

# esnaEXTRA

The Bulletin of the East Sixties Neighborhood Association

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Late Summer 2021]



In searching for a pithy phrase to introduce the extraordinary new commercial growth in the ESNA community in the past 6 months, I settled on a modification of Charles Dickens' opening line to "A Tale of Two Cities."

**The year 2021 has been the best of times. It was the season of new beginnings among the merchants in the East 60s.**

We welcome these new commercial enterprises. We wish them all the best.

## **New Merchants in the ESNA Community**

### **Carry Home**

401 East 62 St. (York/1<sup>st</sup>)  
Fast Food

### **Cheim & Read**

23 East 67 St. (5<sup>th</sup>/Madison)  
Art Gallery

### **East River Eatery**

408 East 64 St. (York/1<sup>st</sup>)  
Modern Asian Cuisine

### **Eleventy**

769 Madison Ave. (65/66)  
Fashion

### **Franklin Parrasch Gallery**

19 East 66 St. (5<sup>th</sup>/Madison)  
Art Gallery

### **Gem Gallery**

25 East 61 St. (Madison/Park)  
Fine Jewelry

### **Greek/Mediterranean Restaurant**

1144 first Ave.(Cor. 63) - Opening end of year.

### **Hendrickson's**

1122 First Ave. (61/62)  
Mediterranean Food

### **Hugo Galerie**

755 Madison Ave. (65/66)  
Art Gallery

### **Jet's Pizza**

1165 Second Ave. (61/62)  
Detroit Style Pizza

### **Little Italy Pizza**

359 East 68 St. (Cor. 1<sup>st</sup>)  
Pizza, Calzones, Knots & rolls

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**New Merchants in the ESNA Community**

**LTD x Lizzie Tisch**

828 Madison Ave. (69/70)  
Fashion & Accessories

**Manolo Blahnik**

717 Madison Ave. (63/64)  
Shoes

**Marwin Restaurant**

1132 First Ave. (62/63)  
Thai Food

**Singas Pizza Restaurant**

1319 Second Avenue (69/70)  
Pizza

**The Spotted Dog** (is having a rebirth)

1154 First Ave (63/64)  
American Style Pub Food



**We are proud to welcome these new ESNA Merchant Members**

**Crystal Nails Shop**

1155 First Ave. (63/64)  
212-688-2552

Manicure & Artificial Nails • Pedicure & Spa  
Pedicures • Waxing • Massage •  
Tint Eyelash & Eyebrow • Eyelash Extensions.  
Appointments for Ten-year-old & Teenagers for  
Manicure & Pedicure • Special Spa Package Available  
for Private Party or Bridal Shower. Open Daily:  
10 am - 9 pm.

**Home Depot** First Ave & 61 St.

Under construction - no opening date has been set.

**The Hungry Hero**

1142 First Ave. (62/63)  
646-781-9735

The ultimate Upper East Side Sandwich shop! Hot/  
Cold Subs & Salads. Choose from Frankie's 29  
Heroes. Enjoy one of our many sandwiches, salads,  
and side dishes! Beverages and Pastries, of course.  
Open daily: 11 am - 10 pm

**Irregulars**

1152 First Ave. (Cor. 63)

Classic British-style Pub & neighborhood restaurant

Open daily: Sun. - Thurs. 11 am - 2 am; Fri. - Sat.  
11 am - 4 am Planned opening – Fall 2021

**Madison Avenue Business Improvement District**

29 East 61 St. 3rd Fl.  
212-861-2055

The BID is managed by the 60-86 Madison Avenue  
District Management Association, a not-for-profit  
corporation under contract with the City of New York  
to supplement services to the community. The  
Madison Avenue BID extends from East 57 to East  
86 Street on Madison Avenue and also encompasses  
the commercial areas of its adjacent side streets. The  
district is comprised of approximately 250 buildings,  
500 cooperatives and condominium units and over  
800 businesses, and includes some of the world's  
most celebrated boutiques, galleries, restaurants and  
hotels. [www.MadisonAvenueBID.org](http://www.MadisonAvenueBID.org)

**Nex 2 U Market**

1158 Second Ave. (Cor. 61)  
646-998-4400

NEW International Market featuring Indian  
Groceries with Coffee Shop on East 61 St. Store  
hours: Mon.-Sat. 9 am - 8 pm; Sun. 11 am - 7 pm.  
Coffee Shop hours: Mon.-Sun. 7 am - 5 pm. Email:  
[nex2umarket@gmail.com](mailto:nex2umarket@gmail.com)

**The Salt Mediterranean**

1123 First Ave. (61/62)  
917-261-4443

“Salt” is serving traditional Turkish Mediterranean  
Food. Featuring: Fresh Fish, Fresh Meat and a  
variety of vegetarian options. Authentic Cold Mezze  
section. Delivery & Takeout. Open for Lunch &  
Dinner: Noon to 11 pm. Awaiting liquor license.

**Trader Joe's**

401 East 59 St. (Cor. 1<sup>st</sup>)

Developer's construction will be completed in  
September. Trader Joe's is expected to finish their  
interior work and open by November.

## **ESNA Merchant Members - Updates**

**Apple Bank for Savings – 1168 First Ave.** Has expanded its corner space to the store next door to it, formerly a cleaner.

