



HUDSON
SQUARE

HUDSON SQUARE STOREFRONT REPORT

*10-Year Trends in
Storefront Inventory,
Occupancy, and Use*

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Overview

This study is based on a comprehensive storefront inventory conducted across the Hudson Square BID area. For each study year, every block within the study boundary was reviewed, and every potential storefront space was evaluated using a consistent set of criteria (see Definitions below).

Storefront spaces were then identified and classified as “retail” use, “office” use, or “vacant,” and retail uses were categorized into standardized sectors and subcategories.

Data Sources by Year

2025: In-Person field survey

2023: In-Person field survey

2013–2015: Google Maps Street View review, using the available Street View image for each blockface captured during that period

Supplemented by additional online sources such as leasing materials, archived websites, and other public documentation

Definitions

What Is Considered a Storefront

A storefront in this study is a discrete, tenantable, street-oriented commercial space that publicly presents itself as a street-facing business space, regardless of whether the current use is retail, office, or vacant and retail uses were categorized into standardized sectors and subcategories.

Criteria for Inclusion

Storefronts were included if they met the following conditions:

- **Street access:** A dedicated entrance from the sidewalk, or access through a publicly accessible lobby or vestibule with clear street-facing signage.
- **Storefront-type presence:** Basement and second-floor spaces were included when they operated as customer-facing storefront uses with visible branding.
- **Combined vacant listings:** Adjacent vacant storefronts marketed as a single leasable opportunity were counted as one storefront.

Exclusions: Spaces were excluded if they primarily served internal building functions – such as residential lobbies, interior office areas, back-of-house space, or mechanical rooms – and were not configured as tenantable storefront units under their current layout.

Existence by Year

Storefronts were counted only for the study years in which they physically existed as storefront-type spaces. If a storefront had been demolished or permanently converted to a non-storefront configuration, it was removed from the inventory for that year. Newly created storefronts were added only once they physically existed in storefront form.

What This Inventory Is (and Is Not)

This is not a complete list of all businesses operating at ground level, nor an inventory of all ground-floor space. Some ground-floor spaces exist that are not currently configured as tenantable storefronts, and some ground-level economic activity (e.g., logistics businesses) is intentionally excluded if it does not meet the storefront definition.

Vacancy Versus Availability

Vacancy reflects a field-verified physical condition – an unoccupied storefront. **Availability** is a market condition indicating that a storefront is being actively marketed for lease. Availability in this study was identified using a combination of CoStar listings and direct field observation. Storefronts were considered available if they were actively listed in CoStar and/or displayed clear leasing signage during field surveys. This distinction was made, recognizing that public discussions of “vacancy” sometimes refer to availability rather than a comprehensive storefront inventory.

Occupancy and Classification Rules

Retail Uses

Identified as customer-facing businesses providing point-of-sale goods or services, and publicly presenting themselves as active storefronts. Retail designation required one or more of the following conditions:

- **Visual confirmation** of an operating, customer-facing business with street-facing signage, branding, window treatments, and/or visible interior activity.
- **Local knowledge and/or publicly visible indicators** of an upcoming tenancy (e.g., signed lease, “coming soon” signage), even if the business was not yet open to the public.

In cases where a future tenancy was planned, but substantial construction or build-out work had not yet occurred and the space remained functionally inactive, the storefront was classified as vacant rather than retail.

Retail Sector and Subcategory Classification

Retail businesses were assigned to sectors and subcategories based on the primary customer-facing function of the business. Where a business could plausibly fit multiple categories (for example, a café with retail goods or a fitness studio offering branded merchandise), the classification was based on the dominant use and primary reason a customer would visit the space. This approach was applied consistently across all study years to allow for meaningful comparison over time.

In cases where a business’ function was not immediately clear from field observation alone, additional confirmation was obtained through local knowledge, business websites, or other publicly available sources.

Office Uses

Identified based on visual confirmation of an active non-retail tenant, or reliable local or online confirmation of office occupancy.

