

# SOHO

## BROADWAY

### INITIATIVE

Prepared by Larisa Ortiz Associates



## District Profile

Summer 2016

# Project Overview

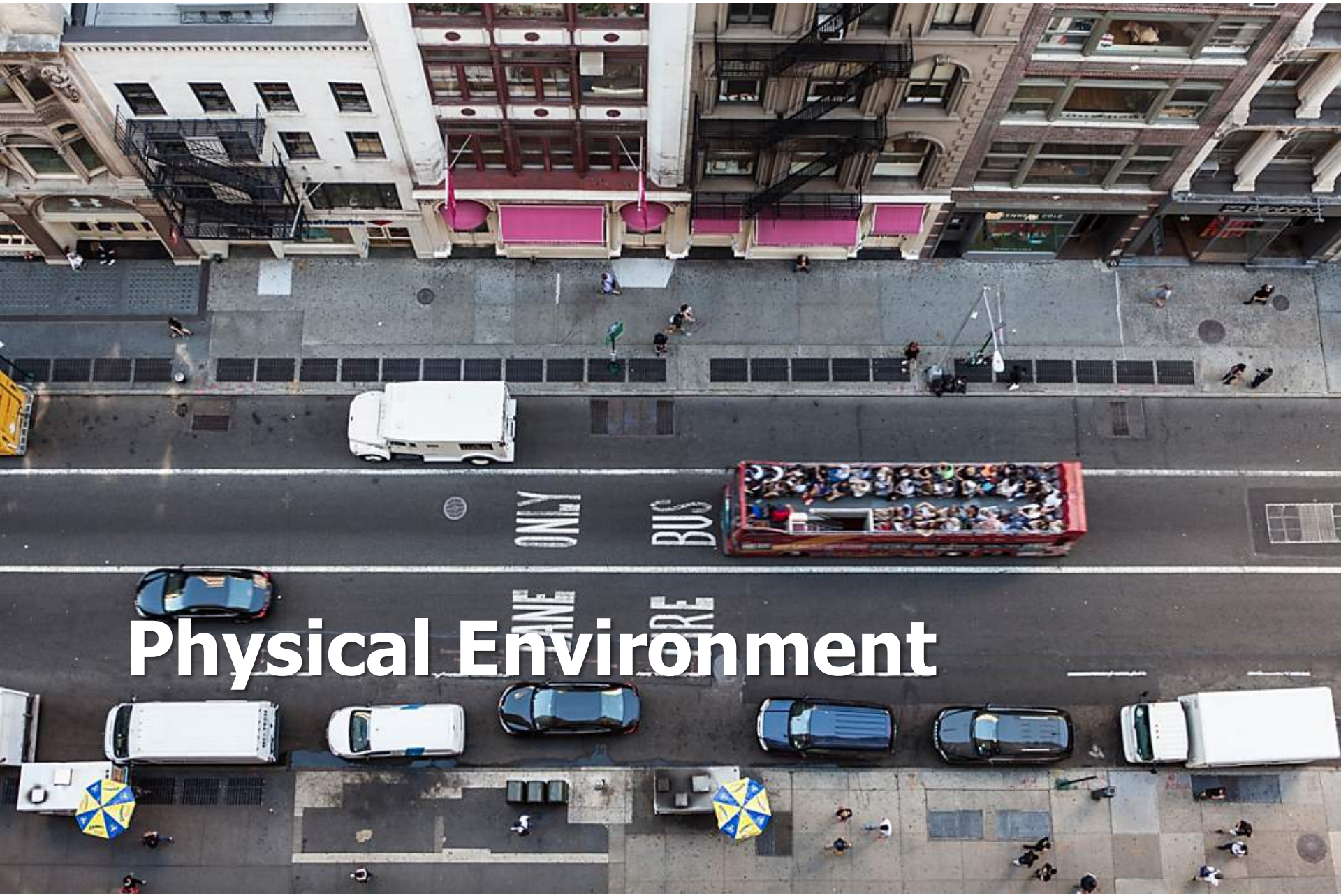
The SoHo Broadway District Profile presents a summary of key district facts and metrics for both the public and private sectors, and allows the SoHo Broadway Initiative to measure and demonstrate BID impact and performance overtime.

This presentation goes over a full set of demographic and market data and is organized into three main sections:

- Physical Environment
- Market Demand
- Business Environment

# About the District

SoHo is one of New York's premier neighborhoods where a vast array of national and international retailers and a growing tech, media and entertainment industry thrives alongside a vibrant residential community. The SoHo Broadway business improvement district alone 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.



# Physical Environment

# Transportation & Access

## Subway Ridership

- There are 10 subway lines passing through or in the immediate vicinity of the district.
- Subway ridership in the district is significant and stable.
- How does our ridership compare to other similar districts?

### Competitive Districts Ridership

District	Ridership (Average Weekday)
SoHo BID Total	111,183
23 <sup>rd</sup> St/Madison Sq	25,973
Downtown Brooklyn - Atlantic Ave/Barclays	42, 231
DUMBO – Jay St /MetroTech	43,456
14 St/Union Square	108,440
Herald Square	126,776

Source: MTA Facts and Figures,  
[http://web.mta.info/nyct/facts/ridership/ridership\\_sub.htm](http://web.mta.info/nyct/facts/ridership/ridership_sub.htm)

**Broadway Lafayette (B, D, F, M, 6)**  
**39,724** Average weekday ridership  
 (2015) -1.1 % in 2015

**Prince St (N, R)**  
**15,597** Average weekday ridership  
 (2015) +1.3 % in 2015

**Spring St (6)**  
**11,453** Average weekday ridership  
 (2015) -6.4 % in 2015

**Canal St (N, R, Q, J, Z, 6)**  
**44,409** Average weekday ridership  
 (2015) +0.1 % in 2015

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



# Transportation & Access

## Vehicular Traffic Counts (in ADT)

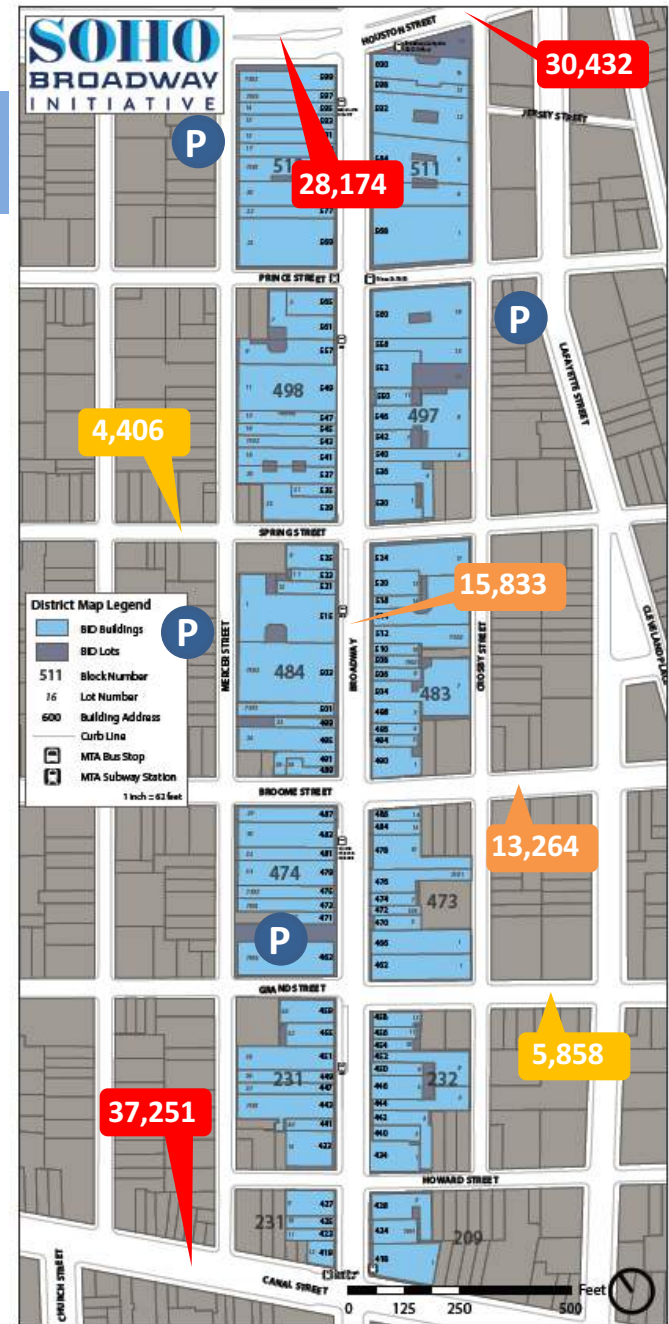
Traffic in the SoHo BID district is heavy along the surrounding large streets (Houston and Canal) and moderate along Broadway.

