

50,815\* people  
walk by this corner every day...

## RETAIL LOCATION FOR LEASE

For More Information:  
Charles G. Cecil  
Granville International  
Tel: (212) 366-6536  
Fax: (646) 349-5078

\*Pedestrian count verified by  
Audience Research and Analysis  
New York, NY  
SEE 2014 REPORT INSIDE



# 120 GREENWICH - RETAIL LOCATION FOR LEASE

**98 GREENWICH**  
(180 Hotel Rooms)

**99 Washington St.**  
Holiday Inn  
(400 Rooms)

**Marriott Hotel**  
(497 Rooms)

**W Hotel**  
(220 Hotel Rooms)  
(223 Condominiums)

**111 Washington St.**  
52-Story  
Apartment Building

**120 GREENWICH (RETAIL)**

**American Stock  
Exchange Project**

**150 GREENWICH**  
4 World Trade Center  
(2.5 Million Sq Ft)

**123 GREENWICH**  
Fisher Brothers  
(New Residential Tower)

**133 GREENWICH**  
(317 Hotel Rooms)

**90 West Street**  
(410 New Apartments)

**Club Quarters Hotel**  
(289 Rooms)

**175 GREENWICH**  
3 World Trade Center  
(2.8 Million Sq Ft)

**CALATRAVA**  
Transportation Hub

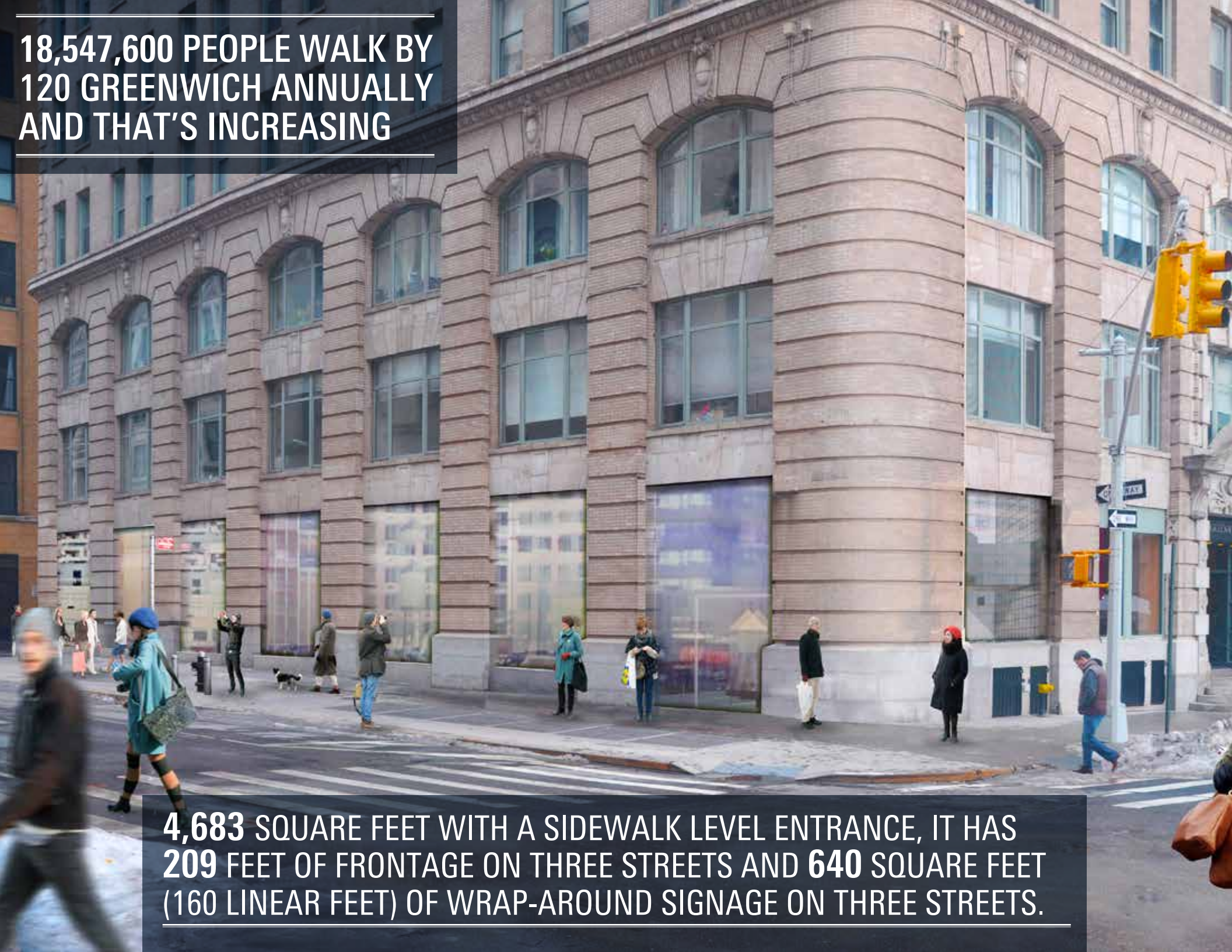
## 50,815 PEOPLE WALK BY 120 GREENWICH DAILY.

7,000 of these pedestrians enter the WTC memorial every day. Not included in the above count, 26,500 new office workers will arrive soon at 150 Greenwich and 175 Greenwich just north of 120 Greenwich.

For information, contact Granville International;  
(917) 848-4904; [ccecil@granvilleinternational.com](mailto:ccecil@granvilleinternational.com)



**18,547,600 PEOPLE WALK BY  
120 GREENWICH ANNUALLY  
AND THAT'S INCREASING**



**4,683 SQUARE FEET WITH A SIDEWALK LEVEL ENTRANCE, IT HAS  
209 FEET OF FRONTAGE ON THREE STREETS AND 640 SQUARE FEET  
(160 LINEAR FEET) OF WRAP-AROUND SIGNAGE ON THREE STREETS.**





**18,547,600**

FOOT TRAFFIC PER YEAR

ONE BLOCK TO THE NORTH ON THE PROMENADE,

**12,500 NEW OFFICE WORKERS**

will inhabit the now open 2.5 Million square foot office tower,  
150 Greenwich – 4 World Trade Center. TWO BLOCKS NORTH of  
120 Greenwich, opening soon is a 2.8 Million square foot office tower,  
175 Greenwich – 3 World Trade Center will contain an additional

**14,000 NEW OFFICE WORKERS.**



**18,547,600**

FOOT TRAFFIC PER YEAR

## VIEW FROM THE FRONT DOOR

Our new neighbors up the block at 150 Greenwich (4 WTC), 175 Greenwich (3 WTC) and the Calatrava Transit Hub. 150 major global brands have recently signed leases.



