

BRADY SULLIVAN PLAZA – A JEWEL IN THE QUEEN CITY'S CROWN



If you haven't taken the time to see the exquisite landscaping at the renovated Brady Sullivan Plaza at 1000 Elm Street, I urge you to do so, while the weather is still mild. There you will see a transformation beyond your imagination.

The barren sea of concrete that was the former Hampshire Plaza (so empty that we placed an ice skating rink there 10 years ago, to stimulate reinvestment in downtown) is now an inviting park, bursting with vibrant flowers, and featuring elegant granite and iron fencing, brick walkways, grassy berms, and weathered rock outcroppings. While this improvement has transformed the Brady Sullivan Plaza, it has also made a world of difference to the look and feel of the entire downtown.

Manchester has needed such an infusion of beauty and gentility for a long time. In most cities, banks and hotels form the jewels of their urban neighborhoods, in effect deflecting attention away from the less attractive aspects of their gritty surroundings. Their elegant architecture and exquisite landscaping establish a presence that says we

love this community and we invite our customers to enjoy a beautiful experience with us. That pleasant experience integrates into one's broader perception of the city; there is no better example than our neighbor, the City of Boston, as to its effectiveness.

This jewel of Manchester is the second landscape improvement project in downtown Manchester that has been completed by Brady Sullivan Properties, which bills themselves with the tag line "Making a difference, one community at a time." We certainly agree!

Do you know of a landscape improvement or beautification project in downtown that deserves recognition? They don't have to be major projects, like the Brady Sullivan Plaza; there are plenty of other deserving projects, from building renovations to intimate flower boxes. It's time to submit your entries for Intown Manchester's annual Beautification Awards. Just drop us a line at info@intownmanchester.com and be sure to list the address of the property you think deserves the 2009 Manchester Magnifique Award. The deadline for submissions is September 30 – we hope to hear from you!

Stephanie Lewry, Executive Director

