



NoHo Economic Snapshot

LAFAYETTE AND BROADWAY:
COMPARING TWO CORRIDORS



NoHo Economic Snapshots are reports that provide update on real estate, foot traffic, and other neighborhood trends in NoHo. We're excited to introduce our newest iteration of the report, with a special theme that dives deep into the differences between Broadway and Lafayette Street, our two main corridors, as well as our standard neighborhood data.

This report by the NoHo BID sources data from Placer.AI, funded by the NYC Department of Small Business Services Small BID Grant, and the NoHo BID's own internal data program. Please note Placer.AI only tracks domestic phone data, so these numbers do not include international tourists, however, the data is still extremely useful for baselining trends. Visitors are defined as people who do not regularly work in the neighborhood or live here.

Questions about this report? Reach out to the us at info@noho.nyc or by phone at (212) 677-4579.



Lafayette and Broadway: Comparing Two Corridors

An Introduction to NoHo's Two Main Streets:

Lafayette Street and Broadway are the main drags of NoHo, with distinct histories and identities that have created two uniquely linked but very distinct corridors. Historically, Lafayette Street was home to Manhattan's low-rise Gasoline Alley and industrial uses, while Broadway had larger loft buildings, big-box retail, and residential buildings. Beginning about 15 years ago, Lafayette Street rapidly transformed into a retail corridor driven by new building construction and renovation. Traditionally, Lafayette Street is home to more boutique, local-serving uses, and Broadway has had more tourists, though this is changing quickly as destination retail arrives on Lafayette Street.

The Average Visitor to Each Corridor:

Visitors includes anybody walking the streets of NoHo, tourists from California, a resident in the East Village who has lunch at ATLA a few times a year, or a shopper from Williamsburg who goes to KITH every once in a while each count towards the visitor count.

Overall, the average visitor in NoHo is higher-income, more educated, younger, less likely to have children, and more diverse than the New York City market as whole. Lafayette Street even more so, for all of these metrics, compared to Broadway.

	Median Household Income	Bachelor's Degree or Higher	Median Age
NoHo BID - Lafayette Street Lafayette St, New York, NY	\$92K	53.3%	36.4
NoHo - Broadway Broadway, New York, NY	\$91.9K	53.1%	36.5
New York	\$85.3K	39.6%	38.7
United States	\$78.9K	35%	38



Lafayette and Broadway: Comparing Two Corridors

Current Foot Traffic Metrics on Broadway and Lafayette:

Both corridors have seen significant growth coming outside of the COVID pandemic, and have reached a new normal, with foot traffic about 20% higher than 2019. In general, Broadway sees more foot traffic than NoHo, and a lower "Visit Frequency" – this means people on Lafayette Street are more likely to return time and time again. The average visitor on Lafayette Street comes to the corridor 2.94 times, though this is actually a decline from 3.01 times, as seen in 2019. This is indicative of Lafayette's rise in destination retail. Additionally, we saw on both corridors a slight decrease in foot traffic from 2024 to 2025 that is expanded on later in this report.

Metric Name	NoHo BID - Lafayette Street Lafayette St, New York, NY	NoHo - Broadway Broadway, New York, NY
Visits	5.7M	7.3M
Visitors	2M	3M
Visit Frequency	2.94	2.47
Avg. Dwell Time	53 Min	61 Min
Visits YoY	>-0.5%	-0.9%
Visits Yo2Y	-0.5%	-3.3%
Visits Yo3Y	+36.2%	+19.5%

Jan 1st, 2025 - Dec 31st, 2025

Data provided by Placer Labs Inc. (www.placer.ai)





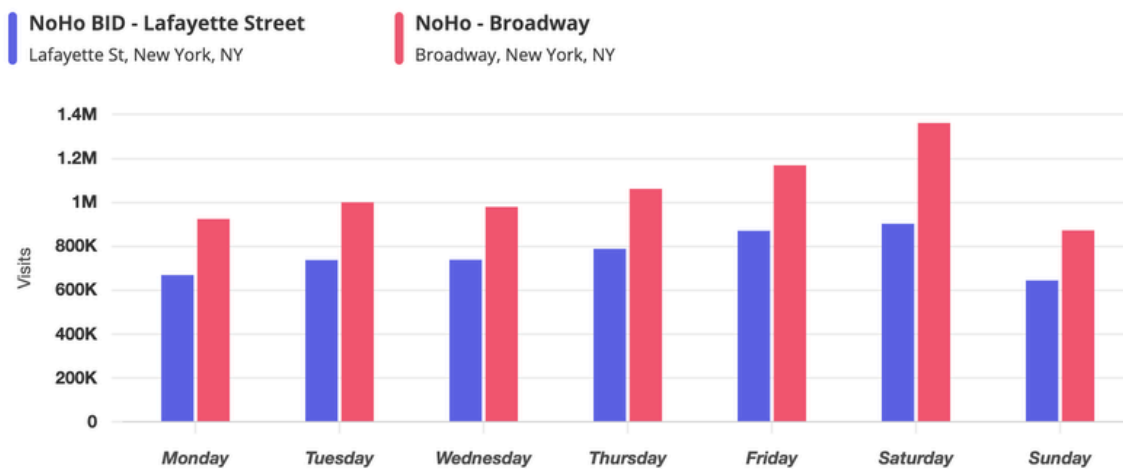
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Long Term Trends:

