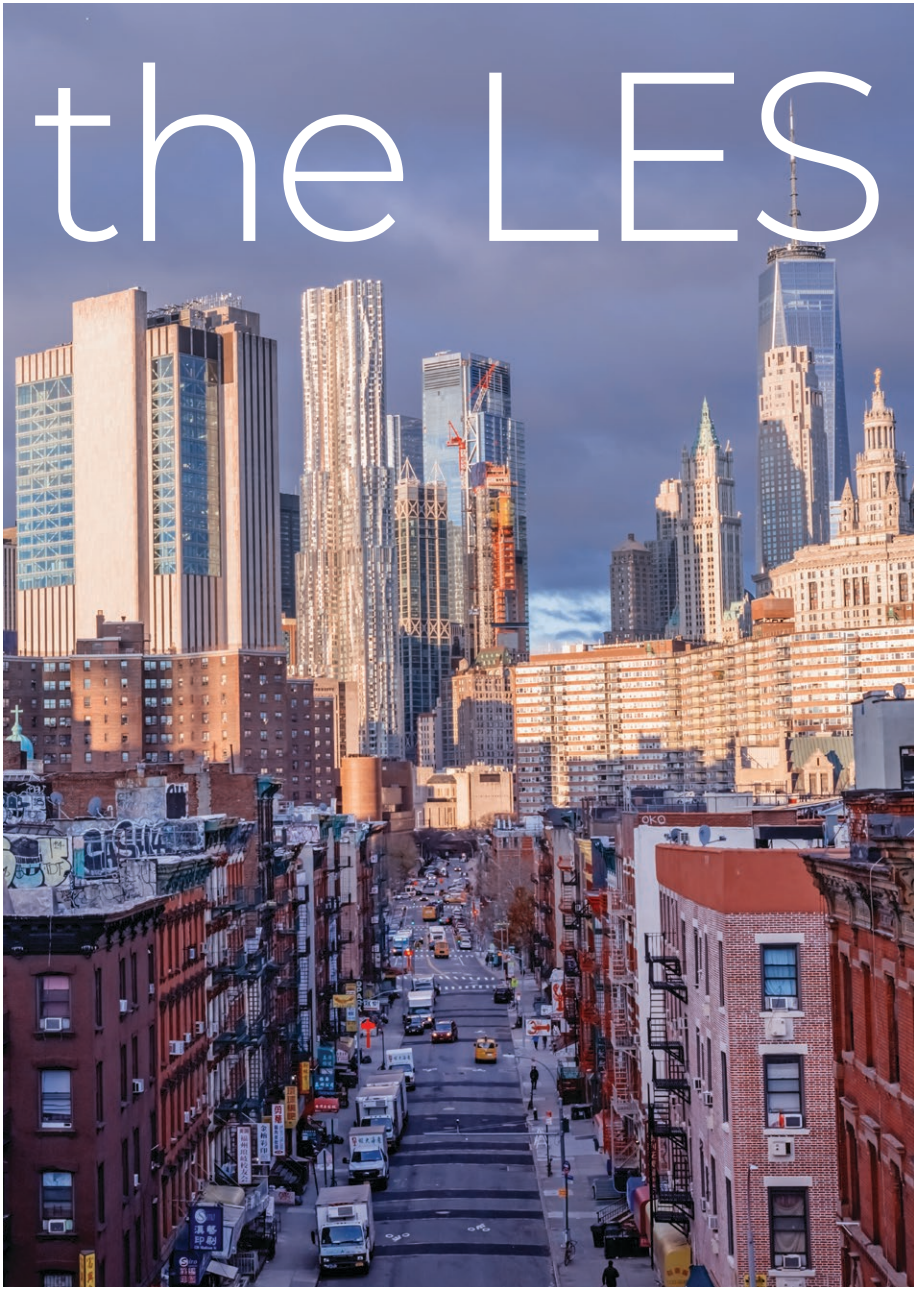
The Lower East Side's #1 Realtor

May **2025**

the LES



Presented by **Jacob Goldman**
Issue #5

#1 IN CO-OP VILLAGE

LOHO Realty

CELEBRATING 25 YEARS ON THE LOWER EAST SIDE



Welcome

To the Fourth Edition Of The LES!

Dear Neighbors,

What a Spring!

The end of March and all of April lit up with activity. Just flip to pages 24–25 to see how hot things got—17 listings in contract, and that's not even counting those with accepted offers. Momentum is real, and right now, we're riding it.

This issue, we're spotlighting some of the amazing places and people that make the Lower East Side such a unique place to live. From welcoming Sugar Sweet Sunshine to its new home on Grand Street, to our giveaway at VinVero Wines & Spirits, there's plenty to explore, enjoy, and celebrate.

And with Memorial Day coming up, don't miss our piece on Straus Square and the Lower East Side War Memorial—a powerful tribute to the generations of New Yorkers who served, right in the heart of our community.

As always, if you're thinking of buying, selling, or just curious about the market, reach out. We're here to help you make your next move, whenever you're ready.