There are four parking lots in the immediate vicinity of the SoHo BID with approximately 300 spots.

It is worth noting that car ridership does not drive demand in this pedestrian-oriented urban district.

*ADT: Average Daily Traffic*



*Source: NYS Traffic Data Viewer, 2014*



# Transportation & Access

## City and Tourist Bus Service

There are 5 MTA bus stops within the SoHo BID district and 2 tour bus stops serving 4 different operators.

-  MTA Bus Stop
-  Tour Bus Stop



# Transportation & Access

## Walk Score



### **Walker's Paradise**

Daily errands do not  
require a car

## Transit Score



### **Rider's Paradise**

World-class public  
transportation

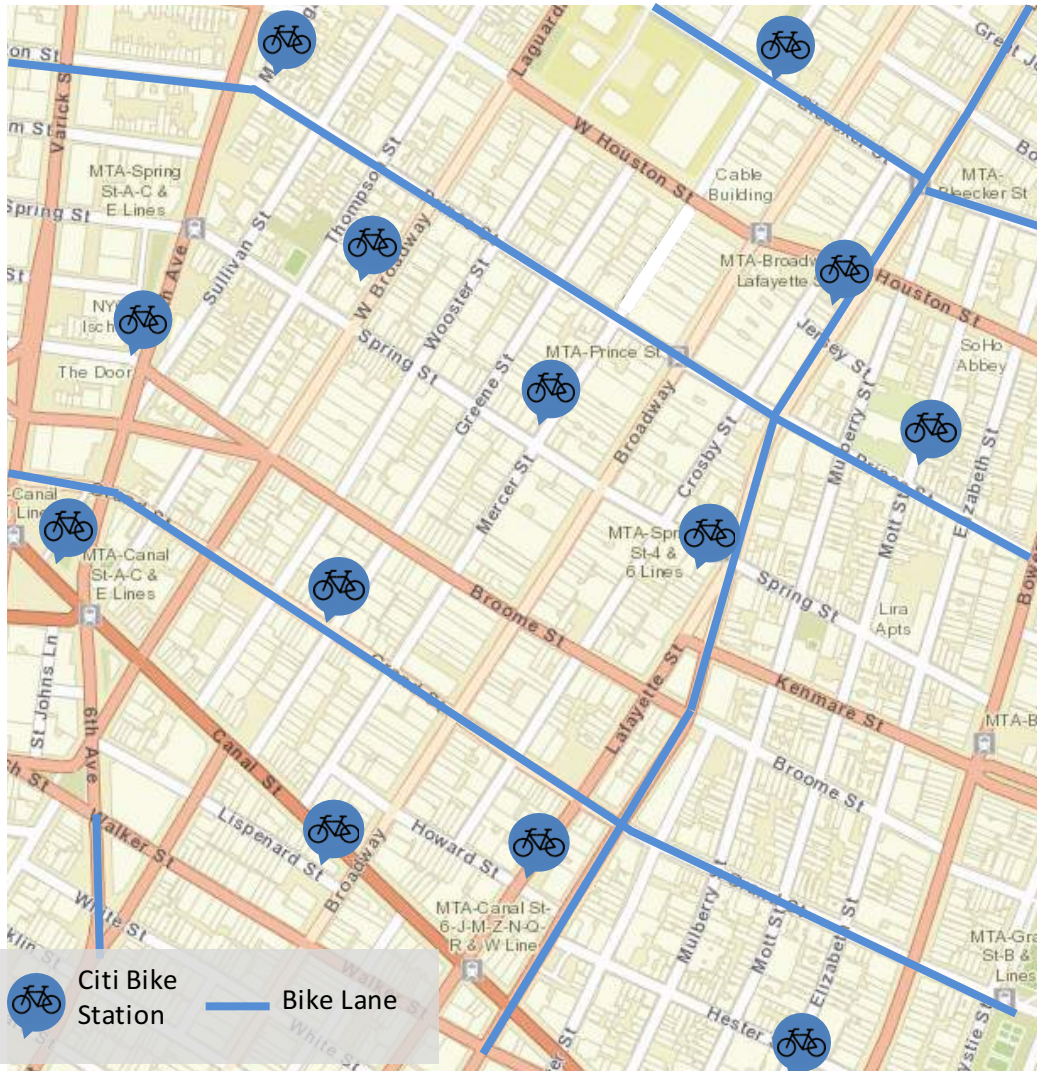
The SoHo BID area is one of the premier walkable and accessible shopping districts in the City of New York.

Source: [www.walkscore.com](http://www.walkscore.com)



# Transportation & Access

## Bike Infrastructure



## Bike Score

**87**

**SoHo**

**Very Bikeable**  
Flat as a pancake,  
excellent bike lanes

**85**

**Union Square**

**85**

**Herald Square**

**82**

**Madison Square**

**82**

**DUMBO**

Bike Score measures whether a location is good for biking on a scale from 0 - 100 based on four equally weighted components:

- (1) Bike lanes
- (2) Hills
- (3) Destinations and road connectivity
- (4) Bike commuting mode share