**50,815**

FOOT TRAFFIC PER DAY

Up the block at 150 Greenwich (4 WTC), 175 Greenwich (3 WTC) and the Calatrava Transit Hub,  
ALL THE RETAIL IS FULLY LEASED TO 150 MAJOR GLOBAL BRANDS. RECENTLY SIGNED LEASES INCLUDE:

**APPLE, DIESEL, SWATCH, ABERCROMBIE & FITCH, MICHAEL KORS, DOLCE & GABBANA, TORY BURCH, J & R MUSIC, THEORY, ROBERTO CAVALLI, BULGARI, J. LINDBERG.**

Several high end boutiques have recently signed retail leases at the World Financial Center: Hermes, Burberry and Salvatore Ferragamo. Recently signed retail leases on Broadway in the Financial District include Urban Outfitters, Zara, and TD Ameritrade.





**18,547,600**

FOOT TRAFFIC PER YEAR

**5,096,000 SQ FT OF OFFICE SPACE**  
HAVE BEEN LEASED IN THE WORLD TRADE CENTER TOWERS

**WTC 1**  
Freedom Tower  
**55% LEASED**

Conde Nast Leased  
1.2 million Sq ft

Vantone China  
Center & U.S.  
General services  
Combined Leased  
500,000 Sq Ft

**WTC 7**  
**100% LEASED**  
Fully Occupied

WTC 2

**WTC 3**  
**18% LEASED**

Group M Leased  
516,000  
Sq Feet

**WTC 4**  
**52% LEASED**

New York City Leased  
600,000 Sq Feet

Port Authority of  
NY & NJ leased  
600,000 Sq Feet

Greenwich Promenade

Liberty Street

Vehicle  
Security  
Center

Liberty  
Park

Cedar Street

World  
Center  
Hotel

Albany Street

Washington Street

**120 GREENWICH (RETAIL)**

NY  
Marriott

W Hotel

**50,815**

FOOT TRAFFIC PER DAY

120 GREENWICH RETAIL - A SHORT WALK FROM,  
**12 NYC SUBWAY LINES,**  
**6 FERRY TERMINALS**  
**SERVING 13 ROUTES,**  
**THE PATH TRAIN** TO NEW JERSEY.

## FOR BRANDING AND CORPORATE IDENTITY,

it's the most prominent street level retail location on the Greenwich Promenade, since there is no ground level retail facing Greenwich street in WTC towers 2, 3 or 4. 120 Greenwich has a wrap-around storefront and wrap-around signage.





50,815

FOOT TRAFFIC PER DAY

**"IF YOU ASK ME WHAT IS THE BIGGEST UPSIDE IN MANHATTAN RIGHT NOW, IT'S THE FINANCIAL DISTRICT," HE SAID, ADDING LATER, "THEY CAN'T BUILD ENOUGH RETAIL."** - HAIM CHERA, PARTNER OF CROWN ACQUISITIONS





**18,547,600**

FOOT TRAFFIC PER YEAR

**1,400 HOTEL ROOMS** are within a one block radius of the 120 Greenwich retail store. The hotels: W HOTEL (next door), MARRIOTT HOTEL, HOLIDAY INN AND CLUB QUARTERS, AND ***500 MORE ROOMS*** ARE COMING SOON.





**18,547,600**

FOOT TRAFFIC PER YEAR

**120 GREENWICH (RETAIL)**

**4,683 SQUARE FEET** of ADA compliant space — **AT THE CROSSROADS OF THE WORLD TRADE CENTER, THE WORLD FINANCIAL CENTER, BATTERY PARK CITY, AND THE WALL STREET FINANCIAL DISTRICT.** The Albany and Greenwich intersection provides daily pedestrian access for tens of thousands of residents, office workers, hotel guests and tourists.





**50,815**

FOOT TRAFFIC PER DAY

GREENWICH & CARLISLE STREETS - ONE BLOCK TO THE NORTH,

**12,500 NEW OFFICE WORKERS**

will inhabit the now open 2.5 Million square foot office tower, 150 Greenwich – 4 World Trade Center. Two blocks north of 120 Greenwich, opening soon is a 2.8 Million square foot office tower, 175 Greenwich – 3 World Trade Center will contain an additional

**14,000 NEW OFFICE WORKERS.**



**18,547,600**

FOOT TRAFFIC PER YEAR

## 120 GREENWICH RETAIL



**1,556 NEW RESIDENTIAL UNITS OPENING NEXT YEAR IN THE FINANCIAL DISTRICT JOINING THE ALREADY 63,000 YEAR ROUND RESIDENTS WHOSE AVERAGE ANNUAL INCOME IS \$204,000.**

Close by are over 40 restaurants, including BLT Bar & Grill, Bobby Van's, P.J. Clarke's Downtown, Cipriani's Club 55, Morton's Steakhouse, Anthony Bourdain's Les Halles, Delmonico's, Fraunces Tavern, Devon & Blakely and Financier Patisserie.



