

NoHo

Trendy Manhattan neighborhood still retains the feel of old New York

BY ALISON FOX
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Strolling down the cobblestone streets of NoHo and staring up at the loft-style apartment buildings, New Yorkers can almost imagine a grittier time in the city.

That feel of old New York, residents said, is what gives the small enclave its charm: It's just cool enough to hearken back to the days when the city was just a bit dirtier, just a bit cooler.

The area, a large swath of which is landmarked, is a mix of new construction and buildings from the 1800s, said Rob Morea, a sales associate with Great Jones Realty who has worked in the neighborhood for 28 years.

"It's basically new among the old," said Morea. "It's kind of this high-end story of New York."

Morea said the new construction, which has been booming for the past 10 years or so, has led to an increase in neighborhood prices. But lately, he said, even that has started to slow down.

In 2015, the median recorded sales price for the area was \$3.9 million, according to list-



FIND IT

NoHo is bordered to the north by East Eighth Street, the south by East Houston Street, the east by the Bowery and Cooper Square and the west by Broadway, according to StreetEasy.

ings site StreetEasy. The median recorded sales price for Manhattan in 2015 was much lower, at \$985,000.

As of October 2016, the median recorded sales price for NoHo fell to \$3.2 million, according to StreetEasy.

"We've seen a softening of the high-end developments," Morea said.

"You're getting people who might be thinking about starting a family but aren't quite there yet."

Ricardo Riethmuller, 33, has been living in NoHo for about 10 years, and attended nearby NYU before that. Riethmuller loved the area so much that when he moved earlier this month, he decided to stay within the boundaries of NoHo.

"It's really at the crossroads of all the communities," said Riethmuller, who works as a theater and film director and producer. "It's very much at the center of the city. It's very eclectic."

REAL ESTATE

TO RENT

308 Mott St. #2B
Studio, 1 bath; \$1,995 per month

301 Elizabeth St. #PH1
2 bed, 2 bath; \$6,095 per month

172 Crosby St. #PH9B
3 bed, 3 bath; \$29,550 per month

TO BUY
46 Great Jones St. #2
2 bed, 1 bath; \$2,350,000
652 Broadway #3
3 bed, 2X bath; \$4,650,000
62 Cooper Square #PH
8 bed, 9.5 bath; \$29,500,000



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Residents love NoHo for its quiet streets and proximity to other areas.

LINDA ROSIER

TO DO

The Public Theater
425 Lafayette St.

Grab a show at this famed theater where the musical "Hamilton" got its start and where the popular, free Shakespeare in the Park is produced.
publictheater.org

Great Jones Spa
29 Great Jones St.

Relax at this neighborhood spa, which offers everything from facials and massages to a thermal hot tub. Grab a juice at their cafe next door after.
gjspa.com

Cooper Square
Hang out in this bustling square where people watching and cool architecture is all around you.

TO EAT

Misirizzi
36 E. Fourth St.
Snack on antipasti and sample mint pappardelle at this Italian restaurant that opened a few months ago.
misirizzi.nyc

The Bowery Market
348 Bowery
Grab a sandwich at the outpost of Italian shop Alidoro or some fresh fish from outdoor sushi bar Sushi on Jones at the open-air food market that used to be an auto mechanic shop.

thebowerymarket.com

BBar and Grill
40 E. Fourth St.

Sit down by the roaring fire at this American restaurant, which was opened in a converted Gulf gas station.
bbarandgrill.com

Valentine's Day or take a class to learn how to arrange your own bouquets (they offer classes from "mommy and me" to flower crown making).
adore.nyc

Rooq Fine Art and Custom Framing
13 E. Fourth St.

Pick up a print or custom frame at this neighborhood business.
rooqnyc.com

TO DRINK

Swift Hibernian Lounge
34 E. Fourth St.

This Irish bar has been around since 1995. Sit among the reclaimed church pews and sip a Guinness along with several other neighborhood locals.
swiftnycbar.com

Bleecker Street Bar
56 Bleecker St.

Grab a beer and play some darts or watch a game at this sports bar in a landmarked building, serving the neighborhood since 1990.
bleeckerstreetbarnyc.com

The Wren
344 Bowery
Sip a spiked hot apple cider or Great Jones cocktail (Scotch, walnut liqueur, maple syrup, black walnut bitters, neat) at this neighborhood gastropub.
thewrennyc.com

TO SHOP



ASTOR WINES & SPIRITS

Astor Wines & Spirits
399 Lafayette St.
This West Village staple moved to NoHo in 2006 and took up space in the De Vinne Press Building, built in the 1880s. The shop even offers free tastings several times each week.
astorwines.com

Adore Floral Inc.
357 Lafayette St.
Beautiful and opulent displays line the windows of this NoHo flower shop. Order for

Q&A with Christophe Jadot

Co-owner of Honeybrains



CHRISTOPHE JADOT

Christophe Jadot opened Honeybrains with his partners in December. Now, just a few months into their health-focused venture, Jadot said the response has been great. The focus is on how different food groups, along with spices, fermented food and natural sweeteners like raw honey, help to feed not only your body, but your brain (one of the brains behind the venture is a full-time neurologist).

Why did you choose NoHo?

We like the demographic of NoHo in general. We have residential, we have people working there, we have the students. It's just a great neighborhood in general. For our first location we were looking for a place that we had good exposure. At least we create a name and have as much exposure and brand awareness.

How has the feedback been so far?

It's been crazy. The people are responding well. We're just trying to be a people's place.

What is the importance of natural sweeteners?

We don't use any processed sugar in our food or our drinks, stevia is there, too.

We have five different food groups that we use mainly. [Note: those are fruits, vegetables, whole grains, legumes and healthy fats] It's different, people like it.