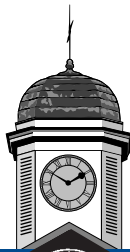


# THE RYE



# RECORD

NEWS OF RYE

AND ITS PEOPLE

June 9, 2006

www.ryerecord.com

Volume 11, Issue 10



Advancing the colors on Memorial Day

Photo by Melanie Cane

## All Eyes Are on Downtown

By Robin Jovanovich

At the Rye Merchants Association annual luncheon last month, the featured speaker was the consultant in charge of Darien's downtown revitalization project. Rye's city planner and city clerk were among the listeners. In the past few months, Assemblyman George Latimer has hosted Sound Shore Business Summit meetings at which Rye merchants and businesspeople have listened to what neighboring communities are doing to improve the retail and business climate. Two weeks ago, a wealth of ideas was posited at the first meeting of Rye's new Downtown Retail Strategy Task Force.

Councilman George Pratt, who chairs the 16-member task force, said their objective is to reach a consensus. "The Central Business District (CBD) is more than retail stores, financial and personal services and restaurants; it's a dynamic," Pratt said the committee must assess the existing business situation and take a more global approach from there.

City Planner Christian Miller, a committee member, said the most important questions for the group and the community are: "What's the vision for downtown?" and "How do we want to get there?" He handed out a schematic, color-coded graph showing first-floor use in the CBD today and in 1975. The graph showed that, while Rye has lost significant retail space to restaurants and banks, retail still accounts for the biggest percentage of use — 31%, followed by 21% for personal services, half of which are hair and nail salons. "The most significant change in Rye retail in recent years was the loss earlier this year of the A&P. Rye's last grocery store."

Retail uses are increasingly high-income, female and young, noted Miller. Prime downtown retail space rents range between \$45 and \$70 a square foot. "Banks

and restaurants will pay more." Miller said the community shouldn't underestimate the nearby presence of discount retailers, such as Costco and Target, or the competition of White Plains and Greenwich. "We need to recognize that nationwide trends affect Rye, too. Many customers have developed a discount shopper mentality."

There are some indications that the commercial rental market is softening, but current tenants are seeing higher rents. The perception of many residents, said Miller, is that retail turnover is high in Rye but he's not sure that is the case. What is known is that the vacancy rate on downtown Purchase Street is low — five stores are empty. Sasha's moved across the street, Morais Brothers, Sam Goody and Stone Age closed, and Modern Classics is about to close. In space formerly occupied by J. Pocker & Son, a children's clothing shop is set to open this summer. Miller said that with the recently announced merger of Chase and Bank of New York, it's unlikely both branches will remain open in downtown Rye.

Getting property owners involved is essential to improving downtown, Miller emphasized. "Many Rye commercial property owners are invisible and acting individually."

One way to win customers back downtown, said committee member Peggy Peters, is personal service. "While Rye retail faces increased competition from the Internet and chains, I buy my dog food from All Paws on Purchase Street. They deliver the food to my door." Peters, who lives at the northern most end of town, said she'd like to see the City encouraging more businesses in her neighborhood.

Peter Larr, who serves on the Planning Commission and the committee, said capital investment, infrastructure improvements, proper maintenance and increased

Continued on page 6

## Triple Digits for Dianni

Congratulations go to Rye High School junior Casey Dianni, who scored her 100th career lacrosse goal May 16 as Rye defeated Edgemont to clinch the league championship. Dianni is a junior captain for the Garnets, and has been named to the All-Section lacrosse team for the second consecutive season. She will be a captain of the Rye High field hockey team in the fall.



## WHAT BECOMES A MEMORIAL MOST

By Robin Jovanovich

The Rye September 11th Memorial Committee has presented its plan for a memorial bridge linking the Village Green and the Y and a memorial plaza on the Green to the City Council, Rye Rotary Club and the Landmarks Advisory Committee (LAC) more than once. As the Village Green is landmarked and the design will create a "material change" to the Green, the plans have received more scrutiny than the average building proposal.

