



Downtown Syracuse 2025 Retail Report



Downtown Syracuse Retail Report

Downtown Syracuse is a growing and vibrant commercial district. The intention of this report is to evaluate Downtown Syracuse's retail environment by compiling current and historical data. This report highlights trends for retailers that are currently operating in Downtown Syracuse or are considering Downtown Syracuse for their next location.

About the Downtown Committee

The Downtown Committee is a private, not-for-profit, professional Downtown management organization that represents all property owners and tenants within the central business district. Our team is committed to fostering a clean, safe, welcoming, and vibrant downtown community. We provide our services to all who are located in the downtown district or are considering a move to Downtown.



A Snapshot of Downtown Syracuse



Downtown Syracuse is home to...



9.3 million annual visits from outside of Downtown

277,020 people within a 15-minute drive from Downtown during the day

33,000 average daily pedestrians in Downtown Syracuse.



21,500 daily employees in Downtown Syracuse

6.4 million square feet of commercial space.

- 5.5 million square feet of office
- 900,000 square feet of retail



485 Hotel Rooms in Downtown Syracuse

~111,526 room nights booked in 2025

Onondaga County hotels have a **63%** occupancy rate, up **0.9%** from 2024

Who lives in **Downtown Syracuse** and the Greater Region?

Region	Population	% of Population (25+) with Bachelors Degree	Median Household Income
Downtown Syracuse	4,200	58.4%	\$58,128
City of Syracuse	146,000	31.2%	\$47,819
Onondaga County	469,812	39.2%	\$76,945
Central New York	774,889	33.7%	\$69,756

Source: US Census, CNY Vitals, CenterState CEO, Downtown Committee

Population in proximity to **Downtown Syracuse**

Walking Distance

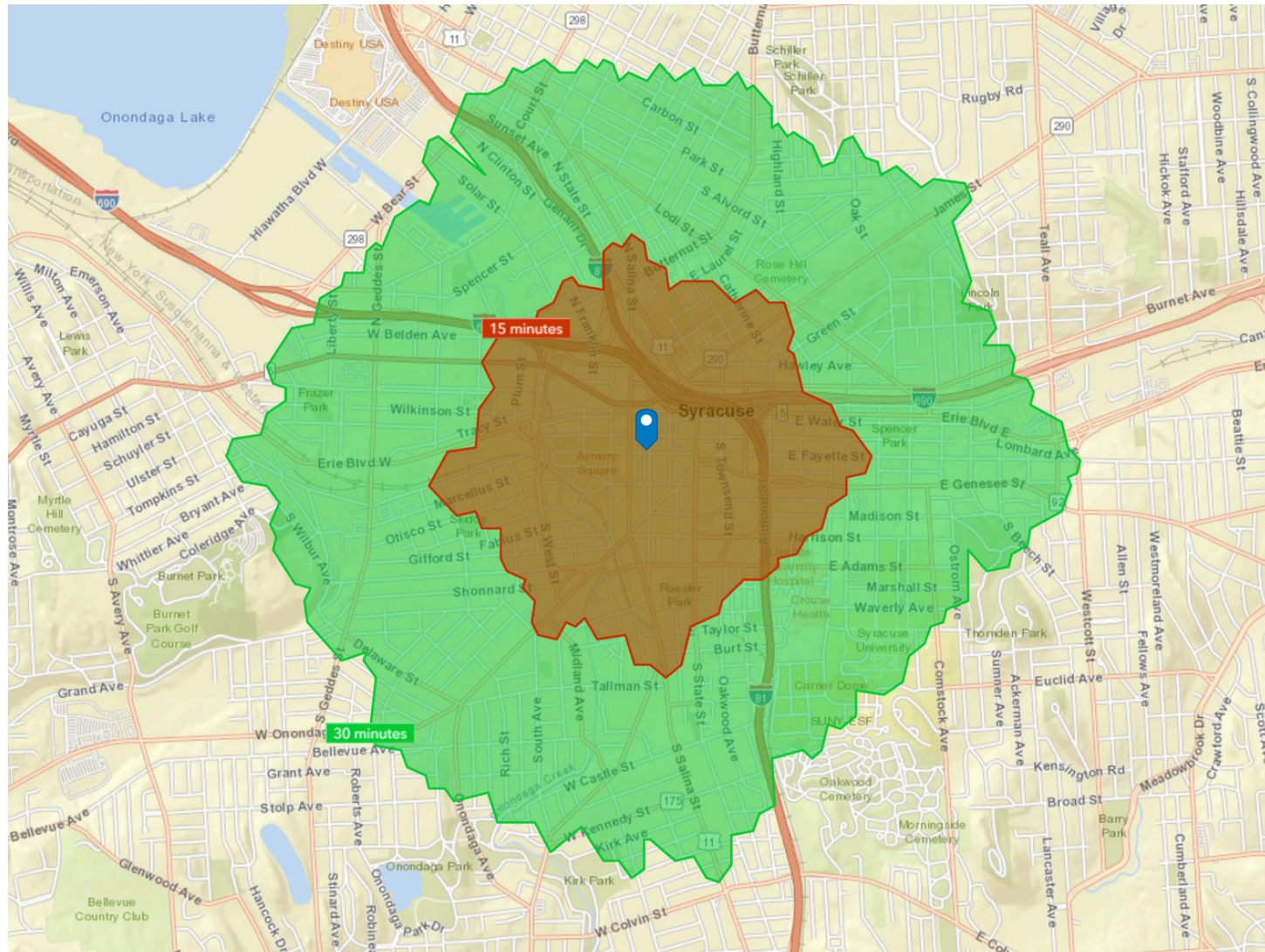
	15 Minutes	30 Minutes
Total Number of Households	5,572	19,561
2025 Daytime Population	39,226	103,177
Average Household Income	\$58,009	\$51,926
Bachelors Degree or Above	37.7%	26.1 %