**18,547,600**

FOOT TRAFFIC PER YEAR

**120 GREENWICH (RETAIL)**



**120 GREENWICH RETAIL AS SEEN FROM THE  
LOBBY OF THE NOW OPEN 150 GREENWICH –  
4 WORLD TRADE CENTER – 2.5 MILLION SQ FEET.**

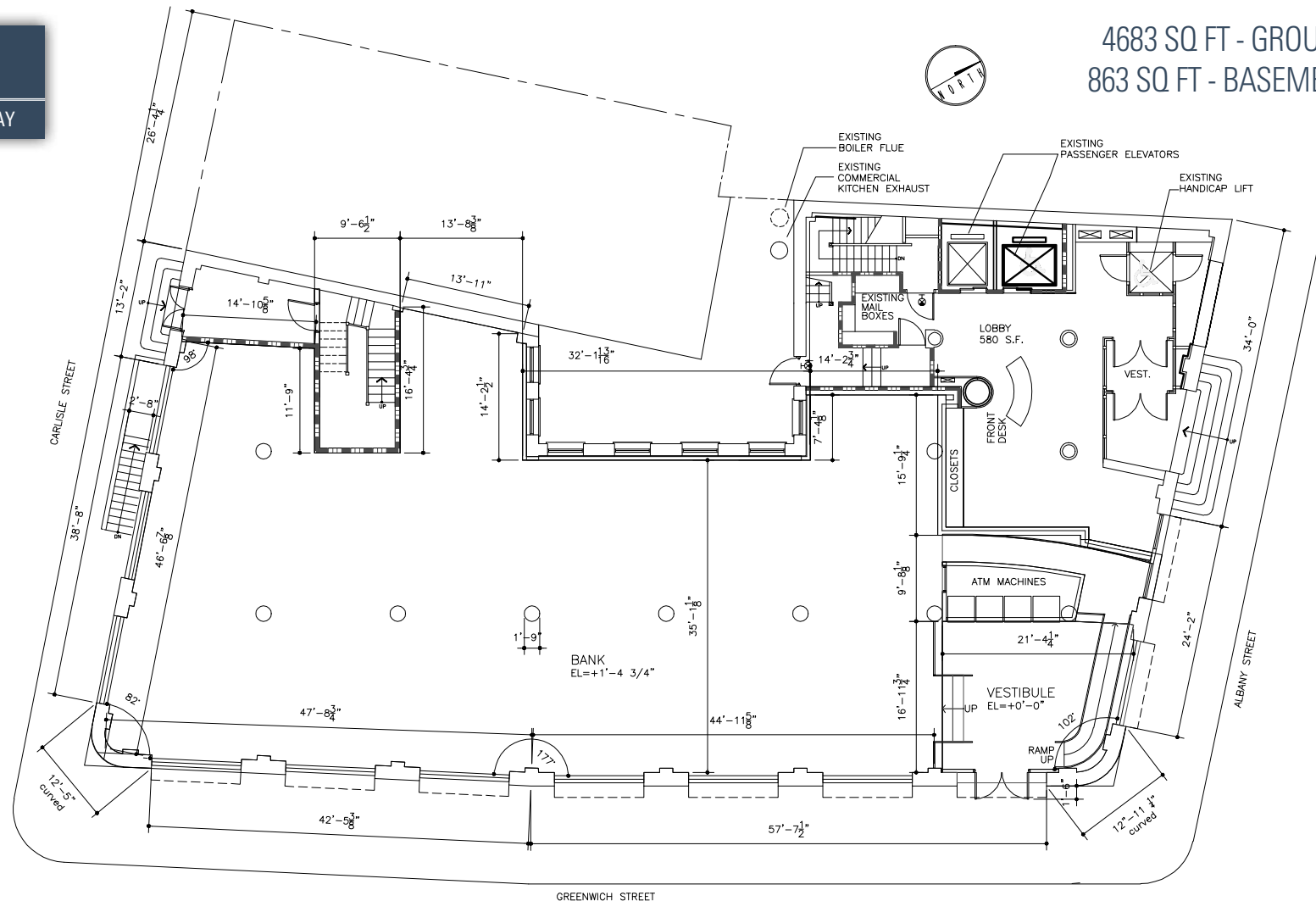
**IT WILL BE OCCUPIED BY ABOUT  
12,500 OFFICE WORKERS.**



