



# LOWER MANHATTAN RETAIL GUIDE



An aerial photograph of Lower Manhattan, New York City, taken from a high vantage point looking down at the city. The image captures the dense cluster of skyscrapers, including the Freedom Tower (One World Trade Center) as the tallest building on the left. The Hudson River is visible on the left side, and the East River is on the right. The city extends into the distance under a soft, hazy sky at sunset or sunrise. A large, semi-transparent purple triangle is overlaid on the right side of the image, containing white text. A blue horizontal bar is positioned behind the main title text on the left.

# LOWER MANHATTAN

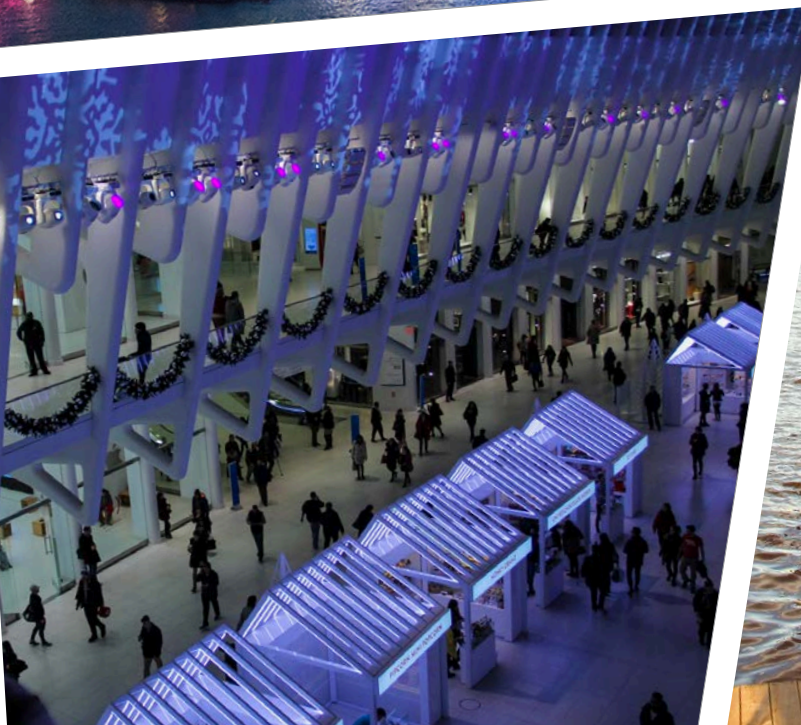
**IT'S A NEW YORK YOU KNOW,  
BUT HAVEN'T MET YET.**

As more and more businesses and residents move to Lower Manhattan, a globally recognized business district is being infused with unrivaled energy. Home to hundreds of thousands of workers, one of New York's fastest-growing residential communities and a thriving international tourist destination, this kinetic square mile at New York's southern tip has something for everybody. At the center of a regional, multi-modal transportation network, the district has experienced a dramatic transformation.

Lower Manhattan's retail revolution kicked into full swing with the opening of the reimagined Seaport District, joining its neighbors Westfield World Trade Center and Brookfield Place while locally owned shops and restaurants enliven the neighborhood's historic streets. Transit options continue to evolve with the five borough NYC Ferry service joining the Fulton Center and the World Trade Center Transportation Hub. New hotels are expanding the neighborhood's offerings to serve a range of guests looking for everything from luxury to limited-service. Office towers around Lower Manhattan continue to diversify, bringing technology, media and fashion firms to the historic financial district.

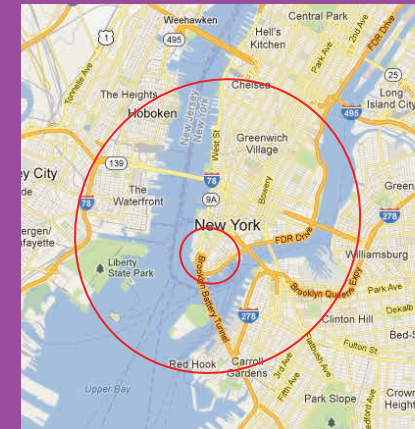
And more great things are just over the horizon. Lower Manhattan continues to be a premier residential neighborhood, especially for young professionals. During the next few years, an additional 3,000 housing units and 1,800 hotel rooms will become available. Tourism is expected to reach over 15 million annual visitors. More and more New Yorkers are discovering the exciting new shopping and dining options in the city's oldest neighborhood.





# KEY FACTS

ANNUAL SPENDING POWER OF THE LOWER MANHATTAN MARKET: **\$8.4 BILLION**



## LOCATION

- Southernmost Tip of Manhattan
- South of Chambers Street
- 1 Square Mile
- 90 Million Square Feet of Office Space
- 640 Stores and Storefront Services
- 540 Bars and Restaurants

## PRIMARY MARKET AREA

- Population: 62,000
- Total Households: 34,000
- Average Household Income: \$228,000
- Bachelor's Degree or Higher: 85%
- Median Age: 33 Years Old
- Millennials (18-34 Years Old): 40%

## GREATER MARKET AREA

(3-Mile Radius)

- Total Households: 408,000
- Average Household Income: \$150,000

## EDUCATION

- K-12 Public and Private Schools: 27
- Total K-12 Student Enrollment: 14,000
- Institutions of Higher Learning: 18
- Total Enrollment at Institutions of Higher Learning: 54,000