Source: ESRI Business Analyst

15 and 30 minutes walksheds

Downtown Syracuse

Walking Distance



Population in proximity to **Downtown Syracuse**

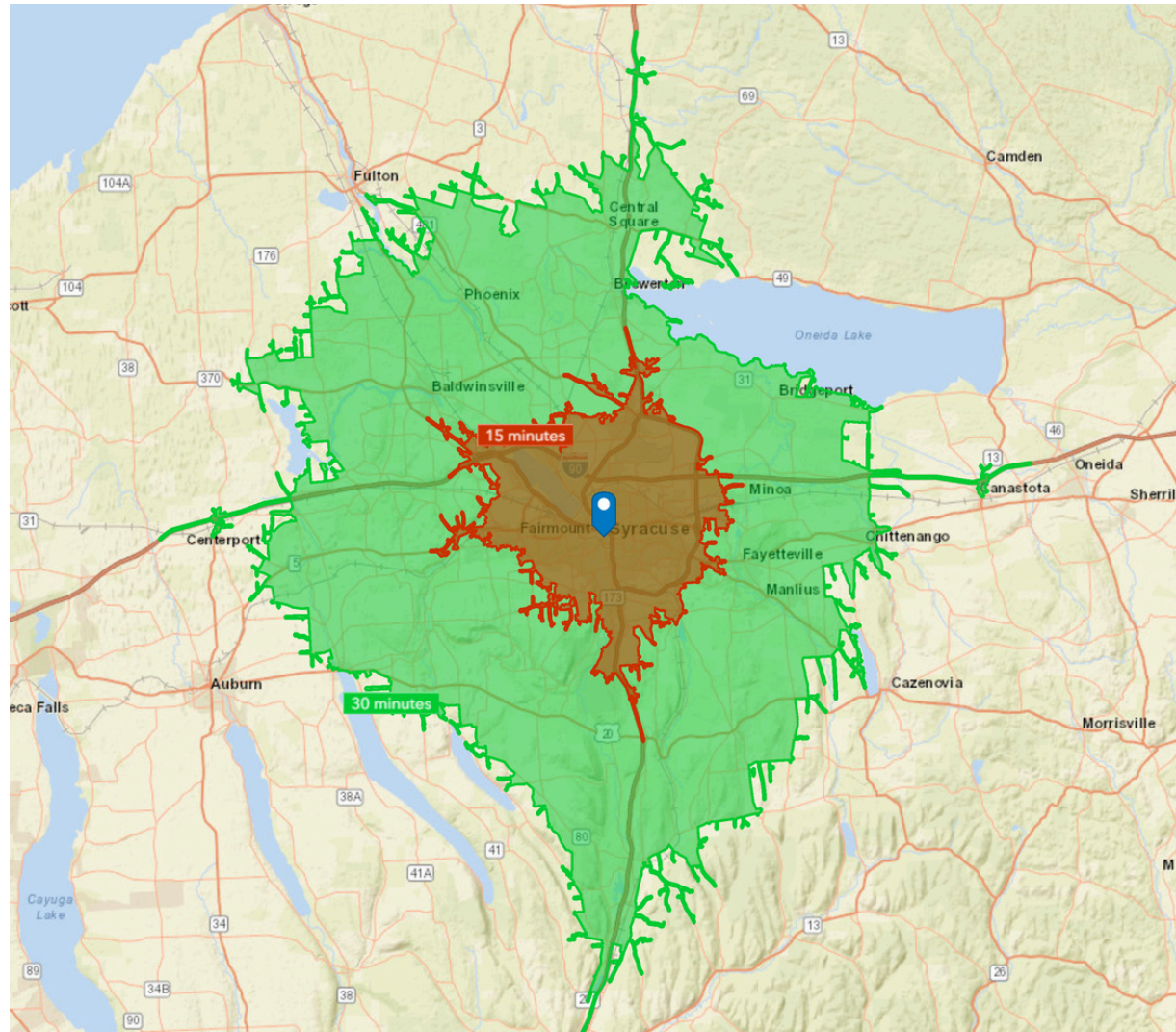
Driving Distance

	15 Minutes	30 Minutes
Total Number of Households	117,005	208,562
2025 Daytime Population	277,020	492,628
Average Household Income	\$86,419	\$103,122
Bachelors Degree or Above	35%	38.6%

Source: ESRI Business Analyst

15 and 30 minute driveshed Downtown Syracuse

Driving Distance





Household Ages

We found the majority of householders in Downtown Syracuse are aged 25-44 years old



Median Age

The median Downtown householder age is 30.9 years old



Trend

The City of Syracuse has seen one of the largest increases in young adult residents in the country