While many City officials have stated general approval for a memorial honoring those residents who died in the World Trade Center attacks, the committee's stated plan to create a memorial with a seating wall and 14 individual posts hasn't been met with enthusiasm. LAC members openly shared their views with 9.11 committee members at a meeting at City Hall in late April.

LAC Chair Sid Burke opened the meeting with a brief summation of his committee's concerns regarding the plan. "It's our recommendation that the memorial be simpler and smaller in form and contain fewer elements." Addressing 9.11 families, he added, "Our position is that the bridge alone would be the best memorial. Your response so far has been that the memorial alone doesn't fulfill your needs." Burke then invited input from fellow LAC members.

Russell Cecil, an architect and longtime member, said he was a very strong opponent of anything except the bridge, which he sees as a perfect monument — symbolic, serving a noble purpose. "It's very hard to state opposition to families who've suffered as you have, but the quietest and most serene and appropriate treatment would be the bridge alone, with a suitable method of identifying those who lost their lives."

He added, "When you start cluttering the Village Green, the

monument becomes uncertain and loses its heroic value and clarity." LAC member Fred Cummings seconded Cecil's remarks and noted that lots of bridges have succeeded as memorials. "The idea of taking advantage of a natural setting, the association of water with contemplation and the passage of time give it a transcendent aspect," Cummings said that the community is uniformly happy about the bridge and sees it as a tremendous gift to the City. "But when I talk to people about the memorial, I don't get the same enthusiastic response."

Longtime LAC member Nancy Stampleman wondered if the project architect has forgotten that the Green is landmarked.

Holly O'Neill, chair of the Memorial Committee, said she wasn't surprised by the comments from LAC and appreciated their honesty and willingness to work with 9.11 families on a design. One concern their committee has about making the bridge the only memorial is that its size would then increase and the cost would increase dramatically and require additional review from FEMA and the Corps of Engineers. The Memorial Committee has volunteered to fund the project in its entirety.

Stampleman noted that FEMA and Corps of Engineers reviews will be necessary with any bridge over Blind Brook. Cecil said the width of the bridge should be a function of surrounding elements and grades.

By meeting's end, LAC members had stated all their objections to the current design and provided the Memorial Committee with other suggestions for memorials which are closer to Blind Brook and smaller in scale. Cummings urged the committee members present to go back to their whole committee with the idea of making the bridge the focal point and giving further consideration to whether a separate contemplative area is absolutely necessary.

## WHAT'S INSIDE

### If I Could Be Like Mike

...page 4



### Crowe Sighting

...page 22

### Early Subdivisions

...page 32

### Expect the Unexpected When Hiking

...page 35

## You Can Count on Rye Firefighters



They give their all every day, and then they give some more. Through their "Fill the Boot" campaign and car raffle, Rye Professional Firefighters recently raised \$10,000 for the Maria Fareri Children's Hospital. The funds will go toward finishing the playroom at the hospital where a fire engine is housed.

An artist will paint the room to look like the inside of a real firehouse, adding a brass pole, as well

as plastic molds of hoses and turnout gear for the walls. The day they presented their contribution, firefighters passed out 90 Beanie Babies, courtesy of Rye's Just Harvey's, to young patients.

Professional RFD members pictured, top row: Jim Dianni, Ryan Prata, Tom Amico, Richard Roode, John Rodrigues, Kurt Tietjen, John Castellano. Bottom row: Jim Groglgio and Andy Northshield.

