

SoHo & TRIBECA



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“Today when you think of SoHo, you think of an exciting, bustling European city...about eccentricity, creativity and diversity.”

SOHO & TRIBECA

A Stage of Transformation

SoHo, coined from the geo-directional phrase South of Houston Street, and TriBeCa, named for the Triangle Below Canal Street, gained prominence as neighborhoods through a behavioral



With its vibrant mix of residential and commercial living, including elegant high-rise apartments and new construction, trendy TriBeCa (the Triangle below Canal Street) is poised for more growth in the years to come.

equation. It goes like this: lots of cheap space + artists who needed the space to work = a certain bohemian magnetism that results in a competition for space (forcing out many of the original artists who inhabited there) + higher prices + an abundance of in-vogue shops, restaurants, galleries and more. ¶ Besides their romantic metamorphosis

into contemporary “in” neighborhoods, SoHo and TriBeCa also share great cast-iron architecture. One of New York’s gifts to the world, the cast-iron façade was all the rage between 1860 and 1890, as it was considered an inexpensive way to replicate fancy architectural detailing. Cast-iron façades were bolted onto the brick or stone masonry of a building, sheathing it in elaborate ornamentation.

SoHo

This square-shaped area surrounded by Houston Street (pronounced House-ton), Crosby Street, Sixth Avenue and Canal Street, is an ideal place to live and work, and is very centrally located. The spectacular pre-war, post-war and 1970s buildings that equally occupy the territory are over-dominated by the abundance of six-story loft buildings with grand windows. Interiors often follow a minimalist aesthetic mirroring the feel of the white-walled art galleries downstairs. In addition, some buildings have been retrofitted with at least a freight elevator. Residents today revel in their investments, and they are as alive, trendy, and talented as the neighborhood they occupy.

Today when you think of SoHo, you think of an exciting, bustling European city... all about eccentricity, creativity and diversity. Just step outside your doorway to discover the many high-end fashion boutiques, cutting-edge restaurants and hotels that await you, not to mention any of the hundred art galleries that display works covering the gamut of art disciplines.

TriBeCa

This triangle of land was first considered the Lower West Side, but after witnessing the revitalization of SoHo, market-smart real estate professionals pounced on the opportunity to capitalize on the catchier name. So TriBeCa it was, and it worked. By the late 1990s, it became a haven for the cool and hip, a thriving commercial, residential and artistic community just like neighboring SoHo.

People who live in TriBeCa live well, and enjoy the dichotomies of pleasure that the area brings – that is, a place that’s secure yet not overly established; one that’s exciting but not too outrageous; one that’s upscale in price, but all the while worth it! Pre-war buildings dominate this wonderful neighborhood, although many have been renovated into super-luxurious lofts with huge windows. With its vibrant mix of residential and commercial living, including elegant high-rise apartments and new construction, TriBeCa is poised for more growth in the years to come.

Neighborhood History

SoHo is a neighborhood that has been completely transformed from an industrial labyrinth to a desirable, luxurious, trendspot. Way before its present revival, SoHo endured its share of ups and downs. Its great farms were first subdivided and developed as a quiet residential suburb after the American Revolution, though the oldest still-existing house dates only from around 1806. By 1825, what is now SoHo was the most densely populated area of New York, and by 1840, it became highly fashionable. Expensive hotels and retail stores of sterling reputation lined Broadway by the 1850s, while the side streets were filled with brothels, dance halls and casinos.

Between 1860 and 1890, most of the cast-iron architecture so admired today was constructed, and the buildings served as factories or warehouses, often with shop fronts on the ground floor. As appealing as they are today, their Corinthian columns, Palladian windows and French Second Empire dormers functioned as sweatshops for southern and eastern Europeans working more than 12 hours a day. SoHo and Little Italy still overlap, and much of the remaining population is descended from those immigrant workers.

