

BROOKFIELD
PLACE



The Retail at
200 Liberty Street

200 Liberty Street: The Center of Battery Park City

The modernization of 200 Liberty Street marks the final phase in the \$400M+, large scale redevelopment of Brookfield Place. The retail at 200 Liberty Street offers a unique opportunity to play a role in reimagining the community and retail landscape of Battery Park City with 50K+ SF of modern, highly-visible retail and restaurant space.

This unique destination presents an entrance on South End Avenue, 40 foot entryway on West Street, over 20 foot high ceilings and a new anchor restaurant café. At the epicenter of Brookfield Place and adjacent to Liberty Park, 200 Liberty offers boundless and imaginative retail opportunities to attract the 65K+ local residents, 50K+ Brookfield Place office tenants, and the center's 35K+ daily visitors.



16K
RESIDENTS IN
BATTERY PARK CITY



11,444
APARTMENTS IN
BATTERY PARK CITY

KEY

- Residential
- Offices
- Tourist Locations
- Hotels
- Parks & Rec



200 Liberty Street Retail Opportunity

ASKING RENT:

- Upon Request

POSSESSION:

- Immediate

CEILING HEIGHTS:

- 20FT high ceilings

COMMENTS:

- Newly renovated retail spaces as part of the \$100 Million renovation of 200 Liberty Street
- West Street retail sits directly across from the World Trade Center, providing a significant branding opportunity
- South End Avenue retail faces Battery Park City, providing exposure to a more intimate neighborhood setting
- Renovation to include a full-service restaurant and café, with extensive outdoor seating
- Lay-by-lane and bike path run along West Street
- Extensive natural light



Retail Plans

AVAILABLE

GROUND FLOOR
West Street Retail
2,694 SF

South End Avenue Retail
3,963 SF

GROUND FLOOR



West Street Entrance



Thriving Downtown Manhattan

RESIDENTIAL



33K+

RESIDENTIAL UNITS
IN 337 BUILDINGS

with an estimated population
of approximately 64K



\$8.4B

IN ANNUAL SPENDING
POWER IN THE
LOCAL MARKET



2,786

UNITS IN 17 BUILDINGS

under construction or
planned for development



\$228K

AVERAGE
HOUSEHOLD INCOME

of the 64K Lower
Manhattan residents

RETAIL



1,142

RETAIL STORES
& RESTAURANTS



7M+ SF

OF RETAIL SPACE



\$1K

PER MONTH
SPENT BY YOUNG
PROFESSIONAL RESIDENTS

on dining and entertainment

OFFICE



250K+

OFFICE EMPLOYEES



100M+ SF

OF TOTAL OFFICE SPACE

VISITORS



7,945

HOTEL ROOMS



17M

VISITORS ANNUALLY



265 M Annual Transit Riders

200 Liberty Street at Brookfield Place provides a direct connection to Downtown’s major transit hubs, the Battery Park Ferry Terminal and the West Side Highway. The location makes commuting simple, with easy access to Midtown Manhattan, New Jersey, and Brooklyn.



7 MIN
WALK TO
FULTON ST &
WTC TRANSIT
CENTERS

12
SUBWAY
LINES



2 MIN
WALK TO
MULTIPLE
BUS LINES

30
BUS
ROUTES



2 MIN
WALK TO
FERRY
TERMINAL

6
FERRY
STOPS



6 MIN
WALK TO
PATH TRAINS

2
PATH
TRAIN
ROUTES



BIKES
TENANT-ONLY
STORAGE
ROOMS

28
CITIBIKE
STATIONS

Brookfield Place

27+ Million Visitors

Brookfield Place brings together 360K+ SF of world-class shopping, curated dining, cultural experiences, and modern office spaces for the world’s most innovative companies. Located in Lower Manhattan across 14-acres on the Hudson River, Brookfield animates its grand indoor and outdoor public spaces year-round through a mix of culture and events, bringing together a diverse array of New Yorkers and visitors. From waterfront cafés along the North Cove Marina to palm trees inside the famed Winter Garden, art installations to a world-class food hall and extensive fast-casual dining options, Brookfield Place New York is a setting for discovery and inspiration, savoring and indulging, relaxing and socializing.

	360K SF RETAIL		\$100M+ IN ANNUAL F&B SALES		100+ EVENTS A YEAR
	\$425M CAPITAL IMPROVEMENTS		5 ACRE LANDSCAPED WATERFRONT PLAZA		7.5M SF OFFICE