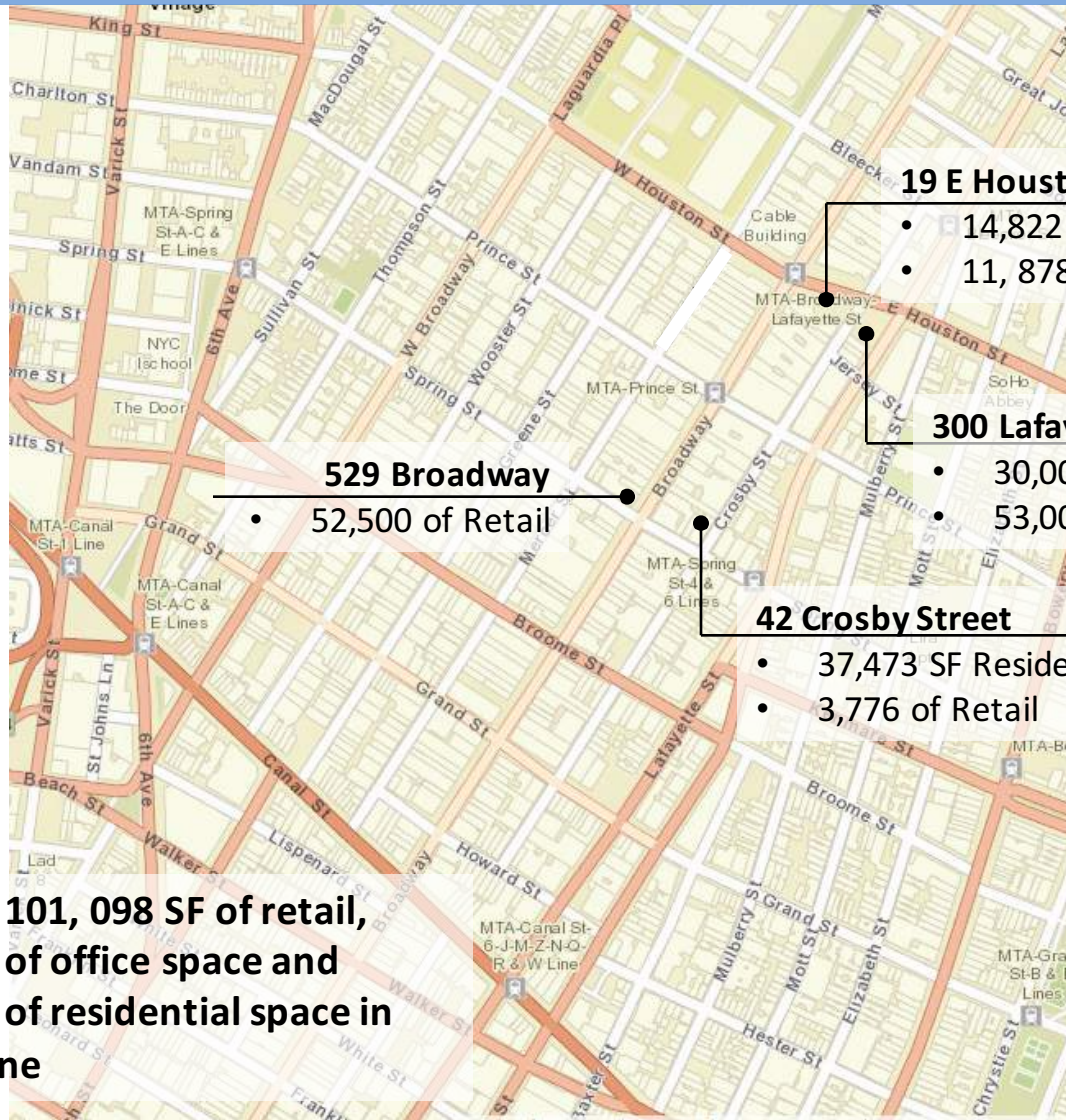
Like Walk Score and Transit Score, Bike Score provides an easy way to evaluate bikeability at a specific location.

# Anchors & Destinations



# New Development

**There are 101, 098 SF of retail,  
64,878 SF of office space and  
37,473 SF of residential space in  
the pipeline**



## **19 E Houston St**

- 14,822 SF of Retail
- 11, 878 of Office

## **300 Lafayette St**

- 30,000 SF of Retail
- 53,000 of Office

## **529 Broadway**

- 52,500 of Retail

## **42 Crosby Street**

- 37,473 SF Residential
- 3,776 of Retail



# Market Demand

# Trade Areas

SoHo Neighborhood TA  
7-10 min walk from Broadway

SoHo BID Boundaries



# Demographics - Population

The SoHo BID area is stable and highly educated.

	SoHo BID	SoHo Neighborhood TA	Manhattan
Population	1,049	24,876	1,651,162
Population Growth Rate (2016 – 2021)	-0.1%	0.12%	0.69%
Population Density (pop per Square Mile)	26,225	77,738	72,328
High School Graduate +	98.9%	88.1%	87%
Bachelor's Degree +	80.0%	70.4%	60.7%
Graduate Professional Degree	35.4%	26.8%	28.7%
White	78.6%	61.3%	55.7%
Black	1.3%	1.9%	15.2%
American Indian	0.1%	0.1%	0.5%
Asian	17.3%	31.5%	12.6%
Hispanic ethnicity	6.8%	7.4%	26.6%

Source: Business Analyst, ESRI 2016

# Demographics - Population

The SoHo Neighborhood TA has a higher share of millennials and a lower share of residents under the age of 20.

	SoHo BID	SoHo Neighborhood TA	Manhattan
Age <20	17.3%	11.5%	17.10%
Age 20-34	24.1%	34.2%	29%
Age 35-64	43.5%	39.6%	38.6%
Age 65+	15.2%	14.7%	15.3%
Median Age (years)	39.8	37.4	37.5

Source: Business Analyst, ESRI 2016

# Demographics - Households

The SoHo Neighborhood TA has a lower share of families and is composed of renters.

	SoHo BID	SoHo Neighborhood TA	Manhattan
Households (HH)	470	13,212	794,362
Average HH Size	2.23	1.84	1.99
Family HH	43.8%	33%	39.70%
Owner-occupied	38%	17.4%	20.5%
Renter-occupied	42%	70.4%	69.2%
Vacant/unoccupied *	20%	11.2%	10.3%
HHs own/lease vehicle	57%	65%	59%

\* Housing units are defined as vacant/unoccupied if no one is living in it at the time of the interview, unless its occupants are only temporarily absent. In addition, a vacant unit may be one which is entirely occupied by persons who have a usual residence elsewhere. New units not yet occupied are classified as vacant housing units if building exterior is complete (US Census Bureau).

Source: Business Analyst, ESRI 2016



# Demographics - Households

Residents who live within the BID have higher incomes than the SoHo Neighborhood TA or Manhattan.

	SoHo BID	SoHo Neighborhood TA	Manhattan
Median HH	\$107,536	\$75,981	\$74,300
Average HH	\$171,697	\$124,464	\$125,123
HH Income <\$50k	20.6%	36.6%	37.9%
HH Income \$50-75k	11.7%	12.9%	12.4%
HH Income \$75 - \$100	14.5%	10.0%	10.4%
HH Income \$100+	53.2%	40.3%	39.3%

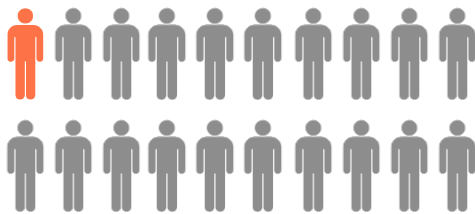
Source: Business Analyst, ESRI 2016

# Workforce Demand

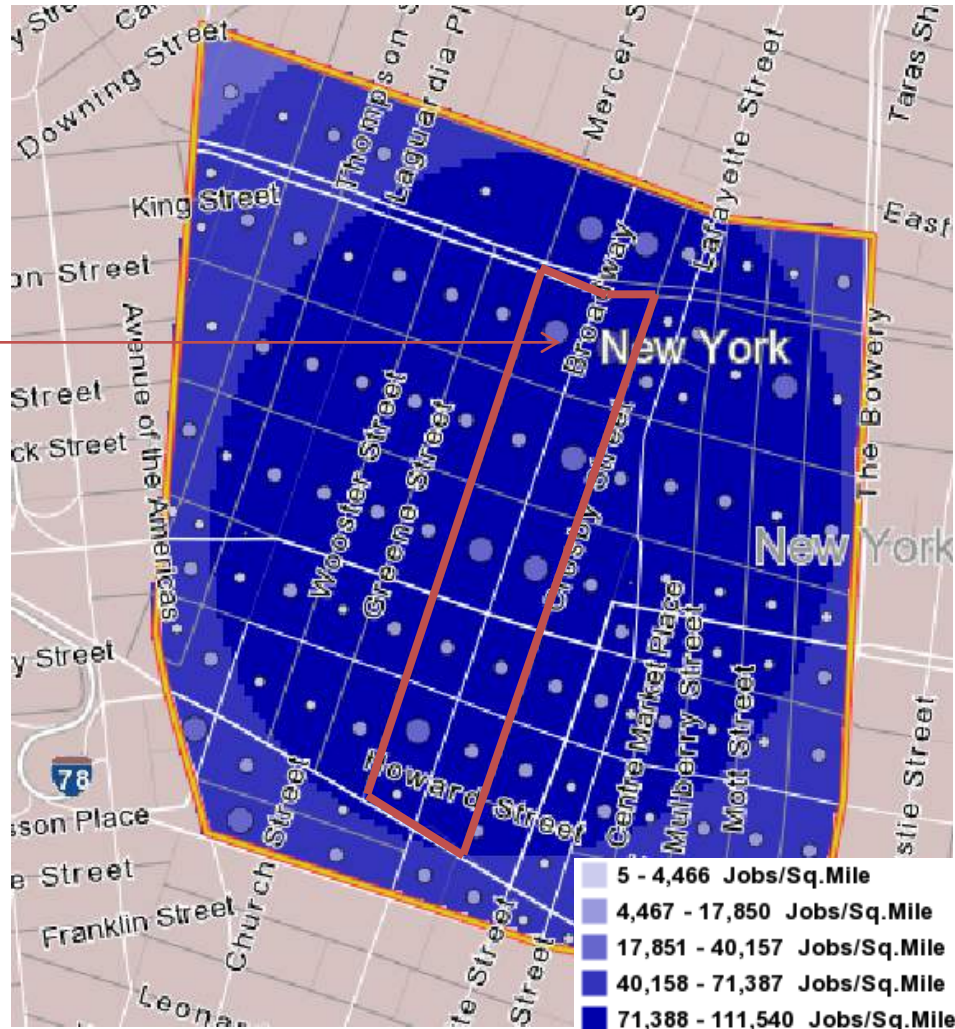
There are **64,748 workers** within the SoHo Neighborhood TA, of which **21,768** within the SoHo BID Boundaries\*.