## EMPLOYMENT

- Private-Sector Employment at Highest Level since September 2001
- Private-Sector Employment: 246,000
- Public-Sector Employment: 51,000
- Average Private-Sector Employee Annual Wage: \$148,000
- Major Companies: American Express, Condé Nast, ESPN, Goldman Sachs, GroupM, Gucci, HarperCollins Publishers, Hudson's Bay Company, Hugo Boss, J.Crew, MacMillan Publishers, McGraw-Hill, McKinsey & Co., Nike, Revlon, Spotify, Teach For America, Vox Media, WeWork

## TOURISM & HOTELS

- Annual Tourists: 14.6 Million
- Hotel Rooms: 8,400
- Hotels: 40

## MASS TRANSIT

(Average Daily Ridership Totals)

- 13 NYC Subway Lines: 287,000
- 6 Ferry Terminals & 17 Routes: 86,000
- PATH Train to New Jersey: 50,000
- 30 Bus Routes
- 27 CitiBike Stations
- Free Neighborhood Bus (Downtown Connection)



A top-down view of a large metal tray filled with various barbecue items. In the center are two large, dark, charred ribs. To the left are two golden-brown, square-shaped bread rolls. Above the ribs is a small yellow bowl filled with coleslaw. To the right is a pile of pulled pork. Several hands are visible, interacting with the food: one hand is pulling apart the pork, another is holding a rib, and a third is holding a piece of bread. The background is a dark wooden surface. A semi-transparent purple and blue graphic overlay is on the right side of the image.

# GET IN ON THE ACTION IN LOWER MANHATTAN

BLUE SMOKE  
225 VESEY STREET  
BATTERY PARK CITY





## Westfield WORLD TRADE CENTER

A unique port of entry to Lower Manhattan, Westfield World Trade Center is located at the site where 300,000 daily commuters, 13 subway/PATH trains, multiple ferry lines, and millions of global travelers all converge within one unforgettable setting. The destination encompasses retail space throughout the Santiago Calatrava-designed Oculus – including shops and restaurants located on surrounding streets and within the galleries traversing the entire World Trade Center campus.

With more than 80 fashion, beauty, lifestyle, and technology brands, Westfield World Trade Center showcases the very best New York has to offer, including award-winning chefs and restaurants, stylish new boutiques, headline events, entertainment, art, and cultural programming.

## SHOPS

& Other Stories | Aesop | Aldo | Apple |  
Art of Shaving | AT&T\* | Banana Republic |  
Bare Candle | Bose | Breitling | Camper |  
Casper | Charles Tyrwhitt | Cole Haan |  
Cos | Elysium\* | Designer Eyes | Dior  
Beauty | Duane Reade | Forever 21 |  
Fossil | Gloveworx | H&M | Havaianas |  
House of Samsonite | Hugo Boss |  
Innisfree\* | Invicta | John Varvatos | Kate  
Spade New York | Kiehl's | Lacoste |  
L'Occitane en Provence | London Jewelers  
Longines | MAC | Moleskine | Montblanc |  
Mrs. Blooms | Pandora | Papyrus |  
Philosophy | Rebag | Reiss | Rituals |  
Roberto Coin | Sam Edelman | Sephora |  
Sketchers | Smythson | Solstice | Stuart  
Weitzman | Swatch | Tissot | Tous |  
Toytoise | Tumi | Ugg | Under Armour |  
UNOde50 | Venus ET Fleur | Victoria's  
Secret | XpresSpa

## EATERIES

Blue Bottle Coffee | Devon & Blakely |  
Doughnut Plant\* | Dunkin' Donuts | Eataly |  
Enubowl\* | Épicerie Boulud | Freedom Wine  
Cellar | Gong Cha | Great American Bagel  
& Bakery | Grom | Irving Farm Coffee | Joe  
and the Juice | Joe Coffee | Just Baked!\* |  
Kusmi Tea | Lady M Confections | Market  
Lane\* | Minamoto Kitchoan | Neuhaus |  
Nobletree Coffee | Nunu Chocolates |  
Pressed Juicery | Pret a Manger | Pure  
Liquid Wine & Spirits | Shake Shack |  
Starbucks | Sugarfina | Sweetcatch Poke\* |  
T2 | Taco Dumbo\* | Wasabi Sushi & Bento

\*coming soon







# BROOKFIELD PLACE

One of New York City’s most dynamic districts, Brookfield Place is a step away from the everyday and in step with the latest global and local culture. Brookfield Place is an iconic destination in Lower Manhattan that brings together an eclectic mix of cultural and art experiences, a stellar line-up of events, delectable dining options, and world-class shopping all in one destination.

## SHOPS

Allen Edmonds | Babesta | Bonobos | Bottega Veneta | Burberry | Club Monaco Women’s & Men’s | Cos Bar | Ermenegildo Zegna | Gucci | Hermès | Hickey Freeman | J.Crew | Jo Malone London | Joie | Kamakura Shirts | Louis Vuitton | Lululemon | Madewell | Michael Kors | Oliver Peoples | Omega | Paul Smith | Peloton | Rhone | Saks Fifth Avenue Men’s | Salvatore Ferragamo | Suistudio | Suitsupply | Theory | Tory Burch | Untuckit | Vince

## HUDSON EATS

Black Seed Bagel | Blue Ribbon Sushi Bar | Chop’t | Dig Inn Seasonal Market | Dos Toros | Fuku | Mighty Quinn’s Barbecue | Northern Tiger | Num Pang | Olive’s | Skinny Pizza | Sprinkles | Tartinery | Umami Burger

## RESTAURANTS

Beaubourg | Del Frisco’s Grille | L’Appart | Le District | P.J. Clarke’s | Parm | Sant Ambroeus\* | Seamore’s | Starbucks Reserve Bar | Tartinery Shack\*\*