Though the sweatshops were put out of existence, SoHo stayed industrial until only recently. Gradually, the cast-iron buildings became outmoded and inconvenient, and small industry – paper-box companies, tool and die factories, wool remnant companies – moved elsewhere. In 1959, the City Club of New York published an influential report naming the area, then known as Hell’s Hundred Acres because of its frequent fires, or as The Valley (a lowland between the architectural highs of the Financial District and Midtown), an industrial slum lacking in noteworthy architecture.

But in the early 1960s, artists attracted by those same empty commercial buildings began moving in, illegally converting space to apartments and installing plumbing, wiring and heating. To protect themselves from profiteering landlords, they bought entire buildings, and tenants’ associations began lobbying for legalization. Major rejuvenation took place because artists couldn’t resist the enormous, affordable loft space available there. The art got bigger, and the area more popular.

By 1970, SoHo had become heaven for real estate brokers, as well as art dealers, some of whom descended from the pricier Upper East Side, and the artists themselves, who had begun to make a decent living. Film, video and “performance” art studios – the avant-garde media of the 60s – were now staples of SoHo artistic life; experimental dance and drama flourished, and cooperative galleries emerged. When zoning regulations regarding former warehouse spaces were rescinded in 1972 thanks to concerned artists’ efforts, SoHo got its push towards becoming the dynamic, sought-after neighborhood it is today.

The desirability of the area led to the establishment of the SoHo Cast-Iron Historic District – roughly bounded by Houston, West Broadway, Crosby and Canal Streets – to preserve the exquisite facades. Even the original “Belgian brick” cobblestones have been lovingly restored.

Schools

Art Institute of New York City,
11-17 Beach Street

Buckle My Shoe Nursery School,
40 Worth Street

Metropolitan College of New York,
75 Varick Street

Montessori School of Manhattan,
53-55 Beach Street

New York Law School,
57 Worth Street

PS/IS89, 201 Warren Street

PS150 TriBeCa Learning Center,
334 Greenwich Street

PS234, 292 Greenwich Street

Stuyvesant High School,
345 Chambers Street

Restaurants/Bars

Aquagrill, 210 Spring Street at Sixth Avenue, an incredibly good seafood restaurant and extensive raw bar.

Azafran, 77 Warren Street, between West Broadway and Greenwich Street, offers made-to-order paella, tapas, and other fine Spanish items.

Balthazar, 80 Spring Street between Broadway & Crosby Street. Serving classic French cuisine, the clientele includes everyone from celebrities to average diners who crave the look and feel of an upscale Parisian brasserie.

Barolo, 398 West Broadway between Broome & Spring Streets. Set in the heart of SoHo, Barolo has a splendid garden dining and offers excellent Italian cuisine and an extensive wine list.

Blue Ribbon, 97 Sullivan Street between Prince & Spring Streets, is a small American bistro and popular late-night hangout.

Bubby’s, 120 Hudson Street. A kid-friendly restaurant serving the ultimate in comfort food.

Café Noir, 32 Grand Street at Thompson Street. A French style bistro with cuisine from Morocco, Spain, and southern France. Great for groups and Sangria sipping.

Chanterelle, 2 Harrison Street at Hudson Street. With specials like seafood sausage and striped bass, this French establishment offers some of the finest French cuisine in New York.

City Hall, 131 Duane Street between Church Street & West Broadway, a tasteful New York theme restaurant, with black-and-white photos of old New York and an impressive raw seafood bar among its attractions.

Danube, 30 Hudson Street between Duane & Reade Streets, a jewel box of a restaurant that evokes turn-of-the-century Vienna.

Dos Caminos, 475 West Broadway at Houston Street, has legendary guacamole, made tableside, and upscale Mexican cuisine.

Dylan Prime, 62 Laight Street at Greenwich Street. Gourmet steak house with just as many delicious non-beef entrees to choose from.

Felix, 340 West Broadway. The place to go for French cuisine, this restaurant is known for its delicious brunch menu.

Fiamma Osteria, 206 Spring Street between Sixth Avenue & Sullivan Street. A superb wine cellar, exceptional Italian fare, and a sophisticated dining room combine to make Fiamma a hot restaurant.