# THE RYE RECORD

## 2006 ADVERTISING RATES (Net \$) -- Frequency Discount Schedules

(effective 1/1/06)	Ad Dimensions (Width x Height)	Net Cost Per Insertion				
		1 - 6X	7-11X	12X-16X	17-19X	20X
Full Page	10" x 16"	\$1,215	\$1,095	\$995	\$970	\$950
Half Page	10" x 7.5"	\$670	\$605	\$550	\$535	\$525
5 cols x 5"	10" x 5"	\$475	\$430	\$390	\$380	\$370
5 cols x 4"	10" x 4"	\$395	\$355	\$325	\$315	\$310
4 cols x 10"	7-15/16" x 10"	\$700	\$630	\$575	\$560	\$545
4 cols x 9"	7-15/16" x 9"	\$635	\$570	\$520	\$510	\$495
4 cols x 8"	7-15/16" x 8"	\$590	\$530	\$485	\$470	\$460
4 cols x 7"	7-15/16" x 7"	\$515	\$465	\$420	\$410	\$400
4 cols x 6"	7-15/16" x 6"	\$460	\$415	\$375	\$370	\$360
4 cols x 5"	7-15/16" x 5"	\$395	\$355	\$325	\$315	\$310
4 cols x 4"	7-15/16" x 4"	\$335	\$300	\$275	\$270	\$260
4 cols x 3"	7-15/16" x 3"	\$255	\$230	\$210	\$205	\$200
3 col x 15.5"	5-15/16" x 15.5"	\$800	\$720	\$655	\$640	\$625
3 cols x 11"	5-15/16" x 11"	\$595	\$535	\$485	\$475	\$465
3 cols x 10"	5-15/16" x 10"	\$555	\$500	\$455	\$445	\$435
3 cols x 9"	5-15/16" x 9"	\$500	\$450	\$410	\$400	\$390
3 cols x 8"	5-15/16" x 8"	\$460	\$415	\$375	\$370	\$360
3 cols x 7"	5-15/16" x 7"	\$415	\$375	\$340	\$330	\$325
3 cols x 6"	5-15/16" x 6"	\$365	\$330	\$300	\$290	\$285
3 cols x 5"	5-15/16" x 5"	\$330	\$295	\$270	\$265	\$255
3 cols x 4"	5-15/16" x 4"	\$255	\$230	\$210	\$205	\$200
3 cols x 3"	5-15/16" x 3"	\$205	\$185	\$170	\$165	\$160
2 col x 15.5"	3-15/16" x 15.5"	\$570	\$515	\$465	\$455	\$445
2 cols x 11"	3-15/16" x 11"	\$440	\$395	\$360	\$350	\$345
2 cols x 10"	3-15/16" x 10"	\$395	\$355	\$325	\$315	\$310
2 cols x 9"	3-15/16" x 9"	\$365	\$330	\$300	\$290	\$285
2 cols x 8"	3-15/16" x 8"	\$335	\$300	\$275	\$270	\$260
2 cols x 7"	3-15/16" x 7"	\$295	\$265	\$240	\$235	\$230
2 cols x 6"	3-15/16" x 6"	\$255	\$230	\$210	\$205	\$200
2 cols x 5"	3-15/16" x 5"	\$225	\$200	\$185	\$180	\$175
2 cols x 4"	3-15/16" x 4"	\$170	\$155	\$145	\$140	\$135
2 cols x 3"	3-15/16" x 3"	\$135	\$120	\$110	\$110	\$105
2 cols x 2"	3-15/16" x 2"	\$ 90	\$ 80	\$ 75	\$ 70	\$ 65
1 cols x 5"	1-15/16" x 5"	\$115	\$105	\$ 95	\$ 90	\$ 85
1 cols x 4"	1-15/16" x 4"	\$ 90	\$ 80	\$ 75	\$ 70	\$ 65
1 cols x 3"	1-15/16" x 3"	\$ 70	\$ 65	\$ 60	\$ 55	\$ 50

Note: 4-Color & Spot Colors available at extra cost. Request rates, availability.