Not surprisingly, the largest density of workers is found along Broadway, within the BID boundaries.

The **1:20 resident to employee ratio** within the BID area indicates that local workers create much higher demand for goods and services than residents.



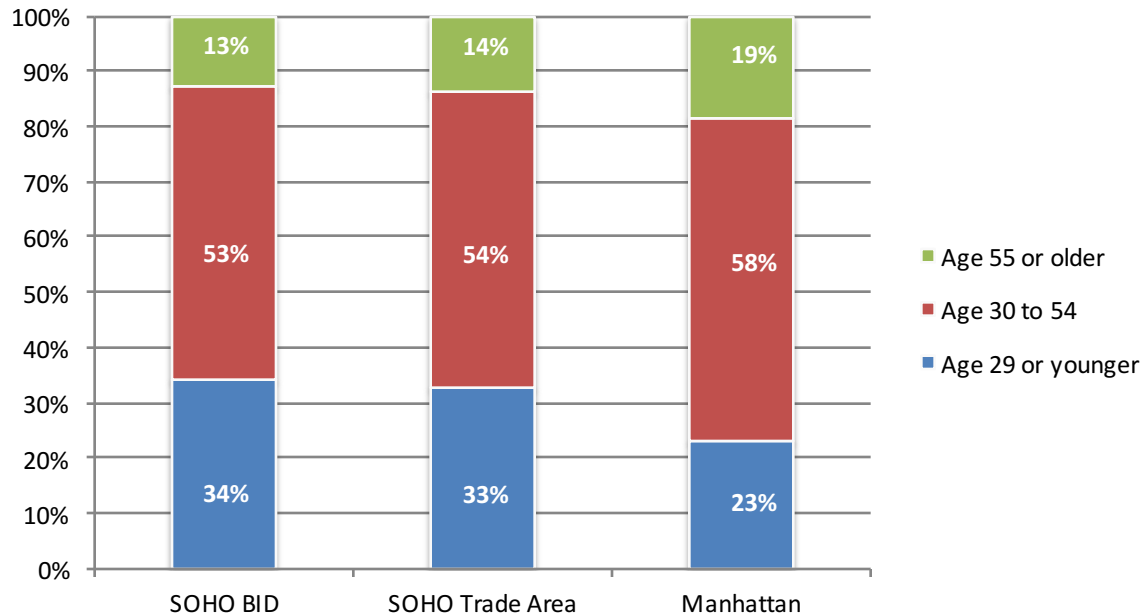
\* Workforce numbers include primary full-time workers. It does not include free-lance and self-employed workers.



Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (2nd Quarter of 2014)

# Workforce Demand

## Workers Age Distribution

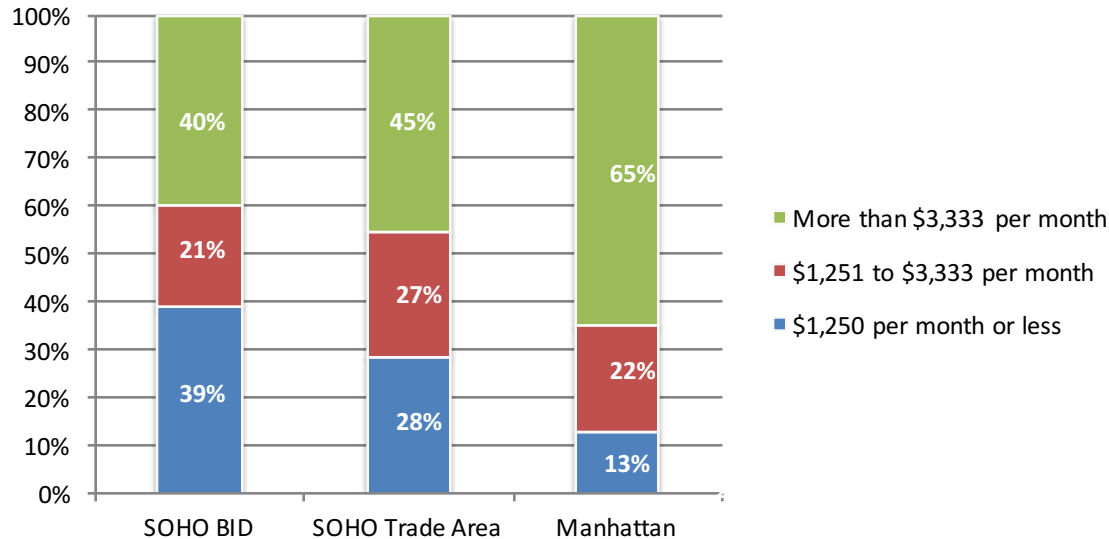


The SoHo BID and neighborhood areas have a larger share of younger workers and a lower share of older workers than Manhattan.

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (2nd Quarter of 2014)

# Workforce Demand

## Workers Income Distribution

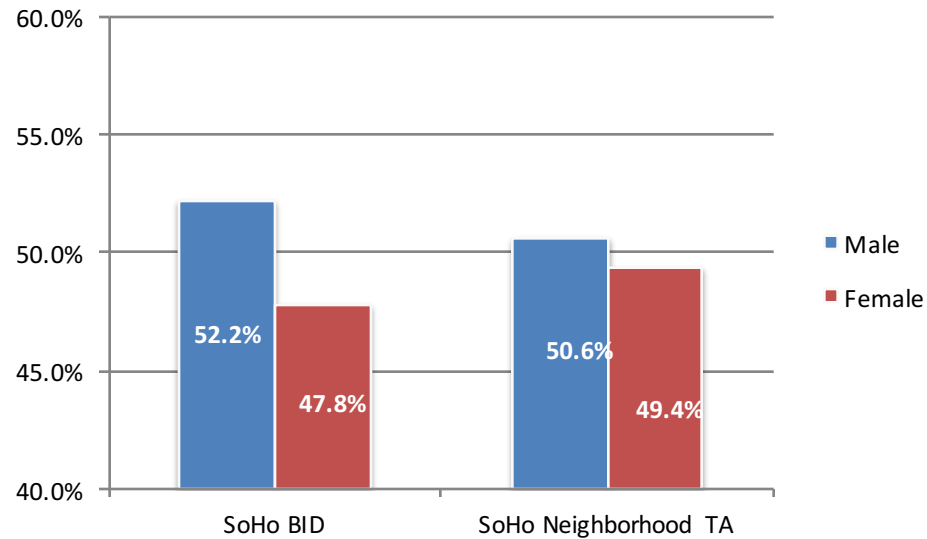


The SoHo BID has a much larger share of workers in the lower income brackets than the SoHo neighborhood TA and Manhattan, a lower share of workers in the upper income brackets, and a similar share of workers in the mid-income brackets.

