

DANIEL BIEDERMAN Awarded NYASLA President's Medal

Daniel A. Biederman will receive the 1996 ASLA New York Chapter President's Award. The President's Award is presented each year by the sitting chapter president to a non-landscape architect whose work has made a substantial contribution to the profession.

Mr. Biederman serves as President of the Grand Central Partnership, President of the 34th Street Partnership, and Executive Director of the Bryant Park Restoration Corporation.

The Grand Central Partnership, founded by Mr. Biederman and Peter L. Malkin in 1980, a real estate attorney/investor/developer, is the largest Business Improvement District in the United States. The Partnership acts as the public space management arm for some of the City's largest real estate owners and corporate tenants. In this capacity, the Partnership has already made major improvements in the security, cleanliness, social services, tourism, public events, and retail environment within the 50-block area surrounding Grand Central Terminal.

The 34th Street Partnership, founded by Mr. Biederman with property-owners Peter Malkin and Bernard Mendik in 1985, covers a critical area with over 36 million square feet of commercial space. This includes Pennsylvania Station, Madison Square Garden, the Herald Square shopping district, and the Empire State Building. In January of 1992, the Partnership opened a \$6 million annual program of security, sanitation, social services, tourist information, public events, and debt service on major capital improvements to the district's streets, sidewalks, and plazas.

The Bryant Park Restoration



Corporation, founded by Mr. Biederman and Andrew Heiskell in 1989, former Chairman of Time Inc. and then Chairman of the New York Public Library, with the assistance of the Rockefeller Brothers Fund, is one of the largest efforts in the nation to apply private management backed by private funding to a public park. The nine-acre park reopened in 1991 with a budget six times the level under prior city management, and has been a huge success with public, press, and nearby institutions. Today's Bryant Park, after its renovation designed by Hanna/Olin of Philadelphia, is constantly compared with the great parks of London and Paris.

Within and surrounding all three of these public and private partnership areas, crime has been substantially reduced, the streets are cleaner, homeless people have been helped into jobs and temporary or permanent shelters or homes, and the aesthetic quality of each urban landscape has been enhanced. In selecting Mr. Biederman for this honor, Glenn L. Smith, current NYASLA President, cites that Mr. Biederman's leadership role with these three organizations

"indicates the significance of innovative partnerships to not only reinvigorate, but to also sustain public space in urban America. And because of Bryant Park's success (in particular), the work of the landscape architect has been placed positively in the public consciousness."

Mr. Biederman is a 1975 magna cum laude graduate of Princeton University, with an A.B. from the Woodrow Wilson School of Public and International Affairs. He also earned an M.B.A., with distinction, from Harvard University's Graduate School of Business Administration in 1977. He has written, lectured and taught extensively in the field of urban management and he has advised public and private parties on the art of downtown management in New York, Los Angeles, Philadelphia, Boston, Newark, Louisville and other cities. In December 1995 he served on a 12-member advisory panel convened in Oklahoma City by the Urban Land Institute to explore strategies for the economic recovery of the downtown area in the aftermath of the April 19, 1995 bombing of the Alfred P. Murrah Federal Building.

Mr. Biederman is a member of organizations such as the Young Presidents Organization and the Urban Land Institute, among others. He also is a member of the Board of Directors of the Second Stage Company, the CUNY Graduate Center Foundation, the NYC School Chancellor's Citizen's Commission on Planning for Enrollment Growth and the Chappaqua (N.Y.) Schools Foundation.

Mr. Biederman will be honored at an awards ceremony and reception to be held at the Urban Center October 15. Mark your calendars. Ω