

Discover Westchester

Special Advertising Supplement

NYDailyNews.com/services

- 
- New Rochelle restaurant round up
 - Major developments underway in White Plains
 - Tapping Peekskill's potential
 - Mayoral guide to Yonkers
 - Plus a calendar of can't-miss events across the county

Welcome to White Plains



As the tourism season kicks off, why not come and experience the entertainment, dining and shopping capital of Westchester County — White Plains, N.Y.? Located only 28 miles from midtown Manhattan, White Plains is easily reached by a 35-minute, express Metro North ride from Grand Central Station. If you prefer to drive, you can reach us by several

thoroughfares including I-87, I-287, the Bronx River Parkway, the Sprain Parkway, the Hutchinson River Parkway or I-95. The train will leave you just a short walk from everything. That's one of the great benefits of our highly accessible community and the reason why our downtown has a walk score of 95 (Walker's Paradise) from Walkscore.com. Come shop on Mamaroneck Avenue or Main Street or in one of our regional malls, which are located within our downtown.

Our downtown offers a "who's who" of retailers, from the high-end stores of the Westchester Mall to value-oriented shopping in the Galleria Mall and Walmart to traditional department stores like Macy's and Sears to specialty audio visual, home decorating, clothing and jewelry stores like Lyric HiFi and Video, Eva's Design and Decorating, Mary Jane Denzer, Landsberg Jewelry and others. Trust me when I say you can literally shop 'til you drop here, but I would hope that you would fortify yourself at one of our many downtown restaurants before you do. There are over 90 different restaurant choices for you. There is a restaurant here for every palate, from fine dining to fast casual, including a plethora of outdoor cafes. Enjoy food from all over the world; go to wpbid.com "Things to Do" and search our restaurant directory by type of cuisine.

Downtown White Plains also features some of the best hair salons, nail salons and spas in the business. Pamper yourself with a new hairstyle, color, manicure, pedicure or spa treatment. Or if you prefer sweating, you can make good on those New Year's Eve resolutions by hitting one of over a dozen downtown gyms and specialty fitness facilities. Bring your bikes and ride the downtown bike paths and Bronx River Parkway trails.

Need an exciting event to go to? Come to one of our many outdoor celebrations. No other community in Westchester offers so many events in its downtown. A sample of these events include a farmers market, outdoor arts festival, Saint Patrick's Day celebration, Cinco de Mayo celebration, Arts Bash, Summer Solstice Concert, Criterium Bike Race, outdoor yoga, six-day JazzFest, OktoberFest celebration, June-teenth celebration, Hispanic Festival and New Year's Eve celebration. These events feature delicious food, stimulating art, great music, dancing, fireworks and, most of all, people enjoying each other's company. In addition to our street festivals and fairs, you can enjoy performances at the White Plains Performing Arts Center, Westchester Music Conservatory and at ArtsWestchester.

With so much to offer so close to NYC, you can easily come for a full-day or half-day visit and still get home in plenty of

time to see friends or relax before going to bed. Better yet, stay for the entire weekend and enjoy the ambiance, comfort and central location of one of our downtown hotels. It's a great way to explore the city and surrounding Westchester towns and villages.

Come visit; I know you will have a great time. Maybe you will ultimately decide to move your residence or business downtown or to one of our outstanding nearby neighborhoods. If so, I hope the information provided here is helpful. If you need more information about White Plains, reach out to me; I would be glad to help.

—Kevin Nunn, executive director of White Plains Business Improvement District



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Discover Westchester

White Plains Business Improvement District

Founded in 1998, the White Plains Business Improvement District (WPBID) was formed to improve the general business climate and appearance of downtown White Plains. The WPBID is managed by the White Plains Downtown District Management Association, a 501 (c) 3 not-for-profit corporation. The WPBID encompasses approximately 20 blocks, 300 businesses and 5.8 million square feet of commercial and retail space. The WPBID operates three major programs: street cleaning and beautification, special events and marketing and business promotion.