50,815

FOOT TRAFFIC PER DAY

4683 SQ FT - GROUND LEVEL  
863 SQ FT - BASEMENT LEVEL

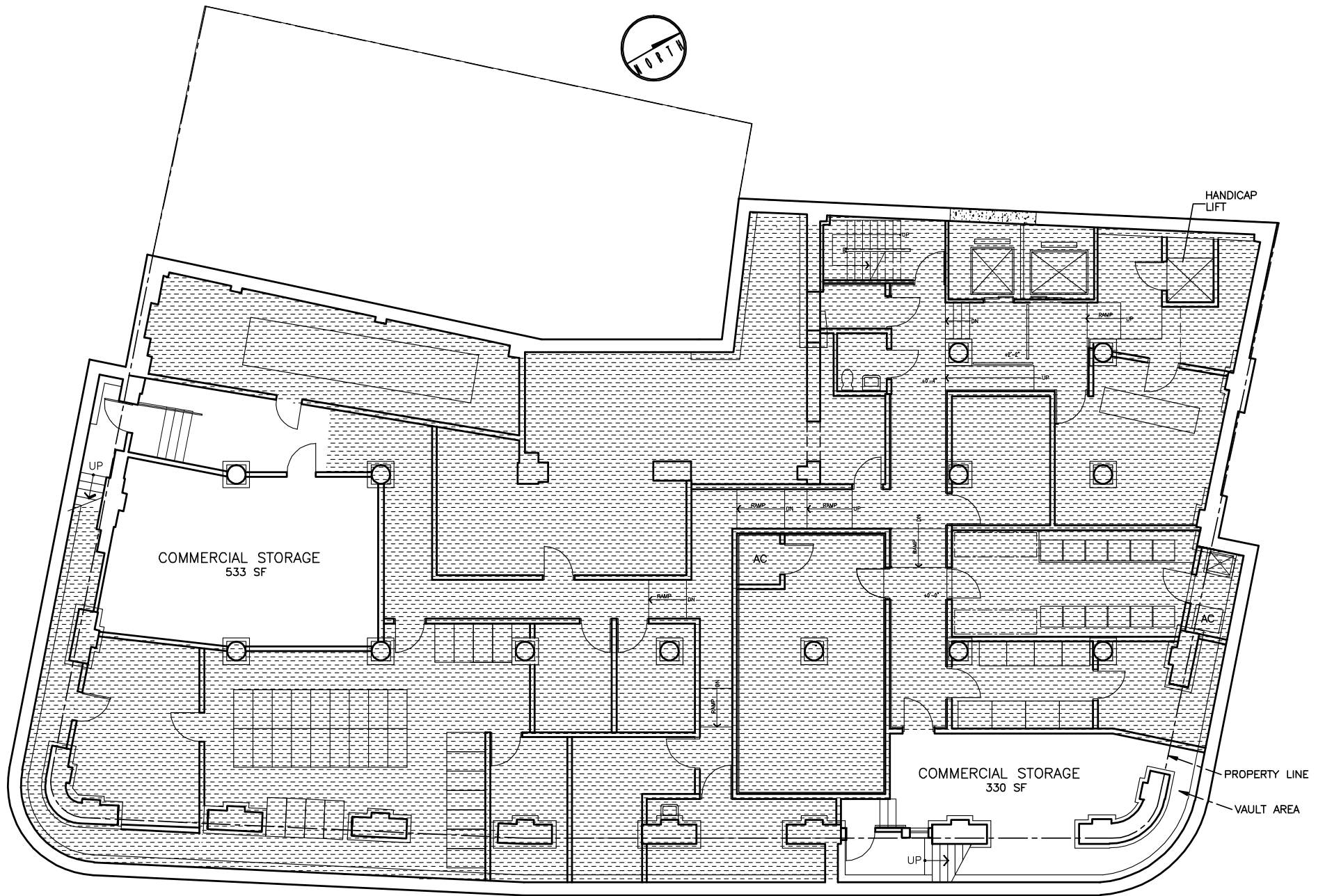


## 120 Greenwich Street Retail

CBRE regional CEO Mary Ann Tighe said FiDi's swelling ranks of high income residents guarantees success at both the Westfield and Brookfield projects.

**"THINK ABOUT THIS SIMPLE EQUATION, SHE SAID. "THERE ARE 899 NEW APARTMENTS AT THE FRANK GEHRY BUILDING [8 SPRUCE ST.] AND 800 MORE COMING AT THE ROSE ASSOCIATES CONVERSION OF 70 PINE ST., PLUS ALL THE NEW HOTELS. WHERE WILL THEY ALL SHOP? RETAIL IN THE AREA IS STILL VERY POOR."**





CELLAR PLAN

0 2 4 8 FEET





# 120 Greenwich Street Pedestrian & Vehicular Count

**Audience  
Research &  
Analysis**

March 2014

444 East 86th Street  
New York, NY 10028  
(212) 472-2154 Tel  
(212) 628-5228 Fax  
[info@audienceresearch.com](mailto:info@audienceresearch.com)  
[www.audienceresearch.com](http://www.audienceresearch.com)

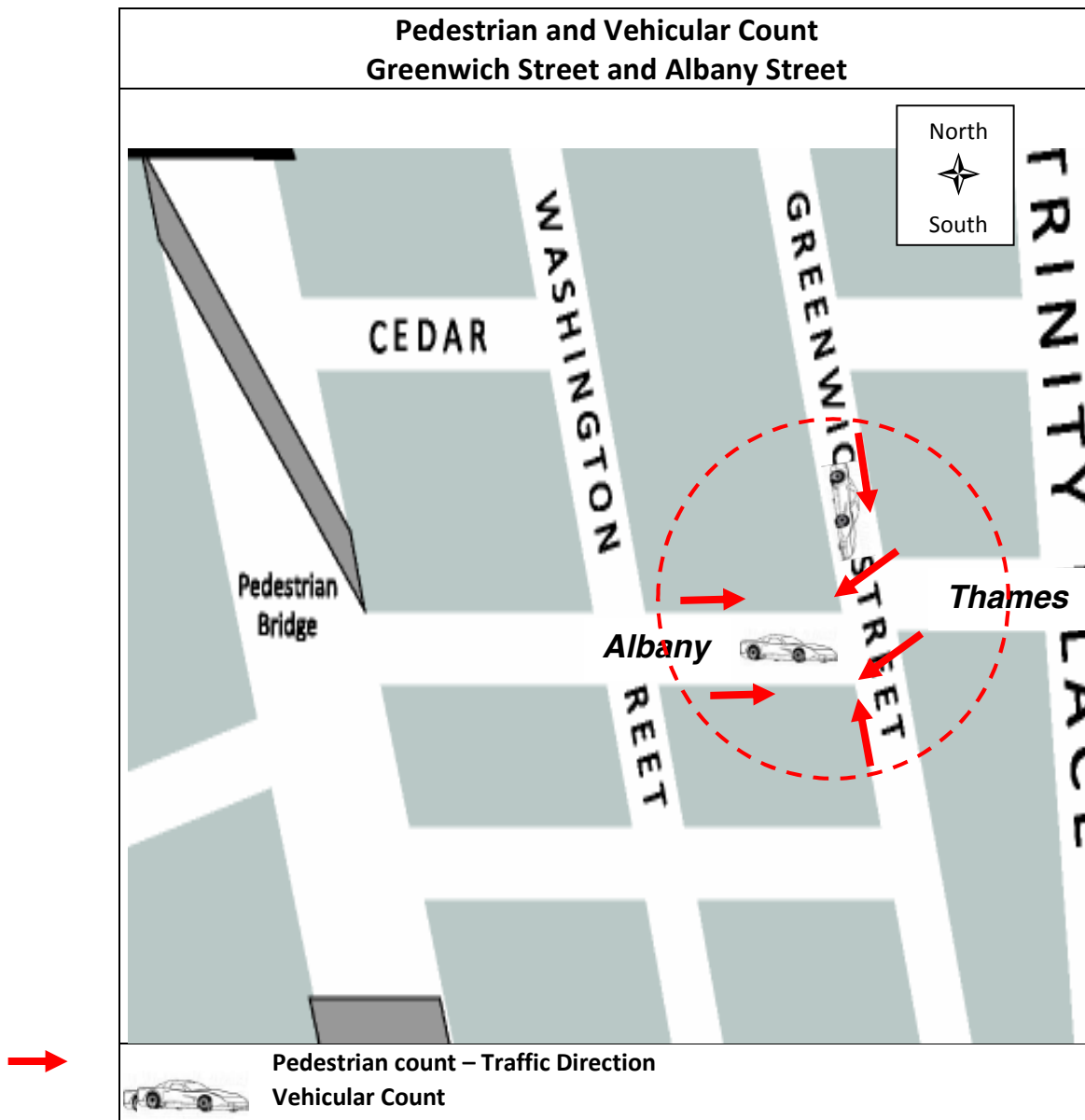


## Introduction

Senex Greenwich Realty Associates, LLC, retained Audience Research & Analysis (ARA) to assess pedestrian and vehicular traffic at the intersection of Greenwich Street and Albany Street and, based this data, to project the annual level of traffic at this location.

