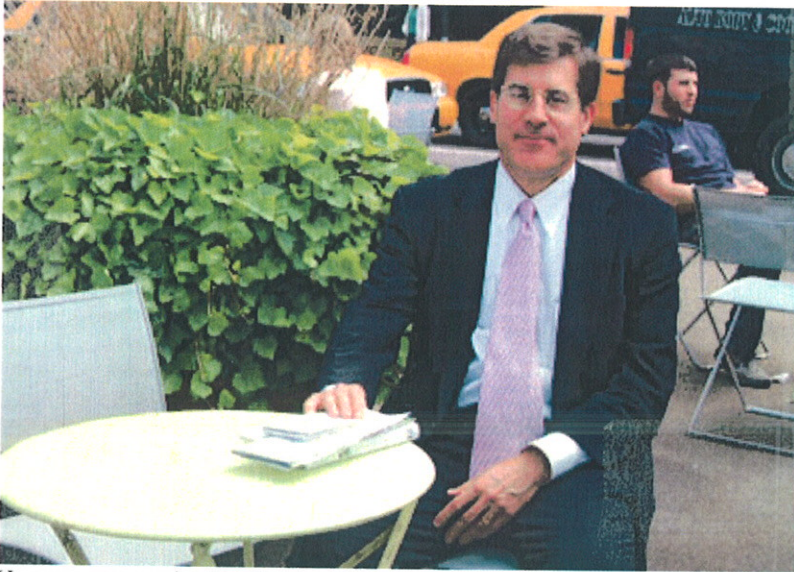


CHANGING CHELSEA; (S)CHMOOZERS

Look around **Chelsea**, and you'll see a transforming neighborhood. It's partly thanks to **pioneering** owners and tenants but also the **Chelsea Improvement Co.**, an association making sure the area is safe, clean, and pedestrian friendly. We sat down with prez **Dan Biederman** to find out more.



You may recognize Dan's name from the changed **34th Street** and **Bryant Park**. Although Chelsea Improvement Co. is not a BID, he says it hopes to rid the perception that Chelsea is a **dangerous area** and center of **street prostitution**. Additional **taxi stands**, better lighting and security, **graffiti removal**, improved sanitation service, and a **small park** at 15th and Ninth (pictured) are some of the improvements. These will also merge the border of the **Meatpacking District** into Chelsea, which starts at 14th Street.



The **finishing touches** on extensive tree and flower planting now

culminate **two years** of work. Dan tells us that he's taking the lessons learned and applying them to other cities, including **Richmond**, Miami, Dallas, Philadelphia, and **Boston**, through his consulting company **BRV Corp.**

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July 21, 2009