## LIFESTYLE & AMENITIES

Clean Market\* | Drybar | Davidoff of Geneva | Equinox | Institute of Culinary Education | Leather Spa at Saks Men’s Store | New Stand | The Rink at Brookfield Place\*\* | North Cove Marina & Sailing\*\*

\*coming soon

\*\*seasonal





# SEAPORT

## DISTRICT NYC

The historic Seaport District is New York's original commercial hub, located on the East River in Lower Manhattan with unparalleled views of the Brooklyn Bridge, the Statue of Liberty and the city skyline. The re-envisioned Seaport District will continue to function as a community anchor and "port of discovery" for the rapidly growing population of Lower Manhattan. The Howard Hughes Corporation is leveraging the Seaport District's history as the birthplace of innovation, as it transforms a district spanning several city blocks, creating approximately 450,000 square feet of dynamic culinary, fashion, entertainment and cultural experiences.

Highlights include Pier 17, one of New York City's newest iconic entertainment destinations, with a 1.5-acre rooftop that serves as a year-round community amenity and cultural and event space. The Rooftop at Pier 17 transforms seasonally from a Winterland experience, complete with the city's first open-air rooftop ice skating rink, to an outdoor Summer Concert Series. The Pier Village, a collection of waterfront restaurants by culinary powerhouses on the first two floors of Pier 17, will welcome its first restaurant by summer 2019 with the opening of Jean-Georges Vongerichten's seafood restaurant followed by openings from David Chang of the Momofuku Group, Helene Henderson of Malibu Farm, and Andrew Carmellini. Pier 17 is home to ESPN's new live broadcast studios.

The Seaport District features the only U.S. location of Carla Sozzani's pioneering experiential concept store, 10 Corso Como, as well as the only permanent location of SJP by Sarah Jessica Parker in New York. The district is home to the first iPic Theaters located in Manhattan. The Seaport will also feature a 50,000-square-foot food hall by Jean-Georges in the restored Tin Building that is currently under construction.

## SHOPS

10 Corso Como | Bowne & Co.  
Stationers | Christian Benner Custom |  
Cynthia Rowley | DITA Eyewear | Fulton  
Stall Market | GUESS | Lee Lee's  
Forest | McNally Jackson Books\* |  
Pasanella & Sons Vintners | Scotch &  
Soda | SJP | The Seaport Paw

## RESTAURANTS

10 Corso Como Restaurant & Café |  
ACQUA | Andrew Carmellini\* | Barbalu |  
Big Gay Ice Cream | Bellini | Bin 22 |  
by CHLOE. | Café Patoro | Cobble &  
Co. | Cowgirl Seahorse | Dorlan's Tavern  
Fresh Salt | The Fulton by Jean-Georges  
Vongerichten | The Hideaway Seaport |  
Il Brigante | Jack's Stir Brew | Lobster  
GoGo | Made Fresh Daily | Malibu  
Farm\* | MarkJoseph Steakhouse |  
Momofuku by David Chang\* | Paris Café  
Suteishi | R17 | Taco Playa | The  
Tuck Room | Van Leeuwen | Vintage 61

## LIFESTYLE & AMENITIES

Fellow Barber | Heineken Riverdeck\*\* |  
iPic Theaters | PrimpNYC | The Rooftop  
at Pier 17 Concert Series\*\* | The Rooftop  
at Pier 17 Winterland\*\* | South Street  
Seaport Museum | TKTS

*\*coming soon*

*\*\*seasonal*







## SHOPS

Alamo Drafthouse\* | Anthropologie |  
City Acres Market | Gap | Marshalls |  
Target | Urban Outfitters | Whole Foods\* |  
Zara

## NEW BARS & RESTAURANTS

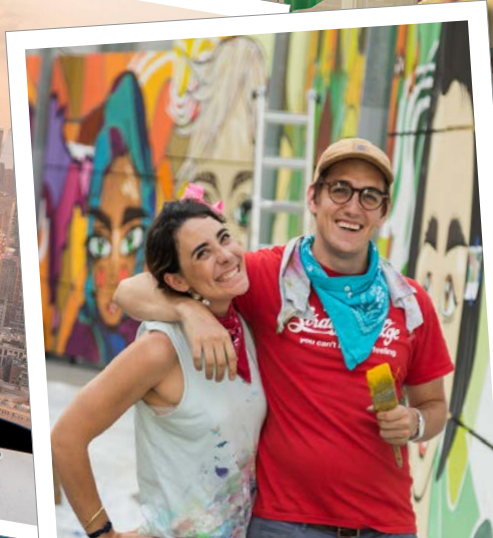
Alley Cat Amateur Theatre  
BlackTail at Pier A  
Blue Ribbon Federal Grill  
Edi Frauneder's Schilling  
Danny Meyer's Manhatta  
James Kent & Jeff Katz's Crown Shy  
Keith McNally's Augustine  
Nobu Matsuhisa's Nobu  
Pier A Harbor House  
The Mailroom  
Tom Colicchio's Temple Court  
Westville  
Wolfgang Puck's CUT

*\*coming soon*

In Lower Manhattan, opportunities for new stores come in all shapes and sizes and are around every corner. Exciting possibilities go far beyond the three major retail destinations.

By 2019, Lower Manhattan will see a nearly 70 percent increase in retail space square footage. Beyond the big retail anchors, several different buildings are undergoing major improvements, as the area's retail frontier continues to expand in spaces old and new. Office buildings at **28 Liberty Street, 85 Broad Street** and **195 and 222 Broadway** have repositioned their ground floors to accommodate major retail and restaurant brands. Conversion projects at **70 Pine Street, 140 West Street, One Wall Street, 180 Water Street** and **20 Broad Street** are bringing new life with residential units and shopping potential.