## Methodology

ARA counted northbound, southbound, westbound and eastbound people and vehicles as they entered the intersection from 8:00am to 9:00pm on weekdays and 9:00am to 9:00pm on Saturday and Sunday. The diagram below shows the locations and directions where ARA conducted the counts.





## Counting Schedule

The days, dates, Hi/Lo temperature, and hours of the counts are shown in the following table.

Day	Date	Temperature	Hours
Saturday	Feb 22	Hi 54 – Lo 40	9:00am to 9:00pm
Sunday	Feb 23	Hi 53 – Lo 43	9:00am to 9:00pm
Monday	Feb 24	Hi 44 – Lo 27	8:00am to 9:00pm
Friday*	Mar 7 Mar 14	Hi 37 – Lo 25 Hi 44 – Lo 21	8:00am to 9:00pm
Tuesday	Mar 11	Hi 65 – Lo 44	8:00am to 9:00pm
Thursday	Mar 20	Hi 52 – Lo 40	8:00am to 9:00pm

\*Friday counts were conducted on two days due to weather condition.

## Adjusting for Seasonality

To project the results onto a full year, ARA first seasonally adjusted the February 22 to March 20 counts to reflect annual trends in pedestrian traffic at the corner of Greenwich and Albany Streets. The source of these trends were 2013 daily visitor figures to Lower Manhattan<sup>1</sup>. The adjustment was made using a ratio of the annual weekday average (separately for weekdays and weekend days) to the actual counts. On average, the average annual weekday saw 48 percent more pedestrians than these winter counts. Similarly, weekends experienced 62 percent more pedestrians. Lacking a separate vehicular traffic indicator, we used the pedestrian traffic trends to seasonally adjust the number of vehicles passing through the Greenwich/Albany intersection.

<sup>1</sup> ARA is retained by the Alliance for Downtown New York to measure tourism to Lower Manhattan which includes counts and surveys at multiple locations including the September 11 Memorial, Trinity Church, St. Paul's Cathedral, Statue Cruises, South Street Seaport, and the National Museum of the American Indian.



## Results

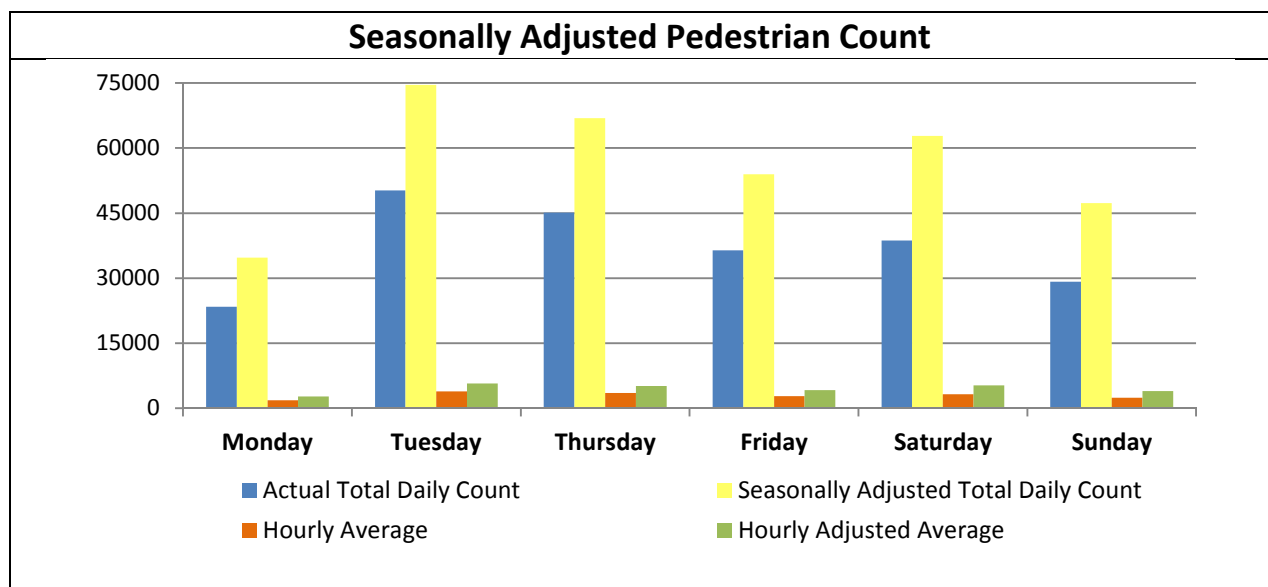
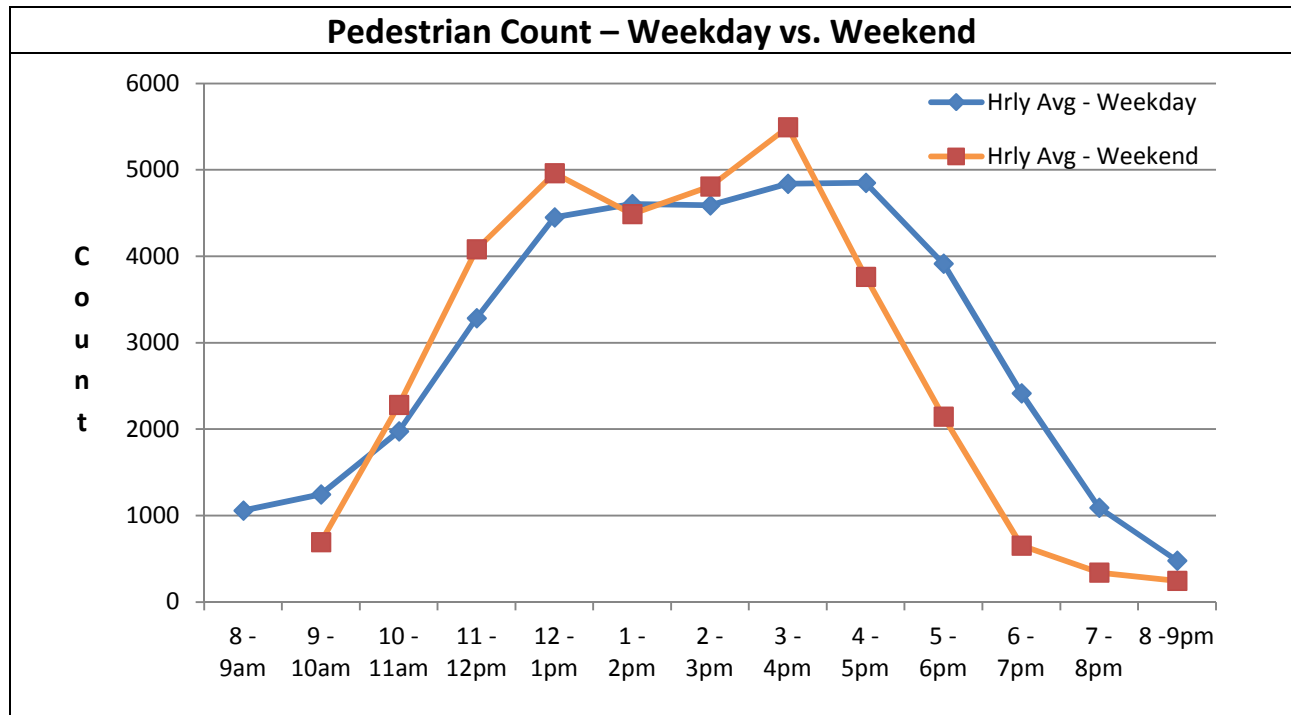
The table below presents the hourly totals of pedestrians for the weekdays and weekend days ARA counted.

