

Downtown Macy's retail space has a new owner

By [Maria Saporta](#) | Tuesday, July 15, 2008, 11:25 AM

The Atlanta Journal-Constitution

An Atlanta-based investment group has closed on the purchase of the former Macy's department store on Peachtree Street in downtown Atlanta.

The new owners — the 180 Peachtree Retail Group — are acquiring the lower three floors of the historic department store with plans to create a lively space with a host of stores and restaurants.



The investment group purchased the lower three floors, about 185,000 square feet, from the Peachtree Carnegie limited partnership, which will continue to own the upper five floors.

Robert Patterson, managing partner of 180 Peachtree Retail Group, said the group plans to enliven the front entrance to building by highlighting the three central arches with glass.

"We have got to signal to people that we are a big, fun, festive, multi-tenant complex," Patterson said. "We want people to feel that there's a lot going on, and that once you're inside, you are in this grand lobby area."

Patterson said the plans call for the retail-restaurant complex to be open before the 2009 Christmas shopping season.

"It's going to feel much more like a Faneuil Hall Market Place (in Boston) with boutiques and restaurants," Patterson said. "Atlanta does not need us to be another strip center or power center. What Atlanta needs is a place with a fair amount of food, a fair amount of specialty retail with a fair amount of local color mixed in."

Patterson said the interior likely will involve expanding the mezzanine floor to create more space for retailers. Even though some of the chandeliers may have to be removed or relocated, he said he sees the chandeliers as "signature pieces to showcase an artifact of what used to be here."

The building dates back to 1927. It operated as the flagship Davison's department store for decades before it became Macy's in 1985. The department store was closed in April, 2003, and the space has been mostly vacant ever since.

The 180 Peachtree Retail Group has had an option to buy the lower three floors since December. Wachovia Bank is providing financing for the project.

Patterson said the investment group, which is made up primarily of Atlanta natives, wants to bring life back to the elegant department store.

"It's really important that we create a center that's a destination and a experience," said Patterson, who added that the development will cater to residents, office workers, students, tourists and conventioners. "We have to give them a reason to come into our space."

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Comments

By BPJ

July 15, 2008 3:26 PM | [Link to this](#)

A good independent bookstore...that's the greatest need in that area. It doesn't need to be large, just books worth reading, and a good quality news stand. Include a Caribou or Aurora (or even Alon's), and watch it become a place to hang out for GSU students & profs, downtown office workers, and tourists.

By JEM

July 15, 2008 3:26 PM | [Link to this](#)

I think this is awesome!

Tho it would be great to have a large retail department store back in that building, ANYTHING that strengthens downtown whether work, play, or live is good news.

By Gerry

July 15, 2008 3:27 PM | [Link to this](#)

Hope it works. They should call it "Davison's"

By Jodi

July 15, 2008 3:29 PM | [Link to this](#)

Looks like some people still have money...

By onlycritter

July 15, 2008 3:30 PM | [Link to this](#)

YEAH! Finally some decent retail downtown that is not Brooks Brothers or T-shirt and trinket shops! Please cater to those of us who live here!

By Me

July 15, 2008 3:32 PM | [Link to this](#)

I am so excited! In my 30's now, but I remember shopping down there as a teen. Although the Macy's store was pretty dingy, it was my favorite one. Looking forward to shopping in that area. Maybe people can look at Atlanta's downtown differently...

By Downtown Renovation

July 15, 2008 3:36 PM | [Link to this](#)

It is good to see that the retail development movement has expanded to the Downtown Atlanta section, however, in order for this project to be truly successful there is going to have to be a rebirth at the Underground. That section has completely been depleted of viability and in order for this or any development to be successful, that area has to be cleaned up.

By musicatl

July 15, 2008 3:38 PM | [Link to this](#)

its about time somebody starts looking at revitalizing downtown

By Mike

July 15, 2008 3:48 PM | [Link to this](#)

For the record, Macy's bought Davison's in the 20s, and it was Macy's that built 180 Peachtree Street in 1927. They didn't change the name until 1986.

Of course, Macy's learned how to write their history from George Orwell - they claimed that people would just LOVE it when they got rid of Marshall Field's because the "Rich's conversion" went so well. What conversion? They were here for sixty years as Davison's, and nearly twenty more as Macy's!

I want Rich's back.