Vacancies

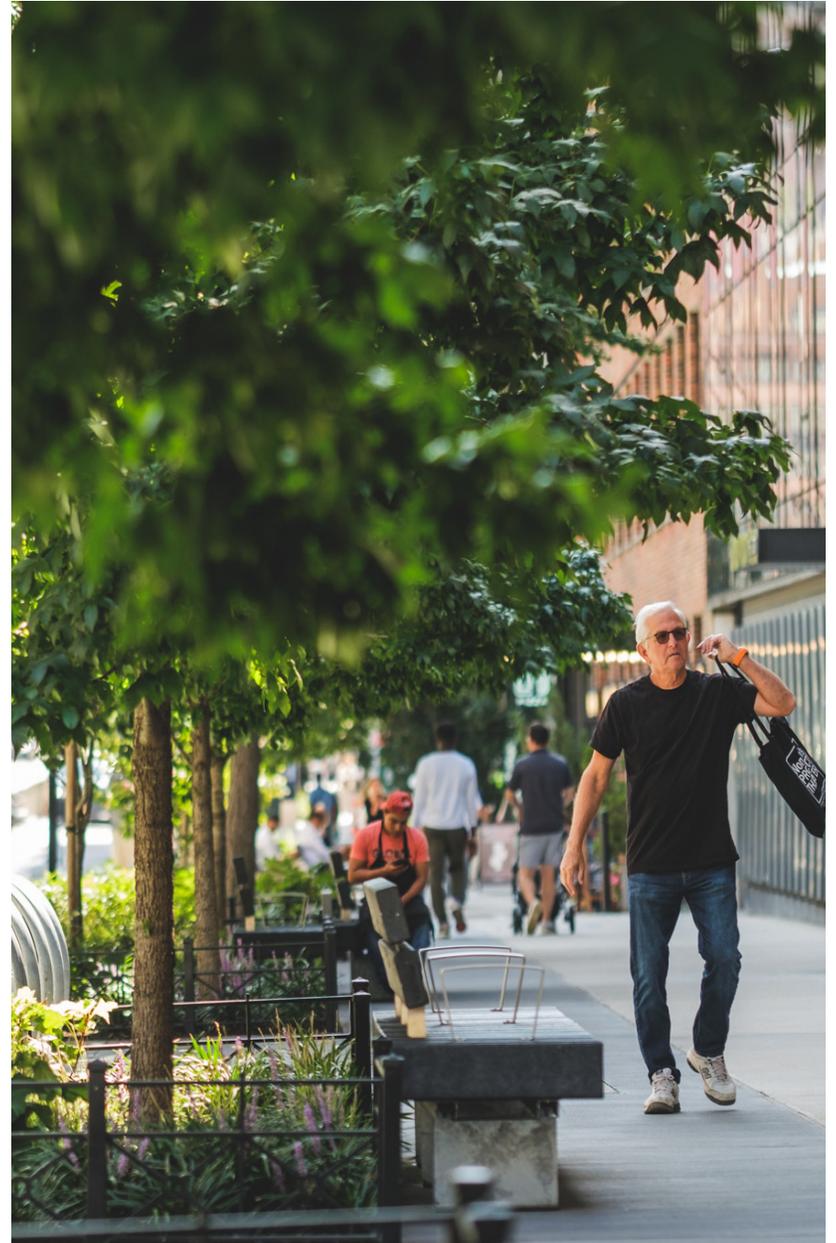
Identified as storefront spaces that physically existed during the study year but were unoccupied and not operating as active retail or office uses, regardless of whether they were actively marketed.

Key Findings

1 Hudson Street is a clear corridor-level success, particularly along the west side of the street where sustained capital streetscape investment has been concentrated.

In 2025, Hudson Street has an overall storefront vacancy rate of 17.2% (5 of 29 storefronts), with especially strong performance on the west side of the street, where only 1 of 16 storefronts is vacant (6.3%). This represents a substantial improvement from the 2013–2015 baseline, when vacancy along Hudson Street was 26.9% overall and 30.8% on the west side specifically. Notably, the west side of Hudson Street has been the focus of approximately \$12 million in BID-led capital streetscape investments, delivered in partnership with the City.

While storefront performance is influenced by multiple factors, the west side of Hudson Street – where the BID focused its most significant streetscape investments – has seen the greatest improvement, suggesting that public-realm upgrades have meaningfully supported retail performance.