The potential is everywhere — in buildings that are historic and grand and in those that are modern and open. Space is plentiful and adaptable and can accommodate the needs of stores and restaurants big and small.



Macklowe Properties' One Wall Street







# WHO SHOPS & DINES IN LOWER MANHATTAN?

THE TUCK ROOM  
11 FULTON STREET  
SEAPORT DISTRICT NYC



# CENTER OF ATTENTION

## UNPARALLELED ACCESS WITH ROBUST TRANSPORTATION OPTIONS

Lower Manhattan is one of the most connected neighborhoods in New York City. In fact, over 90 percent of jobs in the neighborhood are only a five-minute walk from at least seven subway and PATH lines. In the past few years, two catalytic transportation hubs opened, which have created a near river-to-river underground connection. Fulton Center and the Santiago Calatrava-designed World Trade Center Transportation Hub provide seamless connections to 13 subway lines, PATH trains to New Jersey, Battery Park City Ferry Terminal, Brookfield Place and the World Trade Center complex. The Staten Island Ferry, the NYC Ferry service and other commuter routes connect Lower Manhattan to waterfront communities in several locations throughout New York City and New Jersey.

The importance of these transit improvements is clear. Extensive residential development in Manhattan, Brooklyn and New Jersey's Hudson River waterfront cities has attracted huge numbers of young, educated people. Since 2000, the population of college-educated adults ages 18-44 living within a 30-minute commute of Lower Manhattan grew by nearly 40%. Additionally, some 5.3 million people live within a 10-minute walk of a subway station that provides convenient access to Lower Manhattan's 13 subway lines.

## 20 PLACES IN 20 MINUTES FROM LOWER MANHATTAN



## MASS TRANSIT CONNECTIVITY

Average Daily Ridership Totals

**13 NYC SUBWAY LINES: 287,000**

**PATH TRAIN TO NJ: 50,000**

**17 FERRY ROUTES: 86,000**

**FREE CIRCULATOR BUS**

**27 CITIBIKE STATIONS**

**30 BUS ROUTES**



**300,000**

daily commuters at Fulton Center & the World Trade Center Transportation Hub



**90%**

of jobs in Lower Manhattan are only a five-minute walk from at least seven subway & PATH lines



**40%**


growth in college-educated adults living within a 30-minute commute of Lower Manhattan





# MAJOR EMPLOYERS

AIG | American Express | Associated Press | Bank of New York Mellon | Business Insider | Casper | City of New York | Cleary Gottlieb | College Board | Condé Nast | Deutsche Bank | Doctors Without Borders | Droga5 | EmblemHealth | ESPN | Fried Frank | Goldman Sachs | GroupM | Gucci | HarperCollins Publishers | Hudson's Bay Company | Hugo Boss | J.Crew | Jones Day | Knotel | Macmillan Publishers | McGraw-Hill | McKinsey & Co. | MediaMath | Moody's | MTA | Nielsen | Nike | Omnicom | Paperless Post | Refinery29 | Revlon | SHoP Architects | SportsNet NY | Spotify | Standard & Poor's | Sullivan & Cromwell | Teach For America | Meredith Corp. | Verizon | Vox Media | WeWork | WilmerHale | XO Group | Zola



90 MILLION

square feet of office space




\$148,000

average private-sector annual employee wage



246,000

private-sector employees, highest level since September 2001



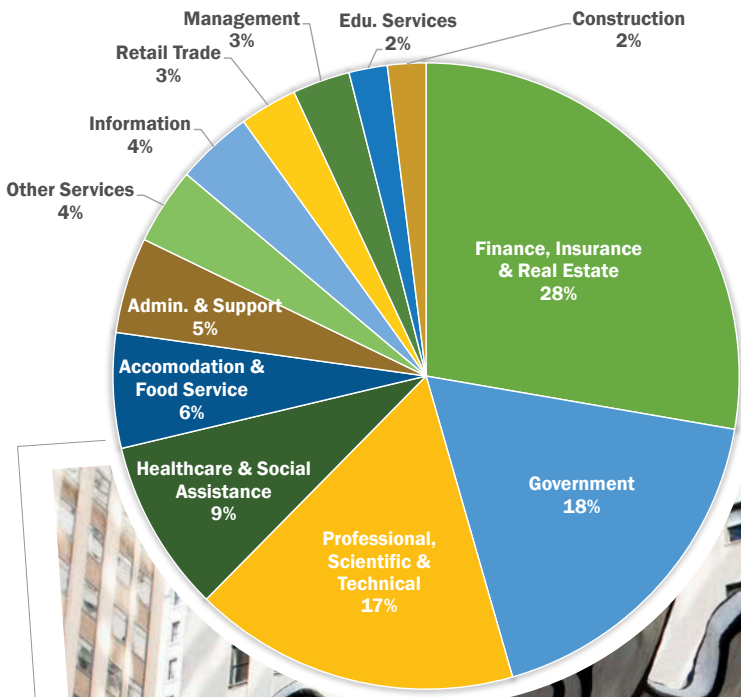
51,000

public-sector employees

\*future tenant

# LOWER MANHATTAN EMPLOYMENT, 2018

Source: New York State Department of Labor



# WORKERS

## DIVERSE & VIBRANT BUSINESS DISTRICT

Lower Manhattan is the fourth largest business district in the country and one of America's most dynamic places to work. The local workforce is growing and represents an increasingly diverse group of industries. Last year private sector employment in Lower Manhattan reached its highest level since 2001. No longer solely the home of financial institutions and government offices, Lower Manhattan has diversified its economy. With technology, media and fashion companies relocating here, the neighborhood has been energized with a greater buying power and a varied gamut of tastes and retail habits. Between new office space coming online and companies relocating to the area, the number of workers – and potential shoppers – in the district will reach new heights in the years ahead.





