

Hudson
Square
is the place
to be





Hudson Square is an authentic Manhattan neighborhood, representing over \$250 million in annual spending potential. Over the years, the former printing district with its distinctive architecture, has transformed into a vibrant hub for the creative economy. You can feel a palpable energy on the street from the creative businesses that call this neighborhood “home.”

Cover rendering by: Mathews Nielsen Landscape Architects

Hudson Square is growing

More people demand more amenities

Population soared 26% between 2011 and 2013.

There are now over 60,000 people on an average day. From 2010 -2013, foot traffic and subway ridership both increased by 12%.

Type	People	Percentage
Office Workers	43,000	70%
Office Visitors	7,000	11%
Students + Staff	6,500	10%
Residents	2,500	4%
Hotel Visitors + Staff	2,000	3%
Cultural Visitors + Staff	1,000	2%
Daytime Population	62,000	100%

Sources: Hudson Square Daytime Population Study, turnstile ridership data from MTA, pedestrian counts from traffic study by Sam Schwartz Engineering

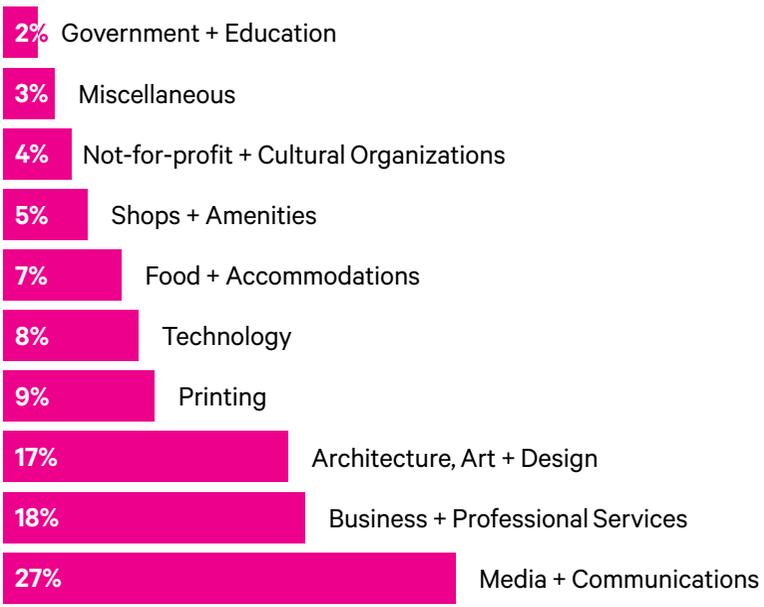
Hudson Square is growing



Hudson Square is young and creative

26% of population is under 30
87% of population is under 55

The kinds of people who work here:



Percentages derived from number of companies

Sources: Hudson Square Retail Vision Report, Hudson Square Business Database

Hudson Square is young and creative



Sources: Hudson Square Daytime Population Study, annual spending calculation based on International Council of Shopping Centers 2011 survey data

Hudson Square is where you want to be

Our growing population of office workers represents over \$250 million in annual spending potential.

More amenities make the neighborhood a more desirable place to be. This surging demand has attracted a diverse mix of popular chains and independent eateries to the neighborhood.

Recent additions: Pret a Manger, Just Salad, Dig Inn Seasonal Market, Hale and Hearty, Westville, Union Bar and Kitchen, Il Principe, and La Colombe

Neighborhood Institutions: Jacques Torres, Mae Mae Café, PJ Charlton's, Giorgione's, Ear Inn, and City Winery



Hudson Square is a 24/7 neighborhood

**In 2013, Hudson Square
was rezoned to create
a mixed-use neighborhood.**

Upcoming development includes:

Under Construction: Two new residential developments and a major office building conversion will add over 300 homes, reposition over 750,000 square feet as premier Class A office space, and create significant new retail space by 2016

Pipeline: Over 15 new projects with a projected 3 million square feet will bring over 6,000 new residents to the immediate neighborhood at the nexus of some of the most valuable residential real estate in the world

Hudson Square is a place for people

Already underway is a \$27 million beautification plan that will support an animated local retail environment.

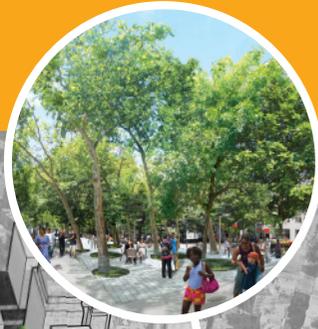
Streetscape Improvement Projects:

Redesigning Hudson Street to create a lush promenade will accentuate Hudson Street as a place to shop, socialize, and relax

Redesigning a green space as a grand entrance to the neighborhood will draw pedestrian traffic west of 6th Avenue along the Spring Street retail corridor

Installing street elements throughout Hudson Square will encourage pedestrians to meander along our retail corridors

Renderings by: Mathews Nielsen Landscape Architects · Map rendering by: Marvel Architects



Planned & projected development

We are the Hudson Square Connection

We're a Business Improvement District.

We are completing the neighborhood's transformation into a major creative hub that is home to more than 40,000 people working in advertising, design, media, communications, technology and other creative businesses. We provide traffic management and place-making programs, building a connected community in a forward-thinking Manhattan neighborhood.

For more information, contact Jake McNally,
our Economic Development Associate at
jmcnally@hudsonsquarebid.org



HudsonSquareBid.com