By brandy

July 15, 2008 3:56 PM | [Link to this](#)

Faneuill Hall in ATL..this is exactly what we needed. S/B a very nice boost for CVB, ATL and Convention biz. Great to see ATL coming together.

By steve

July 15, 2008 4:00 PM | [Link to this](#)

PLEASE don't end up like Atlantic Station or Underground Atlanta. Those places are ruining our city with high school brats.

By Truth

July 15, 2008 4:15 PM | [Link to this](#)

As long as it does not turn into another Underground debacle... If they can keep the panhandlers and thugs out that would be awesome. Atlanta is in dire need of a place like this intown where families feel safe and can enjoy themselves.

By Patrick

July 15, 2008 4:16 PM | [Link to this](#)

I hope this works out, but the fact remains, until we do something about the panhandlers, no one will want to go there. We need to contract Mr. O'Terrell to build BumBots and have them patrolling the area. At least the vagrants will get a bath!

By Keon

July 15, 2008 4:20 PM | [Link to this](#)

I think some live music would be nice. Some upscale and midscale restaurants like a Tuesdays or at least in the price range (yes that's suburban, but some people are more comfortable with the familiar).

The most difficult part will be parking...I know we are going for a pedestrian style in Atlanta...but we aren't there yet...and may be about 15-20yrs away with the local and national economy they way they are.

They also have to fix up the outside, so that people will WANT to go inside.

By Monica

July 15, 2008 4:25 PM | [Link to this](#)

I would like to see another department store. The downtown area should be rebuilt as a downtown area. there are too many homeless and young kids hanging around. I work in the Peachtree Center area and tourists are always looking for better shopping. they are always directed to take the train to Lenox. Too far if they are here for a convention. the downtown area has no night life. Every city I have been to has happenings downtown. People pay all this money for the downtown hotels but can not get a nice outfit or shoes near by. the peachtree center mall is not what they are looking for.

By stilldefiant

July 15, 2008 4:28 PM | [Link to this](#)

Nice concept. Looking forward to it.

By mechanicsville

July 15, 2008 4:32 PM | [Link to this](#)

this sounds like a fantastic idea that will go up in flames. no viable business will survive until atlanta addresses the poverty in the central and southwest corridor. look at the demographics and ask yourself if you would rather shop in the safety of buckhead/dunwoody or in a place where beggars and thieves accost you?

that being said.. a movement or change starts at with one.

By cynical

July 15, 2008 4:35 PM | [Link to this](#)

Unless the city decides to do something about the panhandlers downtown, this will fail just like nearly everything else down there that's retail oriented. What a shame that these people are going to throw their money away, just like that investor group did on The Underground.

By tarheel fan

July 15, 2008 4:52 PM | [Link to this](#)

Rich's Now that was a store—a "Dear Store" according to Celestine Sibley. The employees knew their departments and the ads were beautifully done. We'll never see the likes of it again—unfortunately—just great memories!

By Charlee

July 15, 2008 4:58 PM | [Link to this](#)

Listen, everyone knows this; in spite of every urban planner's dream of a pedestrian utopia downtown, until they make enough free, safe parking available, there will be no reason to go there instead of any other mall or shopping area in the city. We can park free at all those places, what makes Downtown so special? I can't imagine any store, boutique or restaurant they can put down there worth the hassle and expense of parking there - except for special events.

By Eric

July 15, 2008 5:48 PM | [Link to this](#)

WHY? The thugs down there will just mess it up, make it look bad, etc. Or maybe the thug blue jean people will rob it. As always, the thugs like to mess up what a hard working person does.

By noed

July 15, 2008 6:37 PM | [Link to this](#)

Yeaaaaaaaaaaaaa!!!!

Great old building, lots of great memories with my Mom. So glad it is not going the way of Rich's.

By WestCoastisthebestcoast

July 15, 2008 6:58 PM | [Link to this](#)

A nice boutique movie theatre would be great there on the upper levels. Maybe a nice upscale Publix (size of the one in atlantic station) since there are no grocery stores in the area!

By jas

July 15, 2008 7:25 PM | [Link to this](#)

CVS!!! downtown workers need a place to walk to to get prescriptions and household sundries. CVS would be a godsend!!!

By lovely

July 15, 2008 8:10 PM | [Link to this](#)

This sounds like the next hangout for FFA - fatherless felons of Atlanta. The underground is empty now, there's no one left to stare out.