Street cleaning and beautification

The WPBID has a four-man Clean Team, clad in highly visible T-shirts, hats and coats, who work seven days a week, 52 weeks a year to ensure that the downtown's litter baskets are emptied and loose trash on the sidewalk is removed. In 2015 the WPBID's Clean Team helped to remove 519 pounds of trash bags per week, from the BID's 99 trash receptacles. The team also removes gum from the downtown sidewalks and works closely with the city's Department of Public Works to keep the downtown clean.

The WPBID also plants and maintains 36 large street planters with a dazzling array of flowers including canna pretoria, nicotiana saratoga, coleus, angelonia, impatiens, and scaevola. These plantings, coupled with many more done by the City of



White Plains, brought significant beauty to our main downtown corridors.

Special events

Every year the WPBID animates the streets of White Plains with a variety of events that bring people downtown to enjoy music, dancing, art, food and, most of all, each other. The WPBID's special events help to create an identity, character and image for downtown White Plains, which lasts long after the last act has performed. In the process, event patrons come away with a stronger affinity for the downtown's many shops, restaurants and services. In 2015, the WPBID managed and/or participated in nine special events, which brought 46,375 people to downtown White Plains.

Upcoming WPBID events

June 21

Summer Solstice Concert featuring The Morningsiders and Lawrence

5-8:30 p.m.

wpbid.com/events june-21-summer-solstice-concert

Sept. 20-26

JazzFest

Music lovers will enjoy this six-day celebration of jazz.

artswestchester.org/2015-jazz-fest/

Oct. 9

Oktoberfest

A celebration of German music, food and beer.

2-7 p.m.

wpbid.com

Dec. 31, 2016

New Year's Eve

wpbid.com

Marketing and business promotion

The WPBID's Shop White Plains discount card program helps generate traffic to downtown shops and restaurants. Shop White Plains cardholders are provided with the ability to obtain discounts on goods and services purchased within the BID. The program is free to participating merchants.

The WPBID further promotes shopping at BID retailers and restaurants through its newsletter, website and social media. Every two years the WPBID updates its colorful downtown restaurant guide and

distributes over 5,000 copies to area residents, employers, community organizations, hotels and government agencies. In November, the WPBID organizes and promotes the city's Small Business Saturday event, which occurs annually the first Saturday after Thanksgiving.

The WBID has begun promoting the city and its retail spaces at the International Council of Shopping Centers' New York Deal Making conference, which is held annually in December at the Jacob Javits Center Convention Center in NYC. The WPBID takes a booth at the conference and distributes materials to the retailers, developers, brokers and intermediaries attending the conference.

Other activities

Last year the BID kicked-off its Art in Vacant Spaces Program in an effort to approve the appearance of a select number of downtown storefronts. The goal of the project was to improve these empty spaces with artwork, thereby creating a more pleasing environment for those who live, work and shop downtown. The program was a partnership among the Purchase College School of the Arts, undergraduate senior level students from Professor Warren Lehrer's Community Design class, poet Judith Sloan (co-director of EarSay, a non-profit dedicated to bridging gaps between people through collaborative arts) and WPBID property owners.



P R E S E N T S

a WHITE PLAINS SUMMER SOLSTICE CONCERT

Tuesday, June 21 5:00 to 8:30PM *RAIN OR SHINE*
Court Street between Main Street & Martine Avenue

F E A T U R I N G

MORNINGSIDERS



With over 7 million plays, their hit song "Empress" topped the Spotify viral charts - four shining voices, compelling songwriting, and stirring instrumentals combine for an uplifting live musical experience.

'Unfocus' is this NYC alt-folk group's recent EP

LAWRENCE



Lawrence, about to explode onto the music scene, is an eight-piece keyboard-driven powerhouse with a huge horn section behind the dynamic pop-soul singer songwriter siblings Clyde & Gracie Lawrence.

In June, they head to Bonnaroo in support of their debut LP Breakfast.