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (2nd Quarter of 2014)

# Workforce Demand

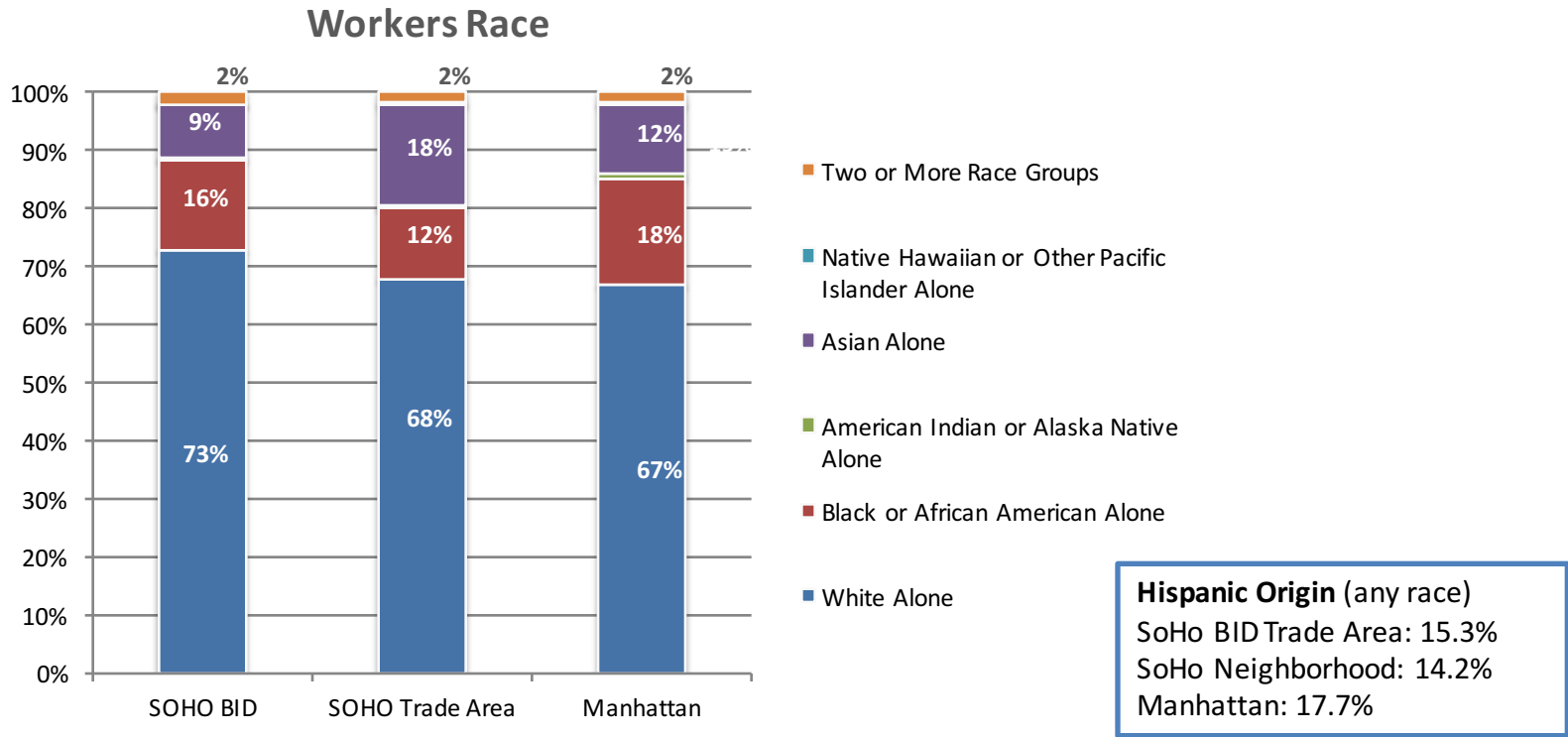
## Workers Gender Distribution



Both trade areas have a larger share of male workers.

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (2nd Quarter of 2014)

# Workforce Demand

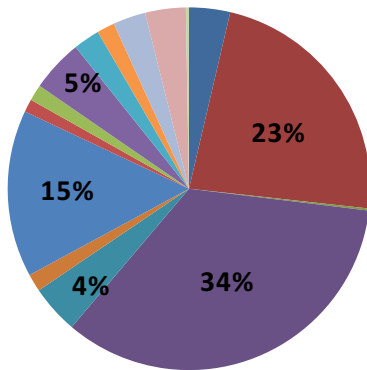


The racial distribution of workers within the SoHo BID is comparable to the larger SoHo neighborhood and Manhattan, with a slightly larger share of white workers, a slightly lower share of Asian workers, and a share of black and Hispanic workers that fall in-between the neighborhood and Manhattan.

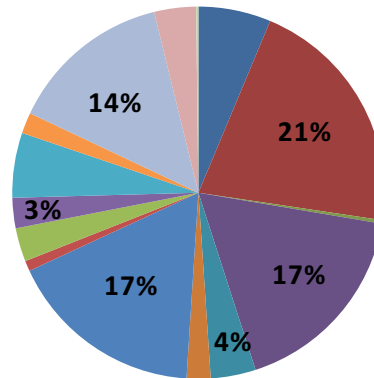
Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (2nd Quarter of 2014)

# Workforce Demand

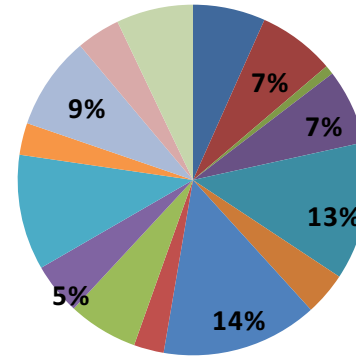
## SOHO BID



## SOHO Neighborhood



## Manhattan



The industries with the largest number of workers in SoHo are **retail trade and information**, which together correspond to 57% within the SoHo BID and 38% in the SoHo neighborhood, followed by professional, scientific and technical services with 15% in the BID and 17% in the neighborhood.

\*Information industries include: publishing, motion picture and sound recording, broadcasting, internet publishing, telecommunications, data processing and other services.

- Utilities, Constr., Manuf and Wholesale Trade
- Retail Trade
- Transportation and Warehousing
- Information
- Finance and Insurance
- Real Estate and Rental and Leasing
- Professional, Scientific, and Technical Services
- Management of Companies and Enterprises
- Administration & Support, Waste Management and Remediation
- Educational Services
- Health Care and Social Assistance
- Arts, Entertainment, and Recreation
- Accommodation and Food Services
- Public Administration

