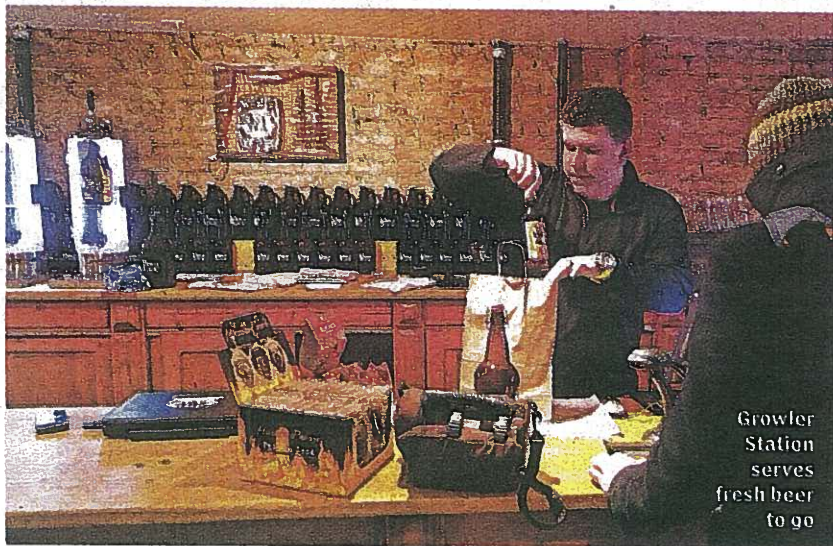
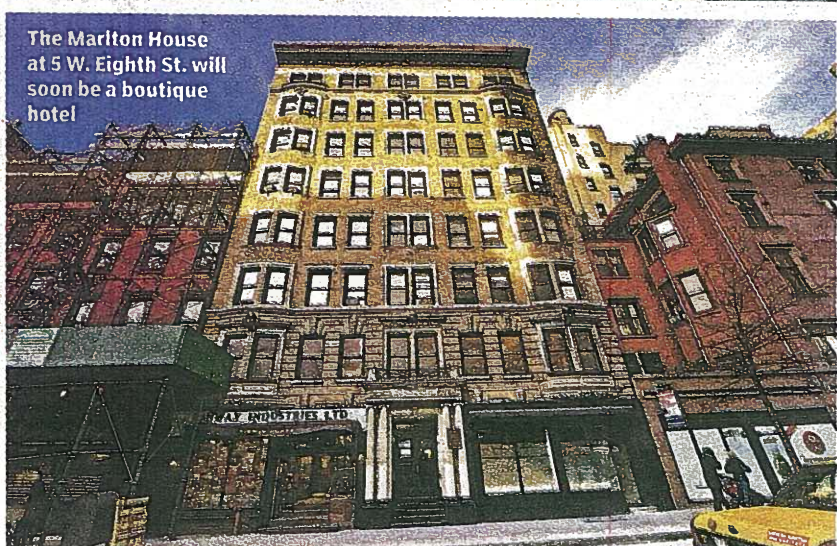