Best,

Jacob Goldman

Co-op Village Market Info

(As of 4/16/25)



East River



Seward Park



Hillman



Amalgamated

Number of apartments for sale in March

East River	30
Hillman	6
Seward Park	15
Amalgamated	3

Number of apartments for sale in April

	23
	7
	17
	2

Q1 (Jan-March) 2024 sales:

East River	8
Seward Park	9
Hillman	4
Amalgamated	1

Q1 (Jan-March) 2025 sales:

East River	14
Seward Park	9
Hillman	5
Amalgamated	2

East River

UNITS AVAILABLE	APARTMENT SPECS	PRICE RANGE
3	1-bedrooms without balconies	$469K-$550K
5	1-bedrooms with balconies	$499K-$669K
1	1-bedroom, set back terrace	$880K
2	2 - bedrooms without balconies	$785K-$875K *(price reduction)*
5	2 - bedrooms with balconies	$835K-$929K
3	3-bedrooms	$999K-$1.395K
2	3-bedroom, 2 bath, set back terrace	$1.85M-$1.999M
2	breakthroughs	$1.5M-$2.175M

Hillman

UNITS AVAILABLE	APARTMENT SPECS	PRICE RANGE
4	1-bedroom	$525K-$595K
3	2-bedroom	$715K-$995K

Seward Park

UNITS AVAILABLE	APARTMENT SPECS	PRICE RANGE
3	1-bedrooms	$728,888-$775K
2	1-bedrooms with balconies	$745K- $875K
1	1-bedroom with setback terrace	$949K
2	2-bedroom without balcony	$975K-$1.45M
3	2-bedroom with balcony	$999K-$1.1M
2	3-bedroom without terrace	$1.199M-$1.285M
1	2-bedroom with terrace *(converted to 1 bedroom)*	$1.675M
1	2-bedrooms with terrace *(converted to 3 bedroom)*	$2.095M

Amalgamated

UNITS AVAILABLE	APARTMENT SPECS	PRICE RANGE
1	1-bedrooms	$549K
1	breakthrough	$1.675M *(price reduction)*

The Manny Cantor Center

197 East Broadway, New York, NY 10002



Early Childhood at MCC

Early Childhood at Manny Cantor Center (MCC) is an inspired, responsive, and progressive neighborhood preschool built on the following principles: All children are competent, capable, and curious. All families have something to contribute. We are stronger together.

Early Childhood at MCC serves families with children 3 months to 5 years of age with a full-day program (8:15 am – 3:15 pm). Limited aftercare slots are available until 5:15 pm. All meals are provided. Enrollment is open for the 2025-2026 school year!

Call (646) 395-4231 or visit mannycantor.org/EC to learn more.



Educational Alliance Art School

For more than a century, Educational Alliance Art School has been a platform of opportunity by which New Yorkers of all ages and backgrounds have pursued creative expression, skill acquisition, and arts appreciation.

Our classes feature personalized instruction in a small-group setting. We are committed to serving the greatest diversity of students, out of our belief that everyone, regardless of age, ethnicity, or socio-economic status, should have the opportunity for self-expression and lifelong learning.

Visit mannycantor.org/art or call (646) 395-4101 to learn more and sign up for classes.



MCC Fitness

At MCC Fitness, we encourage members to be their best selves by working out with us in ways that are unique, fun, exciting, and collaborative. We see fitness as a cycle of challenges and breakthroughs, and we support, nurture, and enable our members' progress and our progress as a community.

We invite everybody and every body to be a part of our fitness family. The goals that MCC Fitness helps our members attain are as diverse as our neighborhood itself. No matter your wellness goal, we want to see your health flourish – in ways big and small, mental and physical.

To learn more about memberships, call (646) 395-4285 or visit mannycantor.org/join.



Rentals @ MCC

With stunning views of downtown NYC, The Rooftop @ Manny Cantor Center is an ideal venue and event space to host your special events, industry gatherings, launch events, weddings, and other celebrations.

Available for rent to individuals, corporations, small businesses, and community organizations, each rental supports Manny Cantor Center's programming and our vibrant Lower East Side community.

For bookings, call (646) 395-4193 or email rentals@edalliance.org.



Sweet VICTORY

Donut Plant Favorites Revealed

As part of our March giveaway, The LES treated lucky readers to gift cards for the iconic Donut Plant—and in return, we asked you to name your favorite flavor. The votes came pouring in, and while the Lower East Side clearly loves a wide variety of sweet treats, three donuts stood out as clear fan favorites.

1ST PLACE | *Creme Brulee*

A Donut Plant original and a Lower East Side legend, the Creme Brulee donut took top honors. With its caramelized sugar shell and silky custard center, it's no wonder this one leads the pack.

2ND PLACE | *Tres Leches*

Soft, milky, and rich, the Tres Leches donut was a close second. It's the kind of flavor that feels like a celebration in every bite.

3RD PLACE | *Brooklyn Blackout*

Deep, dark, and unapologetically chocolatey—the Brooklyn Blackout was the go-to for chocoholics and secured a firm third place in the rankings.

Honorable mentions go to Peanut Butter and Jam, Coconut Creme, and Vanilla Bean Yeast—all of which made strong showings in this sugar-fueled face-off.