**The Rye Record**  
**Color Premiums for 4-Color and 1-Color**  
**2006**

	A	B	C	D	E	F	G
1		<b>Guidelines</b>			<b>Selected</b>	<b>Sizes</b>	
2	<b>Col. Inches</b>	<b>4C</b>	<b>1C</b>		<b>Size</b>	<b>4C</b>	
3	80	\$300	\$125		Full Page	\$300	
4	75	\$281	\$117		Half Page	\$150	
5	70	\$262	\$109		5 col x 5"	\$90	
6	65	\$244	\$102		5 col x 4"	\$75	
7	60	\$225	\$94		5 col x 3"	\$55	
8	55	\$206	\$86				
9	50	\$188	\$78		4 col x 10"	\$150	
10	45	\$169	\$70		4 col x 9"	\$130	
11	40	\$150	\$62		4 col x 8"	\$115	
12	35	\$131	\$55		4 col x 7"	\$100	
13	30	\$112	\$47		4 col x 6"	\$90	
14	25	\$94	\$39		4 col x 5"	\$75	
15	20	\$75	\$31		4 col x 4"	\$55	
16	15	\$56	\$23		4 col x 3"	\$40	
17	10	\$38	\$16				
18	5	\$19	\$8		3 col x 10"	\$110	
19					3 col x 9"	\$100	
20					3 col x 8"	\$90	
21					3 col x 7"	\$75	
22					3 col x 6"	\$70	
23					3 col x 5"	\$55	
24					3 col x 4"	\$45	
25					3 col x 3"	\$35	
26							
27					2 col x 10"	\$75	
28					2 col x 9"	\$65	
29					2 col x 8"	\$60	
30					2 col x 7"	\$50	
31					2 col x 6"	\$45	
32					2 col x 5"	\$40	
33					2 col x 4"	\$35	
34					2 col x 3"	\$20	
35					2 col x 3"	\$10	
36							
37	revised	1/8/06					
38							
39							
40							
41							
42							
43							
44							
45							
46							

## The Rye Record

### Issue Dates and Advertising Space/Materials Due Dates Calendar 2006 -- 20 Issues

	A	B	C	D	E	F
1			Final Space	Materials Due		
2	Month	Pub. Date	Orders Due	Not-ready	PDF File	Special Sections
3	Jan.	1/19	1/4	1/4	1/7	
4						
5	Feb.	2/9	1/25	1/25	1/28	
6		2/23	2/9	2/9	2/12	
7						
8	Mar.	3/9	2/15	2/15	2/18	
9		3/23	3/8	3/8	3/11	
10						
11	Apr.	4/13	3/29	3/29	4/1	
12		4/27	4/13	4/13	4/17	"Rye House & Garden" section
13						
14	May	5/11	4/19	4/19	4/22	
15		5/25	5/11	5/11	5/14	
16						
17	June	6/9	5/26	5/26	5/29	
18		6/23	6/9	6/9	6/12	
19						
20	July	7/21	7/7	7/7	7/10	merchants' 4C centerfold
21						
22	Aug.	8/25	8/11	8/11	8/14	"Back to School" section
23						
24	Sept.	9/15	9/1	9/1	9/4	
25		9/29	9/15	9/15	9/18	
26						
27	Oct.	10/13	9/29	9/29	10/3	
28		10/27	10/13	10/13	10/16	
29						
30	Nov.	11/10	10/25	10/25	10/28	
31		11/24	11/10	11/10	11/14	"Home For The Holidays" section + merchants' 4C centerfold
32						
33	Dec.	12/15	12/1	12/1	12/4	
34						
35		# Noncancelable date				
36						