# Best Places to live in NY

JASON SHEFTELL

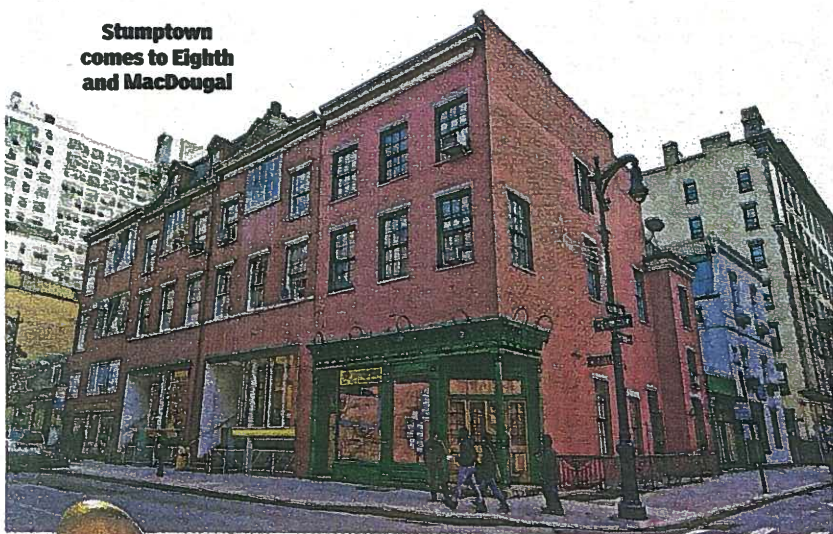


Growler Station serves fresh beer to go



The Marlton House at 5 W. Eighth St. will soon be a boutique hotel

## Vital Village thoroughfare looks to upgrade from shaky retail past



Stumptown comes to Eighth and MacDougal



With bakeries and textile stores, Eighth St. is for families, too

# SUPER EIGHTH



Bubacarr of Apple Cafe Bakery

**E**ighth St. in Greenwich Village between Fifth and Sixth Aves. was the stuff of legends. In the early 1960s, Bob Dylan met Allen Ginsberg at Eighth St. Books. Jack Kerouac hung out in local coffee shops. In the 1930s, Gertrude Whitney established the Whitney Museum of American Art in a pale pink building where an art school resides today. Jimi Hendrix later lived in a two-bedroom glass cottage tucked behind a building. It's like a Zen

garden back there. In the 1970s, hippies from Washington Square Park begging for pennies added to authentic Village cool.

Still, the famous street with more potential than any other thoroughfare below 14th St. has for years remained under-retailed with head shops, shoe stores and boutiques selling what some call "stripper clothes."

Recently, upgrades to micro-sections indicate what's to come as real estate forces, business owners and local leaders look to transform the street into one of downtown's most creative mom-

and-pop-based thoroughfares. In the past six months, a bakery owned by friends from Gambia, a textile store with weaving classes owned by twentysomethings from Brooklyn, and a store selling jugs of microbeers called Growler Station have come to one stretch joining a downstairs wine bar restaurant and upscale hair salon owned by a Japanese stylist.

The Portland-founded coffee shop Stumptown, a hit in the Ace Hotel on Broadway, will complete the corner when it opens in a 1,600-square-foot space on Eighth and MacDougal Sts. It re-

places a print-cartridge shop, deli and clothing boutique that moved to Brooklyn.

Buchbinder & Warren, one of New York's most low-key but influential family-run real estate companies, manages and owns that invigorated stretch. Norman Buchbinder, a founding partner now deceased, helped found in 1993 the Village Alliance, the not-for-profit local business improvement district. Buchbinder dreamed of a New York where opportunity was around every corner.

"New York was about the

*Continued on next page*

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continued from previous page

people and places to my father," says Lori Buchbinder, who runs the firm with her sister Susan and Gene Warren, her father's partner. "He loved this city. To him, every New Yorker had a dream. Small business owners were heroes to him. What we're trying to do on Eighth St. is bring back what made it great and improve upon what didn't."

Buchbinder & Warren owns eight residential buildings on the street with 13 retail properties. They rent studio apartments for \$1,950. They have several properties on MacDougal Alley, one of New York's quaintest streets built as stables for merchants in the 1800s. A studio at 5 MacDougal is listed for \$2,495. They also own the Hendrix cottage, nestled behind the entry hallway at 50 W. Eighth St. An Internet entrepreneur lives there, paying \$8,500 for a New York City escape.

In Buchbinder & Warren's other properties, Insomnia Cookies, an eyeglass store, GigiK stockings and a State Farm Insurance agency bring small-town services. Two storefronts recently became available. They seek retail rents of \$125 per square foot and up.

"We're looking for the right kind of tenant," says Bill Abramson, Buchbinder & Warren's director of leasing and sales. "We meet with prospective tenants to get a feel for who they are. We are not going to just fill a space. We're in the business of making money, but we want what's good for the street. That's the win-win."

William Kelley just became director of the Village Alliance, the local BID. He wishes all landlords were as strategic



Uncle Sam's Richard Geist has plans for the military outfitter anchoring Eighth St.