Within 15 minutes after the grand opening you'll have about 6 million shiftless, worthless teens just standing out front doing nothing. Not spending money or patronizing any of the establishments, just stagnating.

Then, everyone on the street will want to tell you their life story and it will be "can I git a dolla" over and over again...

By wsj

July 15, 2008 8:19 PM | [Link to this](#)

I'd don't know about downtown's future. Right now, the only promising area is around Centennial park. And any other promising developments are to the north of downtown. What is happening in Buckhead is pretty amazing although it feels somewhat sterile. What Greenville South Carolina is doing with its Main Street is far superior to Atlanta's redevelopment of the city.

By Dwntwnwrkr

July 15, 2008 8:27 PM | [Link to this](#)

I am so excited about this project! I work in this building and will be happy to have a place to shop on my lunch break!

By Downtown Resident

July 15, 2008 8:46 PM | [Link to this](#)

wsj,

So what about Allen Plaza and the expansion of the Mart and the success Cousins Properties has had with refilling 191 Peachtree and the ongoing expansion of GSU with new dorms and the new science building. I think downtown's future is better now than anytime in the last 20 years.

By Ann

July 15, 2008 8:48 PM | [Link to this](#)

I agree with some comments on here. First, FREE parking needs to be made available...why is this the only part of town where you have to pay to park?

Secondly, yes, please do something to HELP the homeless of Atlanta and get them off the streets. It is really difficult to feel safe walking around downtown and gives tourists to our city a terrible impression of who Atlanta is. Not to mention a terrible place for residents to come to. Who wants to bring their kids to a place where it smells bad and crazy people yell at you for money or whatever!

By BPJ

July 15, 2008 9:00 PM | [Link to this](#)

I'm surprised more people don't know that the Macy's building has a giant parking deck attached. The store used to allow free parking for those who bought something. Everyone else should expect to pay, just as one does in any downtown in America. Paying for automobile storage is a good idea for two reasons: it provides the deck with some revenue to hire guards, and it makes transit more competitive in price.

By godoggo

July 15, 2008 9:33 PM | [Link to this](#)

....Wait a minute....the city of Atlanta doesn't want to buy this and turn it into another "Cash Cow" like City Hall East or Underground Atlanta ?somehow someone at city hall didn't get the message.....by the way, when do we as taxpayers who purchased the "Rev. King's" papers for \$32 MILLION DOLLARS start to receive dividends when they open the collection to viewing ?they'll probably put the Kings back in charge to run the facility :(... Great Man, it's a shame about his children though

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By toopst

July 15, 2008 10:27 PM | [Link to this](#)

I work in the Inforum (now American Cancer Society Center) and I am so excited to have a place to walk to on my lunch hour just kill some time, besides crappy Peachtree Center and the tourist ridden CNN Center.

By Chris

July 15, 2008 10:33 PM | [Link to this](#)

I work two blocks from this location. It will be very popular. Peachtree Mall needs competition. That mall is a food court and not a mall. CVS would be great! Nothing like it now. Downtown needs this place. Tourist have no place to shop. AT&T could open a store here please! Perhaps a Borders! That would be awesome. Izod, Polo, etc would be great here.

By Jesse

July 15, 2008 10:38 PM | [Link to this](#)

"The store used to allow free parking for those who bought something. Everyone else should expect to pay, just as one does in any downtown in America."

...Which is why downtowns are dying all across America.

By Dave

July 16, 2008 9:06 AM | [Link to this](#)

Downtown is dead, has been dead, will always be dead, and this will be another money loser just like Underground. Enjoy it while you can. Remember the retail stores in what is now the CNN center? Dead.

By SK

July 16, 2008 9:46 AM | [Link to this](#)

I have always loved this building. I am so happy to here that it will be used in a way that lets the public enjoy the space.

By it will fail

July 16, 2008 10:04 AM | [Link to this](#)

sorry to tell the out-of-town investors, but downtown's overraod gerbil tubes are fatal for to the street vitality and thus the downtown vitality. it's doomed and * it will fail* * it will fail*

By mechanicsville

July 16, 2008 10:37 AM | [Link to this](#)

it seems the city is trying to move the poverty out of or around town. they're knocking down all the ghettos and giving them vouchers to move. mcdaniel glen is gone, englewood is gone, bowen homes will soon be gone.. many are moving to clayton county and south of the city.. hopefully just south of my hood, mechancisville. until the demographics on the central and south side change, nothing will change.. but is it worth displacing people from the neighborhoods that are theirs?