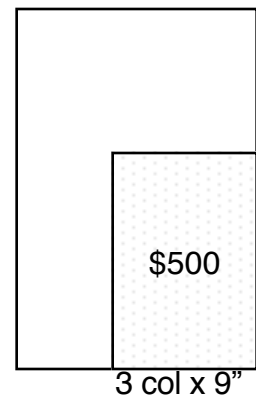
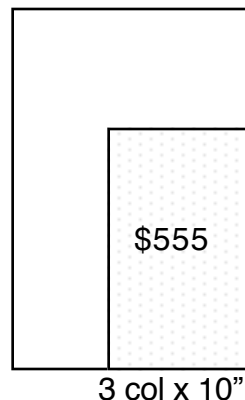
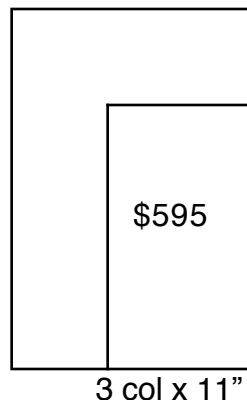
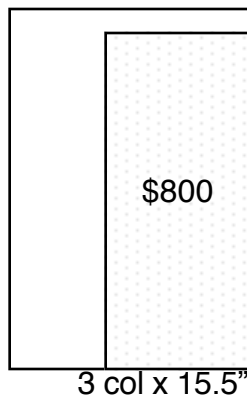
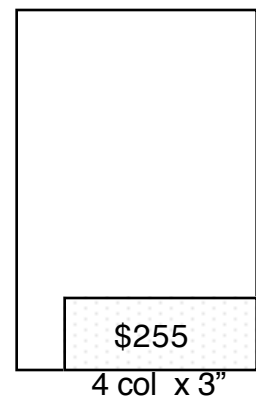
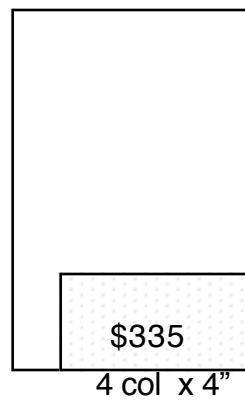
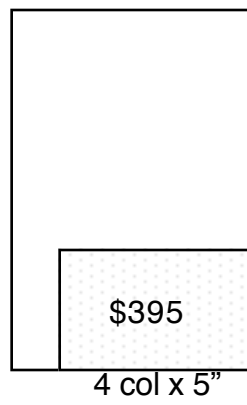
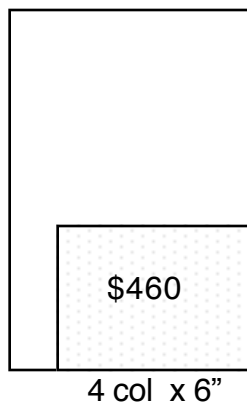
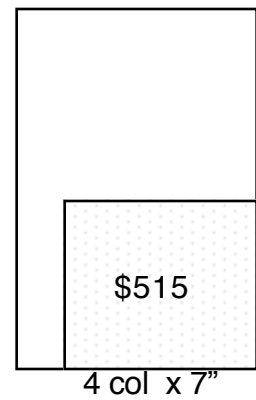
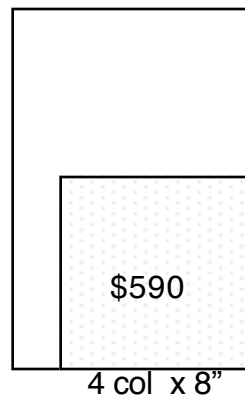
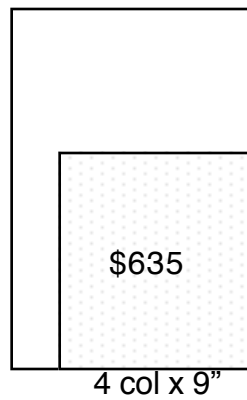
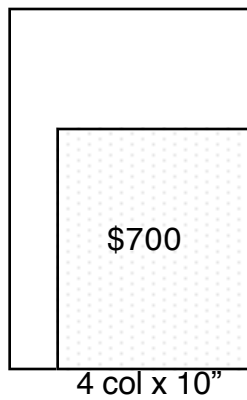
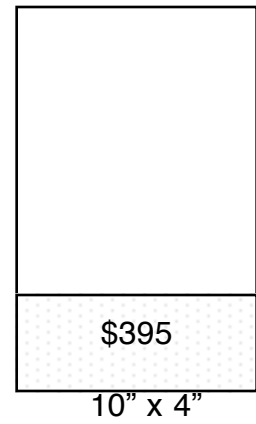
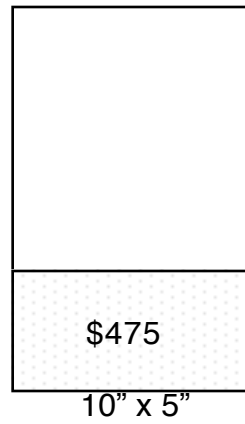
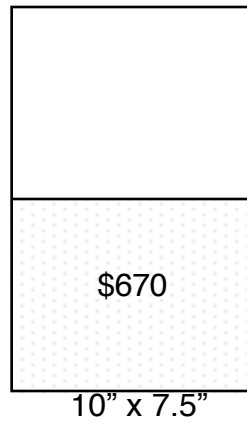
(effective 1/1/06)

