



REBNY Research

Manhattan Retail Report

Fall 2021

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Executive Summary

Highlights

- 1. Manhattan Retail Market Heading in the Right Direction:**
Key market metrics – foot traffic, retail sales, tourism levels and hotel occupancy – remain below pre-pandemic levels but are heading to higher levels.
- 2. More Leases & Lengthier Commitments:**
Tenants responded to strong evidence of rising demand, committing to more leases with lengthier commitments.
- 3. Discounted Rent & Lease Flexibility:**
Brokers noted that tenant improvement and lease flexibility are still prevalent. Compared to the Fall of 2019, there are twice as many spaces with an average rent under \$300/PSF. Times Square registered its lowest rent in more than a decade.
- 4. COVID-19 Variants Present Risks to Foot Traffic; High Benefits to Return to Office, Increased Tourism:**
The retail market is poised to make another step forward, assuming that COVID-19 variants are contained and quality-of-life issues are addressed. The level of return of office workers in 2022 remains to be seen and is essential to several key retail districts.

Market Overview

One way to gauge the health of Manhattan is to venture out onto its streets. By this measure, the diagnosis is clear: foot traffic, generally one of Manhattan's top competitive advantages, is on the rise. Residents, tourists, and to a lesser extent, daytime commuters, are coming back – all are essential to the retail recovery. After more than a year of Netflix and GrubHub, and of sheltering and eating in place, New Yorkers were eager to dine out and rediscover all that the city has to offer. Foot traffic remains well short of pre-pandemic levels, but the gains of 2021 seem like a sea change from the depths of 2020.

Manhattan's retail market gained momentum during the Summer and Fall of 2021. Foot traffic and sales are a fraction of pre-pandemic peaks, but they are strong enough to attract retailers – particularly when coupled with the most favorable rents and deal terms in a decade. Retailers that previously steered clear of Manhattan are now signing leases. Many of these retailers that are new to the city have never experienced this level of traffic and demand, nor did they ever expect to be able to afford a location in Manhattan. Compared to the Fall of 2019, the number of ground-level storefronts with an asking rent of \$200 PSF or less has jumped by 132% from 19 to 44. On the other hand, the count of storefronts priced above \$1,000 has fallen by 58% from 55 to 23.

Executive Summary

Never Say Never When it Comes to Manhattan Retail

Retailers breaking into the Manhattan market include some well-known suburban icons like Sonic and Popeyes. Newer concepts are also active. Miami-based Kyu Restaurants signed its first Manhattan lease at 324 Lafayette. Wegman's 30-year lease for the former 84,000-SF Kmart in Astor Place was the largest and lengthiest in quite some time. International QSR concepts like Jollibee and Pink Taco already had their eye on the Big Apple prior to the pandemic and have expanded in recent months.¹

Benchmarks Remain Short of Pre-Pandemic Levels, but are Pushing Higher

Core benchmarks – such as foot traffic, retail sales, leasing volume, and office occupancy – tell the same story. While these metrics are below pre-pandemic levels, they are headed in the right direction. The [Times Square Alliance reported](#) that an average of 227,180 people visited TSQ during October. This was the most since the pandemic, but still below the 377,318 visitors averaged in 2019. According to the [Broadway League](#), Broadway ticket sales since August 4 have totaled \$15.5 million, with attendance at 85.9% capacity.

Manhattan retail sales have increased two consecutive quarters, rising by 1.4% to \$36.9 billion in the second quarter, then by 3.8% to \$38.3 billion in the third quarter. After the past 18 months of the pandemic, even 60% of sales and foot traffic is a welcome sight and encouraging news in the City's recovery.

¹ New entrants into Manhattan's retail market are a trademark of a market rebound. In prior recoveries international fashion has often kicked off a rally. In this cycle food & beverage led the charge. Recent examples include Moscow-based bakery Wolkonsky and Beijing-based Haidilao. More recently there are signs of international fashion jumping into the market, including luxury brands AMIRI, AMI Paris and Vashi and fashion retailers such as Alala, Kanuk & Toteme – just to name a few.

Surge in Residential Sales Key Driver of Retail Growth

What's behind the increased demand? Retail demand in Manhattan normally rests on three pillars – a deep residential base, tourism and 1.6 million daily commuters to core office districts like Midtown and Lower Manhattan. So far, the rebound is resting primarily on a surging residential sector. Tourism and daily office commuters remain a fraction of pre-pandemic levels.

Residential sales and leasing have surged in Manhattan this year. The luxury sales and leasing markets are both very strong. There were 80 sales over \$10 million during the first 9 months of 2021, up from 53 in 2020. In September, [Douglas Elliman](#) reported that new leases over \$10,000 achieved its highest market share on record.

Manhattan Still the Top U.S. Tourist Destination

The return of tourists this spring and summer added to the energy on Manhattan's streets. The welcoming of fully vaccinated international travelers in November should provide an extra jolt. NYC & Company estimates that tourism will reach 34.6 million visitors in 2021, with 2.8 million from other countries. This compares to 66.6 million total and 13.5 million foreign tourists (20.2% of total tourists), respectively, in 2019. Pre-pandemic tourists spent \$47 billion per year and supported 280,000 jobs. Although foreign tourists accounted for only 20% of all visitors, they were big spenders – accounting for about half of the tourism expenditures.

Tourism is operating only at a fraction of its capacity, but it is still a potent generator of retail activity. Even at 34.6 million, NYC is still the top U.S. tourist destination. In a report titled "NYC: Opportunity is Now," Cushman & Wakefield's retail team provided detail on the city's recovery, including info on Times Square foot traffic, showing

Executive Summary

that with more than 200,000 visitors per day in July 2021, Times Square was by far the most visited attraction in the U.S. – eclipsing pre-pandemic averages of Disneyworld (57,148), Disneyland (53,172) and Golden Gate Bridge (41,095).

This level of tourism still fills a lot of hotels and restaurants and employs more than half a million people. Accommodation/food service employment was decimated by the pandemic, falling from nearly 380,000 in 2019 to just over 105,000 in 2020 (just 27.6% of its prior peak. This sector has regained 143,000 of these jobs but was only

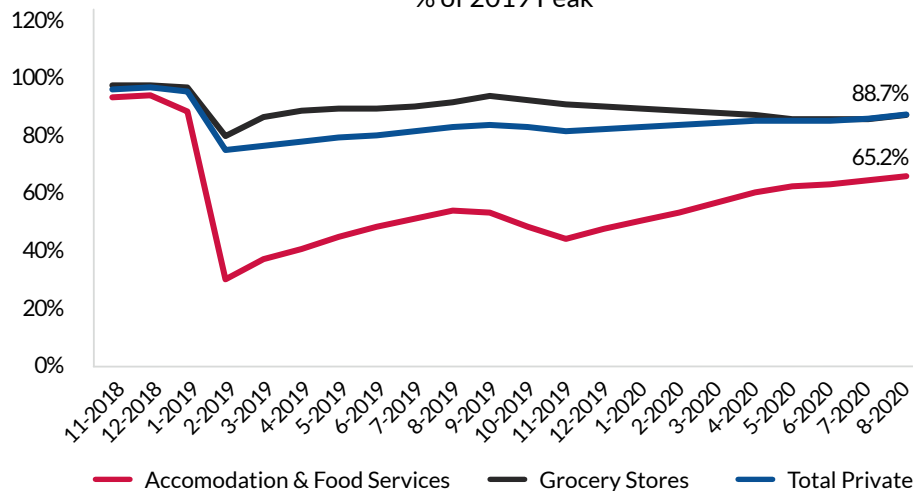
65.2% of its pre-pandemic levels as of October 2021 (compared to 88.7% for all private sector employment).

Office Dependent Corridors Continue to Lag

While residents are back in full force, and tourism counts are rising, the return of daytime commuters has been held in check by the Delta variant. The week after Labor Day was supposed to kick off the “Great Return” – an exponential jump in daytime commuters. Instead, with office occupancy still hovering around 30%, storefront vacancy in office-dependent retail corridors such as Grand Central and Midtown East is much higher than in local, service-oriented neighborhoods, according to [REBNY’s special retail report](#) released this summer. Leasing activity in these two areas continues to lag the demand seen in the residential corridors such as Upper East and West Side as well as destination retail such as Madison Avenue, SoHo and Union Square. Other than a renewal by COS at 505 Fifth Avenue (24,000 SF), leasing was largely dominated by QSRs and restaurants filling some vacant storefronts.

The quantity of eateries, coffee shops and service retailers that cater to office workers in core office districts is in the thousands. In fact, the retail businesses in Grand Central and Midtown East, specifically, accounted for approximately \$6.5 billion in annual retail sales, or more than 11% of Manhattan’s total retail sales, in the years before the pandemic struck. Restoring office occupancy levels within range of pre-pandemic levels will be essential to the recovery of retail within these office-dependent corridors.

Monthly Employment
% of 2019 Peak



Retail Market Detail

Increased Demand, Lengthier Lease Commitments

Retailer confidence in the inevitability of Manhattan's comeback has increased in tandem with increased vibrancy on its streets. More tenants are looking for and committing to space. Cushman & Wakefield reported 1.1 MSF of leasing in the first two quarters of 2021 – the first-time transaction volume reached 1.0 MSF since the last two quarters of 2019.

Tenant expectations are also normalizing. As more areas stabilize, tenants are finding that the sweetheart deals of a few months ago are less prevalent. In turn, tenants are committing to terms that landlords can digest, particularly lengthier lease terms. Most landlords remain flexible. Those that are agreeing to percentage rents in the initial years of a lease are relieved by the rise in long-term commitments with real rents that emerge in later years.

Figuring out if a deal pencils out is a complicated calculus for both tenant and landlords. Agreeing to invest millions in the buildout for a restaurant, and even more for a flagship location, is a big risk even under normal conditions. Retailer margins face added pressure due to rising labor and construction costs as well as delayed/limited product due to supply chain issues.

Discounted Rents Still Prevalent

Fortunately, the supply chain issues and much of the material inflation is expected to dissipate.² Additionally, retailers can regain some of the margins due to reduced rents. Starting rents continue to tumble in most corridors and concessions remain at very high levels. Nearly every corridor offers exceptional opportunities for retailers that were previously priced out of prime corridors, as well as for new entrants to

the market. **Based on an analysis of spaces by rent tranches, 43.2% of storefronts were priced below \$300 PPSF, compared to 28.3% in the Fall of 2019.** (See Appendix for breakout by trade area).

Times Square, Herald Square and Fifth Avenue registered sharper rent declines over the last six months. The average asking rent in Times Square fell below \$1,000 PSF (to \$998 PPSF) for the first time in more than a decade. Rent appears to be stabilizing in locations with a strong residential base such as the Upper West Side and Upper East Side. Columbus and Third Avenues registered a flurry of activity in recent months in response to the steady residential market. Many of the new boutique health clubs (Ever/Body) and grocery delivery companies (Fridge No More) have set up initial outposts in these neighborhoods.

Rebound Undeniable, But Activity Remains Uneven

Recent gains in leasing are undeniable, but the momentum remains uneven. A handful of sectors are driving most of the activity. Corridors that depend on tourism and commuters are lagging. Food and beverage operators dominated demand late in 2020 and early 2021 and remain a top driver of activity. A [recent report from CBRE](#) found that food & beverage operators accounted for 30% of leases between March 2020 and August of 2021. Other sectors that are active include health and wellness (Brooklyn-based spa Bathhouse), medical/boutique clinics (Sollis Health), and clicks-to-bricks concepts such as dark grocery stores (Fridge No More, GoPuff, Jokr).

² Tenants should not assume though, that inflation and supply chain challenges will disappear right away in 2022. Supply chain and inflationary pressure have proven to be more persistent than expected. [Axios.com](#), [CNBC.com](#). Unfortunately one of the dangers of inflation is the longer it lasts, the more consumers come to accept higher prices as a given.

Retail Market Detail

Madison Avenue & SoHo Seeing Activity

Dry good tenants are less active, but SoHo and Madison Avenue have seen some increased activity among international fashion brands. In November, Kiton signed a 10-year, 3,400-sf lease for a new flagship spread across three floors at 692 Madison Avenue. The Italian luxury menswear brand currently has a location on East 54th Street; its new flagship will be just blocks from Hermes' new flagship at 706 Madison Avenue, slated to open next year.

Pop-ups such as Ann Mashburn and Garin are filling in other Madison Avenue storefronts. The athluxury brand Bogner has a brick-and-mortar location in SoHo but has long considered opening a Madison Avenue location. Some of these short-term leases may become long-term leases. Mackage, for example, which opened a pop-up in Madison in 2015, eventually signed a longer-term lease at 814 Madison in 2018.

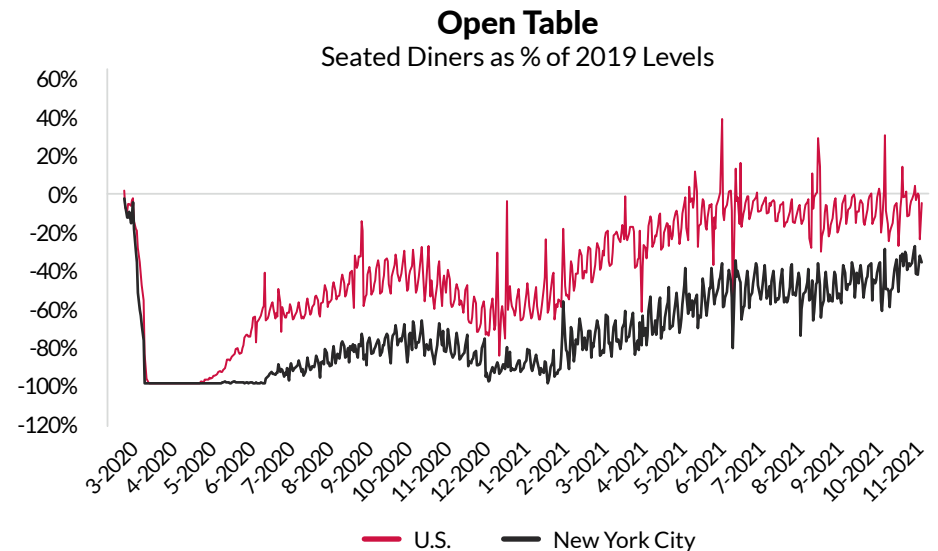
Larger flagship spaces in areas like Times Square, Lower Manhattan and Fifth Avenue are still sitting vacant. Office-dependent corridors have ample availability, although Grand Central and Midtown East have started to see some demand for second-generation restaurant space.

The resumption of international travel by fully vaccinated tourists is a big boost for retailers across the city, particularly Fifth Avenue, Madison Avenue, Museum Mile and Times Square. Luxury retailers stand to benefit. It also sets the stage for international retailers to experience for themselves the energy of Manhattan's streets – even at half capacity. REBNY's Manhattan Retail Committee members noted that a few international retailers are already actively scouting locations.

Leases Continue to Take a Long Time

Landlords and retailers face a daunting list of obstacles to leasing and store opening. Leases continue to take longer to reach completion. A small subset of retailers – primarily QSR, clicks-to-bricks and some health and wellness – are in expansion mode. Most other tenants do not have any sense of urgency. Buildout is frequently delayed by construction labor shortages, a lack of materials or even slower lender approval. Finding and training staff is a challenge. Finally, supply chain shortages can impede product offerings. In short, retailers need to anticipate a lengthier process to opening.

Retailers must clear a lot of hurdles before their store opens, but for those with premium products and services, the payoff can be high. Pent-up demand from residents, tourists and office workers is still being released. [OpenTable reservation data](#) show a steady increase in diners in restaurants, with diners up from only 15% of pre-pandemic activity in April to 60-70% of 2019 levels in October and November.



