

CHELSEA



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CHELSEA

Full of Style and Momentum

Boldly stationed between West Midtown and the West Village is Chelsea, a neighborhood that has maintained a dynamic personality much like its London Thames-area name-



A revitalized Chelsea, which is experiencing yet another rebirth thanks to projects like the Chelsea Piers Sports and Recreation Complex, is still home to a plethora of classic, working class haunts.

sake. Due to increasing popularity, property prices are also catching up to London's high-end real estate, with ongoing townhouse renovations taking place on many streets. Large retail tenants, which have revitalized historic cast-iron buildings along Sixth Avenue, have helped fuel the area's great popularity, and Seventh, Eighth and Ninth Avenue also feature

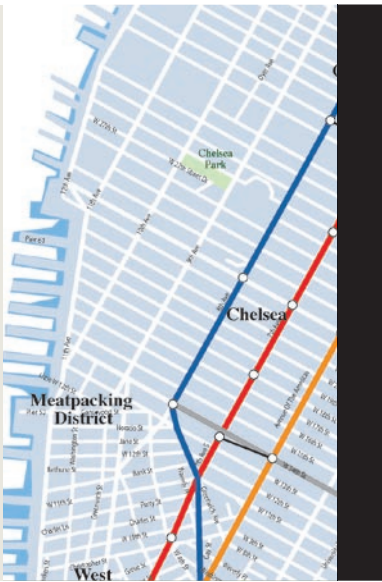
one-of-a-kind boutiques and restaurants that have contributed to making Chelsea so desirable.

Here you'll find a mix of buildings and styles, from bourgeois to blue collar. The well-planned rows of charming pre-war townhouses share residency with the more recently built high-rise rental apartment buildings and condominiums with the highest level of amenities and luxury finishes. Old warehouses are being converted into gallery spaces, nightclubs and residential lofts. With the newly planted Hudson River Park and the mammoth Chelsea Piers Sports and Recreation complex, Chelsea is a truly dynamic neighborhood offering something for everyone.

Neighborhood History

The name Chelsea came from London's Chelsea Royal Hospital, an old soldiers' home. Until the 1830s, the area from 19th to 28th Streets, and from Eighth Avenue West housed one family's estate. Owner Clement Clarke Moore (author of the poem, "Twas The Night Before Christmas," which he composed while bringing a sleigh full of Christmas treats from lower Manhattan to his Chelsea home) envisioned the trend toward northward movement in the city, and wisely subdivided his land into lots.

Its residential tranquility was interrupted by the creation of the Hudson River Railroad on Eleventh Avenue, which quickly attracted job-hungry immigrants to the breweries, slaughterhouses and glue factories that were setting up shop there. The elevated Ninth Avenue train established in 1871 depressed the area even further. Though it was dismantled before World War II, it left Chelsea's West Side as home to many of the city's poor. The East Side, which fared a bit better, became a popular theatrical district, until that too was later replanted further uptown.



“Like many areas in Manhattan, Chelsea has undergone its second, even third renaissance. The Chelsea of today is a hot, trendy community offering an energetic atmosphere and cultural diversity.”

In the 19th century, Chelsea never quite reached what was considered truly fashionable status. It did get a glimpse or two of greatness later that century, when it was considered as Ladies' Mile and boasted a concentration of clothiers and dry goods outlets, and when it received notoriety as Manhattan's "Tenderloin" vice district. It was not until the late 1960s that Chelsea, once a proud working-class community, became the quintessential West Side neighborhood it is today. With a fun, creative and entrepreneurial spirit, it is a dynamic residential area booming with shopping, art and recreation, all of which seems to be concentrated between 14th and 23rd Streets, from Eighth Avenue to the Hudson.

Like many areas in Manhattan, Chelsea has undergone its second, even third renaissance. The Chelsea of today is a hot, trendy community offering an energetic atmosphere and cultural diversity complemented by great amenities, quaint and diverse ethnic restaurants, chic art galleries, shops and clubs. Chelsea contains a unique mixture of inhabitants, that range from a largely



gay population that's extremely proud of its neighborhood to artists and other creative types who live, work and play there. Those who've lived in Chelsea for some time seem to have refused to leave, not surprisingly, and have benefited from the tremendous real estate value increase that has taken place, while newcomers are still flocking to plant roots there, for a much higher price, of course.

