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MIDTOWN WEST

Bustling With Activity and Artistry

When most people think of New York City, they envision the bright lights, tall buildings and bustling crowds of Times Square and the Theater District. Midtown West, which sprawls from



Approximately 36 theaters offering world-renown "Broadway" productions wow patrons nightly in the small slice of Manhattan known as the Theater District.

30th Street to 59th Street on the west side of Fifth Avenue over to the Hudson River, offers many of Manhattan's most frequented sites, plus everything from the performing to culinary arts. For residents, it also includes the interior neighborhood fondly known as Clinton.

“[Clinton] has emerged as a perfect example of a desirable, trendy, vibrant neighborhood that has it all.”

Clinton

The popular Clinton neighborhood of today was formerly referred to as Hell's Kitchen, and for most of the 20th century, it suffered a reputation as a run down area. However, beginning with the late 1990s, the area from West 34th Street to West 59th Street between Fifth Avenue and the Hudson has undergone a transformation and has emerged as a perfect example of a desirable, trendy, vibrant neighborhood that has it all.

Comprised of approximately 20 streets lined with charming brick row houses and distinctive brownstones, lush trees and garden boxes, Clinton is a neighborhood that has recently undergone even more transformation with the addition of several luxury high-rise residential buildings on Eighth, Ninth, Tenth, and Eleventh Avenues. The area is filled with a diversity of residents that range from descendants of European immigrants of previous centuries to a more recent Latin American and Asian transition. Its homogenous housing known for predominantly five- or six-story walkups is renowned throughout the city, especially since different features are apparent inside each apartment.

Newly-renovated buildings provide much more bathroom, kitchen and closet space than the older designs, and are just as sought after. Clinton residents are extremely loyal to their neighborhood, tend to live there for a lifetime, and are happy to have found a once-raw yet still-valuable gem in the middle of Manhattan. Many also stay active in politics and area preservation, which includes the Special District Clinton Coalition that has effectively prevented large-scale development in the area to help retain the quaintness of its appeal.

Neighborhood History

Since the turn of the century, the Times Square area has been the city's main theater district. Before then, it was New York's horse-trading center, known as Long Acre Square. The arrival of the subway and the *New York Times*, then a less prestigious paper which moved there in exchange for having its name grace the square, brought drastic change. On December 31, 1904, the *Times* celebrated the opening of its new headquarters at Times Tower on West 42nd Street between Broadway and Seventh Avenue.

Today One Times Square Plaza is topped with the world's most famous rooftop pole, down which a 200-pound illuminated ball falls each New Year's Eve to the screaming public below. Though a much-welcome clean-up has taken place, some things never change, and never should...current zoning still requires that buildings be decked out with ads as they have been for nearly a century.

The history of the name "Hell's Kitchen" is one of street legend. Supposedly two policemen watching a street fight one muggy summer night gave the district its original name. One said, "This neighborhood is hot as hell;" the other corrected him saying, "Hell is cool. This here is Hell's Kitchen." Later, the name Clinton was given to the area because of its association with DeWitt Clinton, a nephew of first New York State Governor George Clinton, who owned the farmland back in late 18th century.



Most New Yorkers know the noisy, busy Garment district, a loosely-defined area between Madison and Eighth Avenues in the west 30s, as a purely commercial area. While that's mostly what it is, the lack of affordable space has driven demand to the lofts in the area, especially where renters looking to both live and work there are concerned.

The Garment District took shape during the late 19th century, when new laws drove clothing manufacturers out of Lower Manhattan tenements and into manufacturing lofts. Originally, the garment industry was clustered around Madison Square, but when that area became fashionable the trade was forced to expand westward.