2016 JazzFest headliner Awa Sangho

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- Awa Sangho



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artsw.org/jazzfest

An urban center with suburban comfort

White Plains can best be described as an urban center with suburban comfort. It is a diverse and lively city with great residential neighborhoods surrounding a vibrant urban core. The 2014 resident population is estimated at just over 58,000. Third quarter 2014 employment data from the NYS Department of Labor shows that there are 2,393 businesses employing over 39,000 workers in the downtown area. Eighty five percent of all downtown employment is concentrated in the retail trade, finance and insurance, professional services, health services, educational services and public administration. This is not surprising given the malls, department stores, restaurants, hotels, retail stores and government buildings that are located downtown. As the county seat, White Plains is home to numerous federal, state and county offices and courts. The city's health institutions are second to none, with such prestigious institutions as White Plains Hospital, NY Presbyterian Hospital, Burke Rehabilitation Center and the Hospital for Special Surgery calling White Plains home.

White Plains is a business center. There are over 6.2 million square feet of office space in the city, 21% of the entire supply of office space in Westchester County. Heineken USA, Bunge, VHB Engineering, OrthoNet, Alliance Bernstein, Reader Digest and a host of other financial, insurance



and legal firms have a presence in White Plains. With Class A rents in the mid-\$30-per-sq.-ft. range, the city is attracting

interest from major firms paying twice that for space in NYC. During the last year, both The Readers Digest and Heineken USA have moved personnel from Manhattan to White Plains.

White Plains is well managed. The city's bond rating is AA1, and White Plains has been able to stay under the state's property tax cap for municipalities each of the last five years without having to borrow to pay for current costs, pensions or tax certioraris. When compared with other mid-sized American cities, the White Plains crime rate, for both violent crimes and property crimes, is extremely low. The city's fiscal prudence, low crime rate, superior quality of life, recreational and cultural amenities, economy and housing are all factors that lead to White Plains being consistently ranked as one of the best places to live by Forbes, Money Magazine, Movoto and Livability. Livability's 2016 ranking of 2,000 mid-sized cities in the United States places White Plains at 57th in its annual ranking of the top 100 Best Places to Live. Any city in the top 100 ranks in the top 5%

of all similarly sized U.S. cities.

There are an abundance of parks and open space in White Plains. With 23 parks and playgrounds, White Plains is known as the "City in a Park." The city's Department of Parks and Recreation provides approximately 535 different recreational, cultural and sports programs and activities, special events and services. White Plains' schools are well-regarded with numerous academic and extracurricular activities for students of all ages and abilities. The city also operates Ebersole Ice Rink, located at Delfino Park, which provides numerous hockey, learn-to-skate, figure skating and recreational programs.

White Plains is a transit hub with two Metro North Stations, a County Bus Transit Center and regional bus hub, and a 10-minute drive to Westchester County Airport. The White Plains Metro North station is the second-busiest station in the Metro North system, as a destination stop, and it's the busiest station in Westchester County.

Continued on page 12



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SALON maffei

The mastery of hair color art, styling, and life

In one of the most beautiful art deco buildings downtown in White Plains, in what once was a National Bank in 1940, is SALON MAFFEI, one of Westchester's premiere destinations for hair art. Dedicated to service men, women and children. Nick Trombetta, founder and owner, was also voted "Best Hair Colorist in Westchester". A description which his clients, professional staff and colleagues know first hand. Trombetta and his collaborative team of exceptional stylists, colorists and make-up artists, create distinctive hair designs, color and cosmetic artistry that are truly second to none. Trombetta's credits also include being the National Artistic Director to one of the world's leading hair color companies. "Nothing drives our passion more, than implementing our craft with skilled precision." Says Trombetta. "Watching our clients' eyes light up when we exceed their expectations, is our greatest reward and the source of our expanding client base." He prides himself on those he is surrounded by, as he expresses the respect of his professional staff. "Our salon family is truly amazing, it's not just the workmanship that excels in our salon, it's the kinship and the ability to work together and always help each other. When you come through our doors, immediately you get a sense of an incredible feeling of dedication, respect and love for what we do and for our clients." Currently, along with his team, he has developed a new fresh approach to create a more subtle and fresh way to color texturize and highlight which one of his artists named, 'Bali-Lights', which Trombetta recently featured at the Image Expo in Houston, Texas. SALON MAFFEI, is an experience, not just a dedication of service.