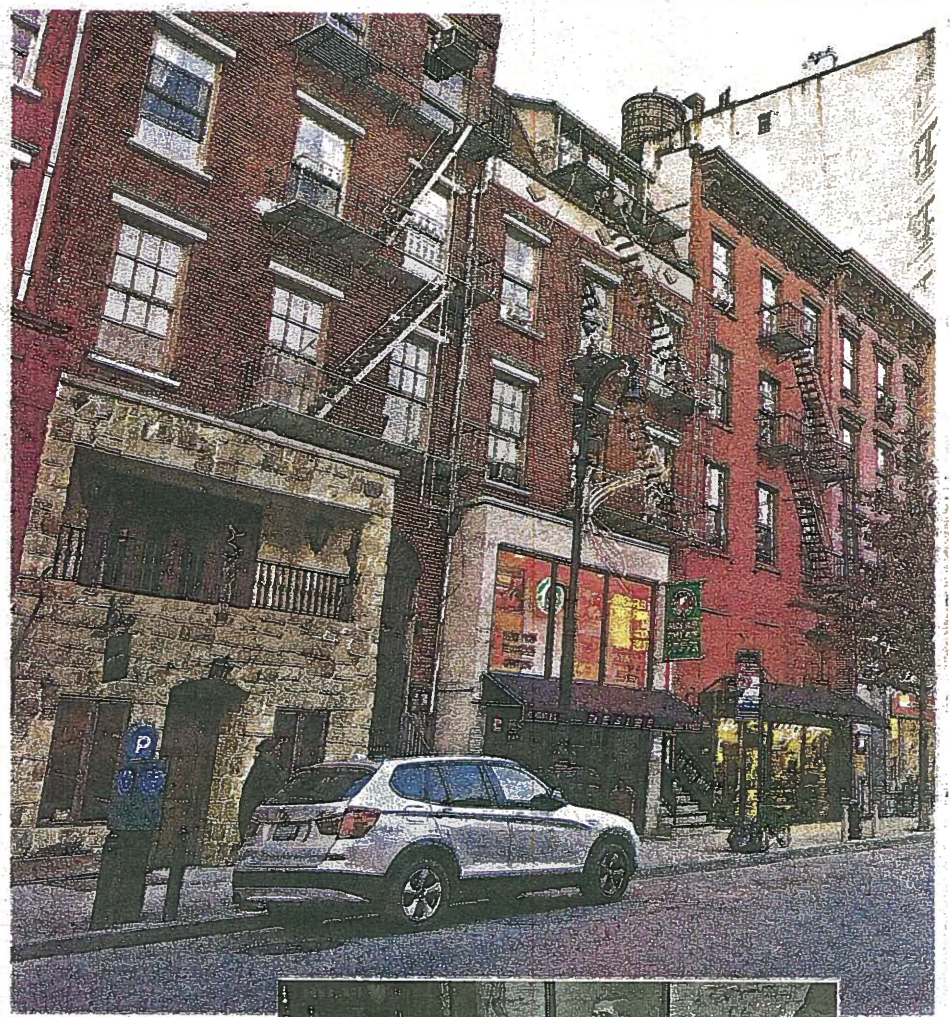
as Buchbinder & Warren. In his mind, Eighth St. could develop into an artisanal center where mom-and-pop businesses thrive. The geography of the street with residential buildings and small retail shops lends itself to hands-on operators.

Recently, a small kiosk-size shop selling Turkish coffee and a tapas bar called Alma 33 opened. Growler Station, which sells carryout microbeers in jugs, and 8th St. Wine Cellar, opened by two Union Square Cafe alum, are success stories.

"These new crop of tenants are really about handcrafted creativity with a modern edge, and they bring all kinds of people to the street," says Kelley. "The Textile Art Center offers classes for kids and adults. Apple Bakery Cafe is two doors over. That's great for families. You want a mixed-use, vibrant place that people can use."

The street isn't just quaint mom-and-pops. BD Hotels, owners and operators of the Bowery and Jane St. Hotels, purchased an SRO-hotel building called the Marlton House at 5 W. Eighth St. They plan on opening a boutique hotel in early 2013.

"Eighth St. is this charming little jewel," says BD's Richard Born, who will partner with Sean MacPherson on the project in what was a New School dormitory. "Considering where it is, Eighth St. could be the most pristine and quaint shopping district in the city. It's located near one of the most expensive residential districts on lower Fifth Ave. It



surprises me that retailers haven't seen what this street can be."

Previous BD projects have injected services, nightlife and culinary cool to an area.

"We've had the experience of changing neighborhoods like with the Bowery Hotel, where we saw the area take off," Born says. "We think that will happen here. I bet we raise square-footage prices by \$100 across the street when we open. We're not going ultra high-end. We want to make this approachable. The beats hung out here, and in a way, hipsters of today are the beatniks of yesterday. I think Eighth St. will



Allen Ginsberg (r.) and beats in the Gaslight coffeehouse

be as cool as Prince St. in SoHo."