Thank you to everyone who entered our March giveaway—and congratulations again to the winners! Whether you're team custard, team chocolate, or somewhere in between, Donut Plant continues to be one of the tastiest treasures on the Lower East Side.



Photo courtesy of Mike R. via Yelp

WIN FOUR $25 Gift certificates to VinVero Wines & Spirits

VinVero is your neighborhood wine and spirits shop focusing on small family-owned, organic, biodynamic, and sustainable producers crafting classic products from Europe, the Americas, and beyond!

LoHo Realty is giving away FOUR $25 gift certificates to VinVero Wines & Spirits, located at:

393 Grand Street
New York, NY 10002

Entering is simple and quick!

How to Enter:

Email us at: giveaway@lohorealty.com
Deadline to enter: May 31, 2025.
Make sure to include your name, phone number and mailing address with your entry. Winners will be chosen at random and contacted via email/phone.

Terms & Conditions: *One entry per person. One gift certificate per winner. Four winners in total.*



THE RISE, FALL, AND LEGACY

of the Lower East Side Pushcart

by Eric Ferrara

The clang of iron wheels. The smell of pickles, roasted nuts, and “dirty water dogs.” The clamor of deals shouted in a dozen languages.

For generations of immigrants arriving in New York City, the pushcart was more than a tool—it was a lifeline.

From the mid-19th century through the early 20th, pushcarts transformed the Lower East Side into one of the most colorful and dynamic marketplaces in the world. For the hundreds of thousands who called this neighborhood home, they offered food, goods, and most importantly, opportunity.

The first pushcarts appeared in the 1800s, often run by German immigrants near the docks. But by the 1880s and 1890s, the carts had become ubiquitous in the LES—driven now by waves of Jewish, Italian, Irish, and Eastern European newcomers. These carts offered everything from baked goods and potatoes to clothing and household wares. The streets themselves became open-air markets.

Hester, Orchard, Essex, and Allen Streets bustled with trade, creating a rich street culture where pushcart vendors hawked everything from soup bones to fresh pretzels stacked on wooden poles. The carts weren’t just a business—they were an entry point into the American economy for those shut out of other opportunities.

By the early 1900s, over 2,500 licensed pushcart vendors operated throughout the city—with the heart of it centered on the Lower East Side.



But with popularity came problems. As the LES population swelled, pushcarts choked the already-narrow streets. Waste accumulated. Disease became a real concern. Critics—particularly those aligned with property owners and department stores—called the carts a public nuisance.

In 1906, the city responded with the creation of the Pushcart Commission, spearheaded by Mayor George B. McClellan Jr. Their recommendations included



designated vending zones, vendor education, and better sanitation systems. Still, resistance to pushcarts continued to mount.

Despite the criticism, these mobile vendors served a critical role. For many immigrants, the cart was a stepping stone. They saved money, grew loyal customer bases, and in many cases transitioned into brick-and-mortar shops—some of which still exist today in newer forms on the LES.

By the 1930s, the fate of the pushcart was sealed.

Mayor Fiorello La Guardia, elected on a platform of modernizing the city and cleaning up its streets, saw pushcarts as relics of a dirty, disorganized past. "There shall be no pushcarts on Orchard Street," he famously declared.

In their place came enclosed public markets—chief among them the Essex Street Market, opened in 1940. These indoor markets promised order, hygiene, and streamlined commerce. While some vendors made the transition successfully, many others did not. Forced from the streets and unable to adapt, entire families lost their livelihoods.

Still, the essence of the pushcart lived on. You could see it in the early food trucks of the 1960s, the greenmarkets of the 1980s, and today's gourmet carts and pop-up stalls across the city.

While the pushcart may be gone from LES streets, its legacy continues in how we eat, shop, and understand urban space.

The humble cart democratized commerce. It taught generations how to hustle, how to serve a community, and how to grow roots in a city always in motion.

Knishes, pretzels, pickles, roasted chestnuts, and hot potatoes—all were staples of the pushcart era that still show up today in LES delis, bakeries, and bodegas. But more than that, the pushcart embodies the spirit of the Lower East Side: resourceful, diverse, and unapologetically street-smart.

In many ways, the city is circling back. As modern metropolises debate how to support small vendors, make space for micro-businesses, and activate streets for community use, the lessons of the LES pushcart era remain as relevant as ever.

So the next time you pass a food cart or sidewalk seller, think of it not as a convenience—but as a continuation of a long and storied tradition born right here on the Lower East Side.

Eric Ferrara is the founder of the Lower East Side History Project (leshp.org).



Sugar Sweet
Sunshine Bakery

By Renee Gershman

The Sugar Sweet Sunshine Bakery, at **365 Grand Street**, is a new member of the Seward Park retail community, but it is a longtime fixture on the Lower East Side. From its original location on Rivington Street (recently closed), and a space in the Essex Market (still in operation), Sugar Sweet Sunshine is well loved for its outstanding cupcakes and pudding desserts. The owners are alumni of the Magnolia Bakery empire (well known to Sex And The City fans).