Hourly Pedestrian Counts	Weekday					Weekend		
	Monday	Tuesday	Thursday	Friday	Average*	Saturday	Sunday	Average*
8:00 – 9:00	997	858	806	1,575	<b>1,059</b>			
9:00 – 10:00	1,222	1,066	1,045	1,654	<b>1,247</b>	855	532	<b>694</b>
10:00 – 11:00	1,408	2,003	1,529	2,960	<b>1,975</b>	2,654	1,906	<b>2,280</b>
11:00 – 12:00	1,930	4,865	2,797	3,552	<b>3,286</b>	4,116	4,041	<b>4,079</b>
12:00 – 1:00	2,449	5,865	5,812	3,678	<b>4,451</b>	5,485	↑4,437	<b>4,961</b>
1:00 – 2:00	2,372	↑6,884	5,239	3,923	<b>4,605</b>	5,897	3,076	<b>4,487</b>
2:00 – 3:00	2,329	6,082	5,810	4,147	<b>4,592</b>	5,578	4,036	<b>4,807</b>
3:00 – 4:00	2,583	6,240	↑6,297	4,245	<b>4,841</b>	↑6,622	4,359	<b>↑5,491</b>
4:00 – 5:00	↑3,406	6,161	5,580	↑4,258	<b>↑4,851</b>	3,961	3,564	<b>3,763</b>
5:00 – 6:00	2,612	4,969	3,306	2,779	<b>3,917</b>	2,132	2,153	<b>2,143</b>
6:00 – 7:00	1,401	3,278	2,961	2,023	<b>2,416</b>	708	595	<b>652</b>
7:00 – 8:00	386	1,391	1,444	1,142	<b>1,091</b>	374	303	<b>339</b>
8:00 – 9:00	↓310	↓605	↓518	↓479	<b>↓478</b>	↓330	↓162	<b>↓246</b>
<b>Daily Total</b>	<b>23,405</b>	<b>50,267</b>	<b>45,144</b>	<b>36,415</b>	<b>38,808</b>	<b>38,712</b>	<b>29,164</b>	<b>33,938</b>
<b>Hourly Average</b>	<b>1,800</b>	<b>3,867</b>	<b>3,473</b>	<b>2,801</b>	<b>2,985</b>	<b>3,226</b>	<b>2,430</b>	<b>2,828</b>
<i>Seasonally Adjusted Daily Total</i>	<i>34,703</i>	<i>74,531</i>	<i>66,935</i>	<i>53,993</i>	<i>57,540</i>	<i>62,790</i>	<i>47,303</i>	<i>55,046</i>
<i>Seasonally Adjusted Hourly Average</i>	<i>2,669</i>	<i>5,733</i>	<i>5,149</i>	<i>4,153</i>	<i>4,426</i>	<i>5,232</i>	<i>3,942</i>	<i>4,587</i>

\*This is an average of the four weekdays counted. When the seasonally adjusted average weekday daily total of 57,540 is used to compute the annual total below, it is multiplied by 201 annual weekdays which reflects five days – Monday through Friday. Weekend daily counts are an average of Saturday and Sunday. The seasonally adjusted average weekend daily total is multiplied by 104 days to arrive at an annual total.

Note:

- ↑ Indicates highest traffic count during that day
- ↓ indicates lowest traffic count during that day





The table below present hourly totals of vehicles for the weekdays and weekend days counted.

