

## SoHo: Built to Last

NADC's analysis of the urban qualities and real estate concepts of SoHo in New York City for several Dutch clients interested in the potential for developing similar urban neighborhoods. NADC's study highlights a history of development and growth structured by technological innovations, dynamic real estate markets, unanticipated effects of city policy and changing lifestyles.

As one of New York's older neighborhoods, SoHo has accommodated and adapted to changing preferences and needs, over and over again. It provides a blueprint if our challenge is to build new communities that will serve current needs as well as those unknown needs and preferences of future generations. The history of SoHo is a fascinating tale of a robust neighborhood experiencing multiple cycles of rapid growth, decline and reinvention.



Robert Moses regarded SoHo, the area south of Houston Street, as 'a wasteland of useless industrial buildings'. The neighborhood was to be demolished and replaced with the Lower Manhattan Expressway. In the late-1960s these plans were finally abandoned. SoHo, with its old industrial loft buildings, became a destination for artists followed by an impressive sequence of galleries, restaurants, small entrepreneurs and loft-residents. The popularity of the neighborhood has reached such levels that trend-followers have replaced the creative pioneers.

What fascinates us about SoHo is its human scale and the strong character of the buildings. We are charmed by the individual buildings as well as the collective power of the buildings and the neutral, yet indestructible street grid. Timelessness and flexibility in uses are key factors in its success and essential for sustainable real estate development models.

## NADC

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## Concept Development

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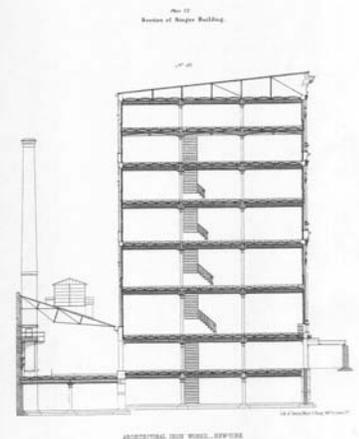
Het Oosten  
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### Location:

SoHo - New York City  
 2002



Lofts on Prince Street



Cross Section Singer Building