Notables

Chelsea Piers, New York's unusual 30-acre Chelsea Piers site has served New Yorkers well since its first opening in 1910. Designed by Warren and Wetmore, the architectural firm which also simultaneously designed Grand Central Terminal, Chelsea Piers replaced a row of rundown waterfront structures with grand granite buildings.

For the next 50 years, the Chelsea Piers served the needs of our city's port, first as New York's premier passenger ship terminal for such world-famed liners as White Star and Cunard. Even the Titanic was scheduled to arrive there on April 16, 1912 at the conclusion of her maiden voyage; however, an unfortunate fate intervened and sank the ship two days earlier. Of the 2,200 passengers

Schools

Corlears, 324 West 15th Street

Empire State College SUNY,
229 West 28th Street

Fashion Institute of Technology (FIT), 227 West 27th Street

General Theological Seminary,
175 Ninth Avenue

High School of Fashion Industries,
225 West 24th Street

IS70 O'Henry School,
333 West 17th Street

Liberty High School,
250 West 18th Street

NYC Lab School,
333 West 17th Street between Eighth
and Ninth Avenue

PS11 William T Harris School,
320 West 21st Street

PS33 Chelsea School,
281 Ninth Avenue

Technical Career Institute,
500 Eighth Avenue

Restaurants/Bars

B'lo, 230 West 19th Street, between
7th & Eighth Avenues, is a club where
DJs spin tunes near the crowd and
people are known to dance on tables
and seats.

Bottino, 246 Tenth Avenue, between
24th & 25th Streets, a smartly designed
west Chelsea restaurant where the
chic people go. The menu is straight-
forward, and tables are hard to get.



Bungalow 8, 515 West 27th Street, between Tenth & Eleventh Avenues, an exclusive night time haven for A-list jet setters.

Cafeteria, 119 Seventh Avenue, between 17th & 18th Streets, is a 24-hour neighborhood favorite serving nearly any comfort food one could crave in a sleek, trendy atmosphere.

“The length of three football fields, the Chelsea Piers Sports Center is New York’s most open and spacious place to work out, train and compete.”

The Coral Room, 512 W 29th Street, between Tenth & Eleventh Avenues. This lounge attracts many to see the real life mermaid swimming in a giant fish tank behind the bar.

Empire Diner, 210 Tenth Avenue between 22nd & 23rd Street, has been featured in numerous films and TV shows. A low-key after-hours favorite, the diner serves up delicious fare surrounded by exceptional people watching.

Glass, 287 Tenth Avenue. A popular late night bar with a lighted patio.

Kanvas, 219 Ninth Avenue, between 23rd & 24th Streets, is a lounge, gallery, and restaurant loved by hipsters for its perfectly-balanced margaritas, spacious seating, delicious snackables, and purple party space downstairs.

La Botega, 88 Ninth Avenue at 17th Street, features a unique Italian menu



aboard, 675 were rescued by the Cunard liner Carpathia and brought back to the Chelsea Piers on April 20th.

During World War I, the Chelsea Piers served as an embarkation point for soldiers leaving for the battlefields. As the '20s unfolded, new prosperity brought celebrities to our shores from Europe in grand style, until October 29, 1929 when the stock market crashed. By 1933, the Depression had wreaked havoc upon transatlantic travel, but the creation of such huge new vessels like the 1,000-foot Normandie and Queen Mary required that longer piers be built between West 44th and West 52nd Streets. The high point of that decade came when the United States Olympic team departed from the Chelsea Piers in July 1936, and when quadruple-gold-medal winner Jesse Owens later returned there to awaiting crowds.

In the late 1950s and 1960s, thanks to the birth of daily commercial jet service to Europe, nearly all transatlantic passenger ship travel came to a halt. The Chelsea Piers then served merely as a cargo terminal, but even that ended in 1967, when the last big tenants, the Grace and United States lines, relocated across the river to New Jersey. Like much of Manhattan’s waterfront, the Chelsea Piers were neglected after that.

In 1992, after six months of comprehensive research, a newly-formed company, Chelsea Piers Management, Inc., submitted a bid and proposal to the New York State Department of Transportation to develop and operate the Chelsea Piers.



Whatever your fancy – bowling, skating, golf, rock climbing, gymnastics, soccer, basketball – you'll find it at Chelsea Piers Sports and Entertainment complex.

The company was awarded the rights to lease the Chelsea Piers and to create a sports and entertainment facility on the premises. Construction began on July 12, 1994.