Retail Market Detail

New Venues are Packed

New Yorkers are revisiting old familiar places, but they also have a long list of new venues to discover. Residents can visit two different immersive Van Gogh exhibits. New restaurants, such as Daniel Boulud's Le Pavillon at One Vanderbilt, have been booked with reservations for several months since opening their doors.

Landlords raised their game when it came to working with retailers, showing incredible flexibility. Owners are also making exception contributions to buildouts. They understand that world-class retail and distinctive experience adds value to their assets and is a draw for foot traffic and top office tenants. Before the pandemic, The HighLine and Hudson Yards set a new standard for distinctive and unique settings. New destinations like The Edge and Little Island are just the latest attractions. Exceptional dining, unrivaled culture amidst amazing outdoor settings and architecture – they are all part of what beckons to both long-time New Yorkers and new residents, year in and year out.

Conclusion

Manhattan's retail market is poised for further progress in the next six months. International tourism is expected to boost activity. It remains to be seen how much of an increase in office occupancy will occur in early 2022. In a [recent report](#) detailing storefront vacancy in Midtown and Grand Central, REBNY estimated that every 10% increase in office occupancy conservatively represents another 15,000 to 20,000 office workers walking through Grand Central, dining and shopping in the thousands of stores in these two districts.

This progress is contingent on steady and clear guidance from new City and State leadership in the New Year and the ability to handle the increase in the COVID-19 cases. It also depends on the ability to improve the quality of public life, including improving public safety, across city neighborhoods. The failure to contain COVID-19 or address these other issues would jeopardize the progress already made, in what has turned out to be a marathon rather than a sprint to recovery.

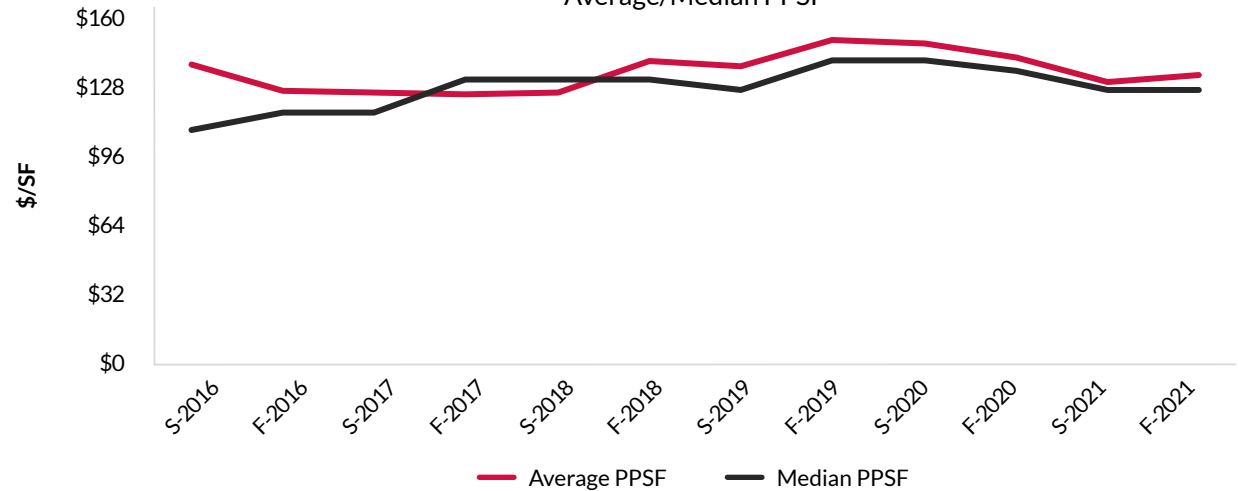
Manhattan is better equipped to handle these dynamics than it was a year ago – and it is better equipped than many other major cities. The ability to handle COVID-19 and other public health crises, while keeping business open, has the potential to be another competitive advantage for the city. Never say never when it comes to the appeal of Manhattan attractions and the resilience of its residents.

125th St. (5th Ave - Morningside Ave)

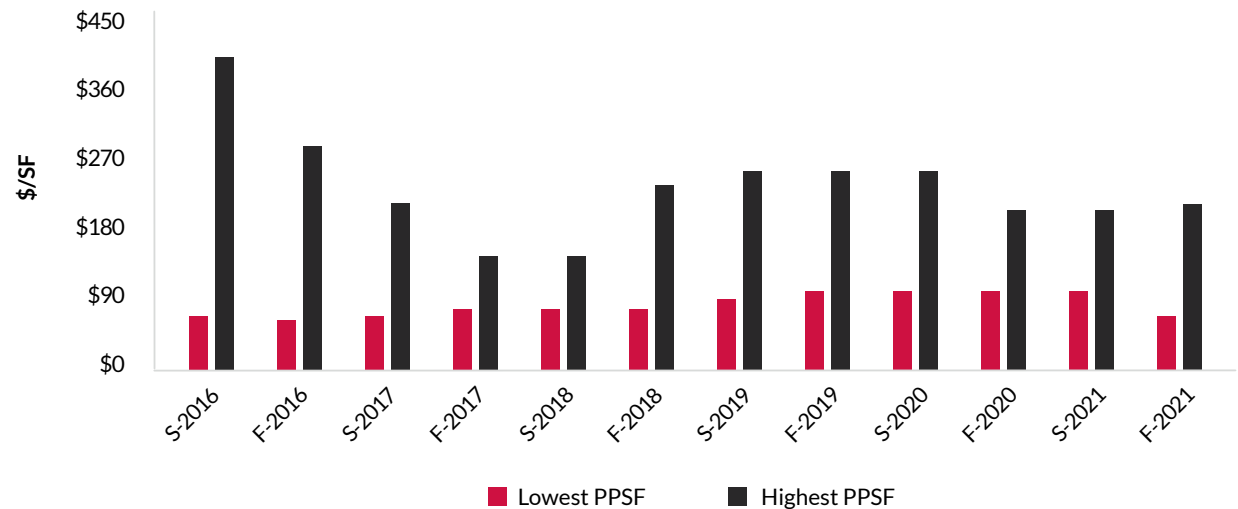
Key Takeaways

- Average asking PPSF: \$133, a 3% increase from Spring 2021, but a 6% decrease year-over-year.
- Median asking PPSF: \$125, unchanged from Spring 2021, and a 7% decrease year-over-year.
- Lowest asking PPSF: \$76, a 24% decrease from Spring 2021, and year-over-year.
- Highest asking PPSF: \$208, a 4.2% increase from Spring 2021 and year-over-year.
- Average asking PPSF all-time low: 105% increase from \$65 in Spring 2004.
- Average asking PPSF all-time high: 12% decline from \$151 in Fall 2019.
- Five-year Average Asking Rent Comparison (Fall 2021 vs. Fall 2016): Asking rent fell by 4% from \$138 to \$133.
- Five-Year Median Asking Rent Comparison (Fall 2021 vs. Fall 2016): Median rent increased by 19% from \$105 to \$133.
- Fall 2021 data is based on 16 availabilities.

125th St. (5th Ave - Morningside Ave)
Average/Median PPSF



125th St. (5th Ave - Morningside Ave)
PPSF Range

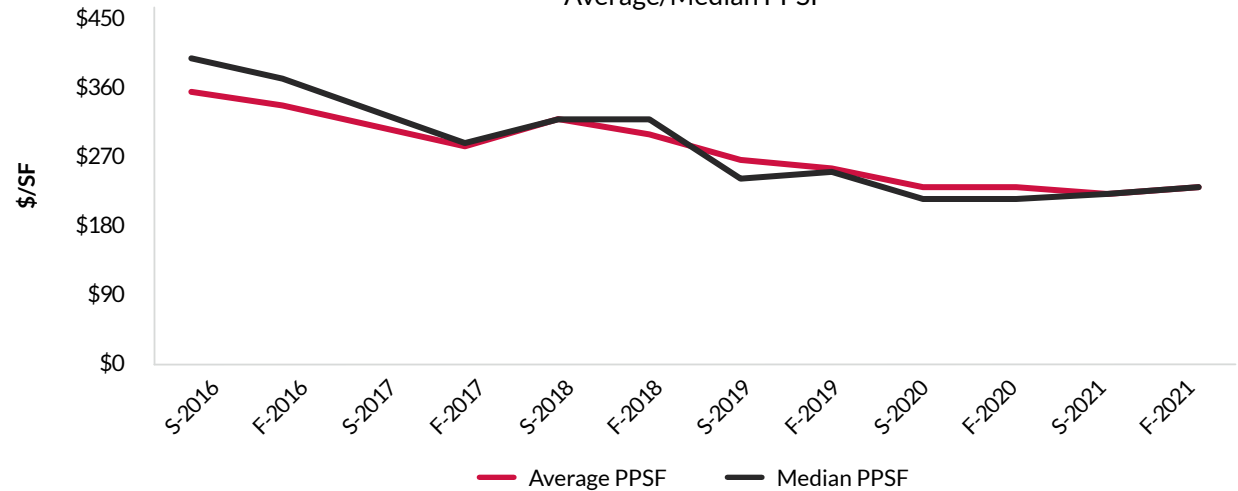


Broadway (72nd St. - 86th St.)

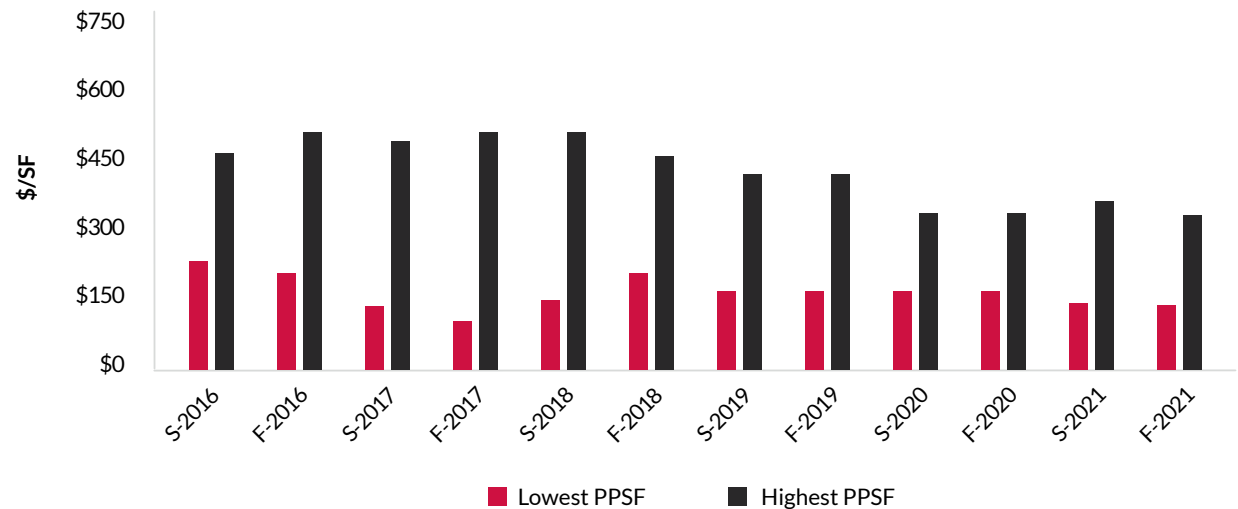
Key Takeaways

- Average asking PPSF: \$241, a 3% increase from Spring 2021, and unchanged year-over-year.
- Median asking PPSF: \$240, a 3% increase from Spring 2021, and a 7% increase year-over-year.
- Lowest asking PPSF: \$132, a 5.7% decline from Spring 2021, and a 20.5% decline year-over-year.
- Highest asking PPSF: \$325, a 7.1% decrease from Spring 2021, and unchanged year-over-year.
- Average asking PPSF all-time low: 41% increase from \$170 in Spring 2002.
- Average asking PPSF all-time high: 45% decline from \$434 in Fall 2013.
- Five-year Average Asking Rent Comparison (Fall 2021 vs. Fall 2016): Asking rent fell by 29% from \$341 to \$241.
- Five-Year Median Asking Rent Comparison (Fall 2021 vs. Fall 2016): Median rent fell by 36% from \$375 to \$240.
- Fall 2021 data is based on 24 availabilities.

Broadway (72nd St. - 86th St.)
Average/Median PPSF



Broadway (72nd St. - 86th St.)
PPSF Range

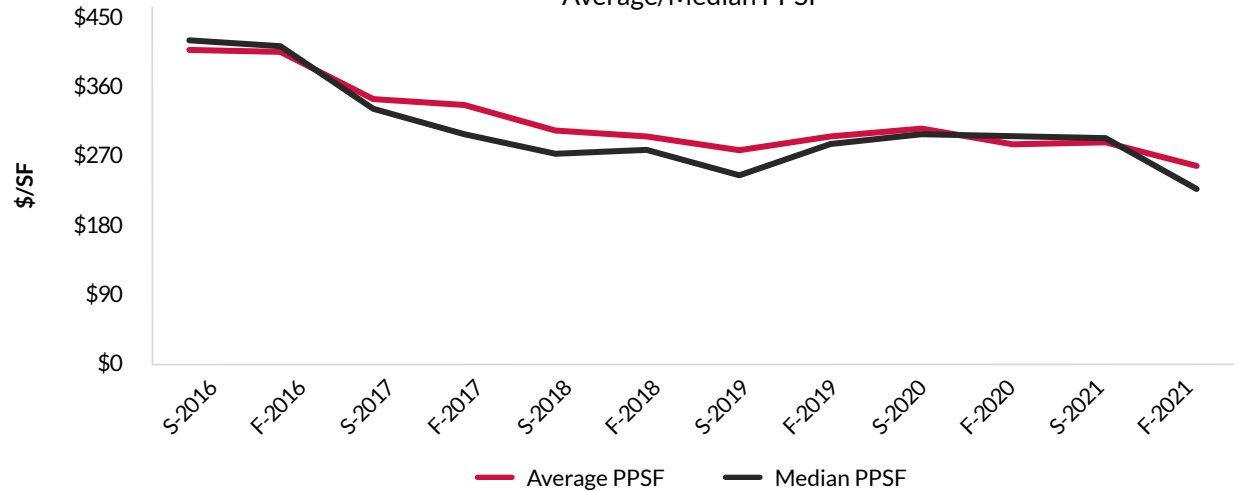


Columbus Ave (66th St. - 79th St.)