The new Grand Street shop is a suitably warm and comfortable space, painted in bright colors, just right for a purveyor of treats. The visitor is greeted by cases





filled with cookies, cakes—and of course cupcakes. Sugar Sweet Sunshine serves up an array of different cupcakes that will satisfy anyone's craving. Some of the flavors I encountered on a recent visit include German chocolate, red velvet, coconut, black and white, and strawberry with cream cheese frosting. The pistachio cupcake with satin butter cream was an absolute knockout, made with natural pistachio and a not-overly-sweet frosting, perfectly accompanied by their bold coffee.

Which brings us to the pudding desserts, also served up in a wide range of flavors. The counters held Chocolate Bomb, Sexy Red Velvet,



Banana, Coffee Java, and Chocolate Chip Deliciousness. In particular, the banana pudding was familiar and comforting to this Texas refugee, topped with an old-timey vanilla wafer.

The assortment includes iced layer cakes, cookies, fruit and icebox pies, cheesecakes, bars, cookies, and flan. There are vegan offerings as well. Sugar Sweet Sunshine also offers made-to-order, larger-scale renditions of most of their products, great for parties and large celebrations.

Go get a treat at this great bakery, and welcome them to our part of the neighborhood.

For any questions about food and restaurants in the LES, feel free to reach out:

renee.gershman@gmail.com

@renee.gershman



Find Out What Your Place is Worth



scan

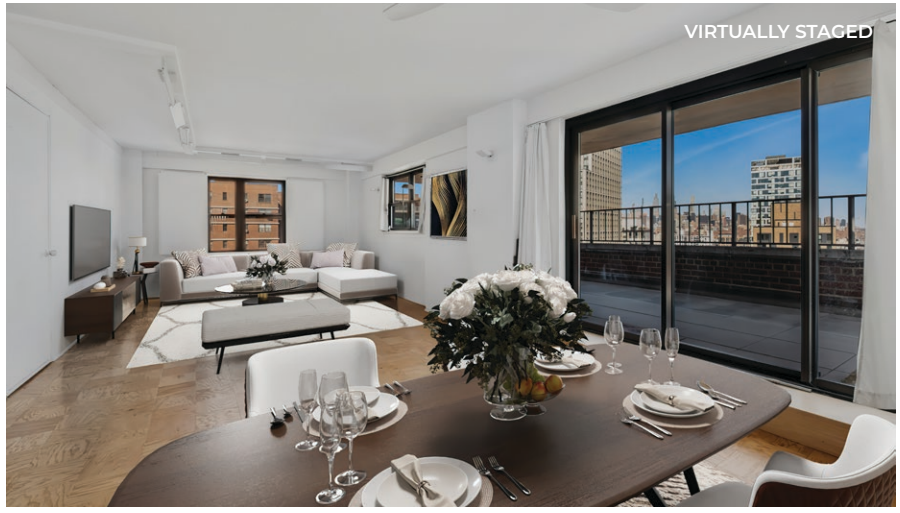
Featured Listings

#1 IN CO-OP VILLAGE
LOHO Realty
CELEBRATING 25 YEARS



577 Grand Street, F1904

3 Bedroom | 2 Bathroom | Terrace | Price: $1.85M | Maint.: $2,071



212 East Broadway, G1801

Convertible 2 Bedroom I Double-width set back terrace
Price: $1.675M | Maint.: $1,907 | Accepted Offer



477 FDR Drive, M103/104

4+ Bedroom | 2+ Bathroom | 2 Balconies | Price: $1.5M | Maint: $2,745

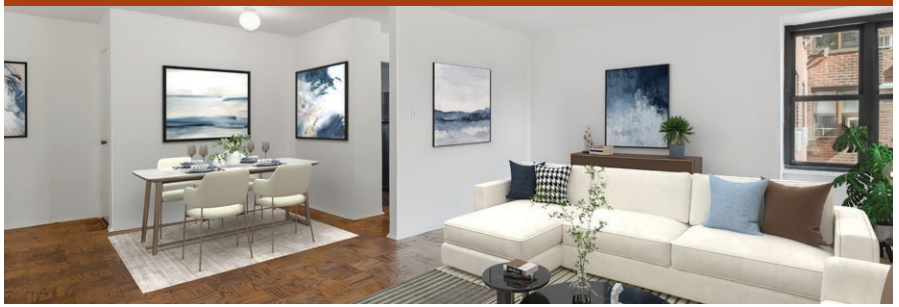
Listing status as of 4/16/2025. For updated listings, visit lohorealty.com.