Downtown Visitors

30.8% have an average household income of over \$100,000

36.6% are college educated

Visit ~**4.7 times** each year

Stay for an average of ~**2.5 hours** per visit

2 million unique visitors in 2025



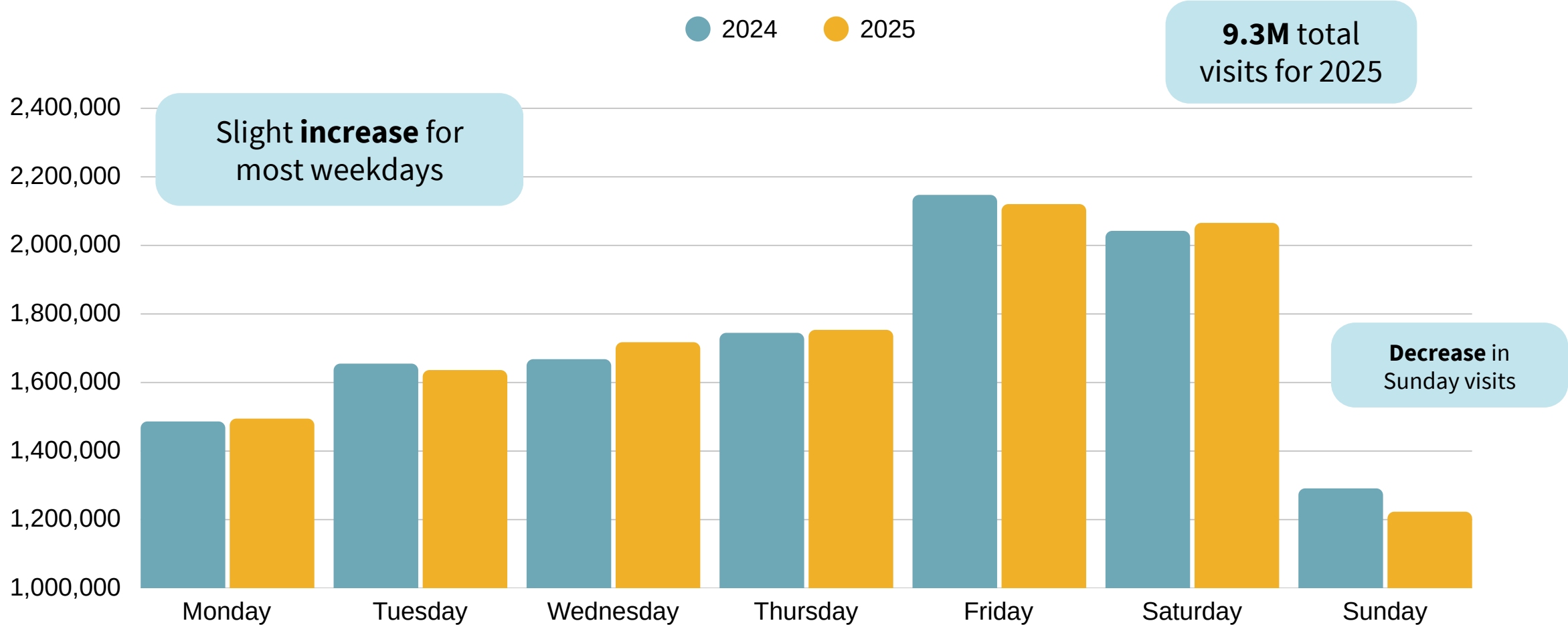


Visitation of Downtown Syracuse



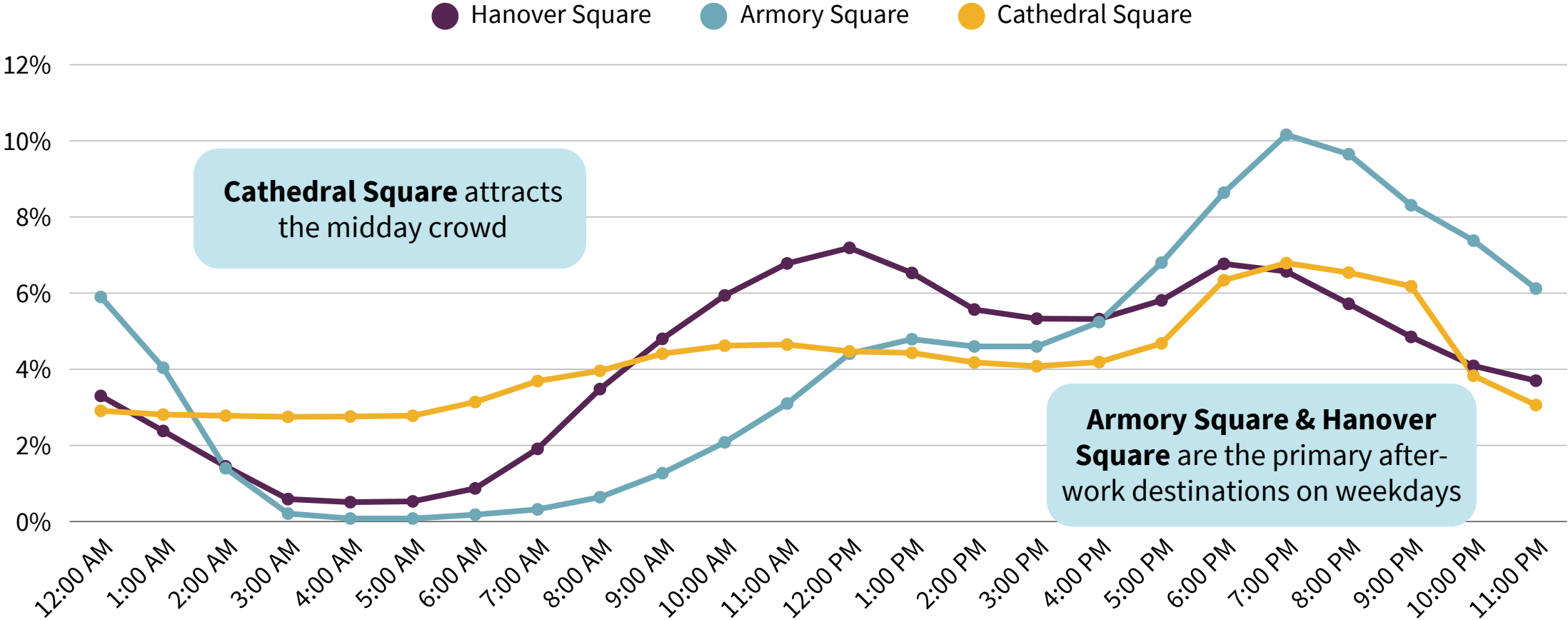
Pedestrian Volume by Day of Week, 2024 vs. 2025