By KM

July 16, 2008 10:41 AM | [Link to this](#)

The people below complaining about panhandlers haven't been to downtown lately. This is NOT the underground area - its actually quite a distance away. There are far fewer panhandlers thanks to the Downtown Improvement rovers. This area of downtown is actually very nice. My only concern is the high rental rates that have been quoted for this space - far greater than normal. I work across the street and can tell you that any more retail in the area is greatly needed, so hopefully some retailers will be willing to pay the premium for a captive audience.

By kat

July 16, 2008 10:47 AM | [Link to this](#)

to Jas and Chris - there's a CVS in Broad Street Plaza, so downtown workers in the federal buildings already have one really close - closer than the Macy's building! of course for Peachtree center workers the Macy's will be closer, but they could certainly walk to Broad Street plaza. I'd rather have some independent stores than another pharmacy that's within walking distance of one that already exists.

By joe

July 16, 2008 10:48 AM | [Link to this](#)

Very exciting news for such a boring block of peachtree street. I work in downtown and the retail/restaurant options in peachtree center and surrounding areas are dismal! Glad to see new development in the downtown area and to see 180 peachtree revitalized!

By JR

July 16, 2008 11:01 AM | [Link to this](#)

Great! Keep the locals in mind. While working downtown it's nice to have your errands done during the day so you can simply go home at the end of the day. Being able to have your dry cleaning done, and a quick grocery item or two will be beneficial as well. Shopping is long overdue to downtown ATL. Way to go!

By elisabeth

July 16, 2008 11:35 AM | [Link to this](#)

JR - if you just work there and don't live there, you don't count as a local. Us downtown RESIDENTS really need a grocery store, flower shop, wine store, dry cleaner...

By DOWNTOWN Resident

July 16, 2008 11:45 AM | [Link to this](#)

I have lived downtown for four years with my wife, dog and for the past year our new baby boy (with another on the way). Downtown is not dead or unsafe. We have never been attacked, robbed or threatened. Homelessness and panhandling is an ongoing issue. Part of the problem is that they are successful. Please stop giving them money. Spend your money at downtown businesses. This development has great potential to be successful. Between visitors, students and residents there is a huge demand. Help us continue to revitalize the heart of our city. A city cannot survive without a heart and soul. Downtown with all of its problems and warts is the heart and soul of the metro area.

By RK

July 16, 2008 11:48 AM | [Link to this](#)

As someone who works downtown, I would to get all of my shopping done (groceries etc) around lunch or after work, and get it over with...

By elisabeth

July 16, 2008 12:00 PM | [Link to this](#)

Oh, I have no doubt that the people who work here would also benefit and would certainly help to make the businesses successful. I just object to calling yourself a downtown "local" when you go home to your suburban lawn every night.

By Zach

July 16, 2008 2:07 PM | [Link to this](#)

Keep GSU students in mind!!! Our campus expands daily and our University's Master Plan will provide lots of student housing in downtown in the very near future. I really like the idea of a large independent bookstore where student and profs. can feel comfortable and hang out.

Also, install shopping and restaurants that is targeted to students and a young demographic. No matter what the economy is doing, we will always purchase especially if it is things that we like and in a moderate price range (i.e. H&M, Gap, etc.). We also live in dorms and are on campus all day so we will always want to buy our food rather than pack a lunch. We want VARIETY!!!

By mike

July 16, 2008 2:22 PM | [Link to this](#)

Downtown needs to encourage lots of retail. I have lived downtown for ten years and although it is changing, it is doing so very very slowly. At present, it's the most boring city I have ever been to. And I have been to most as a flight attendant.

By You're Kidding

July 16, 2008 3:17 PM | [Link to this](#)

Ann 8.48am:

“Do something to HELP the homeless of Atlanta and get them off the streets?” Well ... There are plenty of places for them to stay, eat, laze around. They choose TO BEG downtown because fools give them money, and they make megabucks tax free. They use the money for drugs and booze, and then they go get their free food handouts everyday from all over — you can get free breakfast, lunch and dinner - just ask the homeless. They all know where to go, what time, how to get the most. It's a no brainer for the homeless. Why become a productive member of society if you can stand your own filth, not have to follow any rules, and get handouts 24hrs a day?