NoHo is a unique neighborhood in New York City, with a full return to office that happened earlier than other neighborhoods, and foot traffic that reached pre-Pandemic highs significantly quicker than the rest of the City. However, we've seen a major shift in foot traffic. As previously mentioned, there's been substantial growth in destination visitors.

Every day of the work week, NoHo has comparable foot traffic to pre-COVID, but weekend traffic in the neighborhood has exploded. In 2019, Friday was the busiest day in NoHo on both streets. Today, Saturday is by far the busiest, especially on Broadway. Today, a full 18.5% of all traffic to Broadway come on a Saturday – approximately 1,400,000 visits. In 2019 that number was just 14.8% and 1,000,000 visits.

In general, Lafayette Street has a much more even foot traffic distribution across days than Broadway. We believe this is due to the corridor's stronger local identity and higher frequency of people who come back to their favorite boutique fitness, shopping, bars, and restaurants.



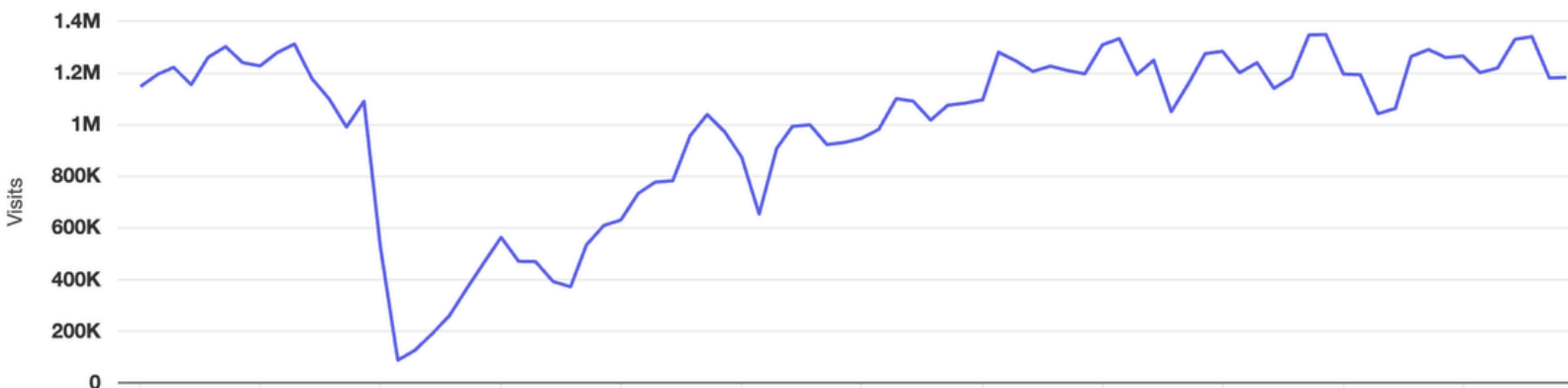
Key Takeaways:

NoHo is at the heart of the vibrant Downtown scene, especially Lafayette Street, and both corridors attracts a younger, wealthier, more educated, and more diverse crowd than the rest of the City. Lafayette Street tends to be more driven by locals, who come to the corridor time and time again. Increasingly, Broadway is more reliant on Saturday weekend shopping, and tends to have much more variable traffic than Lafayette Street in general.



NoHo's Economic Snapshot: Whole Neighborhood Data

NoHo's Long Term Foot Traffic Trends:



Monthly visitors to the neighborhood, from January 2019 through December 2025.

NoHo's continued to see a strong rise in foot traffic, and consistently has more visitors than pre-COVID. Over the past year, we shattered our pre-COVID foot traffic record, with nearly 15 million visitors to the neighborhood, and recorded some of the a number of the busiest days in our neighborhood since data became available. Saturday, December 13th, in the height of the holiday shopping season, we experienced 177% of our normal foot traffic. This was also a record foot traffic day for us, with a total of 71,300 visitors.