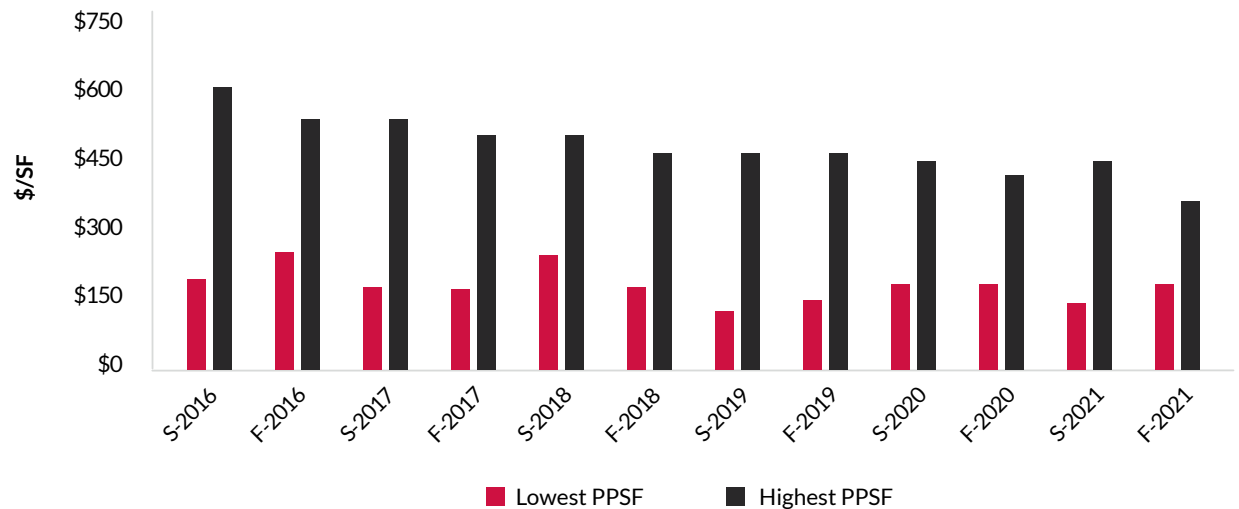
Key Takeaways

- Average asking PPSF: \$260, a 10% decline from Spring 2021, as well as year-over-year.
- Median asking PPSF: \$230, a 22% decline from Spring 2021, and a 23% decline year-over-year.
- Lowest asking PPSF: \$177, a 24.6% increase from Spring 2021, but unchanged year-over-year.
- Highest asking PPSF: \$360, an 18.2% decline from Spring 2021, and a 13.5% decrease year-over-year.
- Average asking PPSF all-time low: 26% increase from \$229 in Fall 2010.
- Average asking PPSF all-time high: 35% decline from \$447 in Spring 2015.
- Five-year Average Asking Rent Comparison (Fall 2021 vs. Fall 2016): Asking rent fell by 35.5% from \$403 to \$260.
- Five-Year Median Asking Rent Comparison (Fall 2021 vs. Fall 2016): Median rent fell by 44.1% from \$412 to \$230.
- Fall 2021 data is based on 6 availabilities.

Columbus Ave (66th St. - 79th St.)
Average/Median PPSF



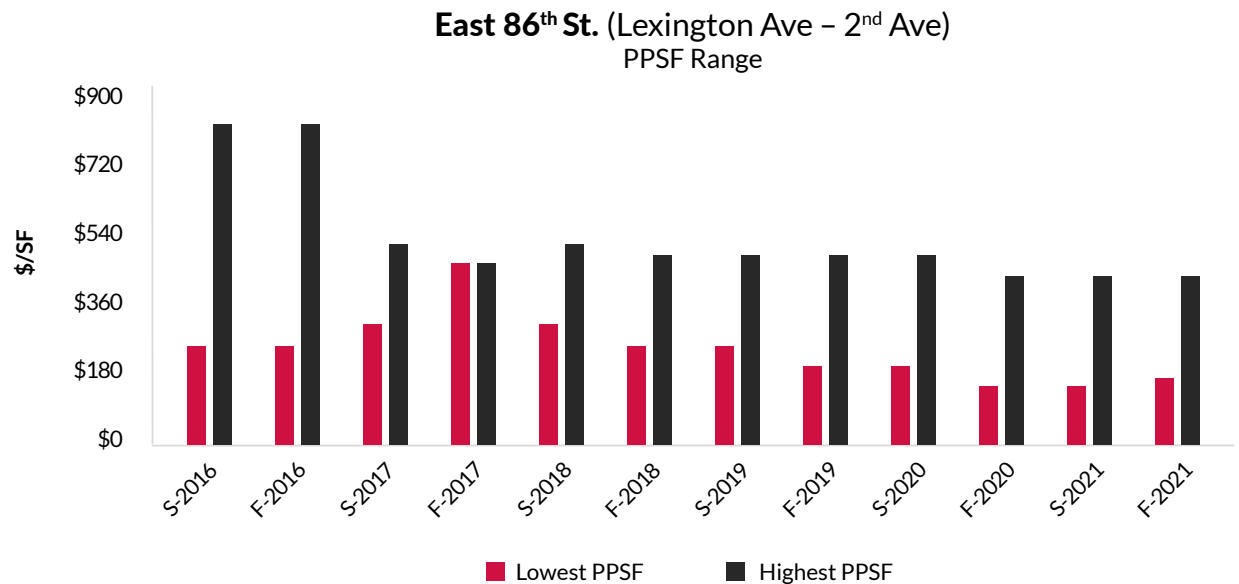
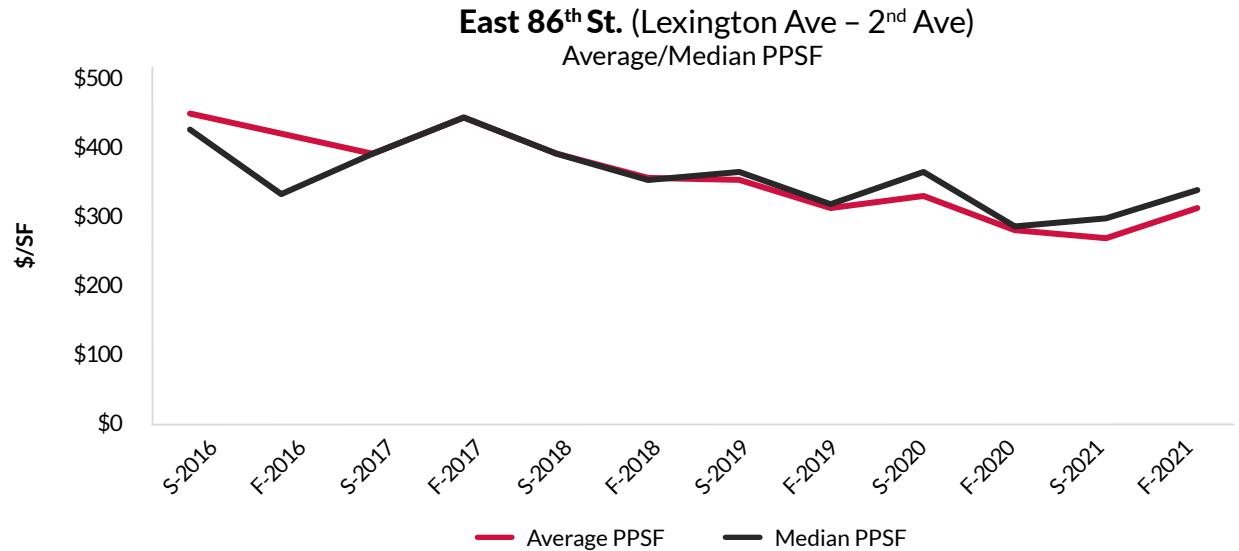
Columbus Ave (66th St. - 79th St.)
PPSF Range



East 86th St. (Lexington Ave - 2nd Ave)

Key Takeaways

- Average asking PPSF: \$327, a 5% increase from Spring 2021, and an 11% increase year-over-year.
- Median asking PPSF: \$350, a 12% increase from Spring 2021 and a 17% increase year-over-year.
- Lowest asking PPSF: \$171, a 14% increase from Spring 2021 and year-over-year.
- Highest asking PPSF: \$425, unchanged from Spring 2021 and year-over-year.
- Average asking PPSF all-time low: 12% increase from \$293 in Fall 2010.
- Average asking PPSF all-time high: 41% decline from \$550 in Spring 2013.
- Five-year Average Asking Rent Comparison (Fall 2021 vs. Fall 2016): Asking rent fell by 23% from \$428 to \$327.
- Five-Year Median Asking Rent Comparison (Fall 2021 vs. Fall 2016): Median rent rose by 4.4% from \$345 to \$350.
- Fall 2021 data is based on 11 availabilities.

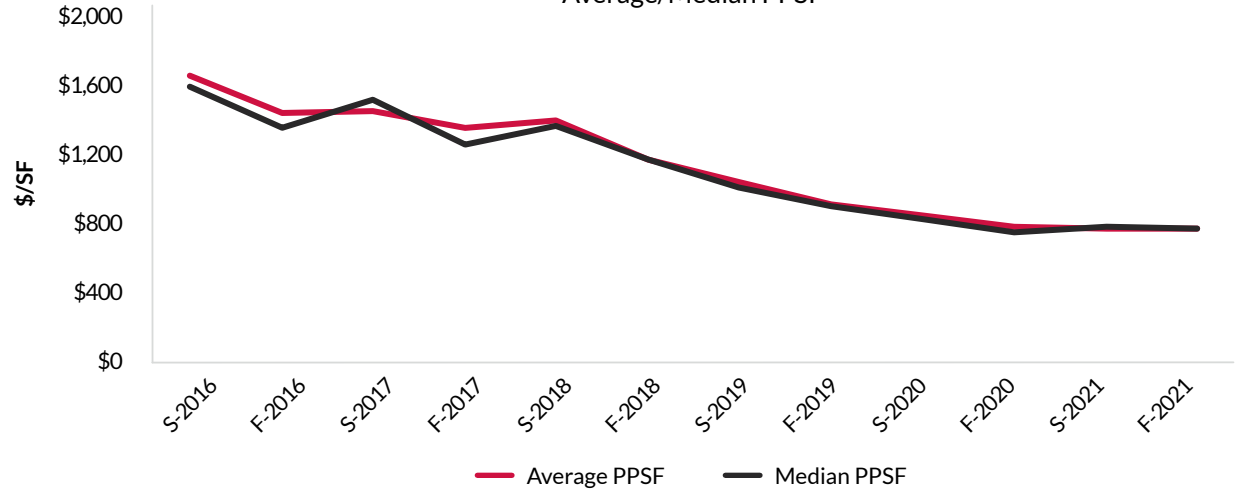


Madison Ave (57th St. - 72nd St.)

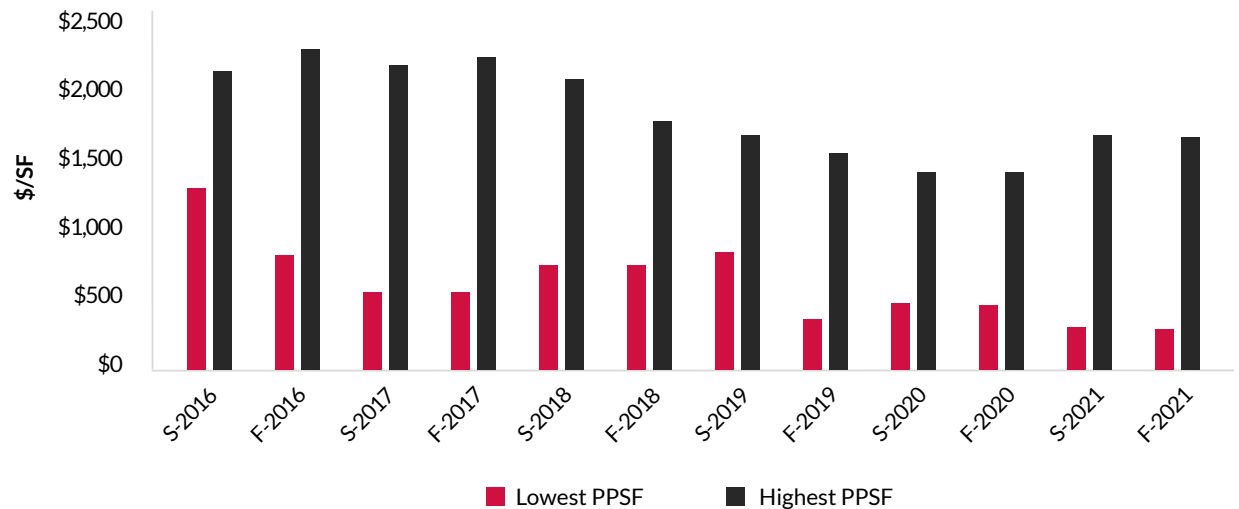
Key Takeaways

- Average asking PPSF: \$750, down by 3% from Spring 2021, and a 4% decrease year-over-year.
- Median asking PPSF: \$750, down by 4% from Spring 2021 and unchanged year-over-year.
- Lowest asking PPSF: \$300, unchanged from Spring 2021, but a 33% decrease year-over-year.
- Highest asking PPSF: \$1,350, unchanged from Spring 2021, but an 18.5% increase year-over-year.
- Average asking PPSF all-time low: 59% increase from \$491 in Fall 2002.
- Average asking PPSF all-time high: 54% decline from \$1,709 in Fall 2014.
- Five-year Average Asking Rent Comparison (Fall 2021 vs. Fall 2016): Asking rent fell by 48.0% from \$1,433 to \$750.
- Five-Year Median Asking Rent Comparison (Fall 2021 vs. Fall 2016): Median rent fell by 44.4% from \$1,350 to \$750.
- Fall 2021 data is based on 47 availabilities.

Madison Ave (57th St. - 72nd St.)
Average/Median PPSF



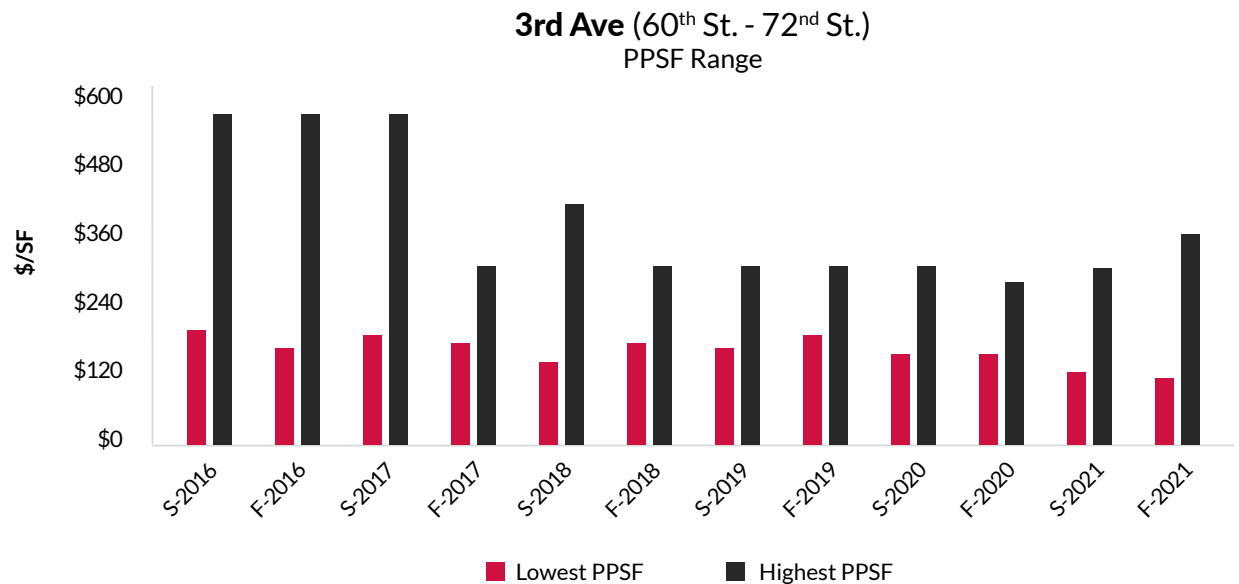
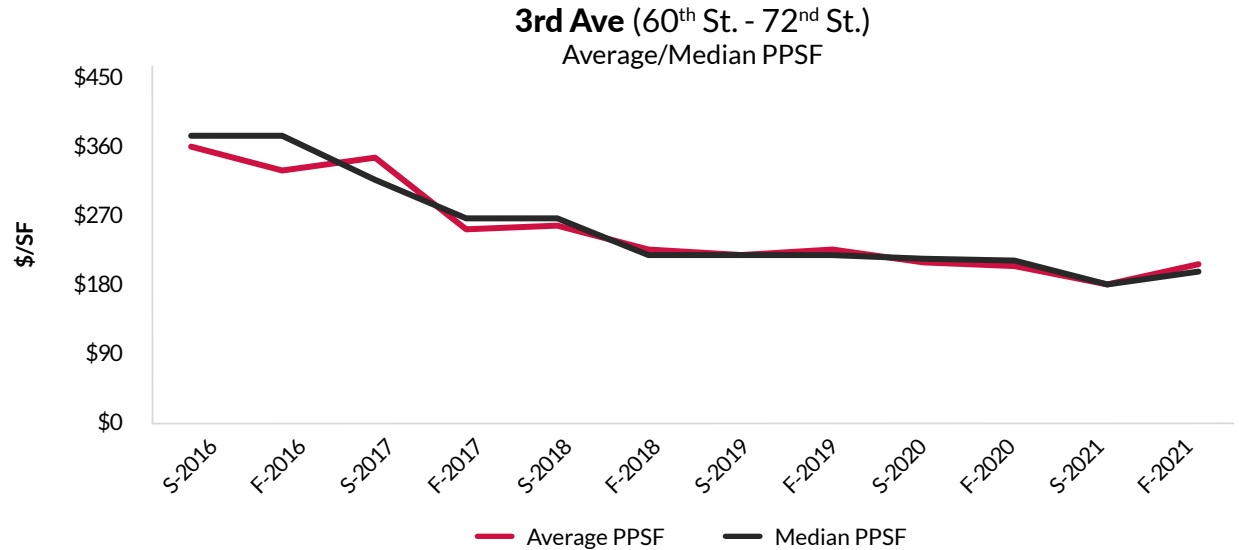
Madison Ave (57th St. - 72nd St.)
PPSF Range



3rd Ave (60th St. - 72nd St.)

