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NoHo's boom development is changing the artsy charm

By LISA FRASER



The building at 40 Bond St. in NoHo, Jan. 13, 2015.

NoHo is modernizing at a rapid speed.

Many new developments like 10 Bond and 40 Bond, on Bond Street, were built in recent years, moving away from the traditional architectural character of the area and bringing in a contemporary look.

Though they attract more families some wonder whether the neighborhood will lose its traditional artsy charm, or become too commercialized like nearby SoHo in the midst of the changes.

Currently there are a few development projects in the works including 372 Lafayette St., designed by architect, Morris Adjmi, slated to be rental apartments.

"The new buildings are offering big spaces. People are coming down here to raise a family because they can have a large enough apartment where they can have a pet, have more space," said Michael Sabatino, a resident of eight years. "I think it's helping the neighborhood."

Sabatino, along with many NoHo dwellers say the biggest change in the area in recent years is the development and subsequently, the higher real estate prices. Lana Wong, a real estate agent with Citi Habitats, noted that the changes are not just on the residential end.

"You see more upscale shops coming in on commercial streets," she said, noting that they will force prices to rise.

"And as leases of the traditional establishments run out, it might force out some of the area's artsy feel," she added.

But for all the newness some developers are paying homage to the past. For instance at The Schumacher at 36 Bleecker St., the old 1920s facade has been restored.

"The one mystery will be what will the neighborhood look and feel like when the apartments are filled," Sabatino said, adding that currently the area is very consistent and balanced. "It feels like everything going on is keeping to the same spirit. It's tough to say how crowded it'll be and will it become the next SoHo; time will only tell."