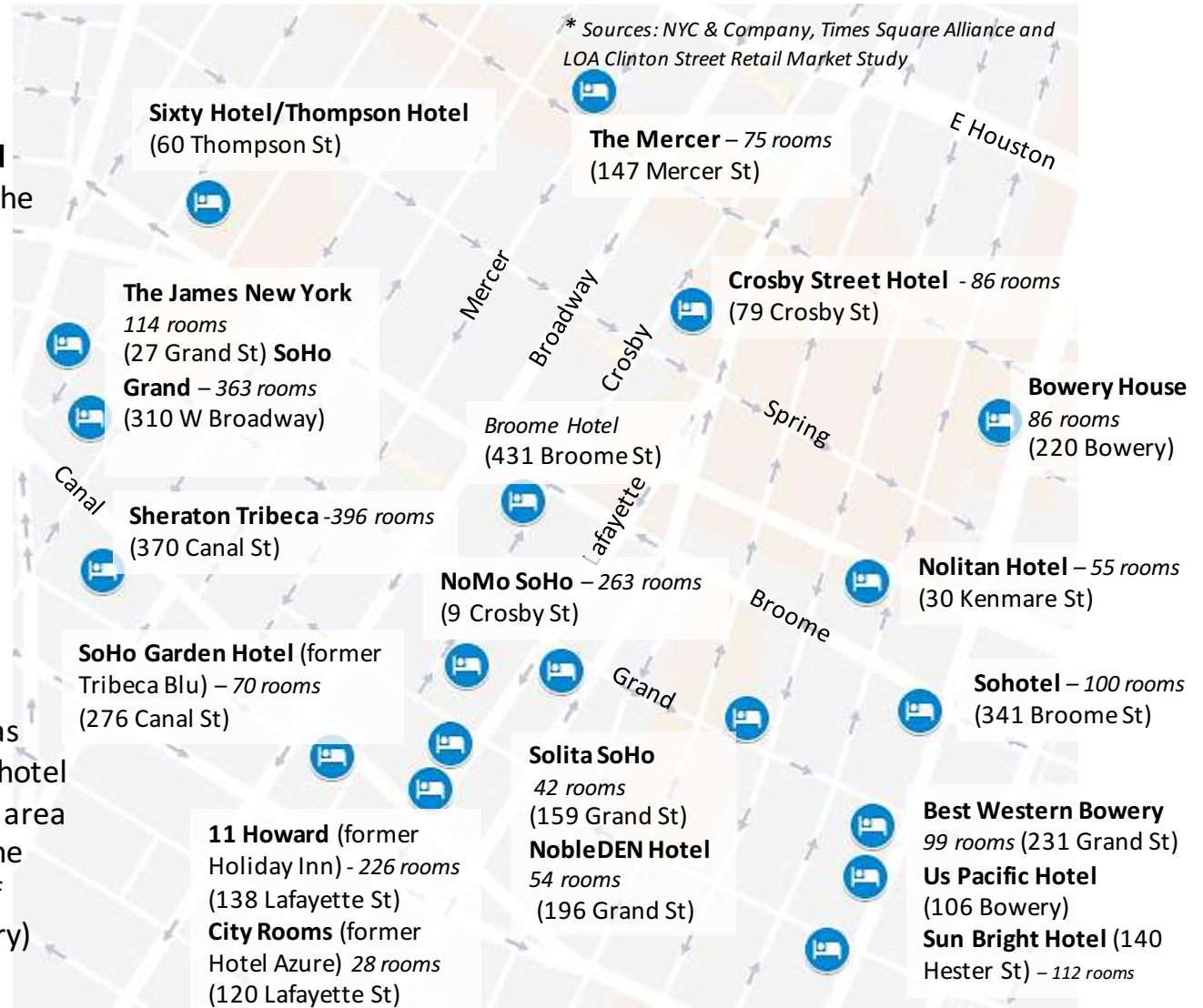
Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (2nd Quarter of 2014)

# Visitor Demand

## Hotel & Hostels

There are **19 hotels and hostels** located within the SoHo Neighborhood TA and over **2,197 rooms**.

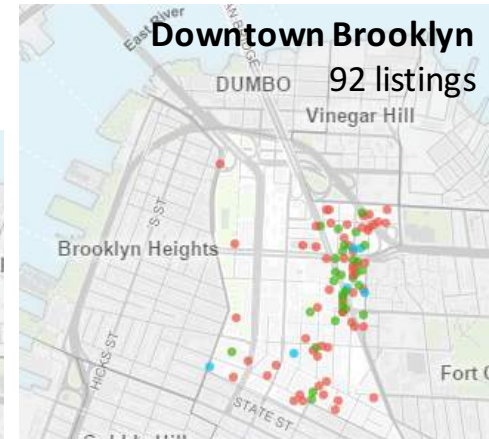
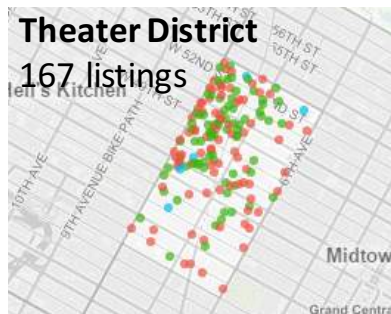
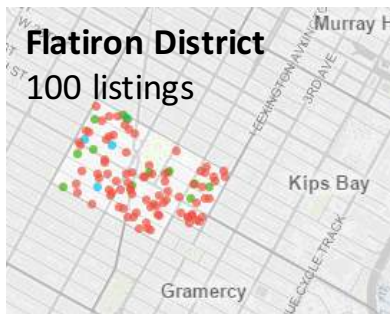
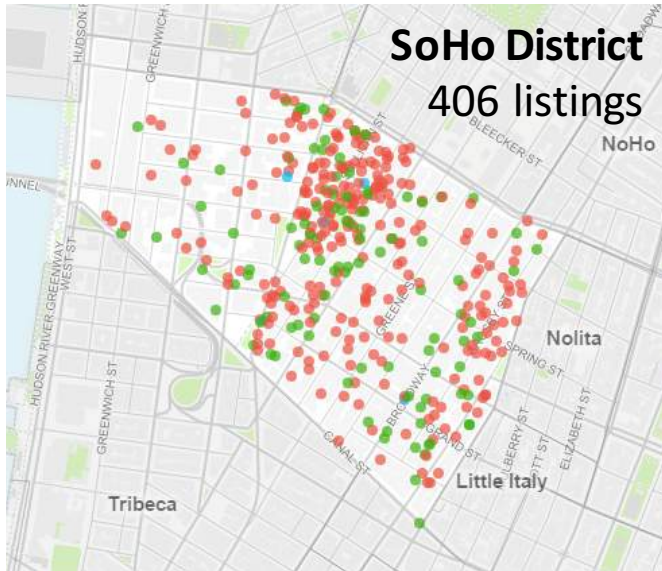
To put SoHo numbers in context, New York City has approximately 109,000\* hotel rooms, the Times Square area has about 17,000\* and the Lower East Side (South of Houston to East of Bowery) has about 900\*.