Some say the street still has a ways to go. One resident who wished to go unnamed said stores open only to close four months later. Rumors that Barnes & Noble on the corner of Sixth Ave. and Eighth St. may soon shut have people fearing that empty storefronts could hurt the street.

"I believe in Eighth St.," says Untitled owner Kevin Kelly, who has operated his clothing boutique on the street for 28 years and recently moved across the street to a new location. "This is the crossroads of Greenwich Village. I was here when it was great and it can be again. The hotel coming will be a major boost and losing the smoke shops will help, too."

Richard Geist opened Uncle Sam's on the street in 1998. He likes a little edge. The fashionable Army-Navy outfitter with authentic French trench coats from World War I and Swedish military blankets has become a street institution, drawing celebrities such as Johnny Depp and costume stylists from "Saving Private Ryan" and "War Horse."

"This is the village," says Geist, who will continue to use Eighth St. as the base of his operation when he takes the con-

CHARLES PAYNE/DAILY NEWS



Jimi Hendrix, here at Woodstock, lived in this glass and brick cottage behind Eighth St.

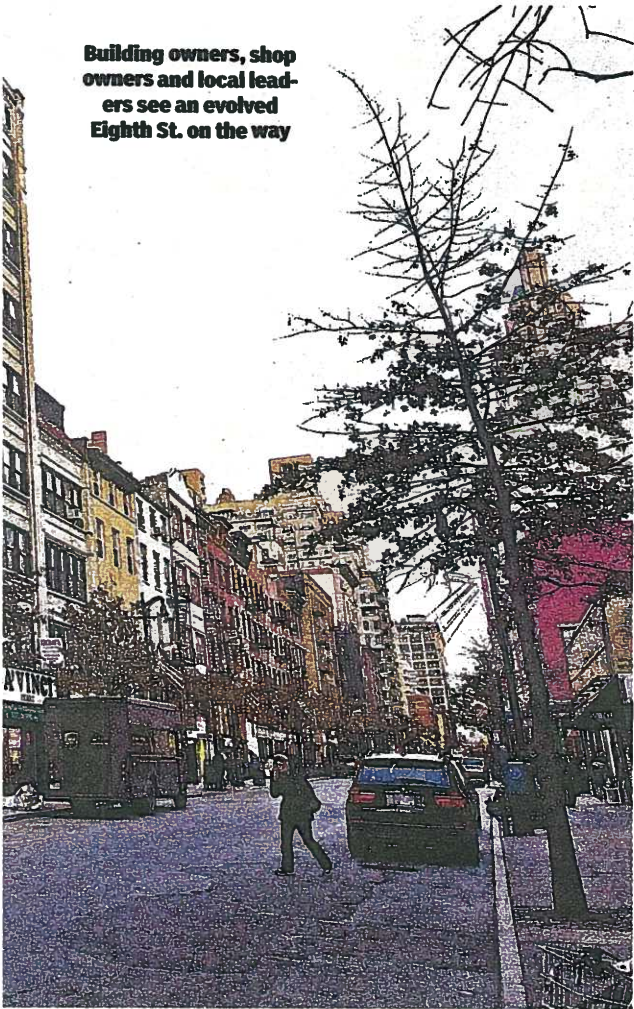


FYH

HENRY DILTZ/AFP/GETTY



Building owners, shop owners and local leaders see an evolved Eighth St. on the way



PHOTOS BY JEFF BACHNER

Weaving classes at Textile Arts Center are popular with all ages

cept national in the next few years. “We want edgy. Eighth St. is the most unique street in the city. It’s not gentrified. We still have great character. People from Chanel and Ralph Lauren come to our store to get inspired. That’s what Eighth St. is all about. They want grit.”

The next year looks strong for the street. Six stores are set to open in 2012. Of the 102,722 square feet of retail, only 5,000-plus remain vacant, much lower than the past average of 10,000 to 15,000. For landlords like Buchbinder & Warren, it takes constant nurturing.

“It’s like ‘Groundhog Day,’” jokes Buchbinder. “Every day you do the same thing over and over again hoping for the best possible

results. We’re in the business of holding on to our properties. We think this street can have a European flair. Like in Paris where you have a bakery, a wine shop and small stores that enhance everyone’s life and have local feel. That’s what we’re trying to achieve.”