Now this 30-acre waterfront sports village located between 17th and 23rd Streets along Manhattan's Hudson River, a \$120 million, privately-financed project, has transformed four historic, but long-neglected, piers into a major center for public recreation and waterfront access. Situated on Piers 59, 60, 61 and 62 and in the headhouse that connects them, the Complex features the following sports and entertainment venues:

The Golf Club, with 52 heated and weather-protected hitting stalls on four levels, a computerized automatic ball tee-up system, and a 200-yard, net-enclosed artificial turf fairway. The Golf Club at Chelsea Piers is the most technologically-advanced golf driving range and teaching center in the United States.

The Sports Center, recognized as one of the country's premier sports and fitness facilities by *Men's Health*, *W, Shape*, *Allure* & *Time Out New York*. This 150,000-square-foot center is the ultimate destination for all who enjoy an active lifestyle. The length of three football fields, the Sports Center is New York's most open and spacious place to work out, train and compete.

Sky Rink, welcoming skaters of all ages and ability levels for general skating sessions, figure skating, hockey training and league play.

in the decorative atmosphere of the Maritime Hotel.

Marquee, 289 Tenth Avenue at 27th Street, makes the scene with its young crowd of well-connected club clientele. Dramatic and stylish details enhance the space, which includes an impromptu dance floor amidst lounges and banquettes.

Matsuri, 369 W 16th Street at Ninth Avenue. This chic restaurant combines authentic Japanese cooking with Chef Tadashi Ono's creative twist; topped off with fresh sushi bar nestled next to the dining room.

The Park, 118 Tenth Avenue, between 17th & 18th Streets. You'll find magnificent gardens and even hot tubs at this hot restaurant.

Q-Lounge, 220 West 19th Street, between Seventh & Eighth Avenues, is a great events space with billiards and a bar.

The Red Cat, 227 Tenth Avenue between 23rd & 24th Streets. Owned by chef Jimmy Bradley, it is a comfortable restaurant with a contemporary American menu.

Rocking Horse Café Mexicano, 182 Eighth Avenue between 19th & 20th Streets. Fresh tortillas, potent margaritas and funky corn husk light fixtures put this vibrant restaurant a step above the others in the area.



Old Homestead Steak House on Ninth Avenue

Wild Lily Tea Room, 511A West 22nd Street between Tenth & Eleventh Avenues, a gem worthy of its setting among the Chelsea galleries, featuring inventive high tea, sake tasting and lunch box specials. Colorful fish swim in a stone pond set into the floor.

Museums/Galleries

Andrea Rosen, 525 West 24th Street between Tenth & Eleventh Avenues, who shows mostly young artists on the up-and-coming.

Dia Center for the Arts on West 22nd Street, has drawn other Chelsea galleries to the neighborhood since opening in 1987. Features changing exhibits by a diverse selection of artists, plus a permanent collection.

Gagosian, 555 West 24th Street at Eleventh Avenue. An enterprising gallery with three branches in New York, one in Los Angeles and one in London.

Holly Solomon, Room 425, Chelsea Hotel, 222 West 23rd Street between Seventh & Eighth Avenues. Her foresight is legendary, as she was an early champion of photographer Robert Mapplethorpe.

Matthew Marks Gallery, 522 West 22nd Street & 523 West 24th Street, both between Tenth & Eleventh Avenue. Shows prominent modern artists as well as cutting-edge luminaries.

Pat Hearn Gallery, 530 West 22nd Street, between Tenth & Eleventh Avenue. Founded by art world pioneer Pat Hearn, who was known for her eclectic taste, the gallery evolves with the times, featuring trends in painting as well as conceptual, performance and feminist art.

Paula Cooper Gallery, 534 West 21st Street, founded by SoHo pioneer Paula Cooper, who moved to Chelsea in 1996 and transformed a storage building into dramatic exhibit space. Features minimalist sculptures, dot paintings and other provocative works.

Parks

Garden of the General Theological Center on Ninth Avenue, is a great place to commune with nature.

Hudson River Park, along the Hudson River from Battery Park to 59th Street on Manhattan's West Side.

The Empire Diner has been featured on the large and small screen as the quintessential New York diner.



Roller Rinks, offering the perfect venue for friends and families to enjoy the most exciting outdoor activities such as in-line skating, aggressive skating, BMX biking and skateboarding.

Field House, an 80,000-square-foot facility for gymnastics, team sports and league play, bursts with activity day and night.