Kittichai, 60 Thompson Street between Broome & Spring Streets is an authentically Thai restaurant featuring stunning orchids, rich teak wood, and Buddhas bearing good dining fortune.

Lure Fishbar, 142 Mercer at Prince Street, is anchored by fresh, reinvented nautical themed digs and a menu of refined seafood dishes featuring accents like shredded jicama, plum-wine, sweet roasted tomatoes and soy-ginger marinade.

Megu, 62 Thomas Street between Church Street and West Broadway. Mixing modern and antique décor with luscious (mostly organic) Japanese food, Megu is a sensory knock-out.

Mercer Kitchen, 99 Prince Street in the Mercer Hotel. Jean-Georges Vongerichten's French-New American experience attracts models, celebs, and restaurant-savvy New Yorkers.

Montrachet, 239 West Broadway between Walker & White Streets.



The scent of fabulous baked breads wafts through the air as you walk past this SoHo landmark.

TriBeCa first blossomed as a commercial center with the age of the steamship, when deep-water wharves along the Hudson took away shipping business from the older, shallow-draft piers of the East River. Washington Market, the island's first major fruit and veggie market, spurred the district's commercial development as the Federal and Greek revival residences were converted to warehouses.

Today TriBeCa is a highly regarded community for people of all kinds. There's some of everything to take advantage of, whether it be good food, wine, art or clothing. There are plenty of quaint eateries, where style and grace are as important as the food that's served, and plenty of clubs and entertainment outlets.

The area tends to attract social people who thrive on entertaining guests in their spacious lofts. Like its sister SoHo, TriBeCa has become known for its cast-iron architecture, developed in the mid-19th century as an alternative to fancy architectural detail. The area still features magnificent pre-war buildings throughout, with many having been renovated into the most exquisite loft spaces.

Notables

Haughwout Building, 488 Broadway at Broome Street, nicknamed the Parthenon of Cast Iron. This Venetian palazzo-style structure was built in 1857 to house Eder Haughwout's china and glassware business. Inside, it once contained the world's first commercial passenger elevator, a steam-powered device invented by Elisha Graves Otis.

TriBeCa Film Center, 375 Greenwich Street, a professional building in an old warehouse, featuring editing/screening rooms, production offices, etc. Developed by Robert De Niro, the building houses the offices of such industry heavy hitters as Miramax Films, Steven Spielberg and Quincy Jones. Like many other buildings in this area, it is a former factory, the old Coffee Building.

The Clocktower, 108 Leonard Street and Broadway, a non-profit arm of the Institute of Contemporary Art, with its gorgeous Beaux Arts exterior.

Franklin Furnace, 112 Franklin Street, part gallery, part theater, part "installation."

Let There Be Neon, nearby 38 White Street, an emporium showing small and large expressions of what began as an advertising ploy and resulted as an art form.

The SoHo Cast-Iron Historic District, bounded by Houston Street, West Broadway, Crosby and Canal Streets. It was created to help preserve the exquisite facades and restore the Belgian brick cobblestone streets within.

Greene Street, the block between Canal & Grand Streets, where you'll find cast-iron architecture at its finest, including the Queen of Greene Street and King of Greene Street.

Harrison Street, between Greenwich and Hudson Streets, is a perfect museum of a block with its Federal row houses.

New York Mercantile Exchange, on Harrison Street, is an old ornate red brick building with a square corner tower topped by a bulbous roof. Below at street level is the acclaimed French restaurant, Chanterelle.

Succulent French cuisine featuring a popular Friday prix fixe lunch.

Nobu, 105 Hudson Street at Franklin Street. A swank contemporary-style Japanese haunt that features a curved wall of river-worn black pebbles, a hand-painted beech floor, bare wood tables and birch trees.

Raoul's, 180 Prince Street between Sullivan & Thompson Streets. A true French bistro, this SoHo landmark offers its patrons excellent food in a very romantic setting.