# RESIDENTS

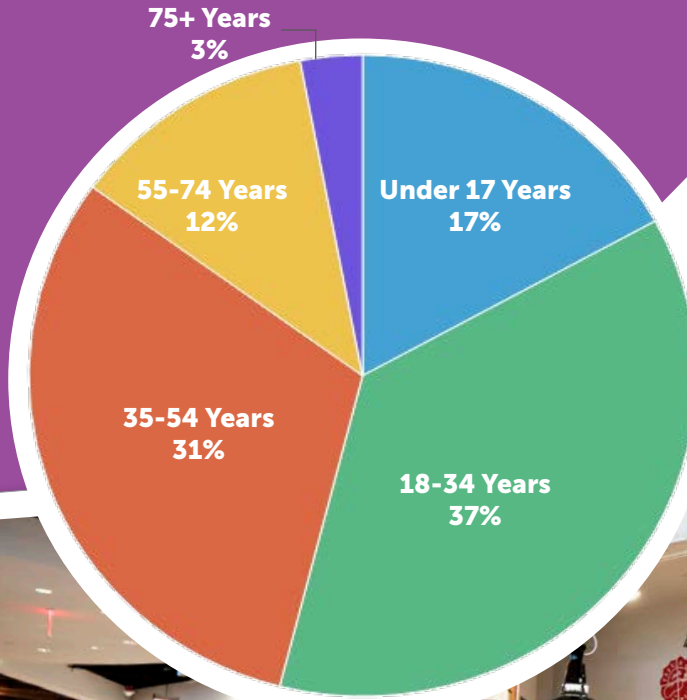
## DOWNTOWN LIVING AT ITS BEST

Highly educated, affluent and well-traveled, the people who call Lower Manhattan home span a wide demographic – from hip, young singles, to couples and families, to empty nesters looking to enjoy their golden years. With a diverse housing stock ranging from historic, art deco buildings to glimmering new towers, Lower Manhattan has become one of New York City's fastest growing live/work/play neighborhoods – the area has seen a doubling in residents since 2001.

As the population grows, residents have shown a strong commitment to the area. Lower Manhattan has a growing population of young professionals (see our focus on millennials on the next page), but also boasts a robust network of families and older couples. Many who moved here as renters ended up buying homes. These days, strollers and dogs are just as likely to be seen as briefcases, as the neighborhood is increasingly popular among families with children. New schools, both public and private, have popped up to meet the surging demand.

## AGE DISTRIBUTION OF LOWER MANHATTAN RESIDENTS

Source: US Census



# 62,000

people live in 34,000 housing units south of Chambers Street



# 85%

of residents have a college degree; 40% have done post-graduate work



# \$228,000

average household income



# 36%

of residents walk to work or work from home



# 3X

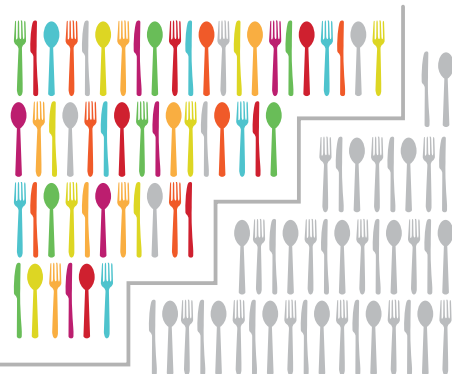
growth in families with children since 2000





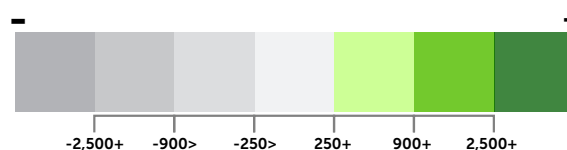


**55%** of the  
**\$356 Million**  
spent annually by  
Lower Manhattan's  
young residents is  
spent outside of  
the neighborhood.



**LOWER MANHATTAN'S YOUNG  
PROFESSIONALS SPEND NEARLY  
\$1,000/MONTH  
ON DINING & ENTERTAINMENT**

**LOWER MANHATTAN IS AMONG TOP  
NEIGHBORHOODS FOR GROWTH IN  
NONFAMILY HOUSEHOLDS, SINCE 2000**



# YOUNG PROFESSIONALS

## A KEY RESIDENTIAL AREA FOR MILLENNIALS

**A Growing Young Population** – Lower Manhattan's residential population has boomed since 2000, and with it, so has the population of 18-44 year olds. The population now totals over 30,000 residents, with 65% of this group being millennials (ages 18-34). Millennials are more highly concentrated in Lower Manhattan compared to Manhattan and New York City as a whole.

**Abundant Rental Housing** – Lower Manhattan's growing stock of rental housing, particularly in large, amenity-rich buildings, has attracted a strong cluster of young, single professionals living alone or with roommates in nonfamily households. Currently there are more than 19,500 rental units in Lower Manhattan and there are nearly 900 expected to be added by 2021. With continued growth in the rental inventory, the population of millennials is expected to rise.