William Kelley, new director of the Village Alliance



YOU SHOULD KNOW

- WHERE:** Eighth St. between Fifth and Sixth Aves.
- WHY:** New food retailers, fashion stores and a hotel coming.
- TO LIVE:** Buchbinder & Warren rents studios for \$1,850. One on MacDougal Alley costs \$2,495. Buchbinderwarren.com.
- TO EAT:** 8th St. Wine Cellar, strong food and wine in an intimate downstairs setting. 8thstwinecellar.com.
- TO DRINK:** A fresh beer take-out place, Growler Station, already brings in the crowds. Growler-station.com.
- DESSERT:** Apple Cafe Bakery, owned by two friends from Gambia, has cupcakes and cheesecakes. 24 W. Eighth St.
- TO DO:** Learn to loom and sew at Textile Arts Center. textile-artscenter.com.
- TO WEAR:** GigiK sells the latest in chic stockings. Gigik.us.
- TO STAY:** The Marilton House, 5 W. Eighth St., coming in early 2013 from Bowery Hotel team.
- TO BUY:** Authentic and historic military gear at Uncle Sam’s. Armynavydeals.com.

DAILY NEWS

NYDailyNews.com for daily rates.

Mortgage Guide

Bankrate.com

Program	Rate	Points	Fees	% Down	APR
<b>WELLS FARGO HOME MORTGAGE 516-661-9574</b>					
30 yr fixed	Call for Rates				
15 yr fixed	Call for Rates				
30 yr FHA	Call for Rates				
30 yr FHA refi	Call for Rates				
Long Term Rate Locks-Free Bi Wkly Program-Loans in all 50 states (C)					

	30 yr fixed	15 yr fixed	5 yr ARM
This wee	4.2	3.45	3.09
Last week	4.18	3.39	3.06
Last year	4.9	4.28	3.84

Source: Bankrate.com, for more information visit [www.bankrate.com](http://www.bankrate.com). Bankrate national averages are based on 100 largest institutions in the top 10 markets in the United States.

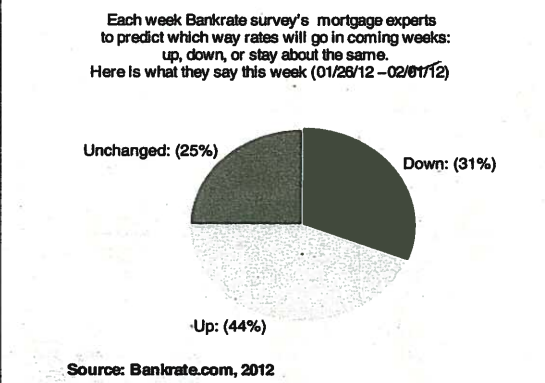
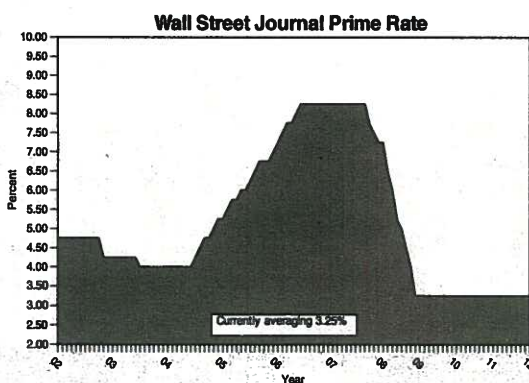
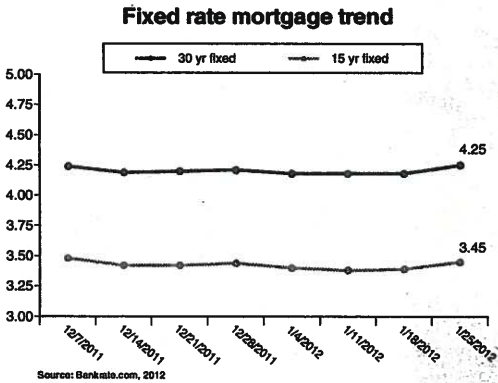


Here's what the monthly loan payment would be on a home mortgage loan using the following programs at prevailing interest rates

\$165,000 loan amount		
Loan Program	Rate	Monthly Payment
1 yr ARM	2.82%	\$679.73
5/1 ARM	3.09%	\$703.68
15 yr fixed	3.45%	\$1,175.51
30 yr fixed	4.25%	\$811.70

\$435,000 loan amount		
30 yr jumbo	4.62%	\$2,235.21

Source: Bankrate.com



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