Scalini Fedeli, 165 Duane Street between Greenwich & Hudson Streets, will transport you to the Italian countryside with its outstanding service and romantic vaulted dining space.

Sui, 54 Spring Street between Lafayette and Mulberry Streets, brilliantly fuses Japanese stand-bys like spicy tuna with European classics like peppery arugula and salty prosciutto.

TriBeCa Grill, 375 Greenwich Street at Franklin Street, at the ground floor of Robert De Niro's TriBeCa Film Center complex. Serves New American Cuisine.

Woo Lae Oak, 148 Mercer Street between Houston and Prince Streets, carefully blends upscale Korean Barbeque with distinct SoHo style. In typical Korean fashion, diners have the option to cook their own meals over open flames, or have a trained chef prepare their food for them.

Zoe, 90 Prince Street between Broadway and Mercer Street, boasts an Award-winning wine list of exclusively American selections (over 250 wines including boutique and library selections and limited productions) to go with a menu of contemporary American dishes.

Museums/Galleries/Theaters

In the block of West Broadway between Spring & Prince Streets is a group of the historically most influential SoHo art galleries. At 420 West Broadway are the Sonnabend Gallery and the Leo Castelli Gallery, as well as Germans Van Eck, the Charles Cowles Gallery, and the 49th Parallel.

Manhattan Children's Theater, 380 Broadway. Classic productions include regular children's favorites like Rumpelstiltskin. It also hosts acting

and theatrical classes for youth ages 3-12.

Artists Space, 38 Greene Street at Grand Street. The gallery space is a loft divided up by interior walls that create a kind of twisty, maze-like feeling. The staff's good explanations of the artists' motives help make the artwork more understandable and accessible.

Museum of African Art, 593 Broadway near Prince Street, featuring an exhibit space by Maya Lin, the same woman who designed the Vietnam Memorial in Washington.

Museum of Contemporary Hispanic Art (MOCHA), at 584 Broadway between Houston & Prince Streets. Founded in 1974 by the Historical Society of the Friends of Puerto Rico, with exhibit works by Latin American artists living in NYC and the U.S.

The New York City Fire Museum, at 278 Spring Street near Varick Street, where real firefighters give the tours, features a collection of authentic fire-fighting tools from the 18th, 19th and 20th centuries.

TriBeCa Performing Arts Center, 199 Chambers Street. Presents and produces theatrical works and brings exciting and unusual concerts, dance and other performing arts.

TriBeCa Playhouse, 111 Reade Street. Home to the Worth Street Theater Company, which is dedicated to presenting the classics.

Parks

Duane Park, at Duane and Hudson Streets, a calm shady respite. The city bought the park from Trinity Church in 1797 for \$5. Cheese, butter and egg warehouses have surrounded this oasis for more than a century.

Hudson River Park, behind the huge Stuyvesant High School building on Chambers Street as you head west toward the Hudson River. A landscaped paradise with playgrounds, promenades and walkways, plus handball and basketball courts, and grassy areas for relaxing.

Washington Market Park, bounded by Greenwich, Chambers & West Streets, one of the island's best-designed small parks on the site of the original 18th century market. This haven was named after the great food market that once sprawled over the

Staple Street Little more than an alley, this street was named for the eggs, butter, cheese and other staple products unloaded here by ships in transit that didn't want to pay duty on any extra cargo charge.

The SoHo Building, 104-110 Greene Street, towering 13 stories, was the neighborhood's tallest building until the SoHo Grand Hotel went up in 1996. This was the first major hotel to be built in the area since the 1880s.

SoHo Grand Hotel, 310 West Broadway between Canal & Grand Streets, the first major hotel to appear in this area since the 1800s. Opened in 1996, it was designed to pay tribute to the neighborhood's architectural history, particularly the cast-iron historic district. Serving as a "dog bar," a 17th century French stone basin greets you at the hotel's entrance, signaling that pets are welcome.

