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## **Retail revival on Broadway**

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Shops will soon line Broadway in lower Manhattan right across the street from the new Fulton Street Transit hub. The owner of the former AT&T headquarters building, at 195 Broadway, and 222 Broadway are investing more than \$50 million to redevelop and reposition the office properties to have 70,000 square feet of new ground-floor retail space, according to the *New York Post*.

An affiliate of L&L Holding Co. and Beacon Capital, owner of the two buildings, hopes to fetch \$400 to \$500 a square foot for rent. Since 195 Broadway is landmarked, stores will not be allowed to have exterior signage, so instead stores will be visible from the street "by means of a semi-transparent, back-lit, theater-style scrim."