**Bentley Hotel – 500 E. 62 St.** The Doe Fund tenants left on July 1. The hotel had an amazing relationship with the Doe Fund residents. The Bentley management considered them a thoroughly professional group. They considered it a pleasure to do business with them. Following their leaving, the hotel was closed for a complete cleaning and renovation. The Bentley is open and ready to welcome the community back to the hotel.

**Felice Wine Bar –1166 First Ave.** Following a two-week closing earlier this summer, management renovated the kitchen which included an upgraded air filtration system throughout the restaurant and kitchen.

**Goldberger's Pharmacy –1200 First Ave.** Has temporarily relocated to **1188 First Ave.** with new window signage. The move was occasioned by the landlord's redoing the existing space to conform with the building's Landmark designation. This relocation will last about a year.

**Manhattan Mini Storage – 420 E. 62 St.** The owners are exploring the possibility of a sale, BUT the intent is to be kept as a storage company.

**Mount Vernon Museum & Hotel – 421 East 61 St.** The Museum is now doing walking tours and virtual tours, as well as virtual programming and virtual school field trips.

**New York School of the Arts – 315 E. 62 St.** The school is now holding Zoom and in person classes in September and on the weekends in person.

**Padoca Bakery – 210 E. 67 St.** Newly relocated after a brief absence from the ESNA community. Welcome back!

**Serendipity 3 – 225 East 60 St.** Has reopened. It has a new kitchen, a revamped restaurant and has refreshed the iconic décor - and some new menu items.

**TD Bank –1110 Third Ave.** Has relocated to this location from its former address at 1091 Third Ave.



## **Changes in the Neighborhood**

### **24 Sycamores Park –York Avenue at East 61 St.**

The upper level of the park has reopened. It has been resurfaced, new safety surface; Park House has been restored to the original brick and the Bathroom interiors completely redone and are ADA accessible; Flagpole repainted. Pruning and repainting of park benches remain to be completed.



**Ed Koch Queensboro Bridge – (You all know where it's located!!!)**

By the end of 2022, the South Outer Roadway to be converted to two lanes for pedestrians with Fencing added. At the top of the 59<sup>th</sup> Street ramp, would be fenced in and be like a small plaza after the Jersey barriers are removed. The North Outer Roadway would then be for bicycles only.



### **249 East 62 St.**

This vacant lot will soon be the site of 25-story apartment building consisting of 66 for-sale residential condominium units with retail space on the ground floor. The building's design reflects the rich heritage of the Treadwell Historic District, as well as the Upper East Side, by incorporating the rustication and hues found in the façades of its neighbors. Additionally, the building is designed to be respectful of its context; the bulk of the massing is



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located on Second Ave and the frontage on 62 St., where the residential entry will be, is limited to five stories. Construction started in July and completion is anticipated for 2023.

### ESNA Bulletin Board – CVS Corner E. 64 St. & Second Ave.

Stop by and take a look at our new Public Information Display.



### Dates to Add to Your Calendar

**Saturday, September 25** –ESNA’s 29 Annual Street Fair. East 60 Street between Fifth and Madison Avenues. Noon to 5 PM.

**Tuesday, October 26** –ESNA’s Annual Meeting. Via Zoom/Facebook at 6:30 PM. Link to attend will be sent via email and USPS.



## Membership Application

Name \_\_\_\_\_

Address \_\_\_\_\_ Apt. \_\_\_\_\_ Zip \_\_\_\_\_

Telephone: Day \_\_\_\_\_ Evening \_\_\_\_\_

Email \_\_\_\_\_

#### MEMBERSHIP CATEGORY:

(Circle One)

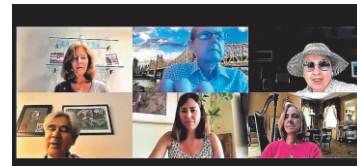
|                                  |         |
|----------------------------------|---------|
| Individual Coop/Condo Owner      | \$25.00 |
| Senior Coop/Condo Owner (65+)    | \$20.00 |
| Renter                           | \$15.00 |
| Senior Renter (65+)              | \$12.00 |
| Townhouse Owner                  | \$50.00 |
| Commercial/Business/Professional | \$50.00 |

Membership Dues Enclosed \$ \_\_\_\_\_

Contribution Enclosed \$ \_\_\_\_\_

### One more thing...

On June 21, we presented a special Video Edition of ESNA Extra. Three ESNA members whose businesses stood the test of the pandemic had an hour-long Zoom discussion about their experiences during Covid with Betsy Polivy, author of *Walking Manhattan Sideways*. Those participating were Megan from Padoca Bakery, Terri from Mount Vernon Museum and Kwan from Frank’s Dry Cleaner and Tailoring.



### The final word...



ESNA’s PROJECTS  
(Circle those you want to join.)

Beautification & Graffiti Removal  
City Services  
Communications

Fund Development & Social Activities  
Government & Community Relations  
Mailing & Distribution • Membership

To join, go to the ESNA website at  
ESNA-NYC.NET/Membership or  
mail your payment to

**ESNA, INC**  
**P. O Box 1855**  
**New York, NY 10021-0048**