Key Takeaways

- Average asking PPSF: \$214, a 15% increase from Spring 2021, and a 1% increase year-over-year.
- Median asking PPSF: \$203, a 10% increase from Spring 2021, but a 7% decrease year-over-year.
- Lowest asking PPSF: \$115, a 3% decline from Spring 2021, and a 23% decrease year-over-year.
- Highest asking PPSF: \$363, a 22.6% increase from Spring 2021, and a 33% increase year-over-year.
- Average asking PPSF all-time low: 18% increase from \$182 in Spring 2002.
- Average asking PPSF all-time high: 42% decline from \$371 in Spring 2016.
- Five-year Average Asking Rent Comparison (Fall 2021 vs. Fall 2016): Asking rent fell by 37.0% from \$340 to \$214.
- Five-Year Median Asking Rent Comparison (Fall 2021 vs. Fall 2016): Median rent fell by 47.3% from \$385 to \$203.
- Spring 2021 data is based on 24 availabilities.



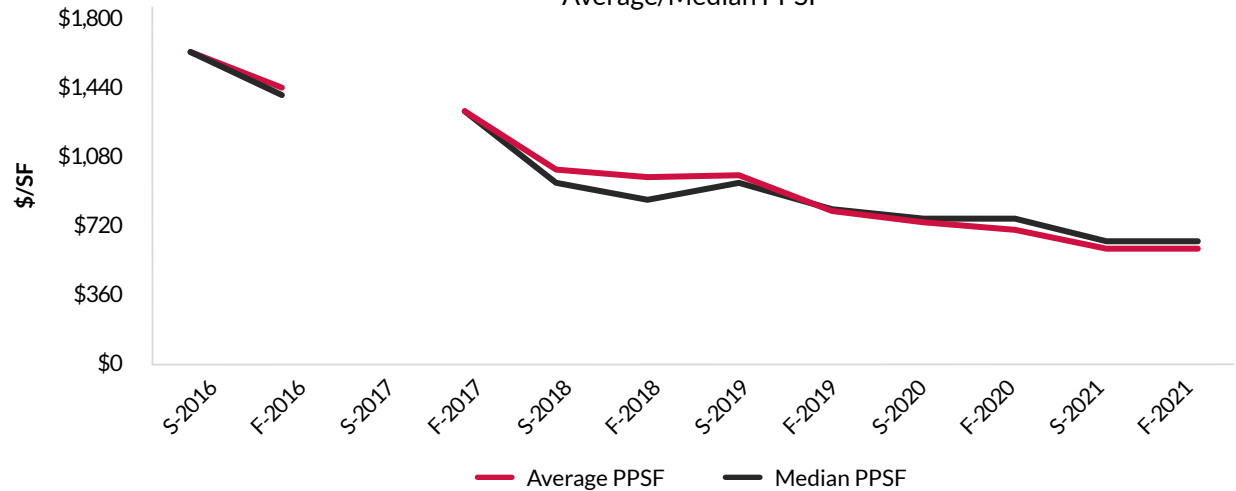
East 57th St. (5th Ave - Park Ave)

Key Takeaways

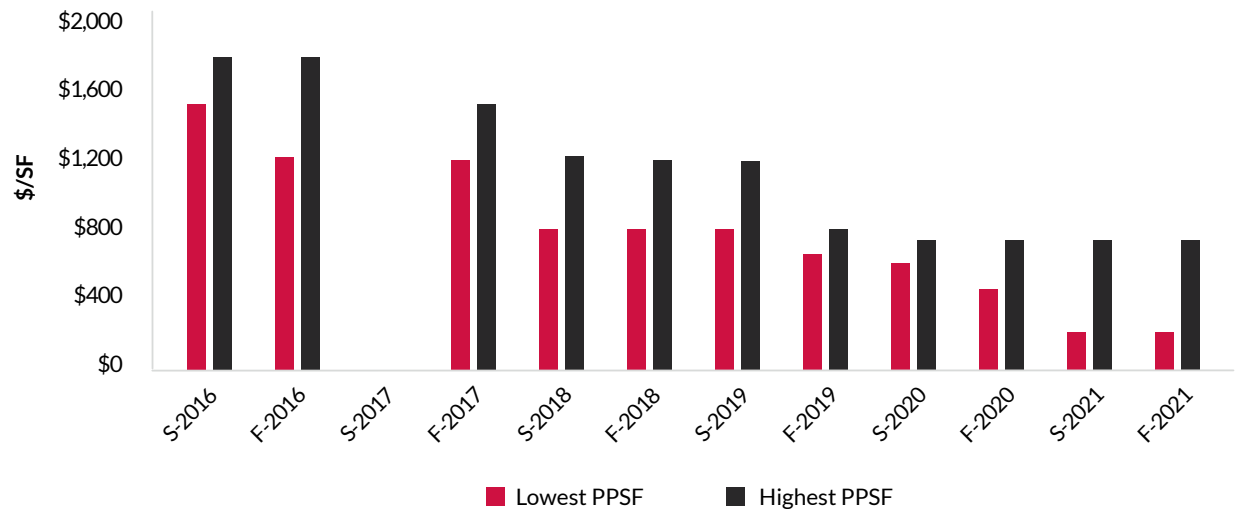
- Average asking PPSF: \$558, unchanged from Spring 2021, and a 22% decline year-over-year.
- Median asking PPSF: \$700, up by 32% from Spring 2021, but unchanged year-over-year.
- Lowest asking PPSF: \$225, unchanged from Spring 2021, but a 50% decrease year-over-year.
- Highest asking PPSF: \$750, unchanged from Spring 2021 and year-over-year.
- Average asking PPSF all-time low: 25% increase from \$425 in Spring 2002.
- Average asking PPSF all-time high: 67% decline from \$1,625 in Spring 2016.
- Five-year Average Asking Rent Comparison (Fall 2021 vs. Fall 2016): Asking rent fell by 61.1% from \$1,438 to \$558.
- Five-Year Median Asking Rent Comparison (Fall 2021 vs. Fall 2016): Median rent fell by 50% from \$1,400 to \$700.
- Fall 2021 data is based on 3 availabilities.

No data available for Spring 2017

East 57th St. (5th Ave - Park Ave)
Average/Median PPSF



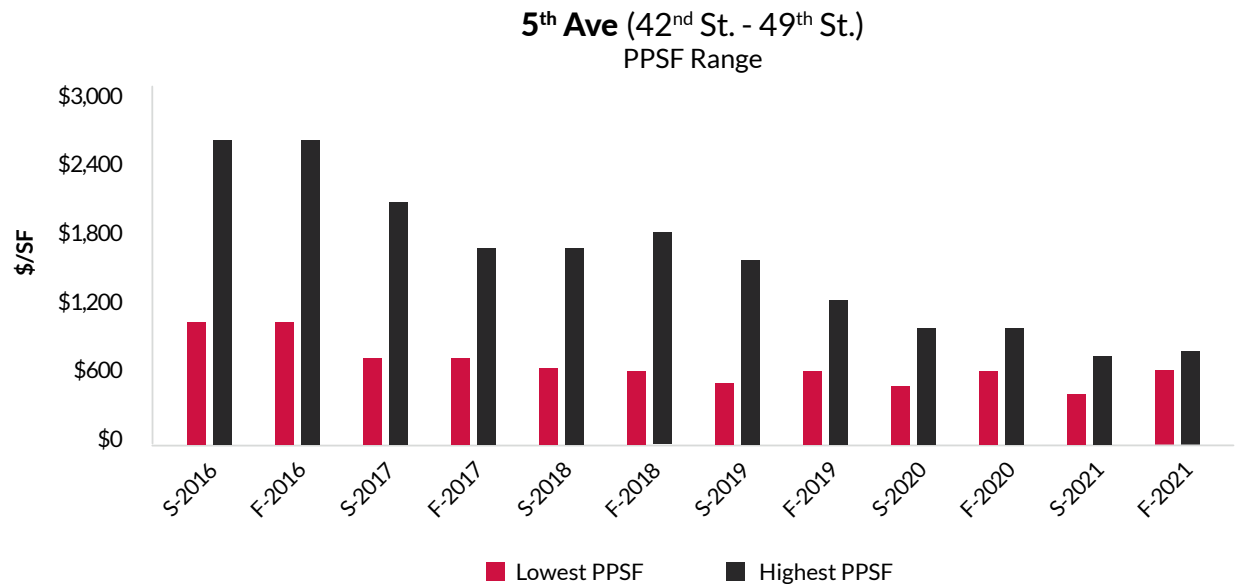
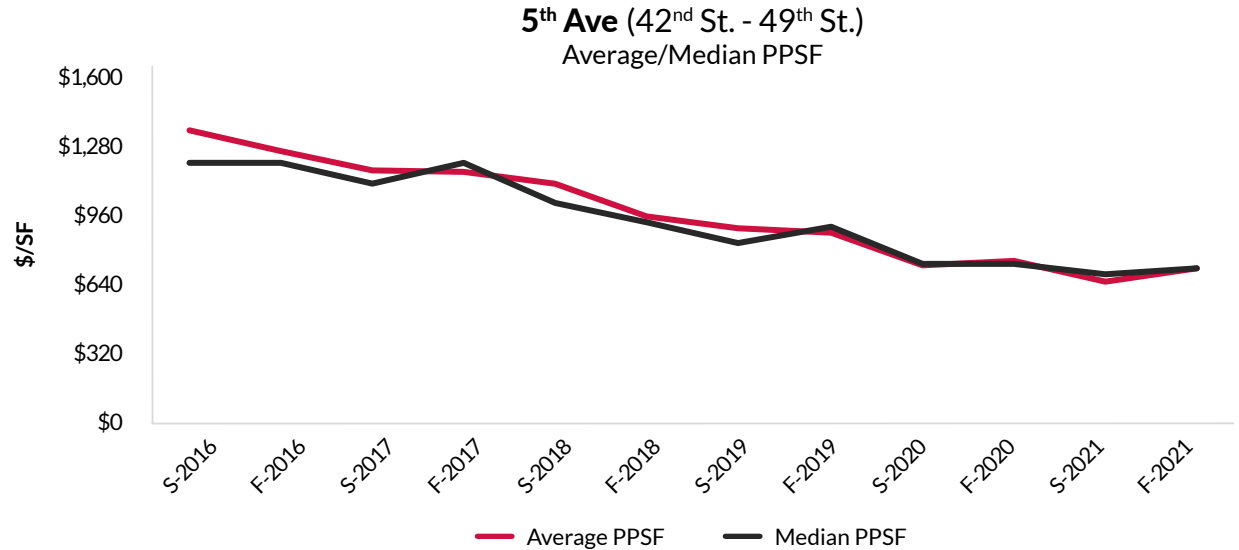
East 57th St. (5th Ave - Park Ave)
PPSF Range



5th Ave (42nd St. – 49th St.)

Key Takeaways

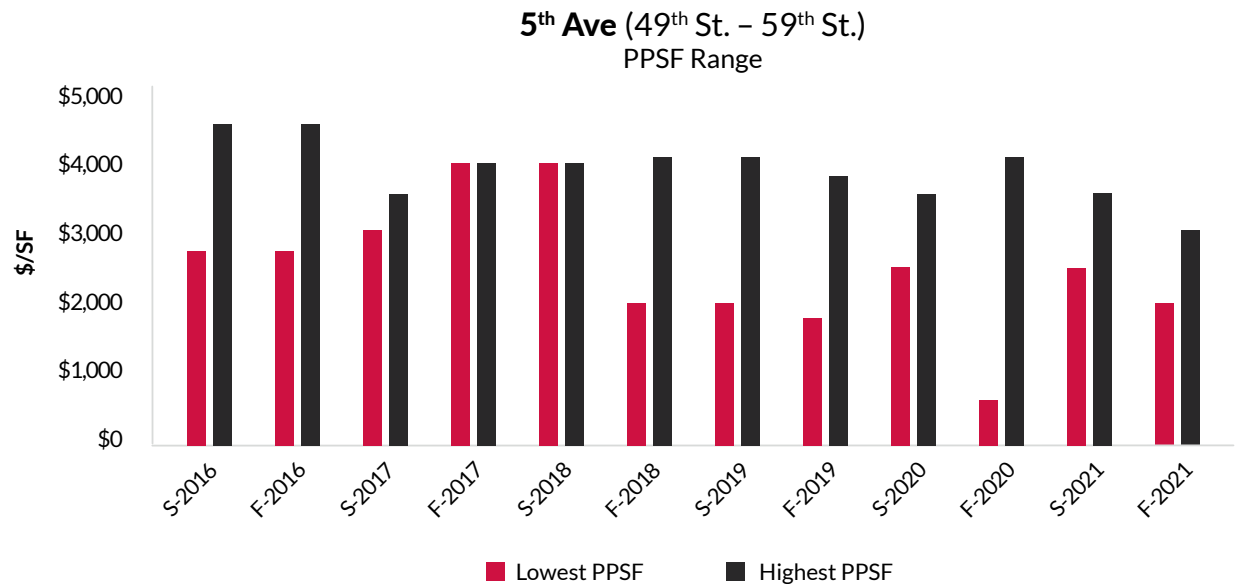
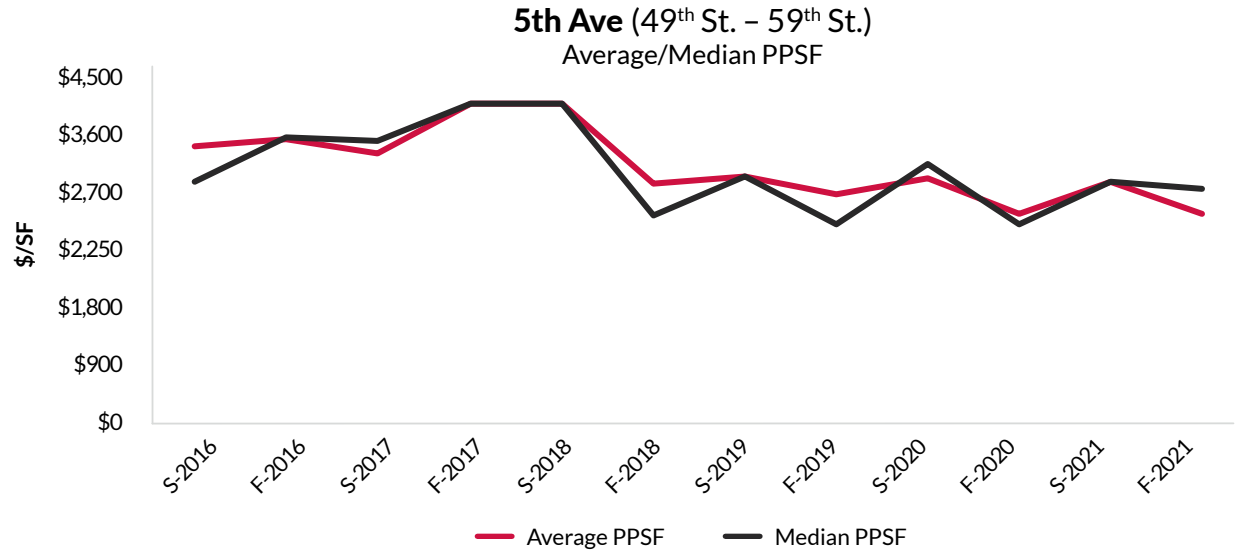
- Average asking PPSF: \$676, a 10% increase from Spring 2021, but a 6% decline year-over-year.
- Median asking PPSF: \$675, a 4% increase from Spring 2021, but a 4% decline year-over-year.
- Lowest asking PPSF: \$610, a 52% increase from Spring 2021, and a 1.7 % increase year-over-year.
- Highest asking PPSF: \$750, a 7.1% increase from Spring 2021, but a 22.4% decline year-over-year.
- Average asking PPSF all-time low: 58% increase from \$425 in Spring 2010.
- Average asking PPSF all-time high: 51% decline from \$1,368 in Spring 2016.
- Five-year Average Asking Rent Comparison (Fall 2021 vs. Fall 2016): Asking rent fell by 46.3% from \$1,259 to \$676.
- Five-Year Median Asking Rent Comparison (Fall 2021 vs. Fall 2016): Median rent fell by 43.7% from \$1,200 to \$675.
- Fall 2021 data is based on 9 availabilities.