Visitation

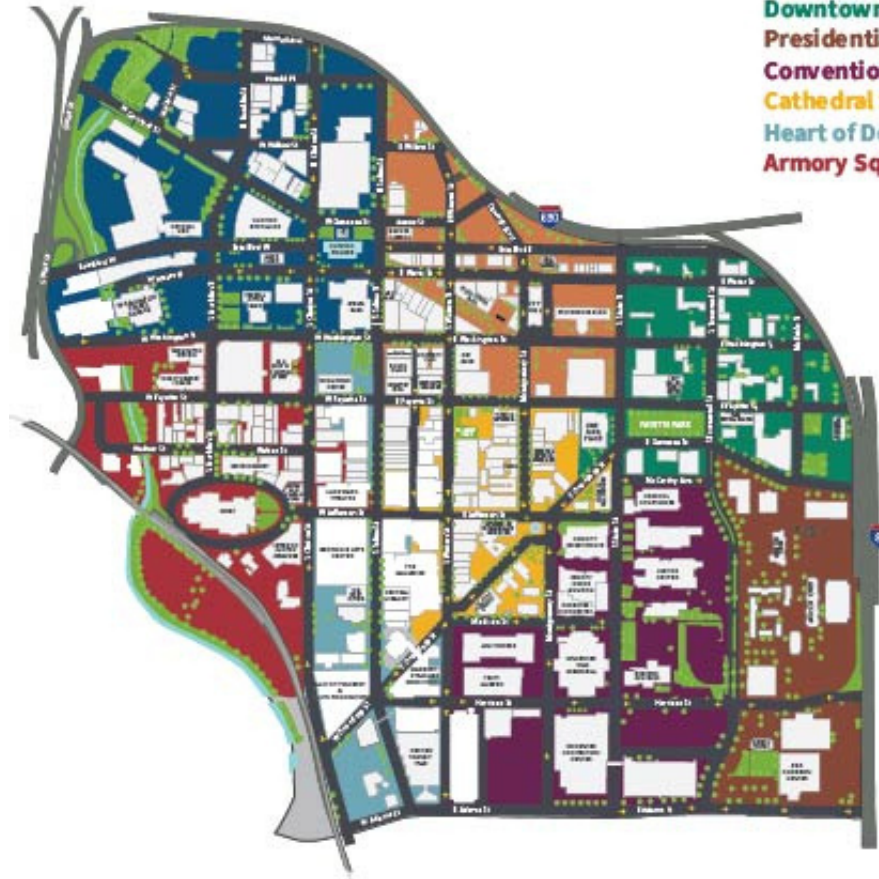


Weekday Pedestrian Volume Distribution by Hour, 2025