**Top Nonfamily Household Growth Citywide** – Lower Manhattan has doubled in terms of nonfamily households since 2000, making it one of the fastest growing neighborhoods out of 195 citywide. In total, nearly 60% of Lower Manhattan's overall households are characterized as being home to roommates or singles.



## STUDENT POPULATION IN LOWER MANHATTAN

Lower Manhattan also has a strong contingent of students living and/or studying south of Chambers Street. This neighborhood is flush with higher and continuing education institutions: an estimated 54,000 full and part-time students in 18 colleges, institutes, academies and bootcamps traverse the neighborhood during the course of the year.

While the majority of students commute to Lower Manhattan, increasing the daytime population in the district, there are over 2,200 students who make their home in four Pace University residence halls on its New York City campus.



# YOUNG PROFESSIONALS

## IMPRESSIVE BUYING POWER & ABUNDANT LEISURE SPENDING

This growing demographic south of Chambers Street has equally impressive incomes and disposable spending power. Lower Manhattan's young professionals embrace a work-hard, play-hard lifestyle.

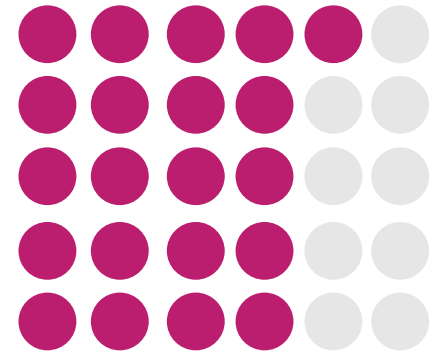
**High Incomes & Education Levels** – With top employment sectors in finance, consulting, technology and media, the median household income for Lower Manhattan's young professionals is over \$165,000, topping neighborhoods with similar populations of young urbanites in New York City. This influential group of Lower Manhattan consumers also boasts high levels of education – more than 85% of this age group has a bachelor's degree, including 40% that have a graduate or professional degree.

**Buying Power** – High disposable income and preference for spending leisure time outside the home yields real buying power. A recent Downtown Alliance survey revealed that Lower Manhattan's young professionals spend nearly \$1,000 per month on average on dining out, as well as on entertainment.

**Frequent Diners & Entertainment Seekers** – They seek dining, bar and entertainment experiences frequently. On average these residents go out to restaurants, bars or entertainment venues 16 times in just 30 days.

DOWNTOWN RESIDENTS  
EMBRACE PLACES THAT ARE  
LOCAL  
UNIQUE  
ENTERTAINING  
MULTIFACETED  
ENTREPRENEURIAL  
DESTINATIONS  
EXPERIENTIAL  
CHEF-DRIVEN  
DIVERSE  
CASUAL

LOWER MANHATTAN'S  
YOUNG PEOPLE GO OUT  
FOR DINNER, DRINKS  
OR ENTERTAINMENT  
ON AVERAGE  
**16 OUT OF 30 DAYS**  
A MONTH



## GROWING NIGHTLIFE & ENTERTAINMENT

With over 540 bars and restaurants, the nighttime and weekend activities are expanding in the neighborhood - including prominent cocktail bars, like **the Dead Rabbit** and **BlackTail**, and sceney nightclubs, like **The Mailroom** on Wall Street and **Alley Cat Amateur Theatre** in The Beekman Hotel. A **Regal Cinemas** in Battery Park City and **iPic Theaters** in the Seaport District will soon be joined by **Alamo Drafthouse** at 28 Liberty.

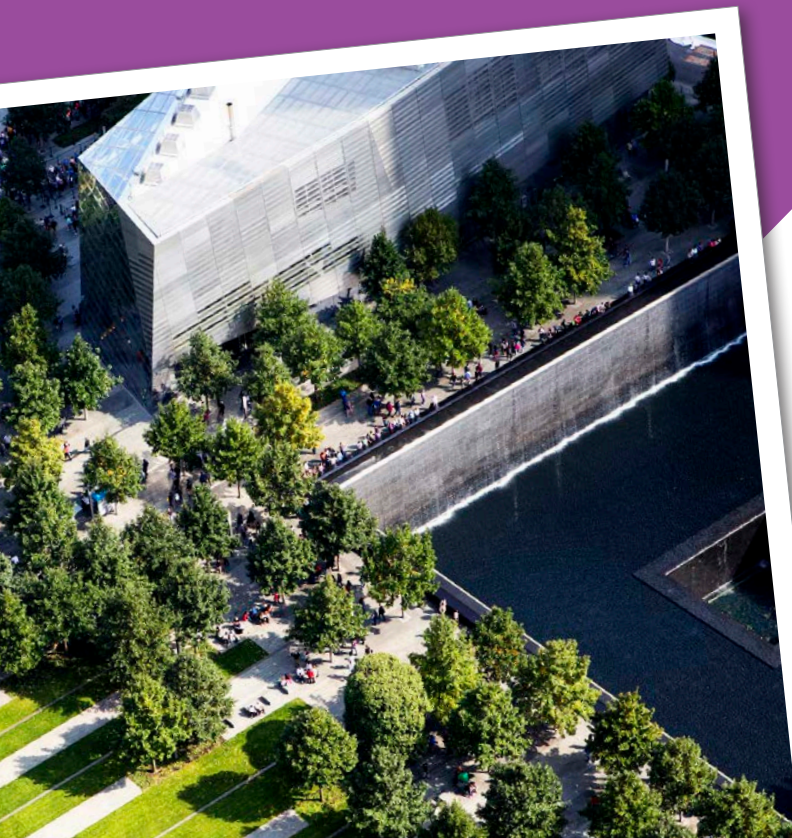
**The Rooftop at Pier 17** in the Seaport District features a 1.5-acre rooftop with restaurants, bars and a venue for summer concerts and year-round events. The **Perelman Performing Arts Center** at the World Trade Center (now under construction) will become a major cultural destination and home to dance, theater, music and the Tribeca Film Festival.