5th Ave (49th St. – 59th St.)

Key Takeaways

- Average asking PPSF: \$2,628, a 12% decrease from Spring 2021, and unchanged year-over-year.
- Median asking PPSF: \$2,900, a 3% decrease from Spring 2021, but a 16% increase year-over-year.
- Lowest asking PPSF: \$2,000, a 410% decrease from Spring 2021, and a 233% increase year-over-year.
- Highest asking PPSF: \$3,000, a 14% decline from Spring 2021, and a 25% decline year-over-year.
- Average asking PPSF all-time low: 640% increase from \$329 in Spring 2002.
- Average asking PPSF all-time high: 38% decline from \$3,900 in Fall 2017 and Spring 2018.
- Five-year Average Asking Rent Comparison (Fall 2021 vs. Fall 2016): Asking rent fell by 24.6% from \$3,484 to \$2,628.
- Five-Year Median Asking Rent Comparison (Fall 2021 vs. Fall 2016): Median rent fell by 17.1% from \$3,500 to \$2,900.
- Fall 2021 data is based on 9 availabilities.

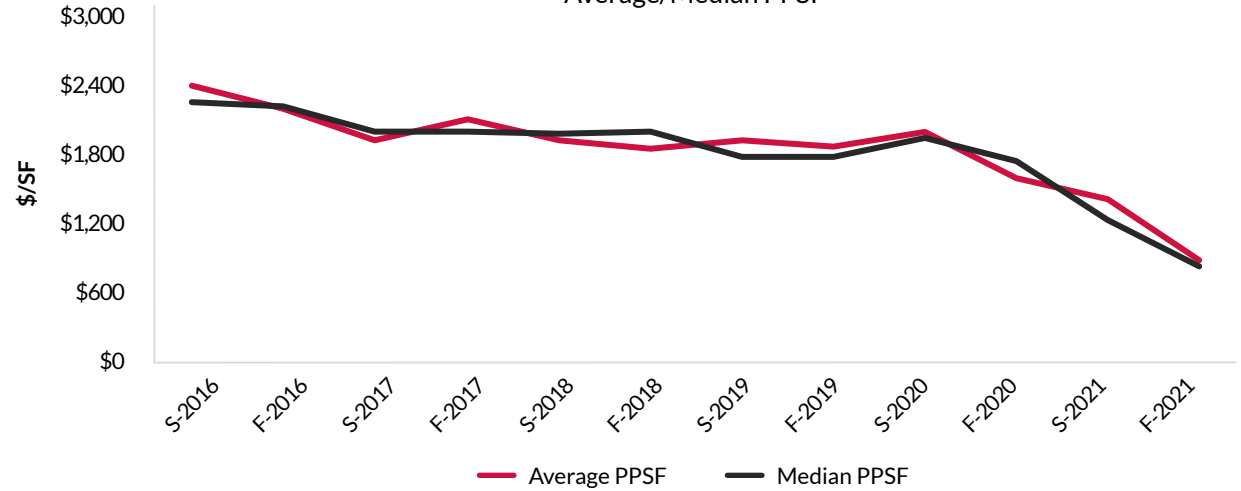


Broadway & 7th Ave (42nd St. – 47th St.)

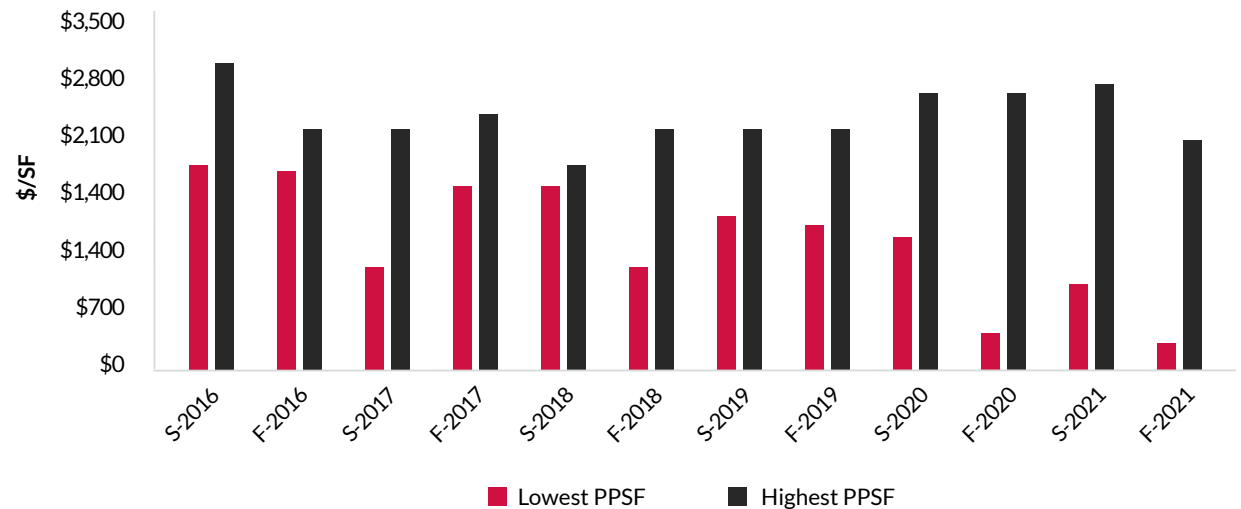
Key Takeaways

- Average asking PPSF: \$998, a 29% decline from Spring 2021, and a 39% decline year-over-year.
- Median asking PPSF: \$942, a 28% decline from Spring 2021, and a 47% decline year-over-year.
- Lowest asking PPSF: \$293, a 64.3% decline from Spring 2021, and a 16% decline year-over-year.
- Highest asking PPSF: \$2,300, a 17.4% decrease from Spring 2021, and a 15% decline year-over-year.
- Average asking PPSF all-time low: 29% increase from \$775 in Fall 2008.
- Average asking PPSF all-time high: 59% decline from \$2,413 in Spring 2015.
- Five-year Average Asking Rent Comparison (Fall 2021 vs. Fall 2016): Asking rent fell by 54% from \$2,170 to \$998.
- Five-Year Median Asking Rent Comparison (Fall 2021 vs. Fall 2016): Median rent fell by 57.2% from \$2,200 to \$942.
- Fall 2021 data is based on 16 availabilities.

Broadway & 7th Ave (42nd St. – 47th St.)
Average/Median PPSF



Broadway & 7th Ave (42nd St. – 47th St.)
PPSF Range

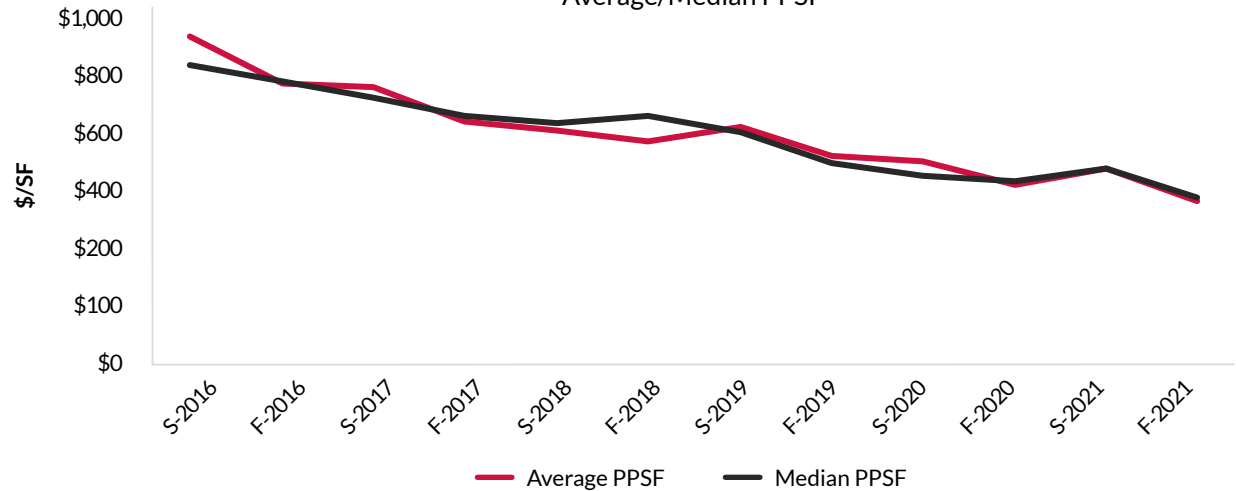


West 34th St. (5th Ave – 7th Ave)

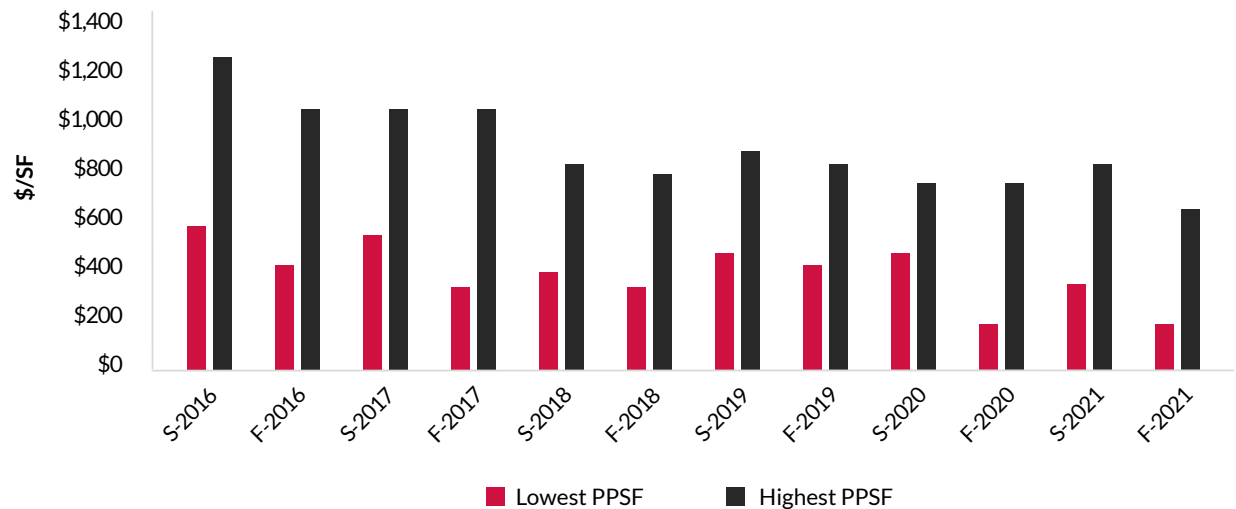
Key Takeaways

- Average asking PPSF: \$390, a 20% decrease from Spring 2021, and an 11% decline year-over-year.
- Median asking PPSF: \$400, an 18% decrease from Spring 2021, and an 11% decline year-over-year.
- Lowest asking PPSF: \$171, a 47.4% decrease from Spring 2021, and unchanged year-over-year.
- Highest asking PPSF: \$600, a 25% decrease from Spring 2021, and a 16.7% decrease year-over-year.
- Average asking PPSF all-time low: 248% increase from \$112 in Fall 2002.
- Average asking PPSF all-time high: 61% decline from \$1,000 in Fall 2015.
- Five-year Average Asking Rent Comparison (Fall 2021 vs. Fall 2016): Asking rent fell by 47.6% from \$745 to \$398.
- Five-Year Median Asking Rent Comparison (Fall 2021 vs. Fall 2016): Median rent fell by 46.6% from \$750 to \$400.
- Fall 2021 data is based on 17 availabilities.

West 34th St. (5th Ave – 7th Ave)
Average/Median PPSF



West 34th St. (5th Ave – 7th Ave)
PPSF Range

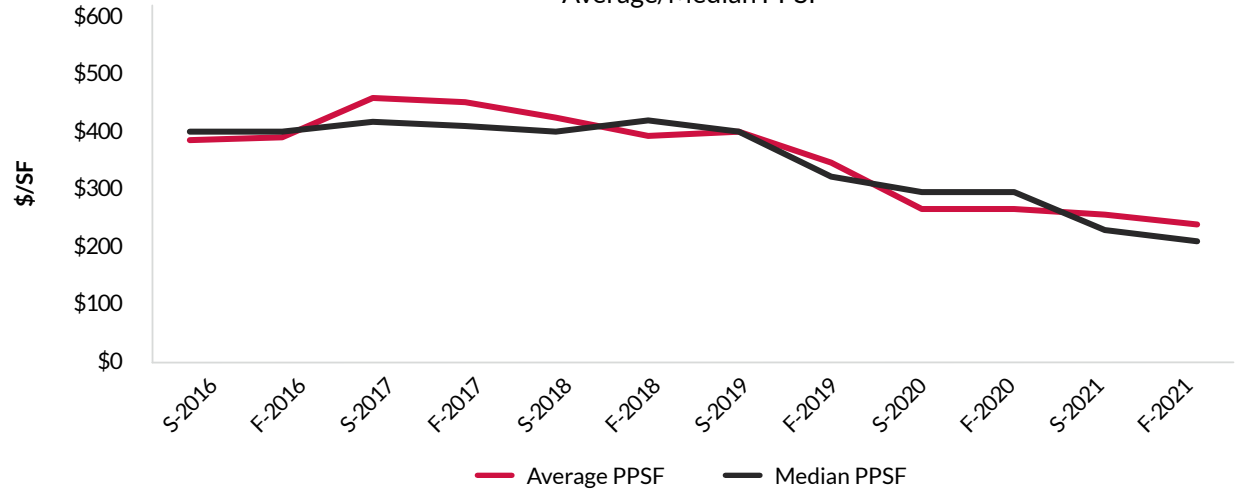


5th Ave (14th St. – 23rd St.)