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Featured Listings

#1 IN CO-OP VILLAGE
LOHO Realty
25 YEARS

3 Bedrooms



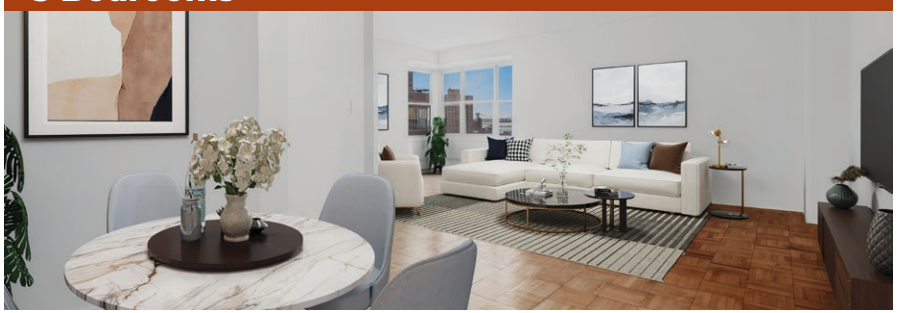
266 East Broadway, B606
3 Bedroom | 1.5 Bathroom | Price: $1.285M | Maint.: $1,458

3 Bedrooms



570 Grand Street, H1405
3 Bedroom | 1.5 Bathroom | Price: $1.15M | Maint.: $1,880

3 Bedrooms



575 Grand Street, E1105
3 Bedroom | 1.5 Bathroom | Price: $1.1M | Maint.: $1,849

Listing status as of 4/16/2025. For updated listings, visit lohorealty.com.

2 Bedrooms



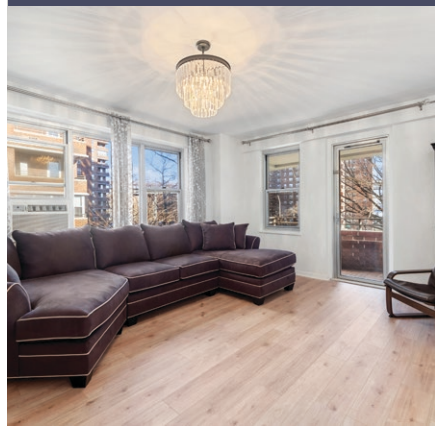
268 East Broadway, A307
2 Bedroom | Balcony
Price: $1.1M | Maint.: $1,447

2 Bedrooms



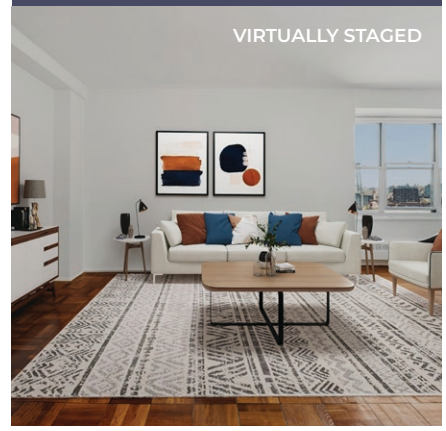
577 Grand Street, F504
2 Bedroom | Balcony
Price: $865K | Maint.: $1,528

2 Bedrooms



575 Grand Street, E202
2 Bedroom | Balcony
Price: $850K | Maint.: $1,524

2 Bedrooms



477 FDR Drive, M1605
2 Bedroom
Price: $785K | Maint.: $1,411

Listing status as of 4/16/2025. For updated listings, visit lohorealty.com.

Featured Listings

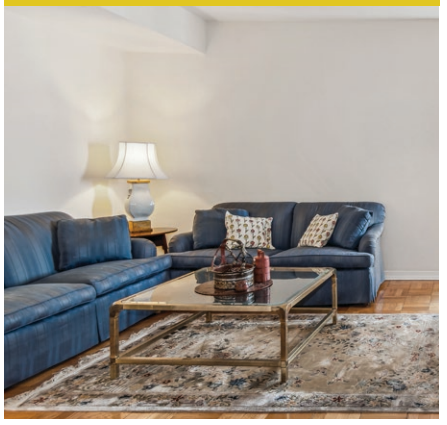
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2 Bedrooms



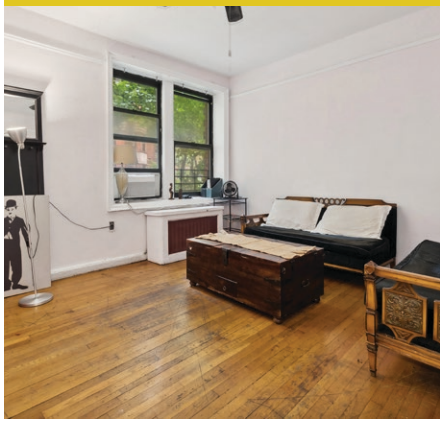
550 Grand Street, J8E
2 Bedroom
Price: $715K | Maint.: $1,416

1 Bedroom



477 FDR Drive, M1802
1 Bedroom
Price: $550K | Maint.: $1,088

1 Bedroom



504 Grand Street, H1
1 Bedroom
Price: $549K | Maint.: $736

1 Bedroom



475 FDR Drive, L2104
1 Bedroom | Balcony
Price: $625K | Maint.: $1,267

1 Bedroom



475 FDR Drive, L104
1 Bedroom | Balcony
Price: $499K | Maint.: $1,223

Studio



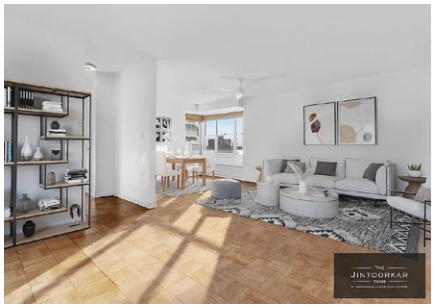
385 Grand Street, L502
Studio (Full-Kitchen)
Price: $509K | Mant.: $756

Listing status as of 4/16/2025. For updated listings, visit lohorealty.com.