Of course it's really difficult to feel safe walking around downtown. These vermin are preying on innocent people. They terrify the tourists — especially the international ones who have little English skills.

Homelessness is a choice - a way of life. I'll give the “non compos mentis” ones a break; they need help, but the rest are all there by choice making \$500 TAX FREE bucks a day pan-handling and breaking into your car....

And back on point — keep the thugs and homeless out of this new development and maybe the development will work.

I see that the bowling alley at Atlantic Station has ‘seen the light,’ and does not allow: baggy clothing, headwear, or white tees. Hmmm. Now that's some serious profiling there!

By AJ

July 16, 2008 3:21 PM | [Link to this](#)

Wouldn't it be GREAT if all the people who have nothing better to do than wish downtown Atlanta in general and this new project specifically to FAIL, just get out of Atlanta :-)

By John Gault

July 16, 2008 3:28 PM | [Link to this](#)

From 1982 until 1990 I worked in the Peachtree Center Towers at 230 Peachtree Street. Those were the days when downtown jumped almost 24 hours a day. There was even live jazz clubs just across the Connector in the eastern part of downtown. Across the street from where I worked at 230 Peachtree is Peachtree Center which had a modicum of retail establishments and the food court. Davison's and later Macy's was a drawing point for everyone in that area. There were several nice restaurants in the area at that time as well. It's a shame that the area has deteriorated to its present state. As to where to park there is a very large parking garage located in the 200 block of Spring Street that would accommodate several hundred cars for customers whom want to shop at 180 Peachtree Street in the renovated space of the former Macy's. Good luck in this venture because downtown Atlanta deserves a major facelift. Yes, I agree that the panhandlers and drifters need to be dealt with because they shall cause the local and tourist shoppers to avoid the area with their behavior. Surely a happy medium could be arrived at for all parties involved.

By John Gault

July 16, 2008 3:30 PM | [Link to this](#)

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By wsj

July 16, 2008 4:31 PM | [Link to this](#)

Atlanta does lack a real defining center. Nothing in downtown, including Centennial Park is an iconic center for the region. There is nothing more special about downtown than Midtown or Buckhead except maybe the nexus point of the Marta lines and sports arenas. I see no real value in "saving downtown". As much if not more can be achieved by focusing on Midtown, Lindbergh, or Buckhead.

By steve

July 16, 2008 4:43 PM | [Link to this](#)

This would be a great opportunity to improve the retail on Peachtree facing Woodruff Park. I love Tribeca, Moe's, Saxby's and Dania's, but some of the other spaces have been struggling.

By Dana Eskridge

July 16, 2008 4:58 PM | [Link to this](#)

180 Peachtree Street, I know it well I worked for Davison's back in the late 60's and early 70". I always thought it was such a grand place and I loved working there. I too feel Atlanta does not have true center that will attract conventioners, visitors and hometown Atlantans. I would like to see more of this kind of revitalization. I have always thought that we should showcase our multicultural aspects by bringing more resturants, shops and entertainment from our many cultures to the downtown area in an easily walkable area. Maybe 180 Peachtree will be the beginning of something new and exciting

By lucky

July 16, 2008 7:23 PM | [Link to this](#)

I so want Downtown Atlanta to succeed. But I think this is just another firecracker project: Lots of bang and then a fizzle. Until the population of Atlanta returns to a anti criminal, no thugs allowed, Law and order populace, it will continue to deteriorate. So damn sad!

By kw

July 16, 2008 7:51 PM | [Link to this](#)

As a successful and prosperous resident of Atlanta, living in a neighborhood close to Downtown, I am so tired of getting lumped into being called a population of "thugs and criminals." I am not one, as are none of my neighbors. I see way more normal, productive people out and about in my neighborhood and in downtown than I do thugs.

I question how many of the commenters on here (other than the ones who actually say to live or work downtown) have actually been downtown in the last 5 or 10 years.

Downtown had deteriorated for many years, but is in better shape now than in the last 10 years. Sure the Underground/Five Points MARTA area isn't great - don't go there. But the other areas, Peachtree Center and Centennial Olympic Park are doing quite okay for themselves.