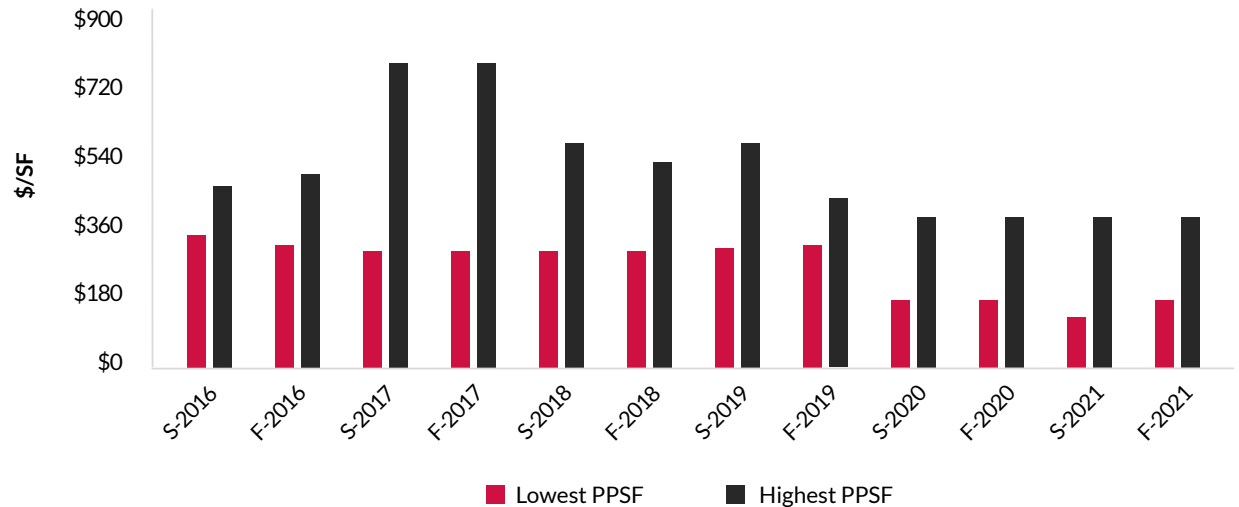
Key Takeaways

- Average asking PPSF: \$246, a 7% decline from Spring 2021, and a 9% decline year-over-year.
- Median asking PPSF: \$220, a 7% decline from Spring 2021, and a 27% decline year-over-year.
- Lowest asking PPSF: \$164, a 31.2% increase from Spring 2021, and unchanged year-over-year.
- Highest asking PPSF: \$375, unchanged from Spring 2021 and year-over-year.
- Average asking PPSF all-time low: 80% increase from \$137 in Spring 2004.
- Average asking PPSF all-time high: 46% decline from \$456 in Spring 2017.
- Five-year Average Asking Rent Comparison (Fall 2021 vs. Fall 2016): Asking rent fell by 36.9% from \$390 to \$246.
- Five-Year Median Asking Rent Comparison (Fall 2021 vs. Fall 2016): Median rent fell by 45% from \$400 to \$220.
- Fall 2021 data is based on 15 availabilities.

5th Ave (14th St. – 23rd St.)
Average/Median PPSF



5th Ave (14th St. – 23rd St.)
PPSF Range

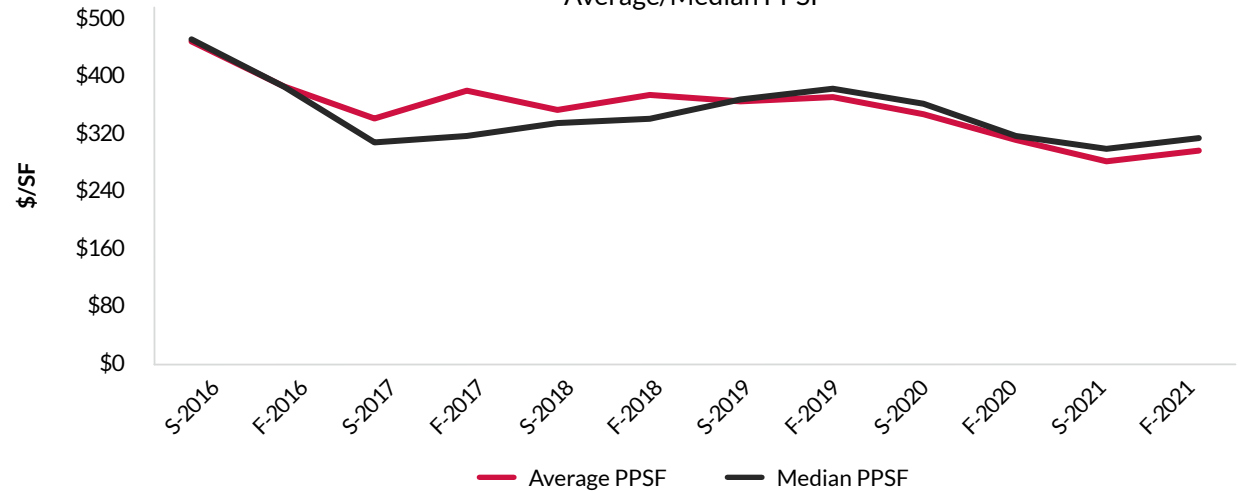


Broadway (14th St. – 23rd St.)

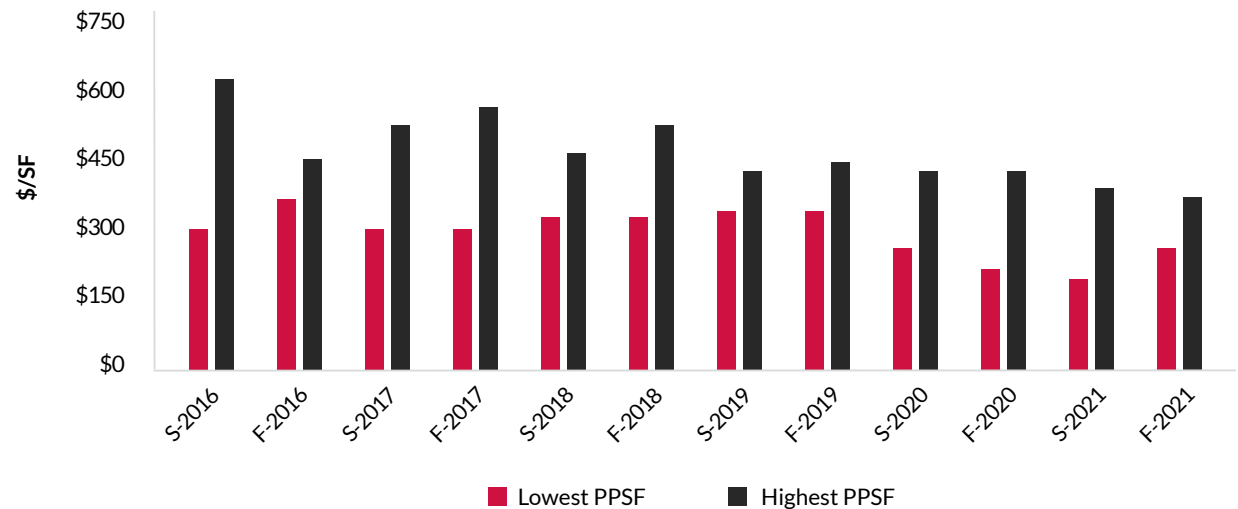
Key Takeaways

- Average asking PPSF: \$308, a 4% increase from Spring 2021, but a 4% decline year-over-year.
- Median asking PPSF: \$325, a 5% increase from Spring 2021, but a 1% decline year-over-year.
- Lowest asking PPSF: \$250, a 33% jump from Spring 2021, and a 21% increase year-over-year.
- Highest asking PPSF: \$360, a 4% decline from Spring 2021, and a 12.1% decline year-over-year.
- Average asking PPSF all-time low: 43% increase from \$215 in Spring 2012.
- Average asking PPSF all-time high: 40% decline from \$510 in Fall 2015.
- Five-year Average Asking Rent Comparison (Fall 2021 vs. Fall 2016): Asking rent fell by 21.0% from \$390 to \$308.
- Five-Year Median Asking Rent Comparison (Fall 2021 vs. Fall 2016): Median rent fell by 16.7% from \$390 to \$325.
- Fall 2021 data is based on 9 availabilities.

Broadway (14th St. – 23rd St.)
Average/Median PPSF



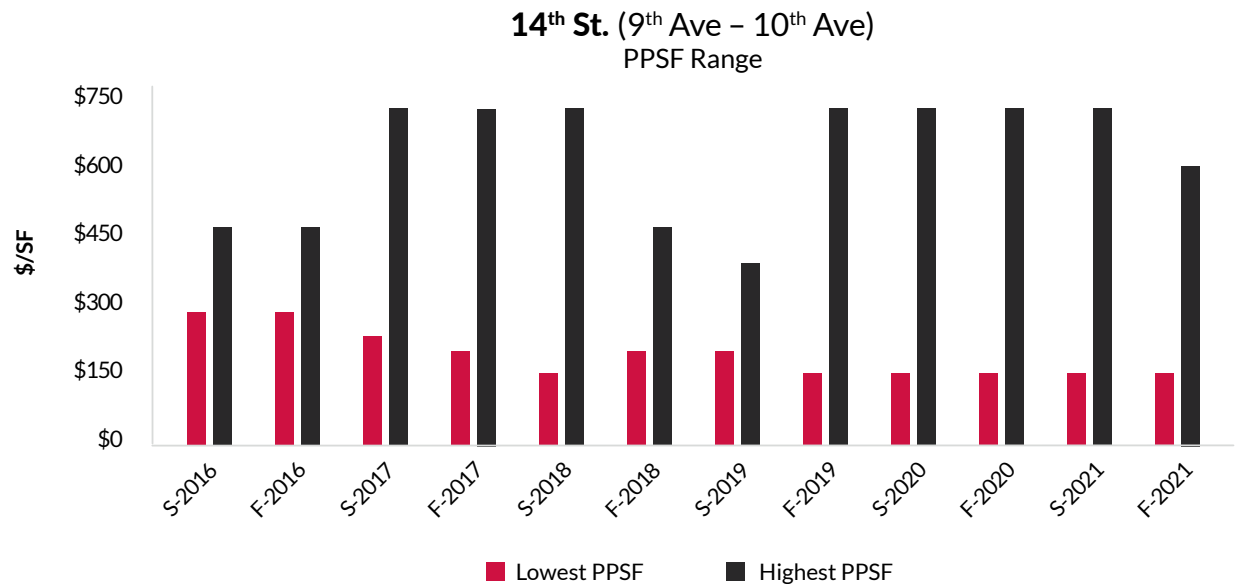
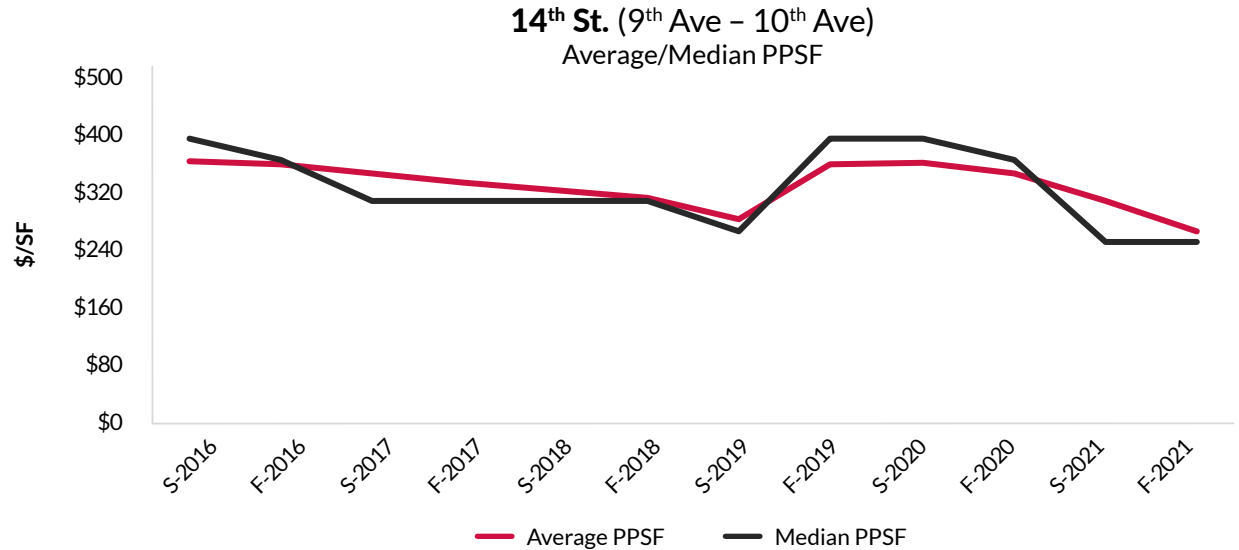
Broadway (14th St. – 23rd St.)
PPSF Range



14th St. (9th Ave – 10th Ave)

Key Takeaways

- Average asking PPSF: \$262, a 13% decline from Spring 2021, and a 21% decline year-over-year.
- Median asking PPSF: \$250, unchanged from Spring 2021, but a 29% decline year-over-year.
- Lowest asking PPSF: \$150, unchanged from Spring 2021 and year-over-year.
- Highest asking PPSF: \$600, a 14.3% decline from Spring 2021 and Fall of 2020.
- Average PPSF all-time low: \$262 is the lowest on record.
- Average PPSF all-time high: 43% decline from \$462 in Spring 2008.
- Five-year Average Asking Rent Comparison (Fall 2021 vs. Fall 2016): Asking rent fell by 24.1% from \$345 to \$262.
- Five-Year Median Asking Rent Comparison (Fall 2021 vs. Fall 2016): Median rent fell by 28.5% from \$350 to \$250.
- Fall 2021 data is based on 14 availabilities.

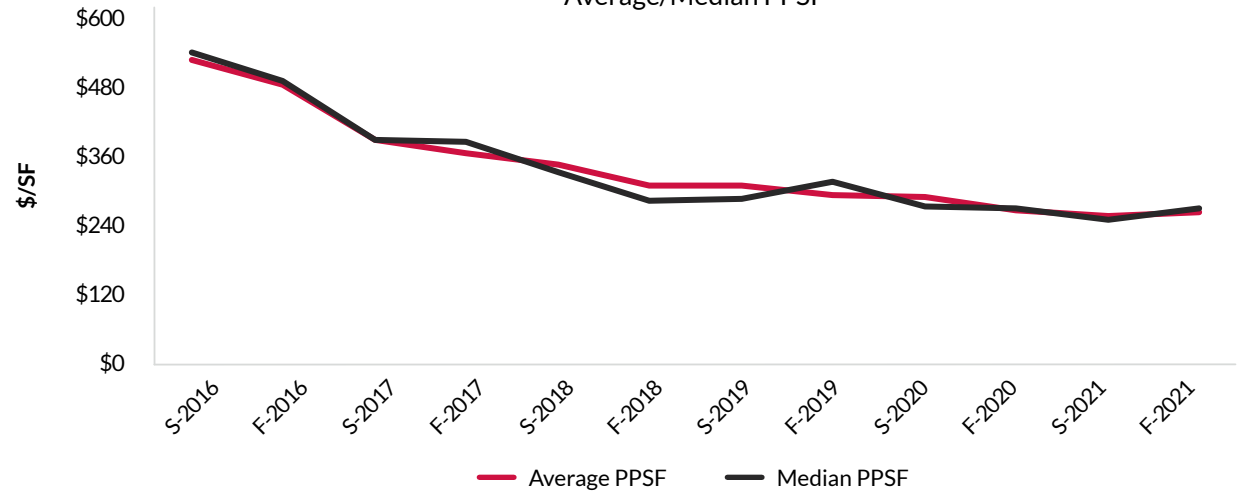


Bleecker St. (7th Ave South – Hudson St.)

