



449 W

Jeffrey since 1999, formerly Moshe's Storage Center
 When we opened it was the only store in this block. Actually the only one in the neighborhood. If you would walk down the street, you would step over raw meat. They didn't have to clean the street until 10 am. That's why the shops opened at 10 am, not at 9 am. The restaurant Markt, Western Beef, Little Pie Company – they were there when we came. There was also a diner / deli Dizzy-Izzy's, a 24-hour place. Jeffrey definitely set the trend for the neighborhood. He started it all. He wanted to be down here. He wanted people to travel and he wanted to be in a different area.
The story of 14th Street as told by Alina and Kevin, who work at Jeffrey for 9.5 and 10 years

408 W

Design Within Reach since 2003 or 2004

I was working on 13th & Washington before this. It was just me and a nightclub there. Jeffrey had just opened up. In the 90s I used to come here to club. Mother used to be down the block. Hogs and Heifer's, the seedy place around the corner is still open. Cops and robbers, all in one place. The Lure was there with a dungeon in the basement. Now it is a fancy restaurant called Vento. You can still go down there to the bathrooms in the basement and you can see some of the S&M gear. The building I used to work in had a stair to the High Line. But it was a bit scary. Lots of homeless people. Lots of sex in the weeds. You always had to be on guard. But the big question is: How did they get rid of the stench in the area so fast?
The story of 14th Street as told by Kathryn, who works at Design Within Reach since 2005 and is coming to the area since the 1990s

401 W

Moschino since 2008, formerly Western Beef

On the High Line they had Rebel Kid Clubs. I think that was what they were called. Spontaneous Parties. Highly illegal. They came with speakers and a DJ. Quick, quick. They would last 1/2 hour, maybe 45 minutes before the police showed up.
The story of 14th Street as told by Vivek, who works at Moschino for 1 year and lives in Chelsea for 14 years

44 W

14th Street Digital Corporation at Jason's Jewelry since 6 months, formerly as Balas Electronics at 56 W 14th Street

First store I had was down on 14th Street between 5th and University. From 1992 to 1997, called Mirage Electronics. Then from 1992 – 2008 I had Balas Electronics in the old Macy building. Here I am only for 6 months. I only rent this spot, half of the store from Jason's Jewelry. I finished my lease and they increased the rent so much. I had to leave. It went from \$12,000 to \$36,000. My former store is closed. Nobody wants to pay this amount of money. It was the oldest Macy's in the United States. From 1825. After I closed my store I stayed home for 1 year, 2 months. I fight with my wife all the time. So I say, I try to find a job. Nobody wants me. I go from store to store. Then I decide to rent from my friend. The manicure place was an Italian restaurant 1980/85. All the owners of the stores used to go there, have breakfast in the restaurant. All these stores are new. Just the Big D has been here a long time. 14th Street changes a lot. Especially down in the meat market. All the big stores. Rents there went up from 2-3,000 to 30-40,000. Customers don't trust small stores anymore. They go to the big department stores. 15 years ago, there were more than 20 electronic stores on 14th Street between 7th & University. There was only one big company at this time, called Crazy Eddie. No Best Buy etc. Now on 14th street there are 1.5. Me, I am not a whole store.
The story of 14th Street as told by Ely, who owned an electronics company on 14th Street for 17 years

853 Broadway

Shoemania since 1999

We get a lot of famous people. Julia Roberts. And the opera singer. The one with the beard, who died recently. I forgot his name.... Pavarotti. Always bought Mephisto. Only one style. Very ugly. Always in white. Would buy 10 pairs at a time. And they are \$350 each pair.
The story of 14th Street as told by Mike, who works at Shoemania for 6 years

10 Union Square East #1

Food Emporium for 21 years, formerly A&P Food Bazaar

It has been a supermarket for a long time. Before it was a department store. S. Klein. In a small building until 1968/69. It got torn down and they built the Zeckendorf Towers. 14th Street is very unpredictable, very diverse people, a lot of transients. There are methadone clinics all around. You have affluent, but you still have that.
The story of 14th Street as told by Maite, who works for 21 years in the company and by Manny, who lived in the area since 1970

133 E

Raymour & Flanigan since 2008, formerly Seaman's Furniture

I am living in the area since 1981, two blocks down from here. This is a Con Ed building. I think they had a museum in here before, the Con Ed Energy Museum. It also was the Academy of Music, but that was before my time. Then we had the Palladium across the street, it closed around 2000. It was a landmark. They tore it down and made dorms out of it. A famous rock place, first a music venue, then they made a club out of it. I saw the Rolling Stones there, in 1977 or 78. At the corner there was Rhyme & Reason, a card and candy store, until about a year ago.
The story of 14th Street as told by Marc Silverstein, working here for 9 years, since the place opened as a furniture store

227 E

Russian Souvenirs for over 40 years

What is the history? The history is nothing. I have to pay rent. Now people don't have money. I don't know how to pay the rent. It is not like it used to be before they destroyed the business. 9/11 destroyed 14th Street. The whole area was better business. A lot of new people. A bar is different. Not like my place. It's students coming in the bar, don't buy nothing. Must pay the rent and the electrician. The place is here for over 40 years. Before I worked in the nightclub, in the food store. I worked very hard.
The story of 14th Street as told by Alexandre from St. Petersburg, owner of Russian Souvenirs for over 40 years

626 E

Sun's Laundry since 1959, formerly also a Chinese laundry

I have been here 50 years. When I came here, next-door was a newspaper delivery station. All papers for Stuyvesant Town. For 10 years while I was here. Then it was a Japanese Gallery, selling pictures. Not too long. Maybe a year. Then closed. Then there were Americans, doing also a gallery. Not much long. After couple of years empty, then do the Beauty Parlor. John F. Kennedy, he was riding the car over there. He was doing a campaign. He stayed in the car, talking to somebody. Not so many people wear shirts anymore. At the Laundromat, more people. All cleaning business is slow. No shirts. No ties. But I am staying.
The story of 14th Street as told by Mr. Lee, owner of Sun's Laundry for 50 years

read the other stories at ● locations along 14th Street

The Immediate History of 14th Street

- as recounted by the shop owners, employees, and street vendors

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