Listing status as of 4/16/2025. For updated listings, visit lohorealty.com.

In Contract

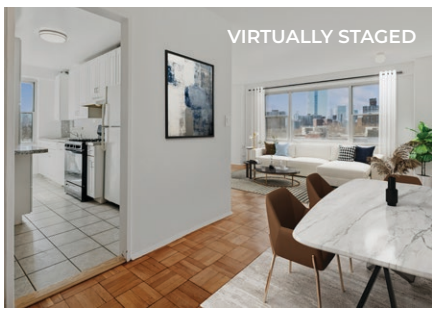
#1 IN CO-OP VILLAGE
LOHO Realty
25 YEARS



575 Grand Street, E1605
3 Bedroom | 1.5 Bathrooms
Price: $1.249M | Maint.: $1,653
**we represent the buyer*



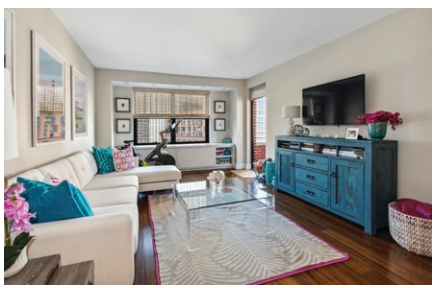
417 Grand Street, D106
2 Bedroom | Balcony
Price: $999K | Maint.: $1,406



573 Grand Street, D806
2 Bedroom | Balcony
Price: $815K | Maint.: $1,499



573 Grand Street, D706
2 Bedroom | Balcony
Price: $815K | Maint.: $1,488



415 Grand Street, E908
1 Bedroom | Balcony
Price: $795K | Maint.: $1,078

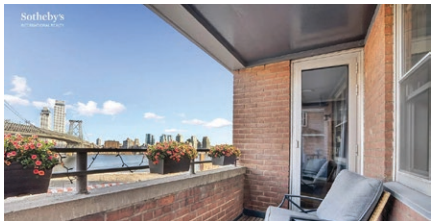


477 FDR Drive, M205
2 Bedroom
Price: $759K | Maint.: $1,325

Listing status as of 4/16/2025. For updated listings, visit lohorealty.com.



477 FDR Drive, M105
2 Bedroom
Price: $759K | Maint.: $1,325



475 FDR Drive, L806
1 Bedroom | Balcony | Price: $650K
Maint.: $1,192 **we represent the buyer*



475 FDR Drive, L1504
1 Bedroom | Balcony
Price: $669K | Maint.: $1,156
**we represent the buyer*



473 FDR Drive, K1502
1 Bedroom
Price: $600K | Maint.: $1,063
**we represent the buyer*



504 Grand Street, D51
1 Bedroom
Price: $615K | Maint.: $926



550 Grand Street, GGA
1 Bedroom
Price: $599K | Maint.: $1,096



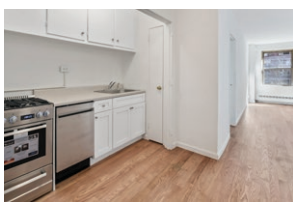
575 Grand Street, E1004
1 Bedroom | Balcony
Price: $599K | Maint.: $1,198



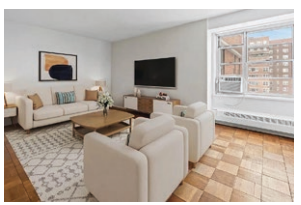
570 Grand Street, H1504
1 Bedroom | Balcony
Price: $565K | Maint.: $1,250



570 Grand Street, H1304
Price: $535K | Maint: $1,197
**we represent the buyer*



575 Grand Street, E403
1 Bedroom Efficiency
Price: $475K | Maint.: $737



477 FDR Drive, M1602
1 Bedroom
Price: $475K | Maint.: $996

Listing status as of 4/16/2025. For updated listings, visit lohorealty.com.



Jacob Goldman

212-388-1115, info@lohorealty.com

TESTIMONIALS

★★★★★

"If you're looking to get the inside scoop on real estate, especially in the East River Co-op and along the Grand Street corridor, you need to connect with a true building expert—and that expert is Jacob Goldman.

When I had the opportunity to list an impressive apartment with a massive terrace at 477 FDR Drive, Jacob was the obvious person to call. Though I had never sold in the building—or even spoken with Jacob before—I reached out, knowing I needed guidance to best serve my client.

Jacob didn't hesitate to offer his insight. Not only did he help me understand the building and its market, but he also encouraged me to list the apartment for significantly more than we had planned. His advice proved spot on—the seller ended up walking away with over $100K more than she had anticipated.

Jacob is not just a consummate professional, but also a genuine asset to the community. His knowledge, experience, and willingness to collaborate make him a standout in this business. If you're not working with Jacob and his team, you're missing out on a level of expertise you won't find anywhere else."