Amazon Go



Le District



Winter Garden



Tartinery



Gucci



Arts Brookfield



Drybar



P.J. Clarke's



Dos Toros



Be Part of the Neighborhood

200 LIBERTY STREET CORPORATE NEIGHBORS

THE CLEARING HOUSE
DOW JONES
CADWALADER WICKERSHAM & TAFT
ASSOCIATED PRESS

50+ BFPL CORPORATE NEIGHBORS

AMERICAN EXPRESS
MOMENTUM
JONES DAY
MEREDITH
HBC
J.CREW

60+ BFPL RETAIL NEIGHBORS

CONVENE
AMAZON GO
LOUIS VUITTON
JO MALONE
PELTON
GUCCI
EQUINOX
THEORY
LULULEMON
MADEWELL

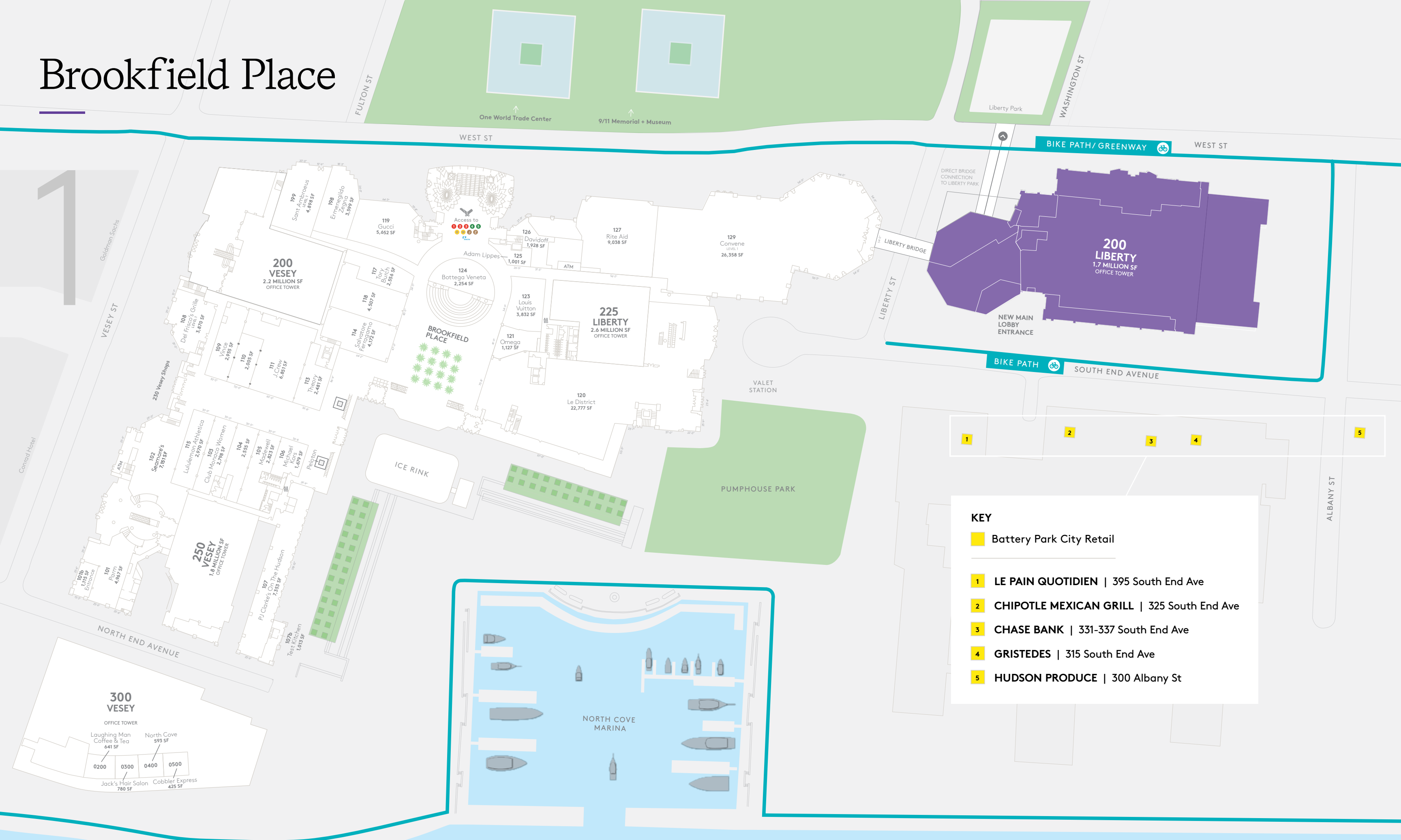
DINING

SANT AMBROEUS
LE DISTRICT
P.J. CLARKE'S
SEAMORE'S
HUDSON EATS
ATERA
CROWN SHY
THE ODEON
WEATHER UP
MORTON'S THE STEAKHOUSE
NOBU DOWNTOWN
EATALY
BOBBY VAN'S STEAKHOUSE
JUNGSIK
BÂTARD
FRAUNCES TAVERN

PARKS & POINTS OF INTEREST

9/11 MEMORIAL & MUSEUM
WORLD TRADE OBSERVATORY
NORTH COVE MARINA
WALL STREET
PIER 25
BATTERY PARK
HUDSON RIVER GREENWAY
THE STATUE OF LIBERTY
SOUTH STREET SEAPORT

Brookfield Place



Tenant Marketing

Brookfield Properties operates a multi-functioning, in-house marketing team to support our retail tenants' growth. Our marketing opportunities are designed to build brand awareness, drive store traffic, assist with new store openings, events, on-site advertising, concierge services, tourism, seasonal campaigns, and social media engagement.



ADVERTISING

APPROX.
550M
IMPRESSIONS IN
PAID ADVERTISING
ANNUALLY



ON-SITE DIGITAL ADVERTISING

APPROX.
250K
WEEKLY IMPRESSIONS FROM
COMPLIMENTARY ON-SITE
DIGITAL ADVERTISING
=
APPROX.
\$13K
VALUE PER WEEK



PRESS

APPROX.
3.6B
IMPRESSIONS ANNUALLY
=
APPROX.
\$309M
IN PRESS VALUE



SOCIAL ENGAGEMENT

APPROX.
51K
INSTAGRAMS POSTED
AT BFPL ANNUALLY
=
APPROX.
255M
POTENTIAL REACH



COMMUNITY ENGAGEMENT

60K
EMAIL SUBSCRIBERS

5K
OFFICE WORKERS
REGISTERED FOR
BFPL CAMPUS
PERKS PROGRAM



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