Hudson Street Improvements



Continuous plantings

Space for sidewalk cafes

Modern custom benches

Parking-protected bike lane

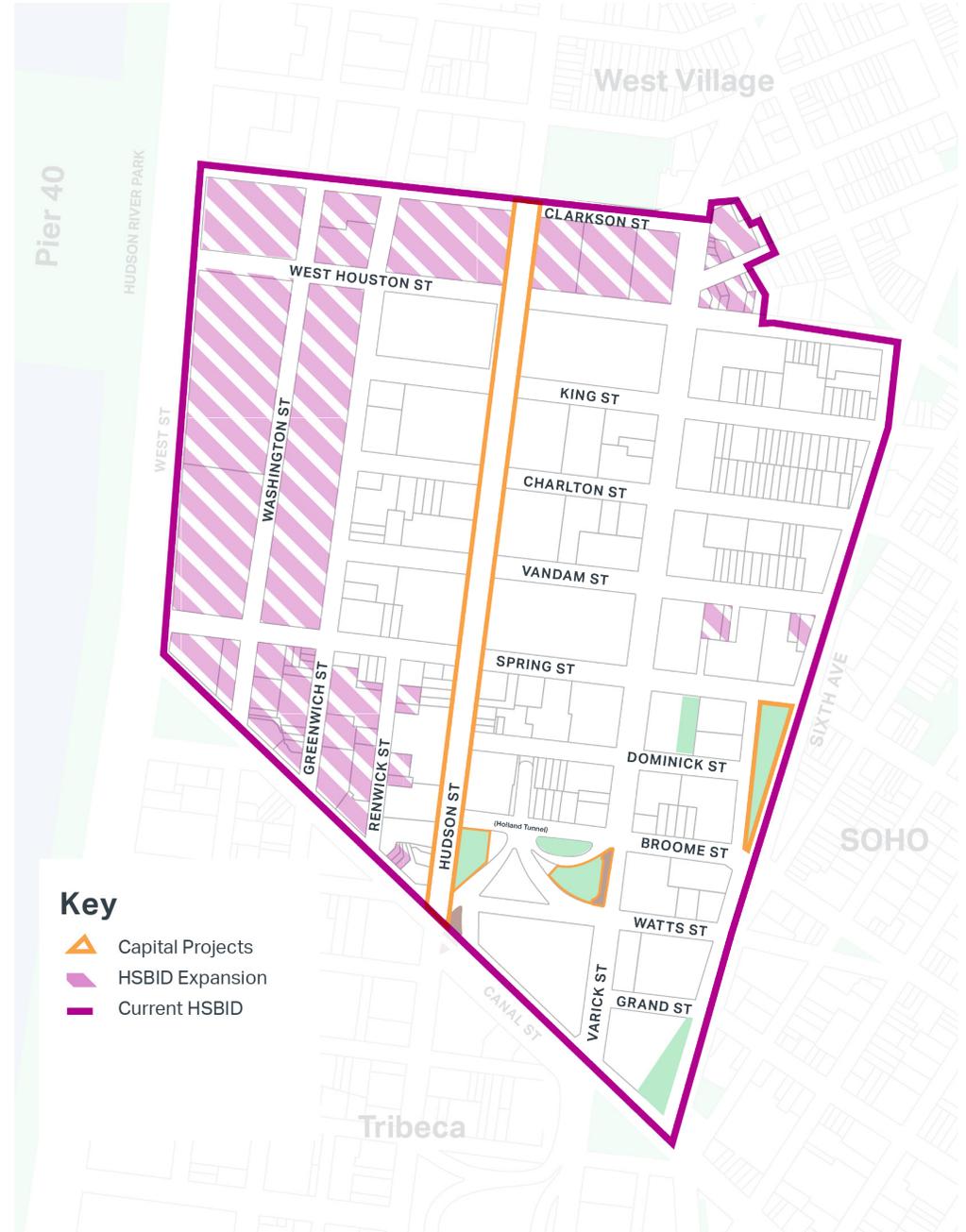
Widened sidewalks

2 Performance differs meaningfully between the original BID area and the expansion area.

Since the 2013–2015 retail baseline, HSBID has renovated Spring Street Park into a modern green space, created and upgraded Freeman Plaza, and redesigned the Hudson Street corridor. The BID has also planted or retrofitted more than 500 trees through the Hudson Square Standard program, helping create a cohesive neighborhood streetscape identity, alongside more than 50 public art installations.