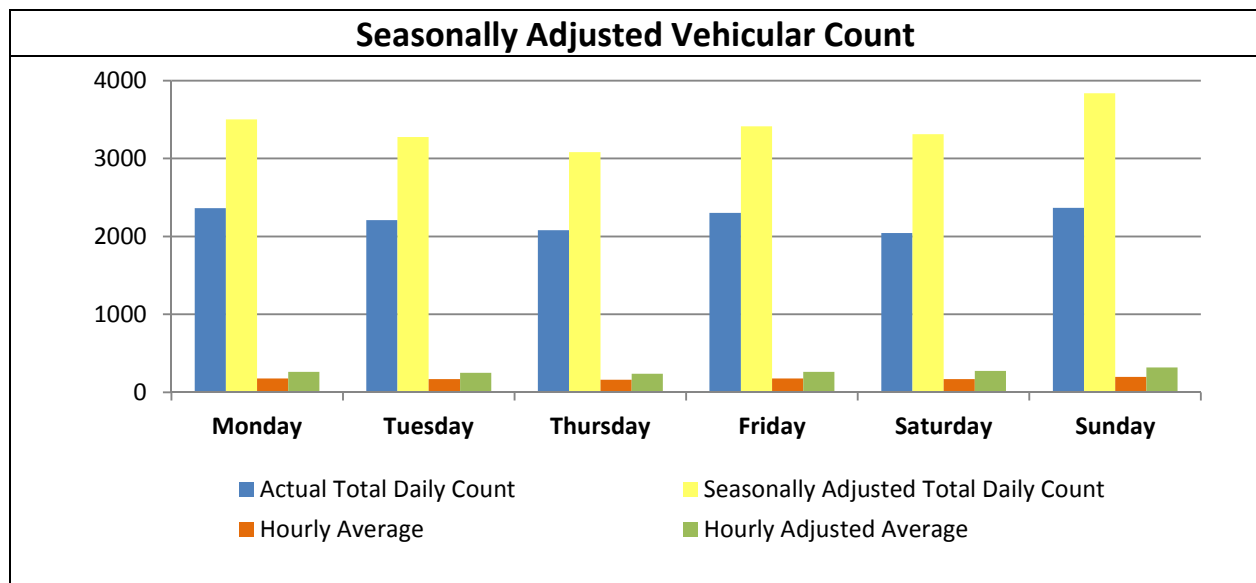
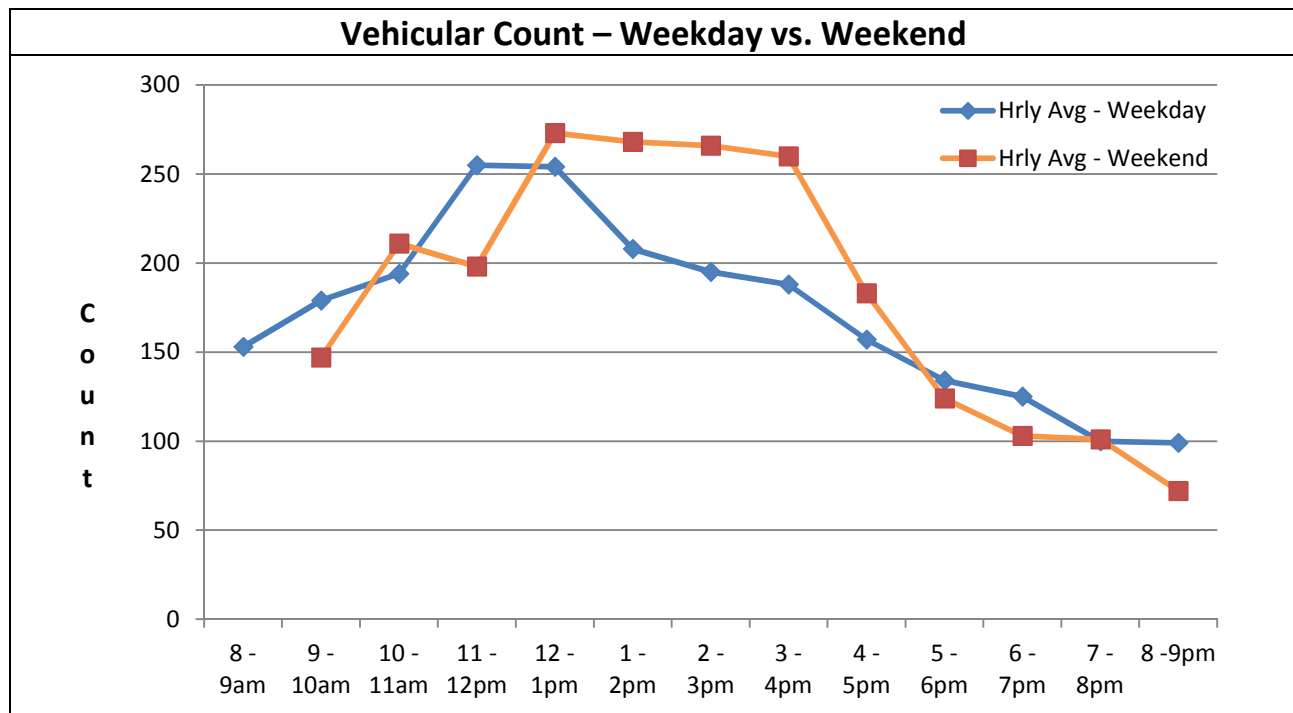
Hourly Vehicular Counts	Weekday					Weekend		
	Monday	Tuesday	Thursday	Friday	Average*	Saturday	Sunday	Average*
8:00 – 9:00	155	140	172	144	<b>153</b>			
9:00 – 10:00	170	193	199	155	<b>179</b>	172	121	<b>147</b>
10:00 – 11:00	149	221	201	206	<b>194</b>	220	202	<b>211</b>
11:00 – 12:00	245	<b>↑280</b>	203	<b>↑290</b>	<b>255</b>	201	194	<b>198</b>
12:00 – 1:00	<b>↑356</b>	187	204	268	<b>↑254</b>	<b>↑243</b>	303	<b>↑273</b>
1:00 – 2:00	277	163	162	228	<b>208</b>	224	312	<b>268</b>
2:00 – 3:00	197	154	247	182	<b>195</b>	237	295	<b>266</b>
3:00 – 4:00	220	181	142	208	<b>188</b>	202	<b>↑318</b>	<b>260</b>
4:00 – 5:00	140	156	149	181	<b>157</b>	165	201	<b>183</b>
5:00 – 6:00	145	136	128	125	<b>134</b>	99	148	<b>124</b>
6:00 – 7:00	142	149	93	116	<b>125</b>	96	110	<b>103</b>
7:00 – 8:00	87	131	<b>↓85</b>	<b>↓96</b>	<b>100</b>	98	103	<b>101</b>
8:00 – 9:00	<b>↓79</b>	<b>↓119</b>	95	103	<b>↓99</b>	<b>↓86</b>	<b>↓58</b>	<b>↓72</b>
<b>Daily Total</b>	<b>2,362</b>	<b>2,210</b>	<b>2,080</b>	<b>2,302</b>	<b>2,239</b>	<b>2,043</b>	<b>2,365</b>	<b>2,204</b>
<b>Hourly Average</b>	<b>182</b>	<b>170</b>	<b>160</b>	<b>177</b>	<b>172</b>	<b>170</b>	<b>197</b>	<b>184</b>
<b>Seasonally Adjusted Daily Total</b>	<b>3,502</b>	<b>3,277</b>	<b>3,084</b>	<b>3,413</b>	<b>3,319</b>	<b>3,314</b>	<b>3,836</b>	<b>3,575</b>
<b>Seasonally Adjusted Hourly Average</b>	<b>269</b>	<b>252</b>	<b>237</b>	<b>263</b>	<b>255</b>	<b>276</b>	<b>320</b>	<b>298</b>