Canal Street, which forms TriBeCa's northern border and runs straight through to Chinatown, contains a seemingly endless stream of electronic shops, hardware stores and bargain retail outlets of all kinds. In the 19th century, there was an actual 40-foot-wide canal on Canal Street, with a promenade on either side. It drained the Collect, a superb freshwater pond that gradually became polluted over the colonial years. The canal, a public works project created in response to unemployment, was later covered over. In the last decade, Canal Street has been known more for its flea market flair.

Mercer Street, still paved with its 19th century Belgian blocks, named after Hugh Mercer, a surgeon and brigadier general in the Revolutionary War.

The former American Thread Building, 260 West Broadway, was recently revived and converted to condominiums.

Western Union Building, 60 Hudson Street between Thomas & Worth Streets, a noteworthy building by architect Ralph Walker. When it opened in 1930, the Western Union Building housed telephone, telegraph, and ticker machinery, as well as a messenger service and classrooms where Western Union messenger boys could continue high school.

Bubby's, one of TriBeCa's most popular restaurants, offers spectacular brunches and exceptional comfort food.





Cafe Borgia II on Prince Street offers the perfect ambiance for catching up with friends.

area, and today is a landscaped oasis that has great playground equipment for kids.

Shopping

Apple Store, 103 Prince Street

Anthropologie, 375 West Broadway

Armani Casa, 97 Greene Street

Assets London, 152 Franklin Street

Aveda, 456 West Broadway

Bagutta Life, 76 Greene Street

Barneys, 116 Wooster Street

Betsey Johnson, 138 Wooster Street

Broadway Generation, 23 Park Place

Calypso, 424 Broome Street

Chanel, 139 Spring Street

Coach, 445 West Broadway

D&G, 434 West Broadway

Dean & DeLuca, 560 Broadway

DKNY, 420 West Broadway

Doggystyle, 100 Thompson Street

Eastern Mountain Sports,
591 Broadway

Emporio Armani, 410 West Broadway

The Enchanted Forest,
85 Mercer Street

FACE Stockholm, 110 Prince Street

Hogan, 134 Spring Street

**Jae Jarrell Vintage Menswear and
Collectibles**, 466 Greenwich Street

Janovic Plaza, 136 Church Street

Joseph, 106 Greene Street

Julian and Sara, 103 Mercer Street

Kate's Paperie, 561 Broadway

Kors, 159 Mercer Street

L'Occitane, 146 Spring Street

La Lumia, 253 Church Street

Les Petits Chapelais,
142 Sullivan Street

Ligne Rosset, 155 Wooster Street

Marc Jacobs, 163 Mercer Street

Max Mara, 450 West Broadway

The Metropolitan Museum of Art Store, 113 Prince Street

Miss Sixty, 386 West Broadway

Miu Miu, 100 Prince Street

Moss, 146 Greene Street

OK Cigars, 383 West Broadway

Oliver Peoples, 366 West Broadway

Patagonia, 101 Wooster Street

Plein Sud, 70 Greene Street

Prada, 575 Broadway

Puma, 521 Broadway

Ralph Lauren, 381 West Broadway

The Scholastic Store, 557 Broadway

Scoop, 532 Broadway

Sephora, 555 Broadway

Shabby Chic, 83 Wooster Street

Sorelle Firenze, 139 1/2 Reade Street

Issey Miyake, 119 Hudson Street

Uno TriBeCa, 123 West Broadway

Vosges Haut Chocolat,
132 Spring Street

YHK International Department Store, 11 Jay Street

Yohji Yamamoto, 103 Grand Street

Health & Fitness

Atmananda Yoga Center,
552 Broadway

Bliss Day Spa, 568 Broadway

Eastern Athletic Clubs,
80 Leonard Street

Equinox Fitness Clubs,
54 Murray Street

Lush, 98 Thompson Street

Maximus Day Spa, 15 Mercer Street

SoHo Sanctuary, 119 Mercer Street



While lofts dominate the make-up of TriBeCa, many new luxury high-rises can be found in various areas throughout the neighborhood.

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