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An urban center with suburban comfort



Carlton, Cambria Suites, Crowne Plaza and Marriott Residence Inn. These facilities provide over 800 rooms for business travelers and tourists and a fifth hotel, a boutique operation, is on the way.

White Plains has an abundance of public parking. The city has the largest network of public parking facilities in Westchester County. With eight public parking garages and 23 surface lots, plus on-street parking, the city has over 13,000 public parking spaces. ParkWhitePlains, the city's new parking app, makes paying for parking easy and convenient, and you get alerted before your meter expires so that you can add time directly through your phone from wherever you are.

White Plains is a city of neighborhoods connected to a thriving downtown packed with opportunities for dining, shopping, recreation, nightlife and cultural amenities. The city's proximity to Manhattan provides easy access to world-class institutions that can only be found in a city with millions of residents and visitors. The benefit is you can visit these institutions without having to pay top dollar for a Manhattan or Brooklyn apartment and come back to a city that provides a more pedestrian scale for living.

While other cities are investing heavily in catch-up efforts to capture millennials, White Plains is looking to the future. White Plains aspires to be a city where millennials and empty nesters, singles and those with families can live in comfort and thrive.

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The schools in White Plains are well-regarded with diverse public and private schools that offer numerous academic and extracurricular activities and programs. Over 47% of White Plains residents have a

bachelor's degree or higher as compared with 33.7% for NYS and 35% for NYC.

White Plains is growing. Between 2005 and 2015, 822 multifamily residential housing units were constructed. The U.S. Census reports the city's population growing from 56,853 in 2010 to 58,035 in 2014, an increase

of 2% in just four years. The city has approved the construction of another 1,941 housing units, the bulk of which will be in the downtown core. These units should be completed within the next two years.

Four major hotel brands have hotels in downtown White Plains including the Ritz

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NorthEast Community Bank Recognized As Top 100 Loan Producers

NorthEast Community Bank (NECB) was recognized by *Independent Banker* July 2015 as being ranked among the top 100 ICBA member community banks to achieve among the highest percentage of overall loans to total assets in the country for 2015 in the highly competitive commercial real estate lending environment.



Who is NorthEast Community Bank?

The bank was founded in 1934 by my grandfather and great uncle as a community bank with a mission to help families, neighborhoods, and businesses prosper. NECB grew up in New York City, gaining and maintaining a reputation as experts at lending to owners and developers of multi-family, mixed-use properties, commercial and industrial businesses and cooperative buildings.

Maybe you've never heard of us. It's not surprising, even though we've been

around for over 80 years. We don't engage in the typical "brand identity" marketing. We have 11 offices and not one of them looks the same. There is nothing cookie cutter about what we do. The consistency of our brand identity is in our people, our customer service, our business philosophy.

No outrageous fees.

Many banks announce how *relationship-focused* and *partnership-driven* they are. What does it mean, then, when the industry standard for return deposit check fees are between \$12.00 and some as high as \$40.00? We don't even come close to charging within that range. It's not that we don't want to make money. Of course we do; but not in that way. We only charge 25 cents for a return deposit check fee. *That's* relationship-focused.

We offer Remote Deposit, which allows your business to make deposits remotely using a check scanner without leaving your office. It's really simple. Collect payments. Scan checks. Submit deposit. Done! Same-day deposits and immediate access to funds. And, the check scanner is free. *That's* relationship-focused.

Professional and have a core of good.

You can teach someone a skill but can you teach someone to be ungrumpy? To be understanding? To be respectful? Our people treat customers like family because to do so comes naturally to them. Many of the staff from the 1st Ave. & 72nd Street branch commute from the Bronx. The day after 9/11 everything was shut down, yet the staff walked all the way from the Bronx to East 72nd to open the branch so that the community could have a sense of normalcy in the midst of anguish and chaos. No banks

in NYC were expected to be open. The staff did that on their own.

Community Banks are the heartbeat of America!

