

CULTURE

New York City Seeks to Rein in Reveling in Popular Nightlife Hub

Mayor announces rules for six-block area on the Lower East Side, with more than 80 eating and drinking spots



New York City Mayor Bill de Blasio, left, with Sanitation Commissioner Kathryn Garcia and Acting Taxi and Limousine Commissioner Bill Heinzen at Max Fish on Manhattan's Lower East Side on Tuesday. PHOTO: KATIE HONAN/THE WALL STREET JOURNAL

By Leslie Brody and Katie Honan

Oct. 22, 2019 6:35 pm ET

Mayor Bill de Blasio wants partyers in Manhattan's Lower East Side to be more polite.

On Tuesday he announced steps to enhance the etiquette, cleanliness and safety of a nighttime hot spot where residents often complain that revelers make noise, garbage and traffic jams into the wee hours. The mess attracts rats too.

"I feel like my life is taking me in the right direction, if I'm now behind the bar at Max Fish," he joked while announcing the plan at the neighborhood watering hole.

The initiative includes advertisements with a cute night owl saying "Put on glitter, but please don't litter," and "Your night out is someone's night in."

The six-block area—encompassing Ludlow and Orchard Streets between Houston and Delancey—has, by the mayor’s count, more than 80 spots for eating and drinking.



East Houston Street between Ludlow and Orchard Streets on Manhattan’s Lower East Side. PHOTO: CLAUDIO PAPAPIETRO FOR THE WALL STREET JOURNAL

To ease honking and congestion, “no standing” rules will apply after midnight on the west side of the streets and after 7 p.m. on the east side until morning, the plan said.

Alyson Palmer, a Lower East Side resident who said she loves the culture and vibrancy of the neighborhood, celebrated that change.

“You can hear that everybody wants to be here on Friday and Saturday nights, and you can see that everybody had a great time here on Saturday and Sunday mornings,” she said. “My kids need to sleep.”

Department of Sanitation street sweepers will come between 3 a.m. and 6 a.m., a later schedule than in the past, to make sure they catch refuse from the last visitors. Patrols from the Taxi and Limousine Commission will crack down on unlicensed for-hire vehicles and double parking.

The mayor’s “Office of Nightlife” says nightlife citywide is key to New York’s culture, supporting nearly 300,000 jobs and generating \$35.1 billion in economic impact in 2016.

But other businesses in the neighborhood say the partying is hurting them.

Maryann Greco, 64, owns Adrienne’s NY, a bridal shop that has been on Orchard Street for decades. Last summer, a woman who had been partying nearby broke the door of her shop.

“She was so drunk, and she sat with such a force, she crashed through my window,” she said.

Nearby at World of Hats, Shemul Zaman says he doesn't get the brunt of the late-night partyers because he closes shop at 7 p.m. But he often has to clean up when he comes in the next day.

"We come early morning, and we see a mess...vomit, soda cans, paper," the 34-year-old said. "You think I want to clean up somebody else's mess after I have to pay rent?"

Write to Leslie Brody at leslie.brody@wsj.com and Katie Honan at Katie.Honan@wsj.com

Copyright © 2019 Dow Jones & Company, Inc. All Rights Reserved

This copy is for your personal, non-commercial use only. To order presentation-ready copies for distribution to your colleagues, clients or customers visit <https://www.djreprints.com>.