For much of the 20th century, New York's Garment District was the busiest hub for fashion production in the world. Walk along Seventh Avenue as you pass through the area and you'll see the subtitle "Fashion Avenue" still remaining. The American garment industry as a whole has shrunk due to cheap imported goods, with the New York sector further threatened by transportation difficulties and high labor costs. Until recent years the entire industry, from designers to cutters, seamstresses and marketing professionals, stayed within the district's borders, but with more recent gentrification and a changing workforce, many manufacturers have moved their operations to cheaper quarters in Chinatown and elsewhere in the city, leaving only their showrooms behind.

Schools

American Academy McAllister Institute, 450 West 56th Street

Circle in the Square Theater School, 1633 Broadway

Environmental Studies High School, 444 West 56th Street

HS of Graphic Communication Arts, 439 West 49th Street

John Jay College, 899 Tenth Avenue

“...current zoning still requires that buildings be decked out with ads as they have been for nearly a century.”

Park West High School, 525 West 50th Street

Practicing Law Institute, 810 Seventh Avenue

PS017 Hudson River, 328 West 48th Street

PS051 Elias Howe School, 520 West 45th Street

PS058 Manhattan School, 317 West 52nd Street

PS111 Adolph S. Ochs School, 440 West 53rd Street

Spanish American Institute, 215 West 43rd Street

State University & College of Optometry, 33 West 42nd Street

(continued)

Restaurants/Bars

"21" Club, 21 West 52nd Street. A trademark row of jockey statuettes adorns the wrought-iron balcony of this landmark restaurant, which has a men's-club atmosphere and lively downstairs bar. After a period of decline in the 1980s, when its menu and wealthy clientele aged, "21" reinvented itself in the 1990s...and the power brokers are back, as is the ambiance of the past. 212.582.7200

Asiate, 80 Columbus Circle at 60th Street. French and Japanese trained Nori Sugie has created a powerfully delicious French Japanese fusion menu that leaves diners satisfied and intrigued by his innovative food pairings. 212.805.8881

Becco, 355 West 46th Street between Eighth & Ninth Avenues, is PBS's Lidia Bastianich's West Side Italian eatery —Felidia is its East Side cousin. An all-you-can-eat three-pasta prix-fixe dinner is a must have accompanied by a choice pick from the \$20-and-under wine list. 212.397.7597

Birdland Jazz Club, 315 West 44th Street between Eighth & Ninth Avenues. Noted as the "jazz corner of the world," this landmark club, which has started the careers of many of jazz's legends, now serves up great drinks, classic fare, and fabulous live music. 212.581.3080

Blue Fin, 1567 Broadway at 47th Street, is an unlikely find amongst the more touristy Times Square eateries. Located in the W hotel, Blue Fin's menu is primarily New American accented by a raw bar and sushi items. 212.918.1400

Bryant Park Grill, 25 West 40th Street between Fifth & Sixth Avenues. Grafted onto the New York Public Library in Midtown's Bryant Park, this stylish eatery regularly draws seasonal tourists and business lunchers to its tables with its serene setting, cut flowers, and rooftop garden. 212.840.6500

Café Gray, 10 Columbus Circle at 60th Street, 3rd Floor. This impeccable French fusion restaurant is a definite special occasion treat. The gorgeous space, design and details — all \$6 million dollars worth — are the perfect backdrop to awe inspiring creations like chef Gray Kunz's acclaimed beef short ribs. 212.823.6338

Carmine's, 200 West 44th Street between Broadway & Eighth Avenue, where West Siders and theater goers gather for huge portions of home-style Italian cooking, served family style. 212.221.3800

Trump International Hotel and Tower at One Central Park West



AOL Time Warner Headquarters, Mandarin Hotel, and Columbus Centre at One Central Park



Carnegie Deli, 854 Seventh Avenue between 54th & 55th Street. Still a favorite of tourists and New Yorkers alike with huge portions, some of the best pastrami sandwiches in the city, and countless pictures of celebrity patrons adorning every wall. 212.757.2245

Churrascaria Plataforma, 316 West 49th Street between 8th & Ninth Avenues. The ultimate destination for the meat lover, this upscale Brazilian steakhouse is an all-you-can-eat barrage of beautifully cooked prime beef, ribs, and pork. 212.245.0505