- Corey W. | Real Estate Agent

★★★★★

Over 125 5-Star Reviews

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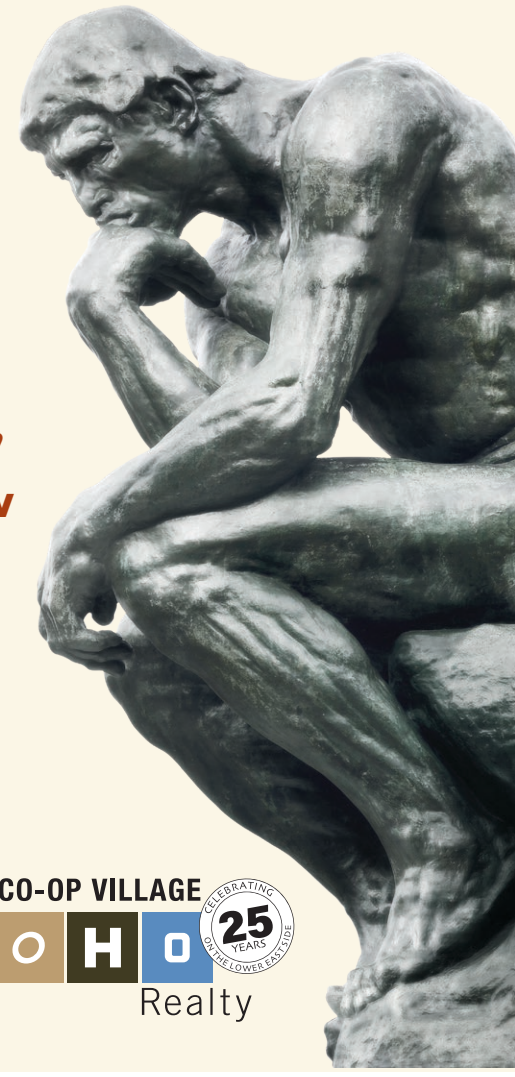
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#1 IN CO-OP VILLAGE

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CHEESECAKE

By Renee Gershman



This month we are featuring one of my current obsessions, and my favorite dessert Cheesecake.

Cheesecake is a great dessert because it is both luscious and versatile—it can be made with different kinds of cheese, flavorings, and a wide array of toppings.

The cheesecake from Agi's Counter in Crown Heights, Brooklyn, is the most decadent example I've ever encountered. But being the cook that I am, I've come up with my own variation.

Agi's uses a beautiful graham cracker crust, but in making a crust you can add different cookies, nuts, and sugars to personalize it. For this month, because of the Passover holiday, I made my crust without any leavening, matzo cake meal, pecans, sugar, and melted butter.

Some people like their cheesecake plain, but toppings are a great way of elevating this dessert. Agi's serves their cheesecake with optional side toppings that include a blueberry compote, lemons slices, good olive oil and coarse finishing salt. My own variation uses a candied gooseberry sauce, olive oil, and finishing salt, but of course there are infinite combinations and variations for finishing this dessert.

This cheesecake has a lot of steps and techniques, but be patient. It is totally worth the effort!

Renee's Cheesecake

Crust:

- **1 stick of butter melted, plus more for the pan**
- **2/3 cup of granulated sugar**
- **1/4 teaspoon of kosher salt**
- **2/3 cup toasted pecans (Ground Finely)**
- **2/3 cup of Matzo Cake Meal**

Cheesecake Filling:

- **32 ounces cream cheese or store-bought ricotta, at room temperature (drain the ricotta before using)**
- **5 tablespoons corn starch**
- **½ cup granulated sugar**
- **2 tablespoons of pure vanilla extract**
- **4 large eggs**
- **2 cups heavy cream**

Candied Gooseberry Sauce:

- **1 container of Gooseberries**
- **½ cup granulated sugar**
- **½ cup of water**
- **Splash of elderflower Syrup**



Directions:

Heat oven to 350 degrees, and use an 8 inch spring form pan.

Crust:

In a stand mixer with paddle attachment, beat butter and sugar on medium speed until combined for 2 minutes. Add salt, pecans, and Matzo Cake Meal. Beat on low speed until combined, pack into the spring form pan. Bake for 10 to 15 minutes, remove from oven and cool.

Cheesecake Filling:

In a stand mixer with a paddle attachment, beat together cream or ricotta cheese, cornstarch, and granulated sugar until light and fluffy, about 5 minutes. Add eggs and vanilla, beat for about 1 minute (be careful not to overmix, as that will stir in too much air and risk a collapse while baking). Add heavy cream, and beat until mixture comes together and is no longer runny. Cover the filling with foil or cling wrap, and let it rest for 30 minutes at room temperature, to let the air bubbles rise to resurface.

Pour half the batter over the crust, gently tap the sides to release any air bubbles, and then add the remaining filling. Place the filled springform pan in the center of a roasting pan or casserole dish. Fill the roasting pan or casserole dish ¾ of the way with water (this is known as a Baine Marie).