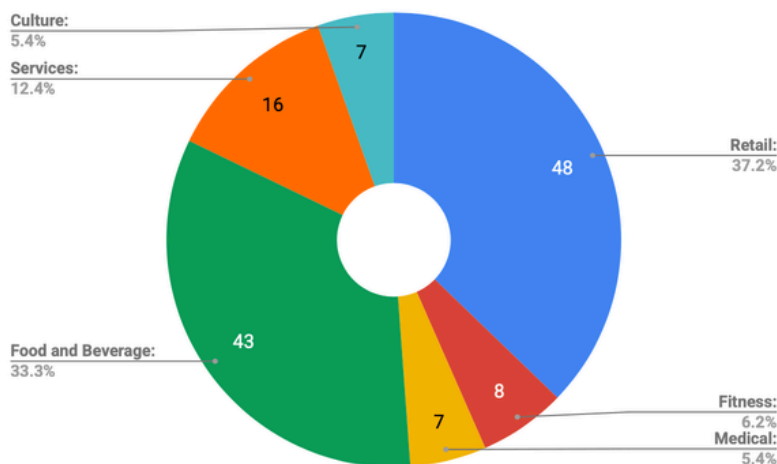
Comparing 2024 and 2025:

NoHo saw a slight decrease in foot traffic in 2025, approximately 0.6% lower. We attribute this to a handful of factors - general macroeconomic trends felt everywhere that are depressing consumer confidence, increased foot traffic on weekends at the expense of weekdays, and reaching a new normal plateau following a strong rise after COVID. Interestingly, we saw strong employment growth in NoHo. Employee visits were higher in 2025 than in 2024, so it is just visitor numbers that are down.

NoHo's Storefront Mix

NoHo's store's remain a vibrant, unique mix of shopping, dining, culture, and local serving uses. We have not seen substantial change, and retail remains the strongest category in the neighborhood, with 37.2% of businesses in the fashion, home goods, and associated uses.

In total, NoHo has 157 storefronts in our District, with no anticipated growth in this number any time soon.

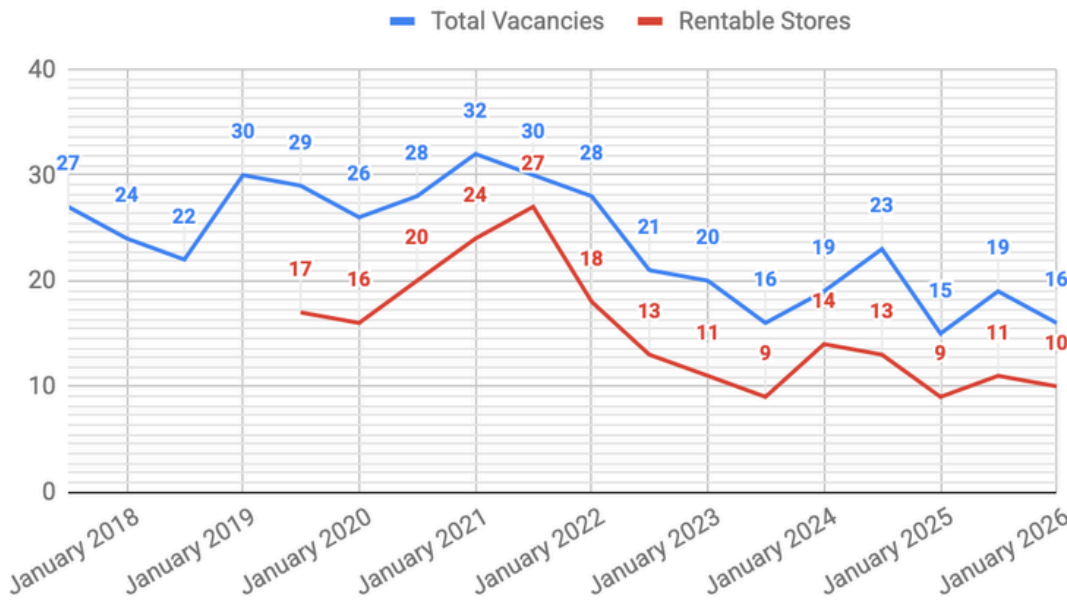




NoHo's Economic Snapshot: Whole Neighborhood Data

Vacancy Rate:

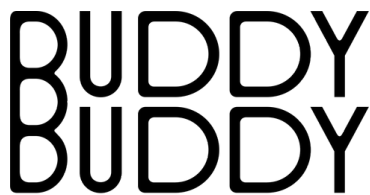
Number of Vacancies and Rentable Spaces



Percent of Stores Vacant for Rent in NoHo: 6.37%*

*The NoHo BID defines our storefront vacancy rate as the percentage of stores actually available for rent. The total percent of vacant stores in NoHo is 10.19%.

New Stores in NoHo:



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