Today, vacancy rates are lower in the original BID area than in the expansion area. This difference is notable given that the original BID area, established earlier, has received the majority of public realm investment to date. As improvements advance in the expansion area, these patterns may continue to evolve.

Vacancy Rate across the BID



3 Vacancy has declined over the past two years, indicating improving conditions.

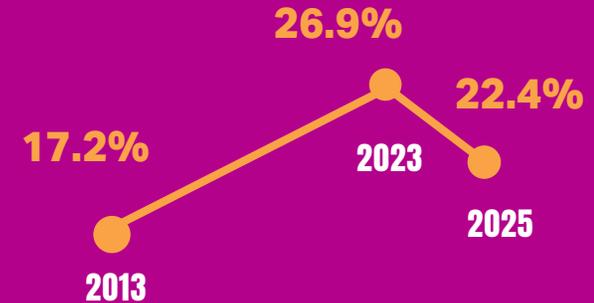
The storefront vacancy rate decreased from 26.9% in 2023 to 22.4% in 2025. This improvement suggests that storefront conditions are stabilizing and absorbing space, even as new storefront supply continues to come online.

4 Over the past decade, vacancy is higher primarily because the storefront inventory has grown, with new storefronts accounting for a disproportionate share of vacancy.

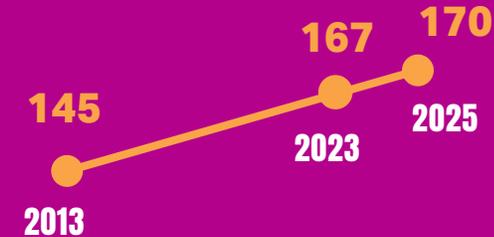
Between the 2013–2015 baseline and 2025, the total number of storefronts increased from 145 to 170, representing 17% growth. Over the same period, the vacancy rate increased from 17.2% to 22.4%. This change must be interpreted in the context of a materially larger storefront inventory, much of it created through new development, subdivision, and conversion of space.

Of the 25 net new storefront spaces created during this period, 10 are vacant in 2025, resulting in a 28.6% vacancy rate among new storefronts. These 25 net new spaces reflect 36 storefronts added through development, conversion, and subdivision, offset by 11 demolitions or removals. This indicates that newer storefront supply accounts for a disproportionate share of current vacancy and reflects typical absorption timelines rather than weak overall demand.