# Visitor Demand

## Airbnb Listings



Manhattan: 19,319 total listings

- Entire home/apt
- Private room
- Shared room

Source: <http://insideairbnb.com/>

# Visitor Demand



Reviews that mention  
**tourist** in New York

bacon

cheap

cocktail

frat

hangover

hipster

kosher

noodles

pasta

patio

pbr

pricey

prix-fixe

romantic

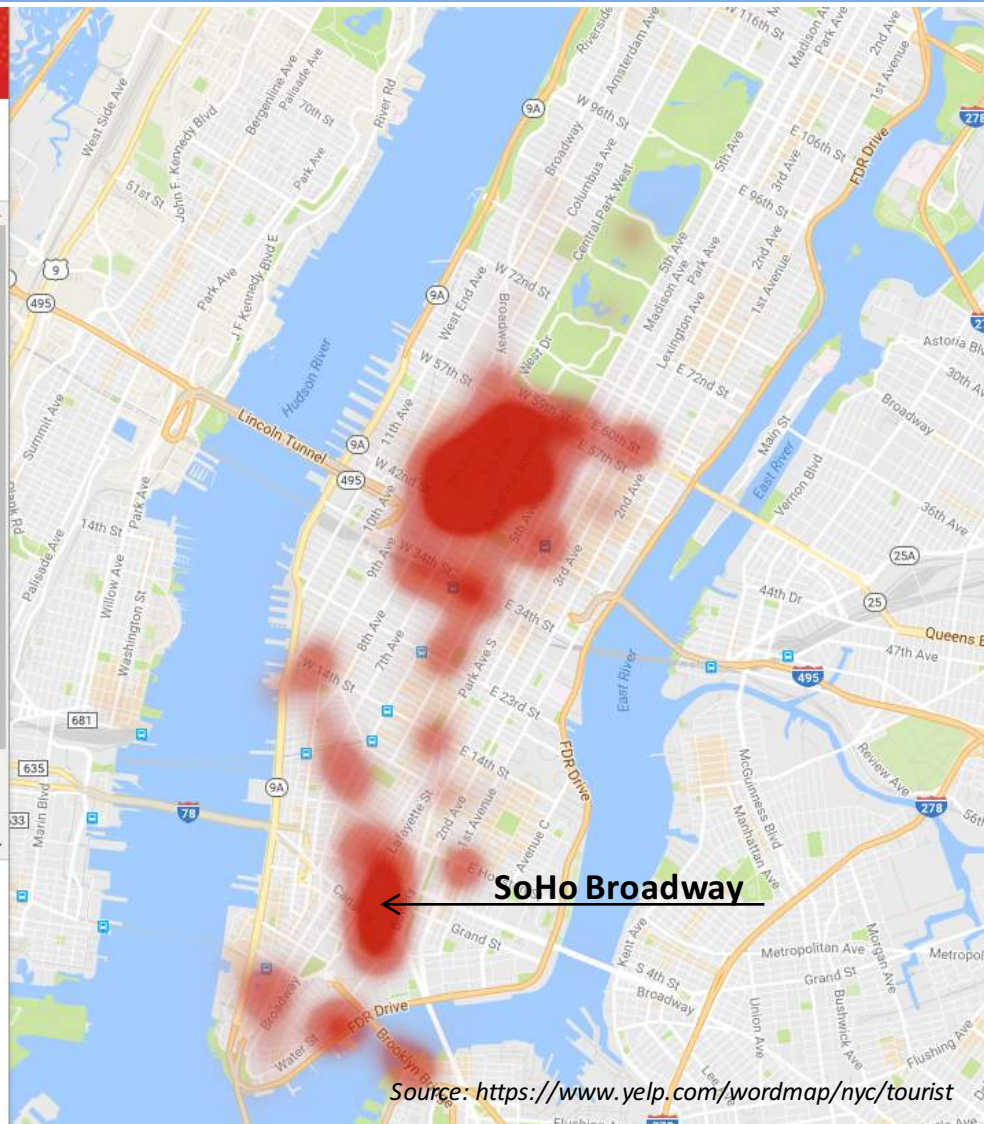
**tourist**

Choose a city

Austin  
Boston  
Chicago  
London  
Los Angeles  
New York  
Paris

Philadelphia  
Portland  
San Diego  
San Francisco  
Seattle  
Toronto  
Washington DC

Yelp Heat Maps match the location and frequency of key words on Yelp business reviews. The map on the right shows the frequency of the word 'tourist' mentioned citywide.



Source: <https://www.yelp.com/wordmap/nyc/tourist>

# Retail Leakage

## What is retail “leakage” and “surplus”?

An analysis of **retail leakage** compares the **discretionary income of residents within the trade area** against the **total sales** estimated for **local businesses**, also within the same trade area.

In some categories, residents are spending more than local stores are selling. Residential discretionary income being spent outside the trade area is called “leakage”. Depending on the size of leakage, this may suggest opportunities for both existing and new businesses to better meet the needs of the residential customer base.

For some store types, local businesses sell more than local residents are purchasing. This means that outsiders may be coming into the area to shop. This is called “surplus”. It may suggest a unique opportunity to build upon a niche that is drawing visitors to the area.

# Retail Leakage

Retail Gap/Surplus	SoHo BID	SoHo Neighborhood TA
Total Retail Trade	(\$564,248,443)	(\$1,766,529,226)
Total Food & Drink	(\$35,714,719)	(\$307,157,691)
Furniture & Home Furnishings Stores	(\$29,111,494)	(\$134,597,659)
Food & Beverage Stores	(\$5,408,049)	\$7,170,512
Health & Personal Care Stores	(\$49,624,967)	(\$188,257,803)
Clothing/Clothing Accessories Stores	(\$306,995,667)	(\$1,125,066,989)
Sporting Goods, Hobby, Book, Music Stores	(\$18,641,953)	(\$56,608,035)
Food Service & Drinking Places	(\$35,714,719)	(\$307,157,691)

The retail leakage numbers reveal surplus in every category for the SoHo BID area, which indicates that businesses are attracting customers from outside the district.

The SoHo neighborhood TA has limited leakage in Food & Beverage Stores (Groceries).