Esca, 402 West 43rd Street at Ninth Avenue is another stunner from winning restaurateurs Mario Batali and Joe Bastianich. With its notable raw bar and Southern Italian seafood menu, Esca is authentic and wonderful. 212.564.7272

Joe Allen, 326 West 46th Street between 8th & Ninth Avenues, is an informal American restaurant with a low-key atmosphere and a top-notch menu that's crafted daily. 212.581.6464

Le Bernardin, 155 West 51st Street between Sixth & Seventh Avenues. A trend-setting French seafood restaurant with a nightly power scene. 212.554.1515

Megu, 845 Union Plaza at 47th Street, is a lavishly decorated, dramatic Japanese restaurant with an ice Buddha sculpture and incredible dishes with strikingly beautiful presentation. 212.964.7777

Masa, 10 Columbus Circle at 60th Street at Broadway, 4th Floor, is exclusive, indulgent and absolutely divine. Budgets beware as possible guilt about this pricey prix fixe will be quickly squashed with the first bite of one of Chef Masa's unrivaled sushi creations. 212.823.9800

Molyvos, 871 Seventh Avenue between 55th & 56th Streets. One of the best Mediterranean restaurants outside of Greece, Molyvos consistently wins the hearts and taste buds of New Yorkers. 212.582.7500

Palm, 837 Second Avenue between 44th & 45th Streets, boasts gargantuan steaks and lobsters. One of its claims to fame is being "the oldest family-owned white tablecloth restaurant to expand across the United State and still maintain family ownership"—there are over 25 of these gems across the country. 212.687.2953

Per Se, 10 Columbus Circle 60th Street at Broadway, 4th Floor. Per Se's French-

New American dishes are worthy of all the chatter they've created amongst New York's most discriminating foodies. Eating at Per Se is a special occasion in and of itself. 212.823.9335

Rainbow Room, 30 Rockefeller Center, 65th Floor, a relic from a long-gone age of romance is still among the most opulent dinner settings in the city. Giving its diners a true New York experience, the stunning ballroom, situated around a slowly-revolving dance floor, offers spectacular views, while couples dance to the sounds of the 12-piece big band. 212.632.5100

Redeye Grill, 890 Seventh Avenue at 56th Street, is "home of the dancing shrimp," with fantastic seafood and a swanky jazz brunch on Sundays. 212.541.9000

Russian Vodka Room, 265 West 52nd Street between Broadway & Eighth Avenue. Dark, sexy, and distinctly Soviet, this theater district bar specializes in vodkas infused with interesting and exotic flavors. 212.307.5835

Thalia, 828 Eighth Avenue, between 50th & 51st Streets. In the heart of the theater district rests this colorful, architecturally impressive and award winning American restaurant. 212.399.4444

The View, in the heart of Times Square, 1535 Broadway at 45th Street, 47th Floor, at the top of the Marriott Marquis hotel. Featuring breathtaking views from the center of Midtown Manhattan, this revolving rooftop restaurant is an ideal place to go for a cocktail or to enjoy the generous buffet dinner and dessert with the skyline at your fingertips. 212.704.8900

Trattoria Dell'Arte, 900 Seventh Avenue between 56th & 57th Streets, a popular trattoria near Carnegie Hall known for the oversized renderings of body parts displayed alongside portraits of Italian artists in its three dining rooms. 212.245.9800

Museums/Galleries

American Craft Museum, 40 West 53rd Street between 5th & 6th Avenues. Opened in 1956 by the American Craft Council, it mounts exhibits of jewelry, textiles, and robots, has a slide collection and an extensive library open to members, and sells exhibition catalogues, crafts, and books.

International Center of Photography, at 1133 Sixth Avenue &

Notables

General Post Office, 8th Avenue between 33rd & 34th Streets, was built in 1913 in the classical Revival style and made of granite to complement the original Pennsylvania Station. Inscribed over its massive columns on the façade is the famous but unofficial postal service motto, "Neither snow nor rain nor heat nor gloom of night stays these couriers from the swift completion of their appointed rounds."