# THE RYE RECORD

pg 1

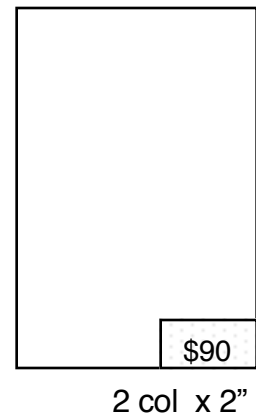
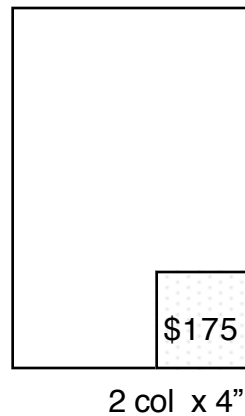
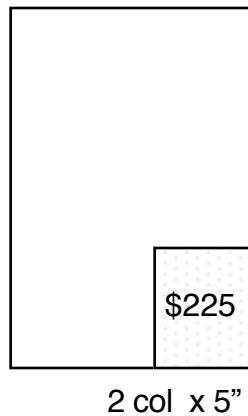
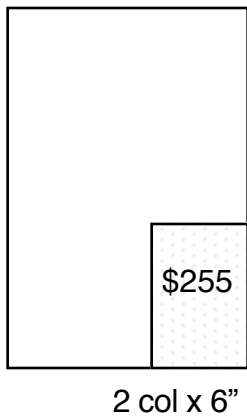
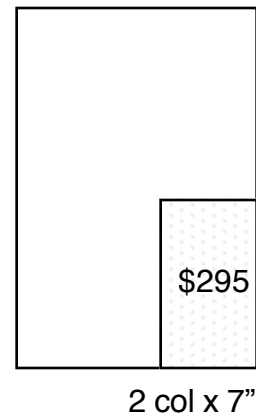
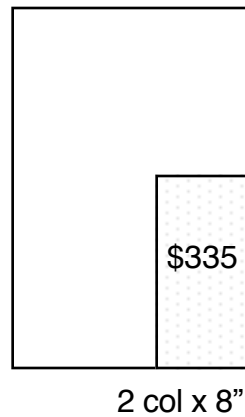
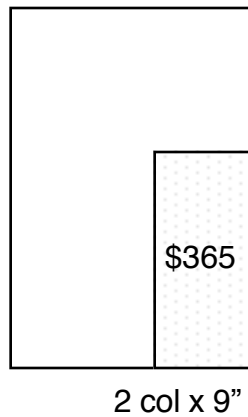
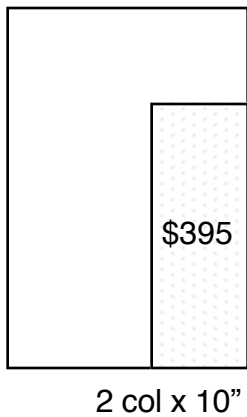
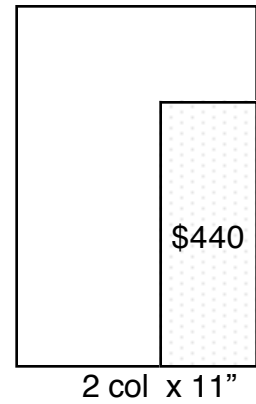
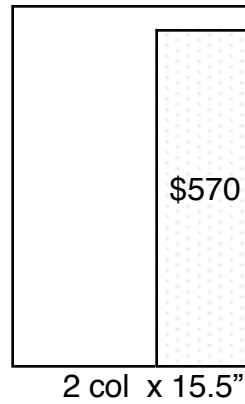
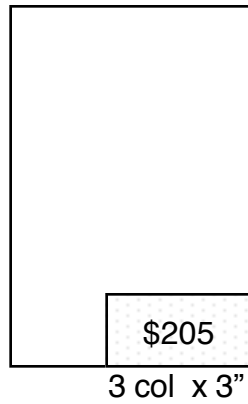
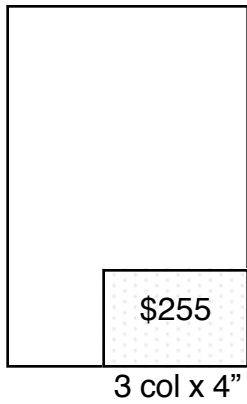
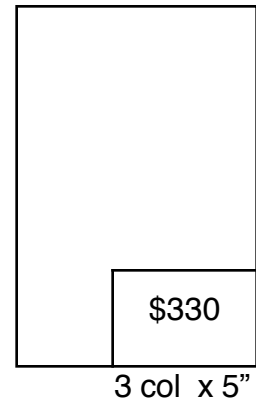
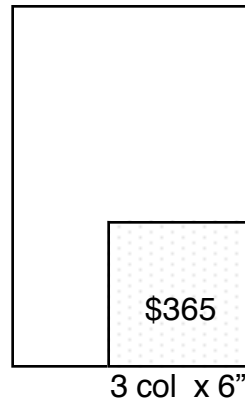
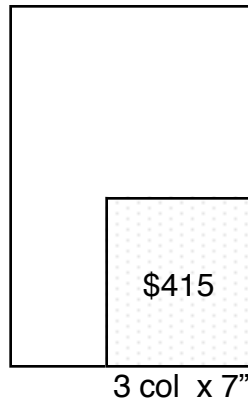
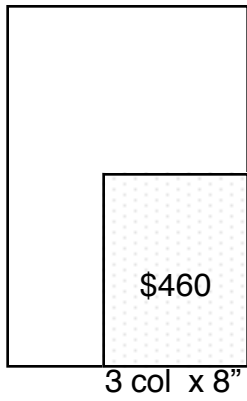
width: 4 col = 7.9"; 3 col. = 5.9"

## 2006 ADVERTISING RATES (1X) NET



width: 3 col = 5.9"; 2 col. = 32.9"

2006 ADVERTISING RATES (1X) NET



## Key Findings From Newspaper Readership Survey of Rye Homes

1. Virtually everyone (95%) had read "The Rye Record" thoroughly; not so the competition:

	<u>Rye Record</u>	<u>Sound Shore</u>
Read Thoroughly	95%	30%

2. Rye residents hold on to "The Rye Record" much longer than "The Sound Shore Review" :

	<u>Rye Record</u>	<u>Sound Shore</u>
Keep One Week or More	41%	7%
Keep 3 to 6 Days	22%	12%
	63%	19%

3. The people of Rye look forward to each issue of "The Rye Record,." This is not the case with "The Sound Shore Review."

	<u>Rye Record</u>	<u>Sound Shore Review</u>
Look Forward To	93%	18%

4. 85% of all respondents rated our paper as "excellent" in terms of covering Rye news, compared to just 8% for "The Sound Shore Review."

	<u>Rye Record</u>	<u>Sound Shore Review</u>
Does "Excellent" Job Covering Rye News	85%	8%