

Boozers turn over new leaf

"Wearin' o' the green" has taken on a new meaning at some midtown pubs.

In cooperation with the 34th Street Partnership, the neighborhood's business improvement district, the Irish and English taverns will begin sporting horticulture on their facades.

Partnership president Daniel A. Biederman said he got the idea while traveling in England and Ireland, where pubs are customarily festooned with ornate greenery and colorful flowers.

"We counted about 10 pubs doing a robust business in the 34th Street area, and thought, why not give them the plantings that seem to be part of their rich tradition?" said Biederman.

Biederman said the Partnership's acclaimed horticulture department, headed by Maureen Hackett, will oversee the project.

Hackett and her staff have helped turn Greeley and Herald Square Parks into highly popular urban oases.

They are also responsible for maintaining tree pits and other botanical flourishes through the district, which stretches from Park Avenue to Tenth Avenue.

The project was launched earlier

this month at Foley's, located at 18 W. 33rd St.

Future sites are expected to include Jack Demsey's, Stout, Joe O's, Blarney Rock, Hickey's (all on West 33rd St); Tir Na Nog at 5 Penn Plaza, Brendan's on W. 35th St. and Blarney Stone on W. 32nd St.

The bars are extremely popular among local office workers, tourists, shoppers and sports fans who attend events at nearby Madison Square Garden.

The 34th Street Partnership is a business improvement district established to provide supplemental services and streetscape improvements for one of Manhattan's most vibrant shopping and

commercial office districts, to complement municipal services provided by the City.

These services include seven-day-a-week security, sanitation and park operations; marketing, tourist and retail services; a \$20 million streetscape program, and a horticulture program that complements these new amenities.

All of these factors have contributed to a huge upgrade in the district's appearance and a resurgence in leasing activity and retail business. ■

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— DANIEL BIEDERMAN



Foley's, at 18 W. 33rd St., has adopted green look.