I was Downtown earlier today and it has, by far, the greatest amount of pedestrian traffic of any area of the city - workers, GSU students, tourists and conventioners. Centennial park has emerged as an area where you see people jogging and families playing.

And restaurants are making a comeback. My wife and I had a GREAT meal and Room at Twelve last month for our anniversary. We have also been to Stats and Taco Mac. We look forward to the opening of the first SE location of Legal Sea Foods in a couple of weeks.

In other words, if you haven't been downtown in the last several years, you would be surprised that it is making a comeback.

By CBL

July 17, 2008 7:59 AM | [Link to this](#)

Nobody wants to invest in downtown because Midtown and Buckhead are already saturated with retail and the area is dirty. If they plan to put in trinket stores and t-shirt shops along with touristy restaurants for conventioners, then you're just going to have another Underground. I work at 191 P'tree and can't walk down the street one block to Peachtree Center without being accosted by bums shouting at you for money. The cops on the street never do anything about it either. 191 is a beautiful Class-A building, but it's 75% empty due to its previous tenants moving north to Midtown and Atlantic Station.

If the City would clean up all the sidewalks between GA State and P'Tree Center, the area would be a bit more attractive for useful retail, i.e. CVS, Borders, Banana Republic, coffee houses, nice restaurants (seems like Daily's and Ray's are the only honorable mentions), a pub or two, etc. An Apple Store would be a real hit and could draw a lot of the tourists as well as locals to the area. The one at Lenox is always jammed anyway.

By Otis Leroy

July 17, 2008 9:34 AM | [Link to this](#)

The best theory on what to do here is first; do not make it into any type of HIP HOP style venture. That will ruin it immediately. Put in shops that are viable to the working and visiting public. Give the conventioners a place to come and spend instead of stores which they are afraid of coming into or going to Buckhead and spend their money up there. Make the parking more conducive to satisfy the shopper. Provide security for the visitors.

If none of the above is envisioned, then forget the whole project and return it to the hip hop crowd who will make it look like the Peachtree Street near the Five Points Station area.

By Matt

July 17, 2008 10:16 AM | [Link to this](#)

They might as well give keys to the homeless, because they've tanked the property owners values with oversaturation. This City's government has not looked out for the taxpaying citizens in any way. Flush the toilet cause the sun has set on Atlanta.

By Matt

July 17, 2008 10:20 AM | [Link to this](#)

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By kw

July 17, 2008 10:26 AM | [Link to this](#)

Re: Matt "Flush the toilet cause the sun has set on Atlanta"

I guess that is why the population of the city is at a record high of 519,000.

and..."they've tanked the property owners values with oversaturation"

That's why properties around Centennial Park are selling for as high as \$18Million per acre.

By kw

July 17, 2008 10:32 AM | [Link to this](#)

Re: CBL

Uh, 191 Peachtree is now back to being about 75% OCCUPIED thanks to companies that have relocated there from not only downtown but Midtown and Buckhead (e.g. Winter Construction, Cooper Carry, significant expansion by Deloitte)

And restaurant offerings are getting much better downtown including one new restaurant within 191 Peachtree, an upscale Italian eatery out of NY.

By Matt

July 17, 2008 10:55 AM | [Link to this](#)

KW: you must not own a condo. Good for you. I've lost atleast \$60 THOUSAND in one year because of oversaturation. And they keep building. You're probably a renter or a developer or some City official with a crisp new \$100 in their back pocket.

By BPJ

July 17, 2008 12:39 PM | [Link to this](#)

I'm amused by the comment by jesse (10:38 on July 15) that "downtowns are dying all over America". Thanks for that comment from the 1980s. Here, in the 21st century, downtowns are growing all over America (while many suburbs are struggling).

In Atlanta, Downtown has thousands of residents it didn't have ten years ago. Also, there are lots of new tourists, thanks in part to the Aquarium. Georgia State continues to grow, adding new residents. The Starbucks in the Equitable Building (around the corner from Macy's) is the busiest in the state. Brasserie Le Coze moved from Lenox Square, renamed itself FAB (French-American Brasserie), and is thriving. The old Winecoff Hotel has been handsomely renovated (after sitting empty for years).

Yes, we need an administration which can deal with panhandling both compassionately and firmly; in the meantime, you can be part of the solution by: (a) not giving money to panhandlers, and (b) giving generously to organizations which help the truly needy.