Madison Square Garden, at 33rd Street & Seventh Avenue, home to the New York Knicks basketball, and New York Rangers hockey teams, the famous arena has also played host to some of the biggest sporting, music, theater, and political events ever to take place in Manhattan.



Madison Square Garden and the entrance to Penn Station on Seventh Avenue between 32nd & 33rd Streets

Macy's, at 151 West 34th Street, between Sixth & Seventh Avenue, holds rank as the largest department store in the world, offering everything from designer clothing and jewelry to home furnishings. The dry goods firm R.H. Macy built its store on the current site in 1901. The annual Macy's Thanksgiving Day Parade culminates right in front of Macy's at Herald Square.

Herald Square, at the intersection of Sixth Avenue, 34th Street & Broadway. The square is named after the *New York Herald*, which was headquartered in its vicinity from 1893 to the 1920s.

The Empire State Building, at 34th Street & Fifth Avenue. It's no longer the world's tallest skyscraper, but the classic Art Deco architecture and rich history make the 102-story Empire State Building a popular stop for visitors to the City. Built in 1931, the 1,454 foot tall building has an exterior observatory on the 86th floor from which visitors can see up to 80 miles away on a clear day.

Port Authority Bus Terminal, 42nd Street between Eighth & Ninth Avenues. Approximately three dozen bus lines operate from the Port Authority Bus Terminal, serving approximately 55 million riders a year.

Times Square, from 42nd to 44th Street where Broadway & Seventh Avenue cross. Known as the Crossroads of the World, Times Square is the heart of New York City, where commerce meets the performing arts, and is a magnet for business, innovative advertising, and tourism. Times Square is at the core of Manhattan, and an attraction which draws crowds each day and night to the stores, lights, billboards, shows, etc. that typify the area. While Times Square itself is actually two triangles formed by the angle of Broadway crossing Seventh Avenue, the name also applies to the general area that spans beyond the intersection of these streets.

Theater District, New York's Great White Way, all contained within a thin strip of the city from 53rd Street to 42nd Streets between Sixth & Eighth Avenues. Approximately 36 theaters offering world-renown "Broadway" productions are crammed into this small slice of Manhattan, and most are open to thrill crowds nightly.

University Club, 1 West 54th Street. Rated among architect Charles McKim's best surviving works, this 1899 Renaissance Revival granite palace was designed for an exclusive midtown club of degree-holding men.

The Diamond District, 47th Street between Fifth & Sixth Avenues. Marked by two lamppost sized illuminated diamonds, these street-level jewelry shops and expert trading/crafting floors above handle over 90 percent of the diamonds that come into the United States. Since most of the shops are open to retail customers, the Diamond District has become a favorite spot for New Yorkers and tourists to bargain for beautiful jewelry and loose gems.

Rockefeller Center, between Fifth Avenue & Avenue of the Americas and 47th & 52nd Streets. The famous midtown complex features shops, restaurants, the famous ice skating rink, and the popular Rainbow Room. This is also the site of New York's beloved enormous Christmas tree, to which throngs of tourists flock every year. Conceived by John D. Rockefeller during the Great Depression of the 1930s, the Rockefeller center complex – "The greatest urban complex of the 20th century," according to the AIA Guide to New York City – occupies nearly 22 acres



43rd Street. Founded in 1974 by photojournalist Cornell Capa and his brother Robert Capa, ICP exhibits from its permanent collection of 45,000 works.

Museum of Modern Art (MoMA) at 11 West 53rd Street between Fifth & Sixth Avenues. MoMA is the city's – and world's – foremost showcase of 20th century art. Opened in 1929 on the heels of the stock market crash, the museum presented a revolutionary first exhibition featuring Cezanne, Gauguin and Van Gogh. MoMA expanded several times before moving in 1939 into its present building. A major overhaul begun in 1997, led by Japanese architect Yoshio Taniguchi, has radically altered the look and feel of the museum, but could never threaten the museum's world-renown status. It is a showcase for early post-impressionism, cubism and surrealism to abstract expressionism and pop art.