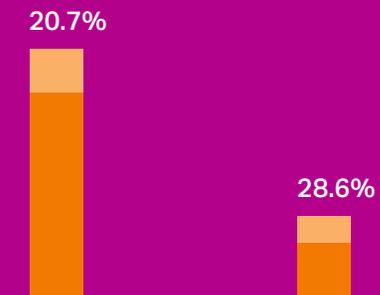
Hudson Square Vacancy Rate



Total Number of Storefronts



Storefront Vacancy in 2025



Existing storefronts:
present in 2013-2015

New storefronts:
created after 2015

■ Occupied storefronts ■ Vacant storefronts

5 Spring Street remains the district's most persistent storefront challenge.

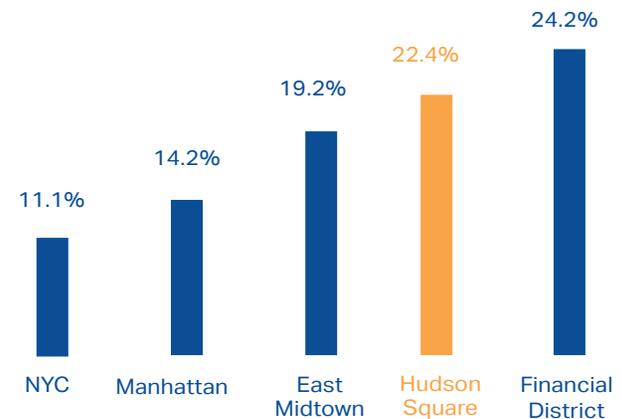
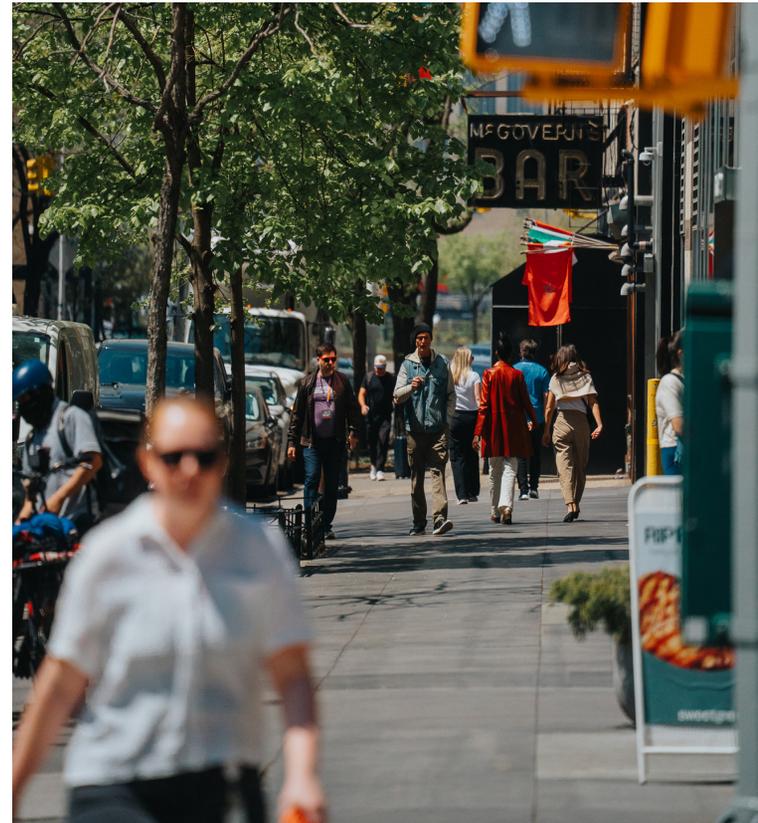
In contrast, Spring Street has a 2025 storefront vacancy rate of 47.8% (11 of 23 storefronts), the highest of any corridor in the district. Vacancy along Spring Street is geographically concentrated across multiple blocks and remains elevated despite broader districtwide improvements. This corridor-level pattern reinforces Spring Street as a priority area for targeted strategies, public realm interventions, and potential rethinking of ground-floor configurations.

6 Availability is substantially lower than vacancy.

While 38 storefronts are vacant in 2025, only 21 are actively available for lease, representing an availability rate of just 12.4%. Availability was determined through CoStar listings and field observation and is meaningfully lower than the overall vacancy rate, underscoring the distinction between unoccupied space and space that is actively being marketed.

7 Hudson Square's vacancy rate aligns with other Manhattan office-oriented districts.

The NYC Department of City Planning's 2024 storefront activity analysis shows that storefront vacancy has declined citywide in recent quarters, with a citywide average near 11.1% and Manhattan above that at approximately 14.2%. However, neighborhoods such as the Financial District (24.2%) and East Midtown (19.2%) continue to exhibit elevated vacancy. Hudson Square's 2025 vacancy rate of 22.4% falls squarely within this range, providing important context for interpreting local conditions in an office-oriented commercial district.





8 The neighborhood exhibits high retail business turnover alongside overall stability.

72% of current retail businesses are new since 2013–2015, reflecting significant turnover over the past decade. This pattern is consistent with a neighborhood undergoing change, where the retail mix evolves in response to shifting demand, land use, and a more mixed-use character.

9 That turnover has coincided with a measurable shift in the retail mix, aligned with broader citywide trends.

Personal and Medical Services have grown from 11% of retail storefronts in 2013–2015 to 22% in 2025, while goods-oriented retail has declined. Food and Beverage has remained relatively stable as a share of retail overall, though the character of those businesses has evolved toward more destination-oriented, chef-driven restaurants and specialty concepts. Taken together, these changes reflect broader shifts in urban retail and the evolution of Hudson Square from a primarily office district into a more mixed-use neighborhood.

Relationship to Other Storefront Studies

Several City agencies and research organizations track storefront vacancy across New York City. While these efforts share a common focus, they differ in data sources, definitions, geographic scale, and purpose.

