

REAL ESTATE WEEKLY

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Midtown is streets ahead

The 34th Street Partnership won the Urban Land Institute's 2005 "Award for Excellence" for its innovative streetscape program in April.

The Partnership was one of only 11 winners from North America and South America, selected by a jury of renowned land use development and design experts. Other honorees included Millennium Park in Chicago, and two other New York projects: the Time Warner Center and Vornado Re-

alty Trust's 731 Lexington Avenue development. The award results were announced at the ULI Spring Council Forum in San Antonio, Texas.

All projects were evaluated on financial viability, resourceful use of land, design, and sensitivity to community and environment. "The 34th Street business improvement district, encompassing 31 midtown blocks in Manhattan, has been improving its streetscape for over ten years," the

ULI jury said. "These improvements are now in their third generation, and property owners are now enjoying increased value and greater consumer and tourist interest."

In 1994, the 34th Street Partnership embarked on an ambitious program to replace every streetscape element in the business improvement district with high-quality and low-maintenance elements.