AMF Chelsea Piers Lanes, a 40-lane, state-of-the-art bowling facility, equipped with automatic scoring, bumper bowling for children, and Extreme Bowling, a night-time bowling party featuring black lights, Day-Glo pins, music and fog machines.

Pier 60 and The Lighthouse, perfect for outdoor cocktails and special events.
Silver Screen Studios, Manhattan's largest center for film and television production



and photography with over 200,000 square feet of dedicated production space.

Other Notables

Chelsea Market, 75 Ninth Avenue, between 15th & 16th Street. First open to the public in 1997, this historic brick building is a former warehouse that now holds gourmet food vendors, kitchen supplies, flowers and dining. HBO and the Oxygen network also have offices in the upper floors.

Joyce Theater, 175 Eighth Avenue at 19th Street, is New York’s premiere venue for modern dance. Formerly the Elgin Theater, a movie house in need of refurbishment, the Joyce came to life when in 1979, famed choreographer Eliot Feld and arts entrepreneur Cora Cahan bought it and hired architect Hugh Harding to redesign the space. Now it stands as an art deco hall of dance, greatly responsible for the resurgence of arts in the neighborhood.

Chelsea Hotel, at 22 West 23rd Street, is famous for its legendary former literary guests, including Mark Twain, William Dean Howells, Tennessee Williams and O. Henry. The hotel was more recently famed and portrayed by Bob Dylan and Andy Warhol in their works. Constructed of red brick with lacy wrought-iron balconies and a mansard roof, this distinctive, out-of-place, 11-story landmark building opened in 1884 as a cooperative apartment house, and became a hotel in 1905.

Flower District, along Sixth Avenue from 25th to 29th Streets, has an abundance of trees and flowers beautifully displayed right on the sidewalk.

404 West 20th Street, the oldest house in the historic district, built between 1820 and 1830 in the Federal style.

Cushman Row, 406-418 West 20th Street between Ninth & Tenth Avenues. Built by dry-goods merchant Don Alonzo Cushman, a friend of Clement Clarke Moore, who made a fortune developing Chelsea, these homes represent some of the country’s most perfect examples of Greek Revival townhouses. They still retain incredible original details like wreath-encircled attic windows and recessed doorways with brownstone frames.

General Theological Seminary, 175 Ninth Avenue at West 20th Street. When Chelsea developer Clement Clarke Moore divided his estate, he deeded a block-size section to the Episcopal seminary, where he taught Hebrew and Greek. The campus is accessible through the 1960s-era building on Ninth Avenue, which houses administrative offices, a bookstore and the 240,000-volume St. Mark’s Library, one of the country’s greatest ecclesiastical libraries with a world-class collection of Latin and English bibles. The 1836 West Building is a fine early example of Gothic Revival architecture.



Chelsea Market

The newly developed park is a major attraction to the neighborhoods through which it runs. Beautifully landscaped and easily accessible, Hudson River Park features miles of greenery, running and biking paths, and countless picnic tables and benches. Throughout the warmer months, the city offers activities at the park such as kayaking, free outdoor movie screenings, and a variety of concerts.

Shopping

Balenciaga, 542 West 22nd Street

Bang Bang, 147 Eighth Avenue

Barneys Co-op, 236 West 18th Street

Bed Bath & Beyond, 620 Sixth Avenue

Best Buy, 60 West 23rd Street

Camouflage, 141 Eighth Avenue

The Container Store, 625 Sixth Avenue

Details, 142 Eighth Avenue

Elion Christine Millinery, 255 West 18th Street

Filene’s Basement, 620 Sixth Avenue

Home Depot, 40 West 23rd Street

Loehmann’s, 101 Seventh Avenue

“Chelsea contains a unique mixture... of artists and other creative types who live, work and play there.”

Old Navy, 610 Sixth Avenue

Parke & Ronen, 176 Ninth Avenue

Sacco Shoes, 94 Seventh Avenue

United Colors of Benetton,
120 Seventh Avenue

Whole Foods Market,
250 Seventh Avenue

Health & Fitness

Chelsea Piers Sports and Entertainment Complex, The Spa at Chelsea Piers, Pier 60 at 23rd Street and the Hudson River

Just Calm Down, 32 West 22nd Street

New York Sports Clubs,
270 Eighth Avenue & 128 Eighth Avenue

One of the neighborhood's most famous landmarks, The Chelsea Hotel



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