

SOHO BROADWAY

SPOTLIGHT 2016



SoHo's Broadway

is where a vast array of national and international retailers and a growing tech, media and entertainment industry thrive alongside a vibrant residential community. The SoHo Broadway business improvement district (Broadway from Houston to Canal Street) boasts a million and a half square feet of retail offerings, three million square feet of office space and over 21,000 workers. Together these businesses operate within SoHo's vibrant mixed-use neighborhood with 25,000 residents attracted to the area's accessibility, landmarked cast-iron architecture and cutting edge creative vibe.

WHO'S HERE ON SOHO BROADWAY?



ACCESSIBILITY

One of New York City's Premier Walkable and Accessible Shopping Districts

IT'S EASY TO GET HERE

Average Weekday Subway Ridership in 2015

Broadway Lafayette **39,724**
-1.1 % IN 2015
B D F M 6

Prince Street **15,597**
+1.3 % IN 2015
N R

Spring Street **11,453**
-6.4 % IN 2015
6

Canal Street **44,409**
+0.1 % IN 2015
N R Q J Z 6

Total SoHo Broadway Ridership: **111,183**

IT'S EASY TO GET AROUND HERE



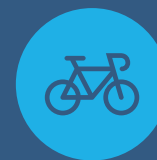
100

WALK SCORE*
Walker's Paradise
Daily errands do not require a car



100

TRANSIT SCORE
Rider's Paradise
World-class public transportation



87

BIKE SCORE
Very Bikeable
Flat as a pancake, excellent bike lanes

* Score is out of a possible 100 based on walking routes to destinations such as grocery stores, schools, parks, restaurants & retail.

Source: <https://www.walkscore.com>

RETAIL



A Premier Retail and Visitor Destination

Home to the world's leading retail brands, SoHo Broadway is New York City's Fashion Capital with over 120 retailers, 1,520,000 SF of current retail space, plus 50,000 SF in the pipeline.

18 hotels with 2,200 hotel rooms located within the greater SoHo neighborhood.

WORKPLACE



A Hub of Creative and Technology, Advertising Media and Information (TAMI) Industries

Almost 22,000 workers within SoHo Broadway with 34% being 29 or younger and 53% between 30 and 54 years old.

Majority of businesses (57%) are in TAMI and Fashion industries

Over 5,150,000 SF of commercial space and 65,000 SF in the pipeline

Major anchors include Scholastic, Zocdoc, Thrillist, FourSquare and Boxed

RESIDENTIAL



A Great Neighborhood to Live In

Exceptional connectivity and centrally located making for an easy walk (or ride) around the City.

A hip neighborhood that never slows down with endless shopping, dining and entertainment options.

Located in the SoHo-Cast Iron historic district surrounded by some of the City's best cultural offerings and institutions.



DEMOGRAPHICS

SoHo	BID	Neighborhood
Population	1,049	24,876
Population Density (<i>pop. per Square Mile</i>)	26,225	77,738
Median Age	39.8	37.4
Millenials (<i>20-34 years old</i>)	24%	34%
Bachelor's Degree +	80%	70%
Average Household Income	\$171,697	\$124, 464
Households Earning \$100k +	53%	40%

Source: ESRI Business Analyst 2016

REAL ESTATE OVERVIEW

SoHo	BID	Neighborhood
Median Asking Retail Rent	\$185/SF/Yr	\$175/SF/Yr
Median Asking Ground Floor Retail Rent	\$425/SF/Yr	\$195/SF/Yr
Median Home Sales	\$4,440,000	\$2,460,000
Average Home Sales	\$5,761,333	\$3,631,409
Median Asking Residential Rent	\$17,000	\$4,400
Average Asking Residential Rent	\$17,000	\$6,880

Sources: Loopnet, Trulia and Miller Samuel Inc.

* July 2016

** July 2015- 2016

*** September 2016

DEMAND DRIVERS

Workers	BID	Neighborhood
Total Workforce	21,768	64,748
Workers <i>TAMI and Fashion</i>	57%	38%
Workers <i>30 - 54 years old</i>	53%	54%
Square Feet <i>Commercial/Office Space</i>	5,150,000	
Source: U.S. Census Bureau, OnTheMap Application 2014		
Visitors	BID	Neighborhood
Hotel Rooms		2,200
Total Subway Ridership	111,183 / day	
Square Feet <i>Retail Space</i>	1,520,000	
Source: City of New York, SoHo Broadway Initiative.		

The **SoHo Broadway Initiative** is the nonprofit organization that manages the business improvement district along SoHo's Broadway between Houston and Canal Street.

Prepared by