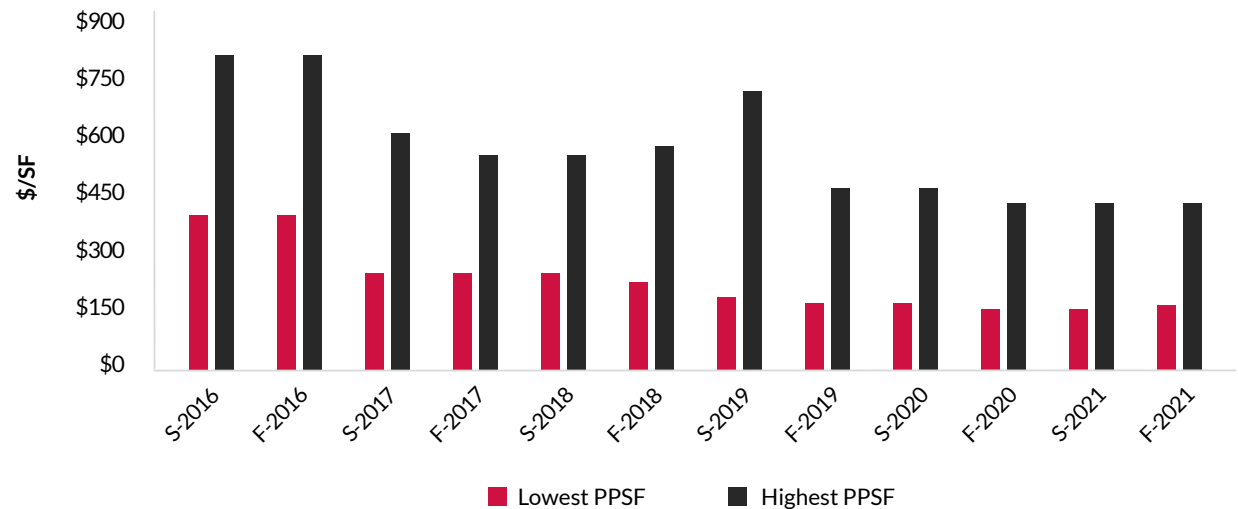
Key Takeaways

- Average asking PPSF: \$250, a 4% increase from Spring 2021, a 1% decrease year-over-year.
- Median asking PPSF: \$254, a 7% increase from Spring 2021, and unchanged year-over-year.
- Lowest asking PPSF: \$128, a 2.4% increase from Spring 2021 and year-over-year.
- Highest asking PPSF: \$350, unchanged from Spring 2021 and year-over-year.
- Average asking PPSF all-time low: 4% increase from \$241 in Spring 2021.
- Average asking PPSF all-time high: 54% decline from \$540 in Spring 2013.
- Five-year Average Asking Rent Comparison (Fall 2021 vs. Fall 2016): Asking rent fell by 46.9% from \$471 to \$250.
- Five-Year Median Asking Rent Comparison (Fall 2021 vs. Fall 2016): Median rent fell by 46.5% from \$475 to \$254.
- Fall 2021 data is based on 17 availabilities.

Bleecker St. (7th Ave South – Hudson St.)
Average/Median PPSF



Bleecker St. (7th Ave South – Hudson St.)
PPSF Range

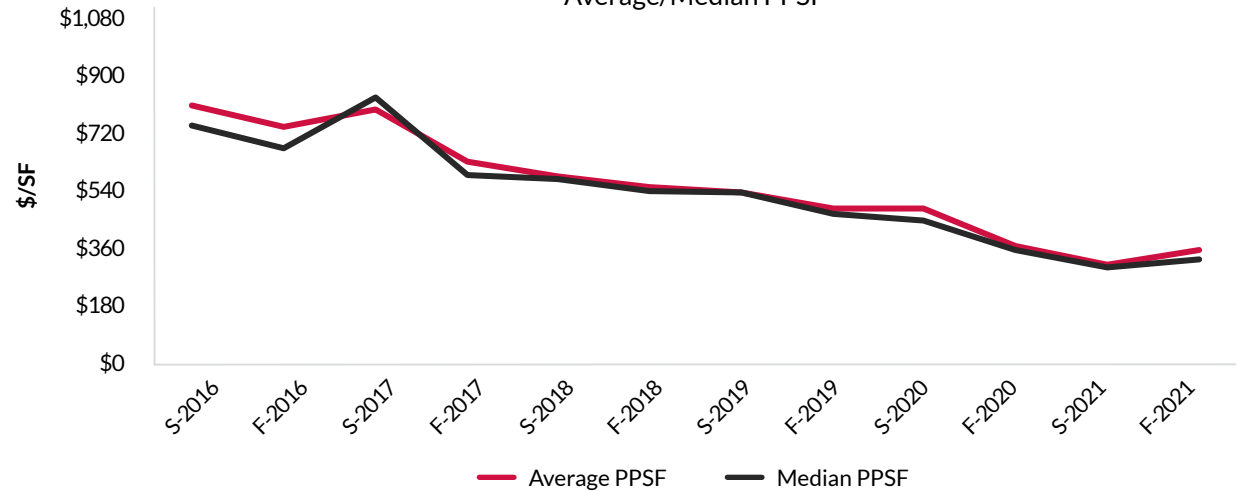


Broadway (Houston St. - Broome St.)

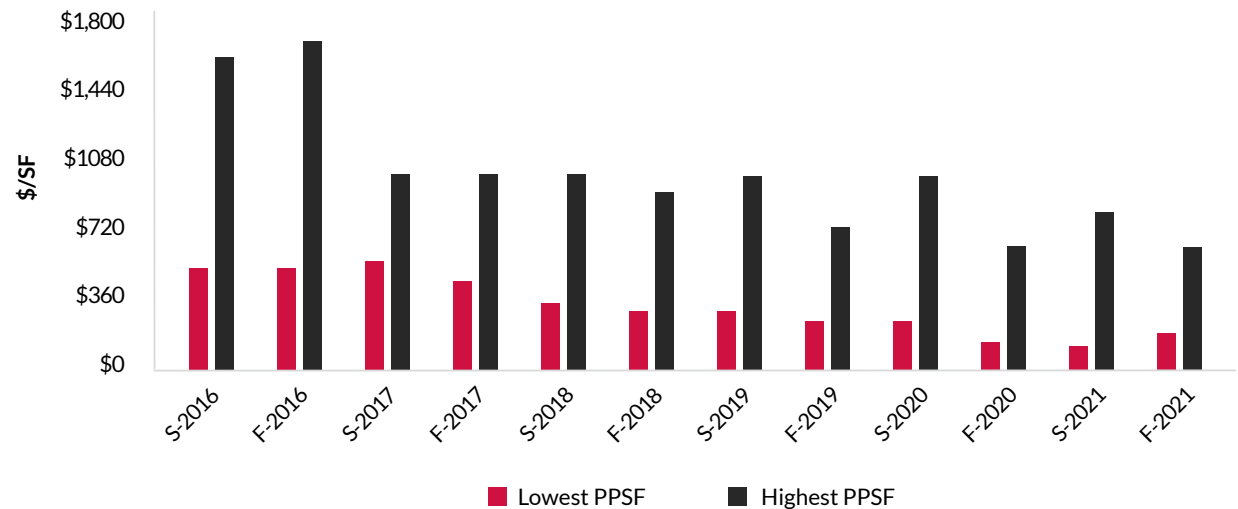
Key Takeaways

- Average asking PPSF: \$357, a 15% jump from Spring 2021, but a 3% decline year-over-year.
- Median asking PPSF: \$325, an 8% jump from Spring 2021, but a 9% decline year-over-year.
- Lowest asking PPSF: \$185, a 54.2% spike from Spring 2021, and a 48% increase year-over-year.
- Highest asking PPSF: \$629, a 21% decline from \$800 in Spring 2021, and unchanged year-over-year.
- Average asking PPSF all-time low: 186% increase from \$125 in Spring 2002.
- Average asking PPSF all-time high: 63% decline from \$977 in Spring 2015.
- Five-year Average Asking Rent Comparison (Fall 2021 vs. Fall 2016): Asking rent fell by 52.7% from \$755 to \$357.
- Five-Year Median Asking Rent Comparison (Fall 2021 vs. Fall 2016): Median rent fell by 52.6% from \$685 to \$325.
- Fall 2021 data is based on 20 availabilities.

Broadway (Houston St. - Broome St.)
Average/Median PPSF



Broadway (Houston St. - Broome St.)
PPSF Range

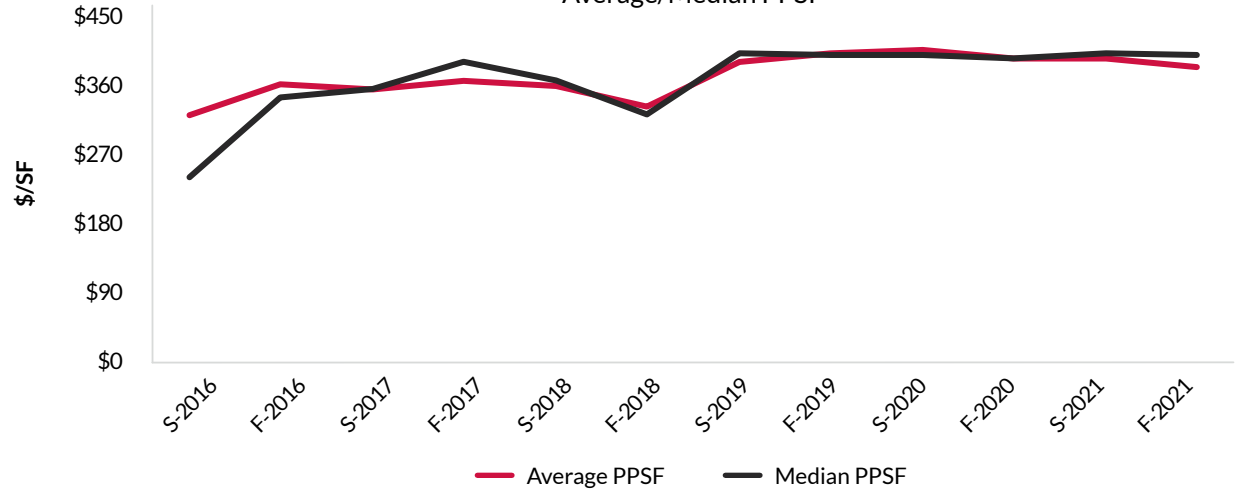


Broadway (Battery Park - Chambers St.)

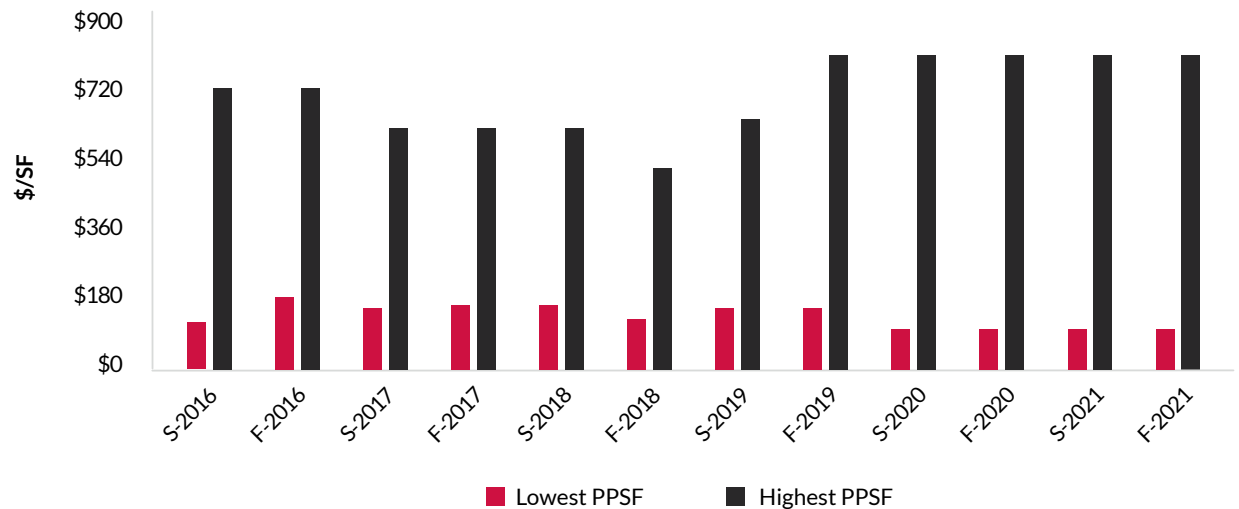
Key Takeaways

- Average asking PPSF: \$395, a 3% decline from Spring 2021 and year-over-year.
- Median asking PPSF: \$411, unchanged from Spring 2021, and a 1% increase year-over-year.
- Lowest asking PPSF: \$100, unchanged from Spring 2021, and a 5.3% increase year-over-year.
- Highest asking PPSF: \$785, unchanged from Spring 2021 and year-over-year.
- Average asking PPSF all-time low: 365% increase from \$85 in Spring 2001.
- Average asking PPSF all-time high: 5% decline from \$417 in Spring 2020.
- Five-year Average Asking Rent Comparison (Fall 2021 vs. Fall 2016): Asking rent rose by 7% from \$369 to \$395.
- Five-Year Median Asking Rent Comparison (Fall 2021 vs. Fall 2016): Median rent rose by 17% from \$350 to \$411.
- Fall 2021 data is based on 25 availabilities.