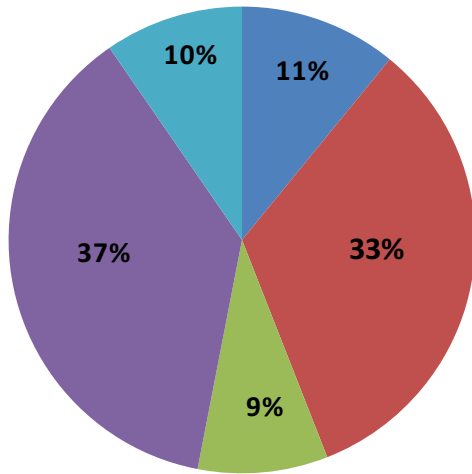
*Source: Business Analyst, ESRI 2016*



# Business Environment

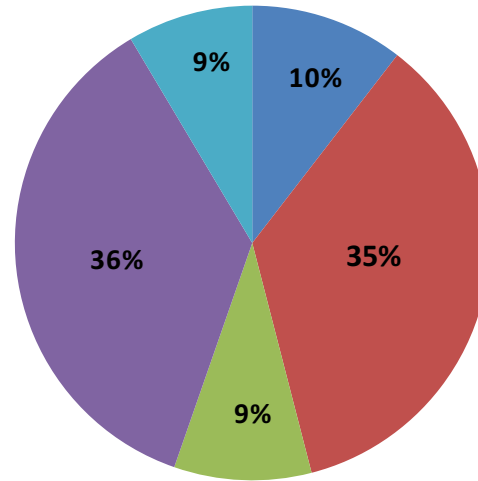
# Business Mix

## SoHo BID TA



Total establishments: 1,076

## SoHo Neighborhood TA



Total establishments: 6,206

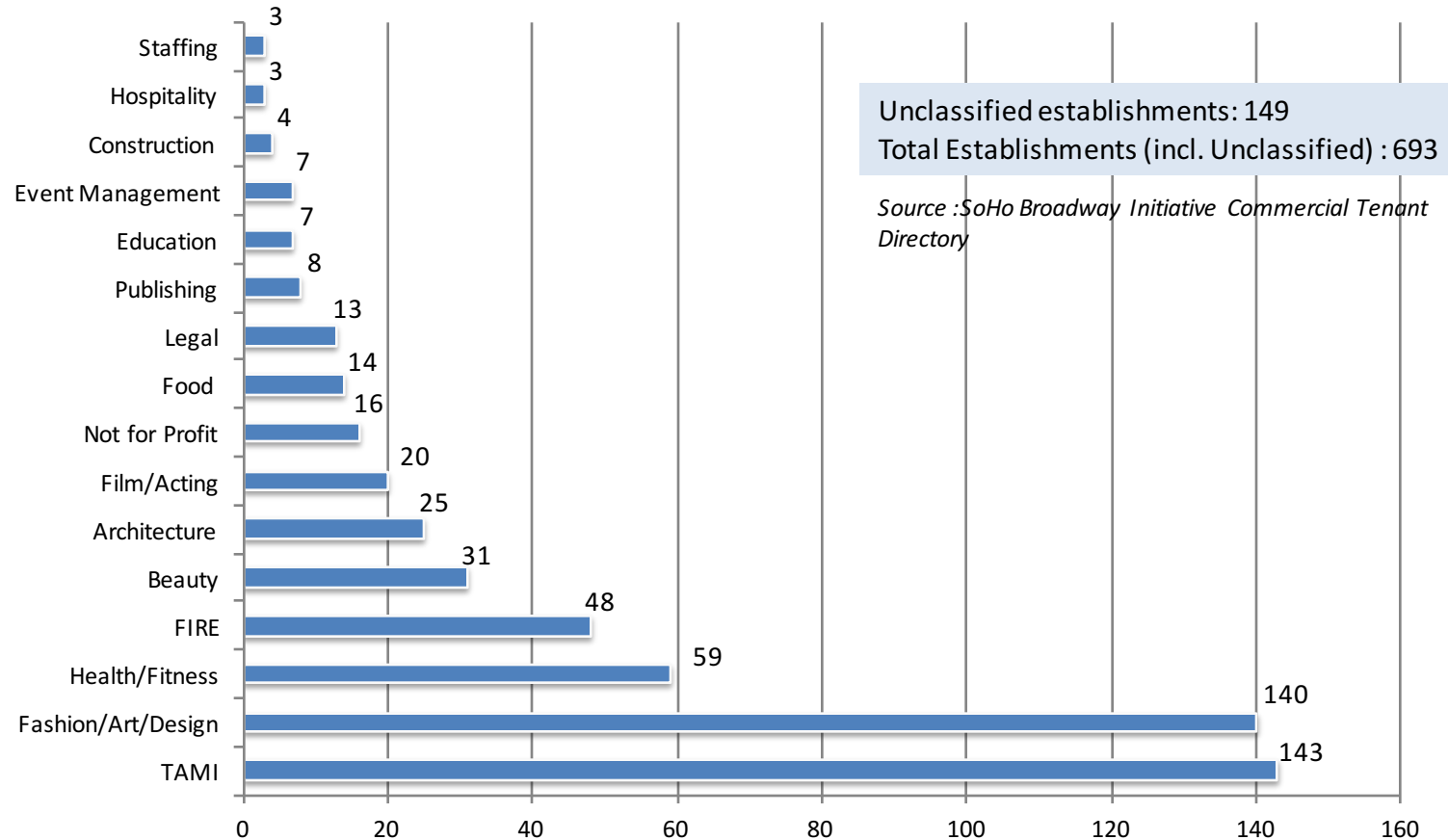
- Agriculture, Constr. Manufacturing & Wholesale Trade
- Retail Trade
- Finance, Insurance, Real Estate
- Services
- Unclassified estbs.

Retail trade and service establishments correspond to the majority of businesses within both SoHo trade areas (between 70% and 71%), which is consistent with a large regional commercial district.

\*Services industries include: hotels and lodging, motion pictures and amusement, health, legal, educational and other services.

Source: ESRI, Business Analyst 2016

# Business Mix – Upper Floors



Creative industries such as TAMI (technology, advertising, media and information) and fashion, art and design correspond to the major industries occupying the upper floor commercial spaces within the SoHo BID with 143 and 140 establishments respectively , followed by health and fitness with 59 establishments and FIRE (finance and real estate) with 48 establishments.

# Real Estate Landscape

## Retail Listings at Loopnet

<b>Overall</b>	<b>SoHo BID</b>	<b>SoHo Neighborhood Trade Area</b>
Total no. of listings	<b>28</b> total vacancies/ 17 Buildings 15 of these listings are negotiable	<b>100</b> total vacancies/ 64 buildings 60 are negotiable
Median asking rent (SF/Yr)	\$185	\$175
Average asking rent (SF/Yr)	\$303	\$189
Range (in SF/Yr)	\$25- \$650	\$25- \$700
Size (range in SF)	300 - 10,000	200 - 10,000
Median Size (in SF)	4,000	2,218
Average Size (in SF)	4,320	2,798
No. of ground floor offerings	15	82
No. of 1st, 2nd, LL, Basement floor offerings, Mezzanine	12	18
<b>Ground floor</b>	<b>SoHo BID</b>	<b>SoHo Neighborhood Trade Area</b>
Total no. of listings	15	82
Median asking rent (SF/Yr)	\$425	\$195
Range (in SF/Yr)	\$150 - \$650	\$64.8 - \$700
Size (range in SF)	300-10,000	200- 10,000
Median Size ( in SF)	3,675	2,090
# of negotiable	7	50
<b>Non ground floor*</b>	<b>SoHo BID</b>	<b>SoHo Neighborhood Trade Area</b>
Total no. of listings	12	18
Median asking rent (SF/Yr)	\$78	\$80
Range (in SF/Yr)	\$25-\$150	\$25- \$150
Size (range in SF)	2,000- 6,200	650-6,500
Median Size ( in SF)	4,880	2,575
# of negotiable	8	10

\*Includes ll level + basement + mezzanine

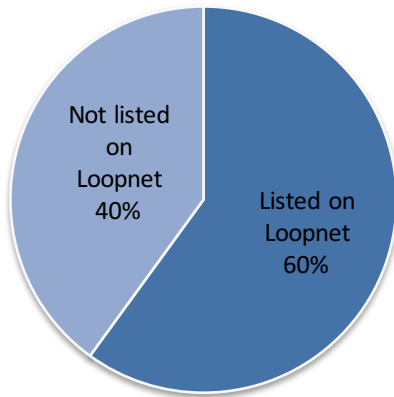
Source: [www.loopnet.com](http://www.loopnet.com), as of July 2016



# Real Estate Landscape

## Retail Vacancies

About 40% of SoHo BID area vacancies are not listed on Loopnet, despite being represented by a larger brokerage company (Winnick, Cushman & Wakefield, etc.)



Total vacancies: 45



# Real Estate Landscape – Retail Sales

Sales volume data is provided by InfoUSA. Estimated square footage was taken from publicly available information from media reports and listing information.

	Estimated Sales Volume	Estimated SF	Sales/SF
1 Club Monaco	7,828,000	5,100	\$ 1,535
2 Prada	9,393,000	10,000	\$ 939
3 Uniqlo	46,972,000	52,500	\$ 895
4 Madewell's	2,644,000	3,000	\$ 881
5 American Apparel	4,687,000	6,000	\$ 781
6 CB2	6,114,000	8,000	\$ 764
7 Scholastic Corp	3,698,000	7,500	\$ 493
8 A/X Armani Exchange	14,091,000	35,000	\$ 403
9 White House/Black Market	1,565,000	4,400	\$ 356
10 BCBG Max Azria	1,252,000	4,500	\$ 278
11 Vera Wang*	695,000	2,500	\$ 278
12 Scoop	2,644,000	10,000	\$ 264
13 Bebe	1,878,000	8,700	\$ 216
14 Joe Fresh	1,060,000	7,500	\$ 141
15 Aldo	4,574,000	10,500	\$ 436
16 Timberland	1,067,000		
17 Vince Camuto	2,297,000		
	<b>SOHO BID Average</b>		<b>\$ 587</b>
	<b>SOHO BID Median</b>		<b>\$ 448</b>
	<b>2015 National Sales Productivity for Non-Anchor Tenants in U.S. Malls</b>		<b>\$ 474</b>
	<b>2015 National Sales Productivity for Non-Anchor Tenants in U.S. Malls</b>		<b>\$ 556</b>

# Real Estate Landscape – Home Sales

Home sales values within the SoHo BID are stable and higher than Manhattan.

	SoHo BID	SoHo Neighborhood TA	Manhattan
Median Home Asking Price*	\$4,775,000	\$4,497,500	\$2,498,277
Average Home Asking Price*	\$5,449,706	\$6,480,748	\$3,140,691
Median Home Sales** (Sold)	\$4,440,000	\$2,460,000	\$1,044,250
Average Home Sales** (Sold)	\$ 5,761,333	\$3,631,409	\$1,950,721
Median Home Asking Rent***	\$17,000	\$4,400	\$4,975
Average Home Asking Rent***	\$17,000	\$6,880	\$4,033

Source: Zillow, Trulia , Miller Samuel Inc and MNS Real Estate

\* Median and average home asking prices are based on listings from July 2016

\*\* Median and average home sales were calculated from sales values between July 2015 and July 2016

\*\*\* Median asking rent calculated from September 2016 values for the BID and SoHo areas and August for Manhattan