# TOURISTS

## BUCKET LISTS & HIDDEN GEMS

Lower Manhattan is the new hub for culture and iconic attractions. With its famous thoroughfares, skyscraping observatories, historic monuments and reflective memorials, Lower Manhattan is drawing an increasing number of visitors. All this tourism activity has attracted the attention of the hotel industry, sparking a building blitz in the last several years. New hotel brands are adding thousands of rooms to the market, and they range from luxury to boutique to budget. Visitors and locals have more choices to stay, shop and dine than ever before in the new downtown.



**14.6 MILLION**

tourists to Lower Manhattan in 2018



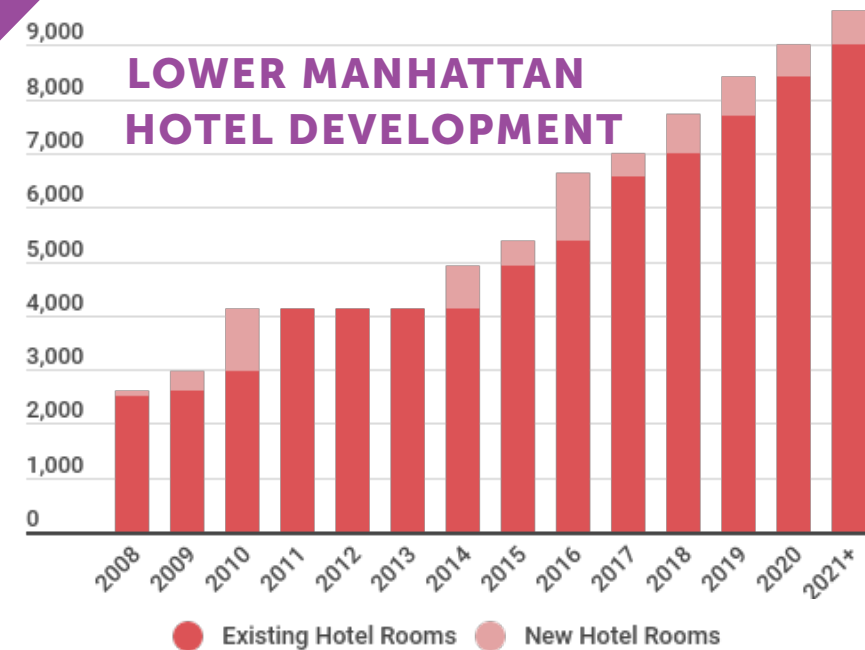
**8,400 ROOMS**

in 40 hotels in 2019



**9,600 ROOMS**

in 49 hotels in 2020+



## HOTELS

AC Hotel | AKA (2) | Aloft (2)  
 Andaz | Artezen Hotel | The  
 Assemblage | The Beekman Hotel  
 Club Quarters (2) | Conrad  
 Courtyard by Marriott (2)  
 Doubletree | Eurostars | Fairfield  
 Inn (2) | Four Points by Sheraton |  
 Four Seasons | Gild Hall | Hampton  
 Inn (2) | Hilton Garden Inn | Holiday  
 Inn (3) | Hotel Indigo (2) | Marriott  
 Millenium Hilton | Moxy | Mr. C  
 Seaport | Q&A | Residence Inn (2)  
 Sonder | W Downtown |  
 Wall Street Inn

## MUSEUMS & ATTRACTIONS

9/11 Tribute Center | African Burial  
 Ground National Memorial  
 Brooklyn Bridge | Castle Clinton  
 National Monument | Charging Bull  
 China Institute | New York City Hall  
 Ellis Island | Federal Hall  
 Fraunces Tavern | Governors Island  
 Museum of American Finance  
 Museum of Jewish Heritage  
 National Museum of the American  
 Indian | National September 11  
 Memorial & Museum | New York  
 Stock Exchange | One World  
 Observatory | Skyscraper Museum  
 South Street Seaport  
 St. Paul's Church | Statue of  
 Liberty | Trinity Church





“THE CULTURAL HEART AND INTELLECTUAL HEART OF THE CITY IS CONTINUALLY MOVING DOWNTOWN.”

- GREG PASQUARELLI, SHOP ARCHITECTS

# WHO'S WORKING

## LOCAL FIRMS INCLUDE:

**FASHION:** J.CREW, HUDSON'S BAY, GUCCI, REVLON, HUGO BOSS  
**MEDIA:** CONDÉ NAST, SPOTIFY, HARPERCOLLINS PUBLISHERS  
**FINANCE:** GOLDMAN SACHS, BNY MELLON, CITIBANK, AMERICAN EXPRESS  
**NONPROFIT:** TEACH FOR AMERICA, PLANNED PARENTHOOD, UNICEF USA  
**ADVERTISING:** GROUP M, OMNICOM, MOMENTUM WORLDWIDE, DROGA5