\*Averages and projected totals computed as explained above

Note:

↑ Indicates highest traffic count during that day

↓ Indicates lowest traffic count during that day





### Annual Projection of Pedestrian and Vehicular Counts

As shown below, we calculated the annual volume of pedestrians using the seasonally adjusted average daily total of 57,540 and seasonally adjusted average weekend day total of 33,938 multiplied by the number of weekdays (261) and weekend days (104) in a year. **The total annual projected number of pedestrians was 18.5 million.**

Week Part	Seasonally Adjusted Daily Average	Days Per Year	Total Traffic by Week Part
Weekday	57,540	261	15,018,043
Weekend	33,938	104	<u>3,529,552</u>
<b>Total Annual Pedestrian Traffic</b>			<b>18,547,595</b>

We similarly calculated the annual volume of vehicles using the seasonally adjusted average daily total of 3,319 and seasonally adjusted average weekend day total of 2,304 multiplied by the number of weekdays (261) and weekend days (104) in a year. **The total annual projected number of vehicles was 1.1 million.**

Week Part	Seasonally Adjusted Daily Average	Days Per Year	Total Traffic by Week Part
Weekday	3,319	261	866,267
Weekend	2,204	104	<u>229,216</u>
<b>Total Annual Vehicular Traffic</b>			<b>1,095,483</b>

A commission computed and earned in accordance with the rates and conditions of our agency agreement with our principal, when received from our principal, will be paid to a cooperating broker who consummates a lease, which is unconditionally executed and delivered by and between lessor and lessee (a copy of the rates and conditions referred to above is available upon request).

## **SOURCE NOTES:**

**1. "7,000 of these pedestrians enter the WTC memorial every day"**

9/11 Memorial Admission and Hours: Right now, the number of daily visitors to the WTC Memorial is limited to approximately 7,000

SOURCE: ABOUT.COM NEW YORK CITY TRAVEL

**2. "26,500 new office workers"**

Represents the sum of office workers in 4 WTC and 3 WTC. This number derived by assuming approximately 200 square feet per office worker for 2.5 million square feet in 150 Greenwich (4 WTC) and 2.8 million square feet for 175 Greenwich (3 WTC).

SOURCE: SILVERSTEIN PROPERTIES FOR BUILDING SIZES

**3. "12,500 new office workers"**

Represents the number of office workers projected to work in 4 WTC allocating each office worker approximately 200 sf in the 2.5 million square foot tower.

SOURCE: SILVERSTEIN PROPERTIES FOR BUILDING SIZE

**4. "14,000 new office workers"**

Represents the number of office workers projected to work in 3 WTC allocating each office worker approximately 200 sf in the 2.8 million square foot tower.

SOURCE: SILVERSTEIN PROPERTIES FOR BUILDING SIZE

**5. "1400 hotel rooms in a one block radius plus 500 more coming soon"**

(Existing hotels: W Hotel, Marriott Hotel, Club Quarters Hotel, Holiday Inn. Coming hotels: 133 Greenwich, 98 Greenwich)

SOURCE: DOWNTOWN ALLIANCE, LOWER MANHATTAN RETAIL AND HOSPITALITY REPORT (SEPTEMBER 2013).

**6. "1,556 new residential units opening next year in the Financial District" "63,000 year round residents (in the Financial District) whose average annual income is \$204,000."**

SOURCE: DOWNTOWN ALLIANCE, 2014 LOWER MANHATTAN: WHERE THE FOOT TRAFFIC IS" REPORT

**7. "150 major global brands"**

SOURCE: WESTFIELD GROUP

**8. "Up the block at 150 Greenwich (4 WTC), 175 Greenwich (3 WTC) and the Calatrava Transit Hub, ALL THE RETAIL IS FULLY LEASED TO 150 MAJOR GLOBAL BRANDS. RECENTLY SIGNED LEASES INCLUDE APPLE, DIESEL, SWATCH, ABERCROMBIE & FITCH, MICHAEL KORS, DOLCE AND GABBANA, TORY BURCH, J & R MUSIC, THEORY, ROBERTO CAVALLI, BULGARI, J. LINDBERG, ZARA AND URBAN OUTFITTERS."**

SOURCE: NEW YORK POST

**9. "5,096,000 SF of Office Space Have Been Leased in the World Trade Center Towers".**

SOURCE: SILVERSTEIN PROPERTIES INC.

No warranty to representation, express or implied, is made as to the accuracy of the information contained herein, and same is submitted subject to errors, omissions, change of price, rental, or other conditions, withdrawal without notice, and to any special listing conditions, imposed by our principals. The depiction in the photographs and renderings of any person, entity, sign, logo or property (other than Granville International's client and the property offered by Granville International) is incidental only, and is not intended to connote any affiliation, connection, association, sponsorship or approval by or between that which is incidentally depicted and Granville International or its client.

For More Information:

Charles G. Cecil

Tel: (212) 366-6536

Cell: (917) 848-4904

ccecil@GranvilleInternational.com

Offered By:  
Granville International  
Licensed Real Estate Broker  
State Of New York