The NYC Department of City Planning (DCP) has conducted storefront-level analyses similar in structure to this study. In recent years, DCP's citywide tracking has relied on the LiveXYZ storefront dataset, which provides a standardized inventory of storefront locations and occupancy status across the city. As a citywide dataset, it relies on standardized classifications that may not reflect the full nuance of storefront conditions at the corridor level.

Other citywide vacancy measures rely on administrative records rather than field observation. These approaches are useful for understanding broad trends over time, but they do not capture block-by-block storefront configuration, physical conditions, or short-term changes along specific corridors.

In contrast, the Hudson Square Storefront Report is based on direct, on-the-ground observation of each storefront in the district, conducted by HSBID staff with detailed local knowledge of the neighborhood. A comparison with LiveXYZ records for Hudson Square revealed differences in storefront inventory, tenant status, and classification, reflecting the timing of data updates and underscoring the value of locally led field verification for accurately capturing corridor-level conditions.



Appendix



Retail Sectors and Subcategories

Food & Beverage

Bar / Lounge / Club
Café / Coffee Shop
Deli / Convenience
Fast Casual / Counter Service
Full-Service Restaurant
Ghost Kitchen / Delivery & Pick-up
Specialty Food / Wine & Spirits

Retail Goods

Apparel / Accessories
Beauty / Cosmetics
Books / Stationery / Newsstand
Grocery / Specialty F&B Market
Hardware / Paint
Home Goods / Furniture
Pharmacy / Convenience

Specialty Products

Vehicles
Cultural
Art Gallery
Membership Club
Museum / Immersive Experience
Performance / Event Space
Theater

Personal Services

Bank / Financial Services
Daycare / Childcare
Dry Cleaner / Laundry
Gym / Fitness Studio
Hair Salon
Nail Salon
Pet Services
Spa / Massage

Specialty Services

Tutoring / Education Services
Medical
Aesthetic Dermatology / Medspa
Dentist
Physical Therapy
Primary Care / Urgent Care
Specialty Clinics
Veterinarian

Showroom

Design Studio
Home & Design Showroom

Storefront Supply and Vacancy Breakdown

Use, Vacancy, & Availability by Year	Total # of Store-fronts	Total # of Retail Uses	Total # of Office Uses	Total # of Vacancies	Vacancy Rate	Total # of Availabilities	Availability Rate
2025	170	123	9	38	22.4%	21	12.4%
2025: Original BID	118	88	6	24	20.3%	15	12.7%
2025: Expansion Area	52	35	3	14	26.9%	6	11.5%
2023	167	112	10	45	26.9%	N/A	N/A
2013-2015	145	108	12	25	17.2%	N/A	N/A

Use & Vacancy by Street Corridor	Total # of Storefronts	Total # of Retail Uses	Total # of Office Uses	Total # of Vacancies	Vacancy Rate
2025: Hudson St	29	23	1	5	17.2%
2025: Hudson St (west side only)	16	15	0	1	6.3%
2013-2015: Hudson St	26	17	2	7	26.9%
2013-2015: Hudson St (west side only)	13	7	2	4	30.8%
2025: Varick St	40	30	0	10	25.0%
2025: Spring St	23	12	0	11	47.8%
2025: Greenwich St	14	10	2	2	14.3%
2025: Sixth Ave	9	7	2	0	0.0%
2025: W Houston St	8	6	1	1	12.5%
2025: Canal St	4	3	1	0	0.0%
2025: Washington St	2	1	0	1	50.0%

Retail Mix by Category

Retail Sector	F&B	Personal Services	Retail Goods	Cultural	Medical	Showroom
2025	50%	16%	13%	10%	6%	5%
2023	53%	13%	13%	10%	6%	4%
2013-2015	52%	11%	19%	14%	0%	5%

F&B Breakdown by Year	Fast Casual/ Counter Service	Full-Service Restaurant	Café / Coffee Shop	Bar / Lounge / Club	Deli / Convenience	Specialty Food / Wine & Spirits	Ghost Kitchen / Delivery & Pick-up
2025	34%	26%	18%	11%	8%	2%	2%
2023	36%	27%	15%	12%	8%	0%	2%
2013-2015	34%	25%	13%	14%	13%	2%	0%



HUDSON SQUARE CARE

Hudson Square
Business Improvement
District



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