# WHO'S LIVING HERE?

EDUCATED, HIGH-INCOME EARNERS

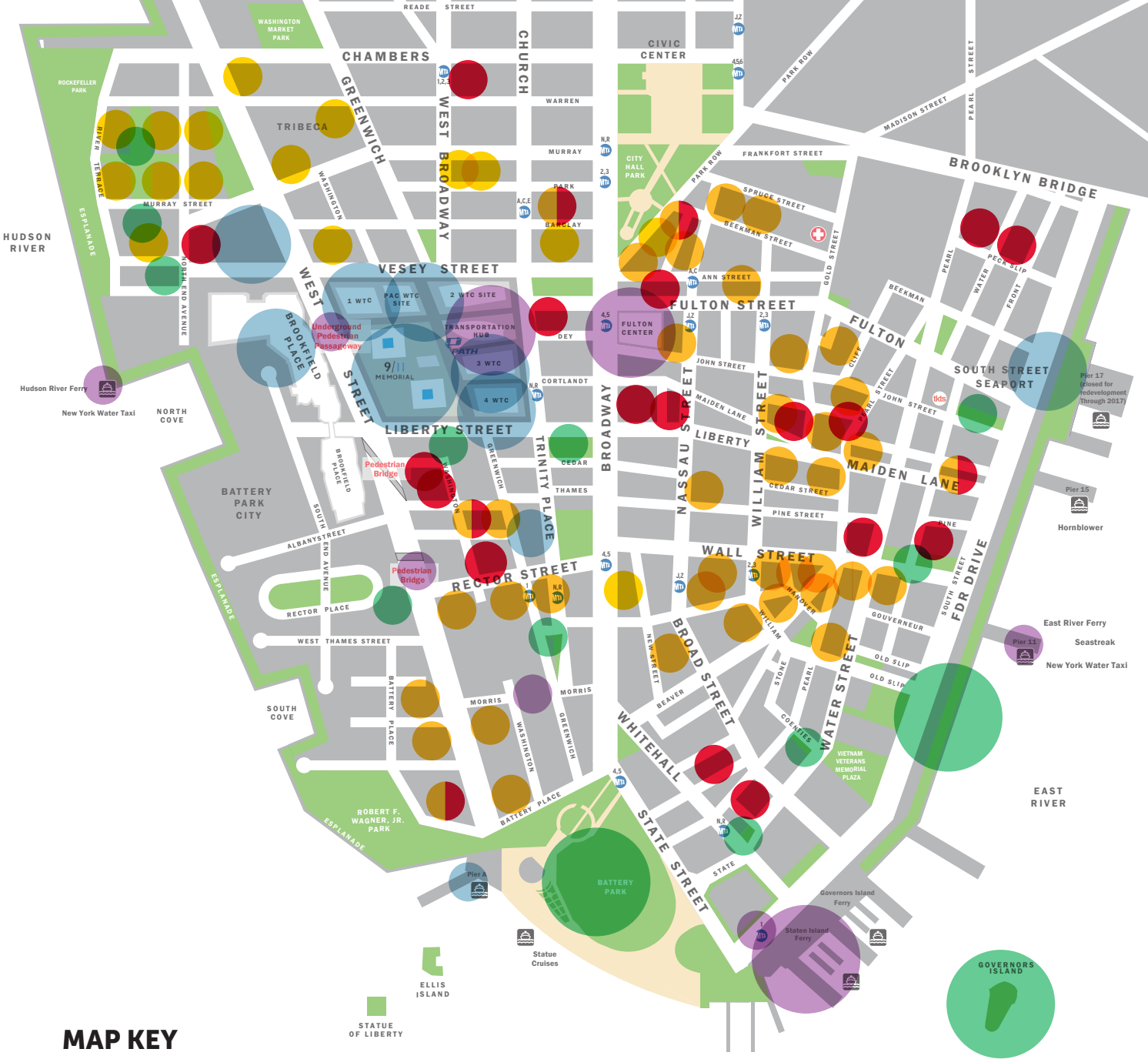
# WHO ARE OUR NEIGHBORS?

**MANHATTAN:** TRIBECA, SOHO, WEST VILLAGE, EAST VILLAGE  
**BROOKLYN:** PARK SLOPE, FORT GREENE, BROOKLYN HEIGHTS, WILLIAMSBURG  
**HUDSON COUNTY (NJ):** HOBOKEN, JERSEY CITY

# WHO'S VISITING US?

14.6 MILLION TOURISTS FROM ACROSS THE COUNTRY AND GLOBE

- ONE WALL STREET**  
Completion in 2020
- FOUR SEASONS HOTEL & RESIDENCES**  
Completed in 2016
- THE BEEKMAN HOTEL & RESIDENCES**  
Completed in 2016
- FULTON CENTER & CORBIN BUILDING**  
Completed in 2014
- WORLD TRADE CENTER**
  - 1 World Trade Center Completed in 2014
  - 2 World Trade Center Completion TBD
- Westfield WTC/Transportation Hub Completed in 2016
- 3 World Trade Center Completed in 2018
- 4 World Trade Center Completed in 2013
- National 9/11 Memorial Museum Completed in 2014
- BROOKFIELD PLACE**  
Completed in 2015/2016
- AKA WALL STREET**  
Completed in 2016
- SEAPORT DISTRICT**  
Completion in 2018/2019
- MR. C SEAPORT HOTEL**  
Completed in 2018
- EAST RIVER WATERFRONT ESPLANADE**  
Completed in 2013
- PIER A**  
Completed in 2014
- THE BATTERY**  
Completed in 2014/2015
- 20 BROAD STREET**  
Completed in 2018
- THE PERELMAN CENTER FOR PERFORMING ARTS AT THE WORLD TRADE CENTER**  
Completion in 2021
- GOVERNORS ISLAND**  
Completed in 2014-2016



## MAP KEY

- Major Development Milestones
- Transportation
- Open Spaces
- Hotels
- Residential
- Hotel & Residential



2019

# LOWER MANHATTAN RETAIL GUIDE



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