Museum of Television and Radio, 25 West 52nd Street near Fifth Avenue, dedicated to audio-visual artifacts with a collection of over 100,000 television and radio shows and commercials. Three galleries of photographs and artifacts document the history of broadcasting in this 1989 limestone building by Philip Johnson and John Burgee.

The Intrepid Sea-Air-Space Museum at 46th Street & Twelfth Avenue. The aircraft carrier Intrepid, whose planes destroyed 650 enemy planes and 289 enemy ships in World War II, was refurbished as a museum.

Parks

Bryant Park, between 40th & 42nd Street and Fifth & Sixth Avenues, is



a public park and a New York City Scenic Landmark, designated by the Landmarks Preservation Commission in 1974. Prior to its existence as a public park, the site served as a 1776 battleground for George Washington's troops as they fled British forces. Later, it was a graveyard for paupers. In 1842, when the Croton Reservoir was constructed on the land now occupied by the Public Library, the site behind the reservoir was named Reservoir Square and used as public space. In 1853, the Crystal Palace, built for the first World's Fair, was erected there. During the Civil War, Union troops camped in the square, renamed Bryant Park in 1884 to honor the memory of William Cullen Bryant, editor, poet and leading advocate of the creation of Central Park. Following a dramatic renovation in the early '90s, Bryant Park became Midtown's only major green space, and is considered one of the best-loved and most beautiful small parks in the city. Nice weather draws thousands of lunching office workers, who also come for the live music and free outdoor films.

Dewitt Clinton Park, West 52nd to 54th Streets between Eleventh & Twelfth Avenues. After a long period of abandonment, the park was rehabilitated after a private group rented space on the ballfields. The ballfields were reseeded, a children's area was added next to the comfort station, and a dog run was created along the 52nd Street side.

Shopping

Banana Republic, 626 Fifth Avenue
212.974.2350

The Body Shop, 1270 Sixth Avenue
212.397.3007

Brooks Brothers, 666 Fifth Avenue
212.261.9440

Club Monaco, 6 West 57th Street
212.459.9863

Dale & Thomas Popcorn,
1592 Broadway 212.581.1872

Feraud Boutique, 3 West 56th Street
212.956.7010

Jimmy Choo, 645 Fifth Avenue
212.593.0800

Macy's, 151 West 34th Street
212.695.4400

Manolo Blahnik, 31 West 54th Street
212.582.3007

Metropolitan Museum of Art Gift Shop,
15 West 49th Street 212.332.1360

MoMa Design Store,
11 West 53rd Street 212.708.9700

Norma Kamali, 11 West 56th Street
212.957.9797



of prime real estate. Plazas, concourses and shops help create what seems like a stand-alone community, with a host of restaurants, banks, a post office, clothing stores, etc. all accommodated within the center. Rockefeller Center helped turn Midtown into the city's second "downtown" area with the influx of a number of prestigious corporations like NBC-TV, Time-Warner, McGraw-Hill, the Associated Press, and many banking institutions.

Rockefeller Center Extension, 12 corporate skyscrapers defining Sixth Avenue's west side, including these nearly identical ones from 47th to 51st Streets built in the mid-1960s expansion of Rockefeller Center: The 1211 Building at 48th Street, the McGraw-Hill building between 48th & 49th Streets, the Time & Life Building between 50th & 54th Streets.

Radio City Music Hall, 1260 Sixth Avenue at 50th Street. One of the jewels of Rockefeller Center, this 6,000-seat Art Deco masterpiece is America's largest indoor theater. Opened in 1932, it wowed patrons with its 60-foot-high foyer, ceiling representing a sunset, and two-ton chandeliers. The theater originally showed first-run movies plus live shows featuring the famed Rockettes chorus line. In 1979, the theater was given landmark status. A \$70 million renovation was completed in 1999 which, among other things, revealed the hall's originally intended, gleaming colors. Today its scheduled events include major performers, awards presentations and special events, plus its own Christmas and Easter extravaganzas.

