wanted to get into the grocery space."

During her job hunt upon finishing her MBA in 2011, Greene set her sights on innovators in the food

space who were creating products that delivered on both convenience and health. She spent two years in the prepared-foods business at FreshDirect, then moved to The Chia Co., which at the time made yogurt alternatives out of coconut and almond milk. She served as its sales director and strategist.

Soon, though, Greene became disenchanted with the relatively small scale of her impact and began looking for a change. When a position opened on the staff of the deputy mayor for housing and economic development in 2015, she took it, thus beginning her path in city government and development. The role, focusing on business development, supports and regulation, gave her a new understanding of how the government plays a unique role in improving urban life.

"I fell in love with the opportunity to have an impact at the scale you have when you work in city government," she said. "Cleaning up trash,

running the school system—there are the things the government has to do, and there are the things the government is left to do because the private sector cannot figure it out."

Now Greene envisions her work at the Brooklyn Navy Yard, where she became CEO in March, as a unique opportunity to meld the efforts of industry and city government. At the yard, she said, "you see and feel the future being made."

The facility sprawls across 300 acres and leases space to more than 500 businesses, ranging from industrial players like tile fabricators and solar panel manufacturers to artisans like jewelers and distilleries. Over 11,000 workers are employed by businesses in the waterfront park, and it generates \$2.5 billion in economic impact each year for New York, according to the Navy Yard.

Greene is the first Black woman and openly LGBTQ person to serve in the role, which she cites as an influence on her vision.

"It gives me a different sense of priorities," she said. "I want to make the Navy Yard a place where other people who are firsts can be successful and get the tools they need."

By attracting manufacturers and innovators to invest and stay in the city, the yard claims it offers a pathway to the middle class for New Yorkers without advanced degrees.

"Economic opportunity exists for people who don't need as much extensive educational attainment," Greene said. "You can come here and get a career pathway that allows you to support your family and gives you upward mobility."

Now that Greene has spent her first few months absorbing what the yard's businesses need as they recover from the pandemic, she's looking ahead. She said support from the mayor and city officials has allowed her to focus on one goal: "Entrepreneurship and workforce opportunities for this city," she said. "It's all about our mission." ■

CRAIN'S 2022 best places to work in NYC

AWARDS LUNCHEON

THURSDAY, SEPT. 29
12-2 PM
NEW YORK CITY

PLATINUM SPONSOR



An Anthem Company your Whole Health Partner

TOP NYC COMPANIES REVEALED

Attend Crain's Best Places to Work awards luncheon on Thursday, September 29. This celebratory event will feature a live unveiling of the top 100 companies in New York City.

[Register at CrainsNewYork.com/bestplaces2022](https://CrainsNewYork.com/bestplaces2022)

For event questions: Ana Jimenez | crainsevents@crainsnewyork.com

CRAIN'S
NEW YORK BUSINESS