Since its founding in 1934, during the Great Depression, Americans worked their way through the tough times and continue to do so. Shops change, people come and go, politics can make you crazy, yet we are all part of the heartbeat of America, individually and collectively working toward the success of our communities.



Kenneth A. Martinek
Chairman of the Board &
Chief Executive Officer

You can always reach us! You won't hear an automated telephone directory service unless it's after normal banking hours.

If you would like an obligation-free directory of NECB Officers and Managers and/or free brochures about our products and services, email us at info@necb.com or write to our Corporate Headquarters in White Plains:

NorthEast Community Bank
Corporate Headquarters
Attn: Information
325 Hamilton Avenue
White Plains, NY 10601

Corporate Headquarters: 325 Hamilton Avenue • White Plains, NY 10601

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Discover Westchester

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Ways to appreciate the arts in White Plains

White Plains has a plethora of entertainment, arts and cultural offerings for a mid-sized city. In addition to the many pubs and restaurants, which feature bands and comedians from the tri-state area, the city is home to a performing arts center, playgroup theater and ArtsWestchester, which in addition to hosting its own visual and performing arts events and programs, supports arts groups throughout Westchester County.

The White Plains Performing Arts Center (WPPAC) is a professional regional theater that produces critically acclaimed plays and musicals. The theater has an affiliated, year-round resident conservatory theatre program that trains and develops young theatrical artists through multi-disciplinary study and performances. WPPAC also hosts guest performers who present a wide variety of entertainment including concerts, comedy, dance, family shows and special events. To see what's on-stage at WPPAC go to wppac.com.

The Play Group Theatre (PGT) is a non-profit, educational theatre organization providing process-oriented theatre training and diverse performance opportunities to children and teenagers. Through classes, school residencies, technical



internships, a full summer program and a varied and continual performance calendar, PGT strives to enable students to develop collaborative and communication skills, artistry, self-esteem, love of theatre and a dedication to the community as a whole. Learn more about their programs and performances at playgroup.org.

ArtsWestchester is a not-for-profit organization that acts as a complete guide to the arts in Westchester County. Its historic landmark building has been a staple in the city for years and is a critical source of information and activity for those looking for arts and cultural events in the area. Its website is the perfect resource for anyone planning a trip to Westchester and White Plains who is interested in a visual and/or performing arts event or program. See artswestchester.org for more information.

Major development projects approved

The City of White Plains is currently undertaking a planning study to explore redevelopment opportunities in the downtown White Plains' transit district, which includes the Metro-North station, the Westchester County Bee-Line Bus station, a regional bus station and the surrounding area. The goal is to develop a visionary, yet realistic, strategy for redevelopment that includes the following.

- Re-assessing the White Plains Metro-North station so that it functions more efficiently for all users and integrates the myriad of transit services while also creating a more welcoming and dynamic place.
- Re-establishing the area immediately surrounding the station, through the creation of more pedestrian-friendly streets, transit-oriented development (a balanced mix of land uses, including office, residential and retail) and engaging public spaces.
- Strengthening the links and connections between different transit nodes and

the downtown core.

- Strategic planning, which will help identify opportunities that will have an immediate impact on specific conditions.

Other major developments

The District

707 Housing Units (750,000 square feet) and 112,000 sq. ft. of retail. lennarcommercial.com/property/the-district-at-westchester

55 Bank Street

Construction of two, 16-story, luxury residential towers containing 561 housing units, 6,345 sq. ft. of retail space and 570 parking spaces.

www.bluegatepartners.com/experience/55-bank-street

The Esplanade

Conversion and reconstruction of an aging senior residence facility into 212 rental apartment units, 9,000 sq. ft. of medical offices and 6,750 sq. ft. of retail space. newyorkimby.com/2015/12/14-story-212-unit-mixed-use-conversion-proposed-at-95-south-broadway-white-plains.html

The Boulevard

Construction of 220,000 sq. ft. of retail space, 12 housing units and 800 indoor and outdoor parking spaces.

www.gridproperties.com/projects-boulevard.html

The Collection

Construction of 261 housing units, 154 hotel rooms, 45,000 sq. ft. of retail space and 14,000 sq. ft. of restaurant space.



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