Nasdaq Market Site, located at 4 Times Square, is one of the largest LED video displays in the world. Approximately 120 feet high by 90 feet wide, it displays multiple full-color images, including the NASDAQ's stock ticker twenty four hours a day.

Jacob K. Javits Convention Center, Eleventh Avenue between 34th & 39th Streets. This massive glass box covers over 1.8 million square feet and is a veritable "Marketplace for the World," attracting millions of visitors each year for business and entertainment events. The sidewalks surrounding the center are lined with an enormous assortment of ethnic cafes and groceries.

Carnegie Hall, 57th Street & Seventh Avenue, where musicians the world over have dreamed of playing ever since 1891, when none other than Tchaikovsky came directly from Russia to conduct his own work on opening night. The renowned concert hall was paid for almost entirely by Andrew Carnegie. The simply-decorated 2,804-seat white auditorium is one of the world's finest, attracting leading orchestras and solo and group performers from around

the globe. Carnegie Hall was extensively restored in the 1980s. The work increased the size of the lobby and added the small Rose Museum (154 West 57th Street).

Grand Army Plaza, Fifth Avenue between 58th & 60th Streets. At the southeast corner of Central Park is this open space directly across from The Plaza hotel. The Pulitzer Fountain, donated by publisher Joseph Pulitzer, dominates the southern part of the square. The fountain is crowned by female figures representing Abundance. Augustus Saint-Gaudens' gilded equestrian statue of Civil War general William Tecumseh Sherman sits to the north.

TKTS: Discount Theater Tickets, 47th Street & Broadway, is one of the best and cheapest places to buy theater tickets in the city and is situated at the heart of Times Square. Tickets to the hottest shows in town are usually available for evening shows the same day and can often be bought at 25-50% discounts.

Restaurant Row, on 46th Street between Eighth & Ninth Avenues, is loaded with Manhattan's highest concentration of top quality dining establishments, featuring cuisine in a wide range of nationalities and styles. Conveniently close to most Broadway theaters, these restaurants are perfect for pre-theater dining, and most offer pre-theater specials. Restaurant Row is also a perfect way to finish off your night following the show with coffee and dessert.



Rizzoli Bookstore,
31 West 57th Street 212.759.2424

Sephora, 1500 Broadway
212.944.6789

The Sharper Image,
10 West 57th Street 212.265.2550

Toys R' Us, 1514 Broadway
646.366.8800

Tumi, 53 West 49th Street
212.245.7460

Virgin Megastore, 1540 Broadway
212.921.1020

Health & Fitness

Athletic and Swim Club at Equitable Center,
787 Seventh Avenue

Bally Sports Club,
350 West 50th Street

Crunch Fitness, 555 West 42nd Street

Drago's Gymnasium, Inc.,
50 West 57th Street

Equinox Fitness Club,
1633 Broadway

Fitness by Design,
41 West 57th Street

Gold's Gym, 250 West 54th Street

Gravity Fitness, 119 West 56th Street

Manhattan Plaza Health Club,
482 West 43rd Street

Mid-City Gym, 244 West 49th Street

New York Health & Racquet Club,
110 West 56th Street

New York Sports Club,
1601 Broadway, 1657 Broadway &
19 West 44th Street

New York Underground Fitness,
440 West 57th Street

Radu's Physical Culture Studio,
24 West 57th Street

Sheraton New York & Manhattan Health Clubs, 811 Seventh Avenue

Sports Club LA, 45 Rockefeller Plaza

Strand Health Club,
500 West 43rd Street

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Gramercy/Flatiron
32 East 22nd Street

Gramercy/Flatiron
27 East 22nd Street

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