Close the oven, and bake for 1½ hours, rotating half way through, until the cheesecake is golden brown and slightly jiggly in the center. Remove from oven, but leave the cheesecake in the water bath till completely cool. Remove from the water bath, and place in refrigerator uncovered for 24 hours.

Candied Gooseberry Sauce:

In a saucepan, combine the gooseberries, sugar, water, and cook on a medium heat to desired consistency. Add a splash of elderflower syrup, to taste, and let cool.

Toppings can include caramel sauce, preserves, fresh fruit, and chocolate sauce, etcetera. My cheesecakes is topped with the Candid Gooseberry Sauce and Fresh Flowers as additional decoration.

Please note: if you would like to sample Agi's cheesecake, visit their restaurant in Crown Heights Brooklyn, or check out their cookbook, Second Generation, by Jeremy Salamon (it is available both at the premises and on Amazon). They feature classic Jewish Hungarian dishes, with modern twists.

If you have questions about food and restaurants here in New York City, please reach out to me at

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Memorial Day is Monday, May 26

The Lower East Side War Memorial:

Honoring Sacrifice in Straus Square

By Eric Ferrara



Nestled at the intersection of Essex Street and East Broadway, Straus Square is a small triangular plaza that holds a little-known piece of history: the Lower East Side War Memorial. This 12-foot polished granite column stands as a solemn tribute to the men and women from the neighborhood who gave their lives in World War I, World War II, and the Korean War. As Memorial Day approaches on May 26, 2025, this monument offers a poignant focal point for reflection on sacrifice, community, and the complex history of the Lower East Side—a neighborhood shaped by waves of immigrants who, despite their struggles, contributed to America's military legacy. Straus Square itself is named after Nathan Straus, a Jewish philanthropist whose life and work left an indelible mark on the area.

Erected by the Morris Dickstein Post No. 462 of the Veterans of Foreign Wars (VFW), the monument was dedicated on May 30, 1953—a date that coincided with the traditional observance of Memorial Day before it was moved to the last Monday in May by federal law in 1971. The column's inscription reads, "In Memory of Those Who Made the Supreme Sacrifice in Defense of Their Country," a simple yet powerful message that resonates with the neighborhood's history of resilience.

A medieval-esque bas-relief adorns the column, depicting scenes from birth to the afterlife, symbolizing the full arc of life and the ultimate sacrifice made by those who served. The ground was dedicated by Hugo E. Rogers, Manhattan Borough President from 1946 to 1950, underscoring the community's commitment to honoring its veterans.

The Lower East Side has long been a working-class, working-poor neighborhood, home to successive waves of immigrants who faced poverty, discrimination, and overcrowding in tenements. Yet, many from this community answered the call to serve in America's wars, often as a means of proving their loyalty and securing a foothold in their adopted country. This practice dates back to the 18th century. You can still visit the graves of Jewish Revolutionary War veterans at First Shearith Israel Cemetery, located on St. James Place near Chatam Square. During World War I, Jewish residents from the LES enlisted in large numbers. The same was true in World War II and the Korean War. Local Italian, Chinese, Black, Peurto Rican, and so many other minority populations also contributed to U.S. war efforts despite their own struggles for equality.

Memorial Day, originally called "Decoration Day," was established in 1868 by General John A. Logan to honor Civil War dead by decorating their graves. It was officially recognized as a federal holiday in 1967, expanding to commemorate all American military personnel who died in service.

Straus Square, where the War Memorial stands, is named after Nathan Straus (1848–1931), a Jewish philanthropist whose contributions to public health and social welfare left a lasting impact on the Lower East Side. Born in Otterberg, Rhenish Bavaria (now Germany), Nathan immigrated to the U.S. with his family in 1854, settling in Talbotton, Georgia. After the Civil War, the Straus family moved to New York City, where Nathan's business acumen and humanitarian spirit flourished.

Nathan Straus, along with his brother Isidor, became a partner in R.H. Macy & Co., eventually owning the department store by 1896. They also co-owned Abraham & Straus in Brooklyn, and in 1902 opened the world's largest department store, Macy's at Herald Square. But Nathan's legacy extends far beyond retail. Deeply concerned about child mortality due to contaminated milk, he established a pasteurization laboratory in 1892 and set up milk distribution programs across the U.S., including several stations in the Lower East Side. He also supplied a milk bar on the roof garden of the Educational Alliance, a settlement house near Straus Square, providing nourishment to the neighborhood's impoverished children.

> *"A medieval-esque bas-relief adorns the column, depicting scenes from birth to the afterlife, symbolizing the full arc of life and the ultimate sacrifice made by those who served."*

Nathan's philanthropy didn't stop there. He supported health initiatives, disaster relief, and the establishment of a Jewish state in the region that would later become the State of Israel, a cause he championed until his death in 1931. His work as a public servant included roles on the New York City Board of Health and the Department of Public Parks, where he advocated for community welfare. Straus Square, originally known as Rutgers Square, was renamed in his honor in 1931, with the Commission on Public Thoroughfares noting that the designation "pays tribute to the memory of a beloved son of New York who distinguished himself as a citizen, philanthropist and patriot."

Eric Ferrara is the founder of the Lower East Side History Project (http://leshp.org).

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