Broadway (Battery Park - Chambers St.)
Average/Median PPSF



Broadway (Battery Park - Chambers St.)
PPSF Range



Appendix

Average Asking Rent PPSF

Corridor	F-2021	S-2021	F-2020	%Δ S-2021	%Δ F-2020
125 th St. (5 th Ave - Morningside Ave)	\$133	\$130	\$141	3%	-6%
Broadway (72 nd St. - 86 th St.)	\$241	\$232	\$241	4%	0%
Columbus Ave (66 th St. - 79 th St.)	\$260	\$290	\$289	-10%	-10%
East 86 th St. (Lexington Ave - 2 nd Ave)	\$327	\$313	\$294	5%	11%
Madison Ave (57 th St. - 72 nd St.)	\$750	\$773	\$784	-3%	-4%
3 rd Ave (60 th St. - 72 nd St.)	\$214	\$186	\$211	15%	1%
East 57 th St. (5 th Ave - Park Ave)	\$558	\$531	\$633	5%	-12%
5 th Ave (42 nd St. - 49 th St.)	\$676	\$615	\$717	10%	-6%
5 th Ave (49 th St. - 59 th St.)	\$2,628	\$3,000	\$2,618	-12%	0%
Broadway & 7 th Ave (42 nd St. - 47 th St.)	\$998	\$1,480	\$1,643	-33%	-39%
West 34 th St. (5 th Ave - 7 th Ave)	\$390	\$488	\$441	-20%	-11%
5 th Ave (14 th St. - 23 rd St.)	\$246	\$263	\$271	-7%	-9%
Broadway (14 th St. - 23 rd St.)	\$308	\$296	\$322	4%	-4%
14 th St. (9 th Ave - 10 th Ave)	\$262	\$300	\$333	-13%	-21%
Bleecker St. (7 th Ave S - Hudson St.)	\$250	\$241	\$252	4%	-1%
Broadway (Houston St. - Broome St.)	\$327	\$310	\$367	5%	-11%
Broadway (Battery Park - Chambers St.)	\$395	\$406	\$407	-3%	-3%

Appendix

Median Asking Rent PPSF

Corridor	F-2021	S-2021	F-2020	%Δ S-2021	%Δ F-2020
125 th St. (5 th Ave - Morningside Ave)	\$125	\$125	\$135	0%	-7%
Broadway (72 nd St. - 86 th St.)	\$240	\$233	\$225	3%	7%
Columbus Ave (66 th St. - 79 th St.)	\$230	\$295	\$297	-22%	-23%
East 86 th St. (Lexington Ave - 2 nd Ave)	\$350	\$313	\$300	12%	17%
Madison Ave (57 th St. - 72 nd St.)	\$750	\$778	\$750	-4%	0%
3 rd Ave (60 th St. - 72 nd St.)	\$203	\$185	\$218	10%	-7%
East 57 th St. (5 th Ave - Park Ave)	\$700	\$531	\$700	32%	0%
5 th Ave (42 nd St. - 49 th St.)	\$675	\$650	\$700	4%	-4%
5 th Ave (49 th St. - 59 th St.)	\$2,900	\$3,000	\$2,500	-3%	16%
Broadway & 7 th Ave (42 nd St. - 47 th St.)	\$942	\$1,315	\$1,775	-28%	-47%
West 34 th St. (5 th Ave - 7 th Ave)	\$400	\$488	\$450	-18%	-11%
5 th Ave (14 th St. - 23 rd St.)	\$220	\$238	\$300	-7%	-27%
Broadway (14 th St. - 23 rd St.)	\$325	\$310	\$328	5%	-1%
14 th St. (9 th Ave - 10 th Ave)	\$250	\$250	\$350	0%	-29%
Bleecker St. (7 th Ave S - Hudson St.)	\$254	\$237	\$254	7%	0%
Broadway (Houston St. - Broome St.)	\$325	\$300	\$358	8%	-9%
Broadway (Battery Park - Chambers St.)	\$411	\$413	\$406	0%	1%

Appendix

Asking Rent PPSF Range

Corridor	F-2021 - LOW	F-2021 - HIGH	S-2021 - LOW	S-2021 - HIGH	F-2020 - LOW	F-2020 - HIGH
125 th St. (5 th Ave - Morningside Ave)	\$76	\$208	\$100	\$200	\$100	\$200
Broadway (72 nd St. - 86 th St.)	\$132	\$325	\$140	\$350	\$166	\$325
Columbus Ave (66 th St. - 79 th St.)	\$177	\$360	\$142	\$440	\$177	\$416
East 86 th St. (Lexington Ave - 2 nd Ave)	\$171	\$425	\$150	\$425	\$150	\$425
Madison Ave (57 th St. - 72 nd St.)	\$300	\$1,600	\$300	\$1,600	\$450	\$1,350
3 rd Ave (60 th St. - 72 nd St.)	\$115	\$363	\$119	\$296	\$150	\$272
East 57 th St. (5 th Ave - Park Ave)	\$225	\$750	\$225	\$750	\$450	\$750
5 th Ave (42 nd St. - 49 th St.)	\$610	\$750	\$400	\$700	\$600	\$967
5 th Ave (49 th St. - 59 th St.)	\$2,000	\$3,000	\$2,500	\$3,500	\$638	\$4,000
Broadway & 7 th Ave (42 nd St. - 47 th St.)	\$293	\$2,300	\$825	\$2,783	\$350	\$2,721
West 34 th St. (5 th Ave - 7 th Ave)	\$171	\$600	\$325	\$800	\$171	\$720
5 th Ave (14 th St. - 23 rd St.)	\$164	\$375	\$125	\$375	\$164	\$375
Broadway (14 th St. - 23 rd St.)	\$250	\$360	\$188	\$375	\$206	\$410
14 th St. (9 th Ave - 10 th Ave)	\$150	\$600	\$150	\$700	\$150	\$700
Bleecker St. (7 th Ave S - Hudson St.)	\$128	\$350	\$125	\$350	\$125	\$350
Broadway (Houston St. - Broome St.)	\$185	\$629	\$120	\$800	\$125	\$629
Broadway (Battery Park - Chambers St.)	\$100	\$785	\$100	\$785	\$95	\$785

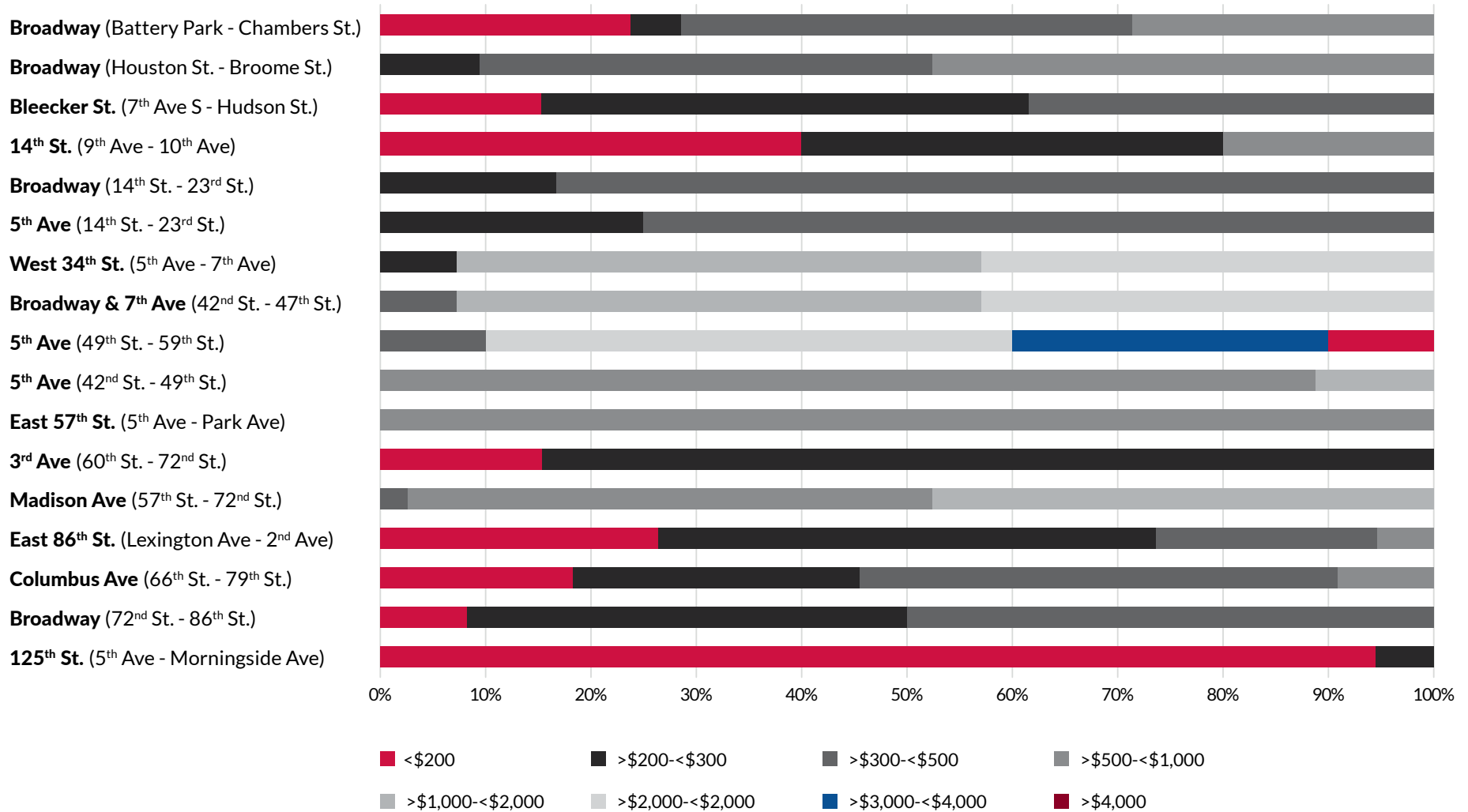
Appendix

Average Asking Rent PPSF - Min/Max

Corridor		Min	%Δ F-2020		Max	%Δ F-2020
125 th St. (5 th Ave - Morningside Ave)	S-2004	\$65	105%	F-2019	\$151	-12%
Broadway (72 nd St. - 86 th St.)	S-2002	\$170	42%	F-2013	\$434	-44%
Columbus Ave (66 th St. - 79 th St.)	F-2010	\$229	14%	S-2015	\$447	-42%
East 86 th St. (Lexington Ave - 2 nd Ave)	F-2010	\$293	12%	S-2013	\$550	-41%
Madison Ave (57 th St. - 72 nd St.)	F-2002	\$491	57%	F-2014	\$1,709	-55%
3 rd Ave (60 th St. - 72 nd St.)	S-2002	\$182	18%	S-2016	\$371	-42%
East 57 th St. (5 th Ave - Park Ave)	S-2002	\$425	25%	S-2016	\$1,625	-67%
5 th Ave (42 nd St. - 49 th St.)	S-2010	\$425	59%	S-2016	\$1,368	-51%
5 th Ave (49 th St. - 59 th St.)	S-2002	\$329	699%	F-2017/S-2018	\$3,900	-33%
Broadway & 7 th Ave (42 nd St. - 47 th St.)	F-2008	\$775	29%	S-2015	\$2,413	-59%
West 34 th St. (5 th Ave - 7 th Ave)	F-2002	\$112	248%	S-2015	\$1,000	-61%
5 th Ave (14 th St. - 23 rd St.)	S-2004	\$137	80%	S-2017	\$456	-46%
Broadway (14 th St. - 23 rd St.)	S-2012	\$215	43%	F-2015	\$510	-40%
14 th St. (9 th Ave - 10 th Ave)	S-2019	\$277	-6%	S-2008	\$462	-43%
Bleecker St. (7 th Ave S - Hudson St.)	S-2021	\$241	4%	S-2013	\$540	-54%
Broadway (Houston St. - Broome St.)	S-2002	\$125	186%	S-2015	\$977	-63%
Broadway (Battery Park - Chambers St.)	S-2001	\$85	365%	S-2020	\$417	-5%

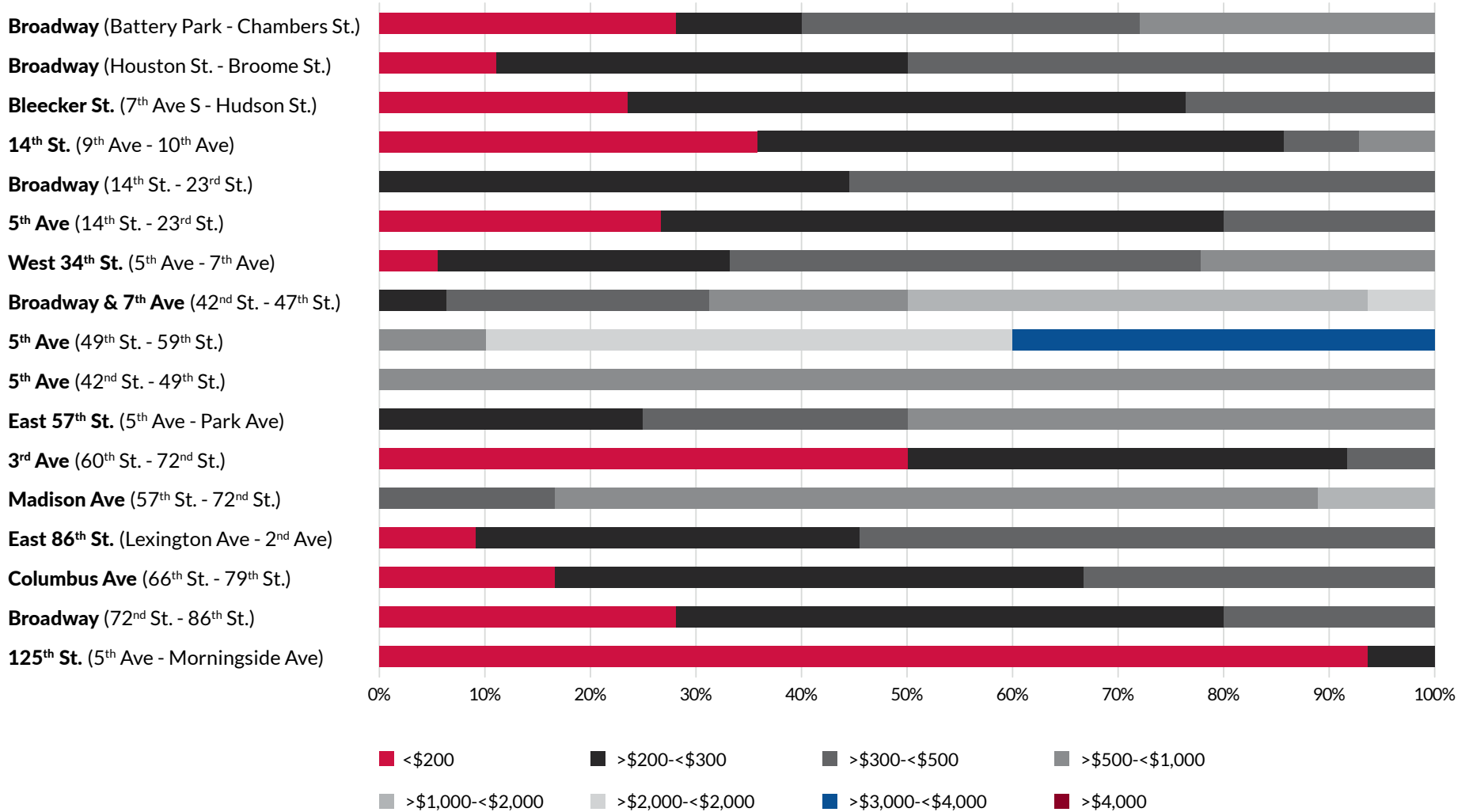
Appendix

**2019 - Asking Rent Tranches -
28.3% of Spaces Priced \$300 or Less**



Appendix

**2021 - Asking Rent Tranches -
43.4% of Spaces Priced \$300 or Less**



Methodology

The Real Estate Board of New York's (REBNY) bi-annual Manhattan Retail Report is a joint effort by the REBNY Manhattan Retail Advisory Group and the REBNY team. The report provides a particular point in time snapshot of major retail corridors in the borough based on available ground-floor retail asking rent information. All data is sourced from the respective firms of each REBNY Manhattan Retail Advisory Group member. The report also provides context on major events and trends that impact market performance, as well as anecdotal insights from Advisory Group members regarding retail market activity.

REBNY's bi-annual Manhattan Retail Report includes the average price per square foot, median price per square, the lowest price per square foot and highest price per square foot for each of the 17 retail corridors tracked.

KEY TERMS

Asking Rent — Represents the annual dollar amount the lessor is asking in order to lease their retail space.

Availability — Direct ground-floor retail space that is actively marketed or off-market; includes spaces for immediate and future occupancy which are not necessarily vacant. Does not include below or above ground-floor retail space, spaces with frontage on side streets or subleases.

PPSF — The price per square foot is calculated by dividing the annual asking rent by the ground-floor square footage.

Average PPSF — The average price per square foot is calculated using the price per square foot that represents the straight-line average for all direct, ground-floor availabilities within a particular corridor frontage. The Average PPSF provides values that are not skewed by high or low outlier prices.

Median PPSF — The median price per square foot is calculated using the price per square foot that represents the midpoint PPSF for all direct, ground-floor availabilities within a particular corridor frontage. Half of the prices fall either below or above this value.

Lowest PPSF — The lowest price per square foot recorded for all direct, ground-floor availabilities within a particular corridor frontage.

Highest PPSF — The highest price per square foot recorded for all direct, ground-floor availabilities within a particular corridor frontage.

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