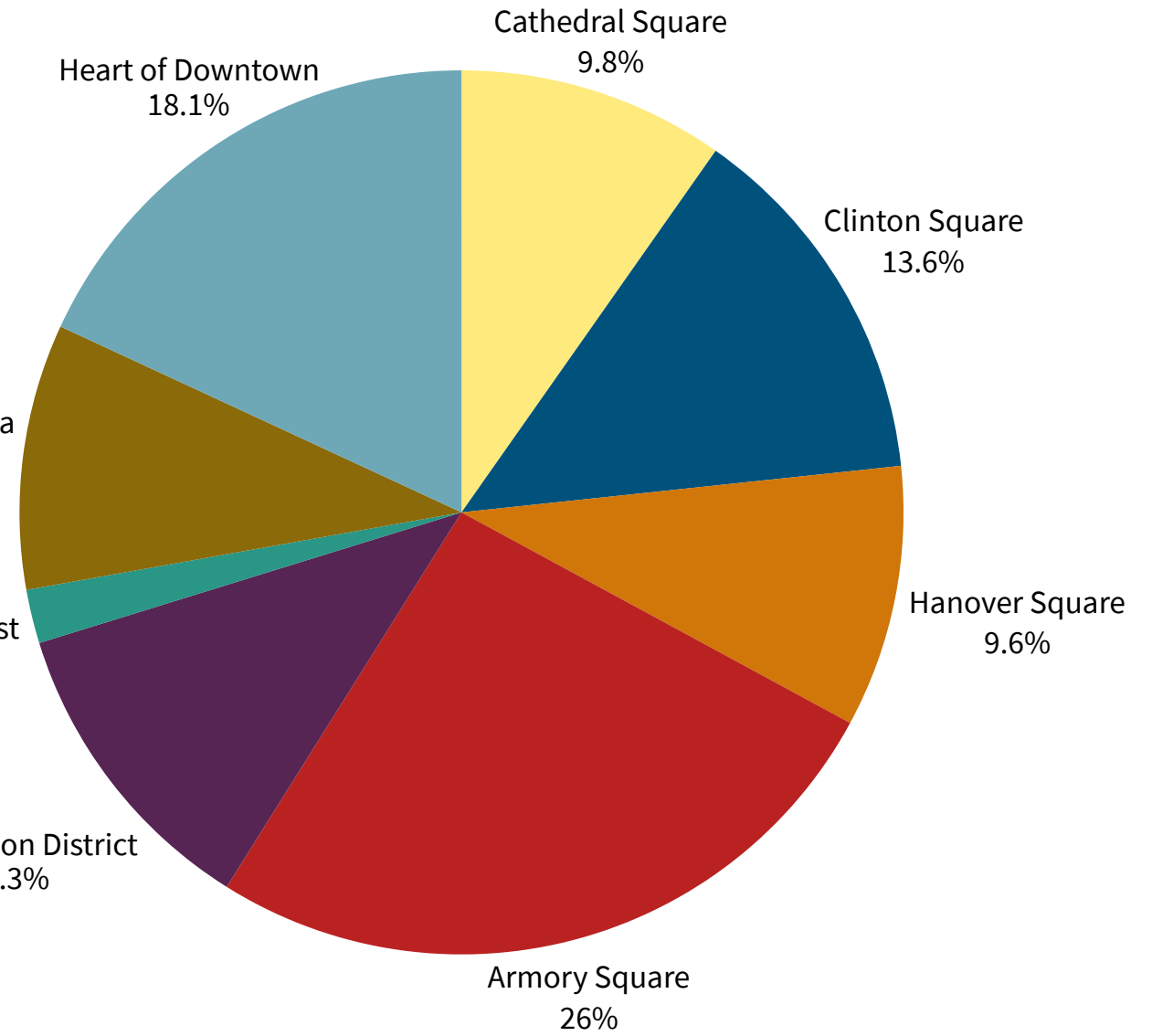
Visitation by Neighborhood



Downtown Syracuse

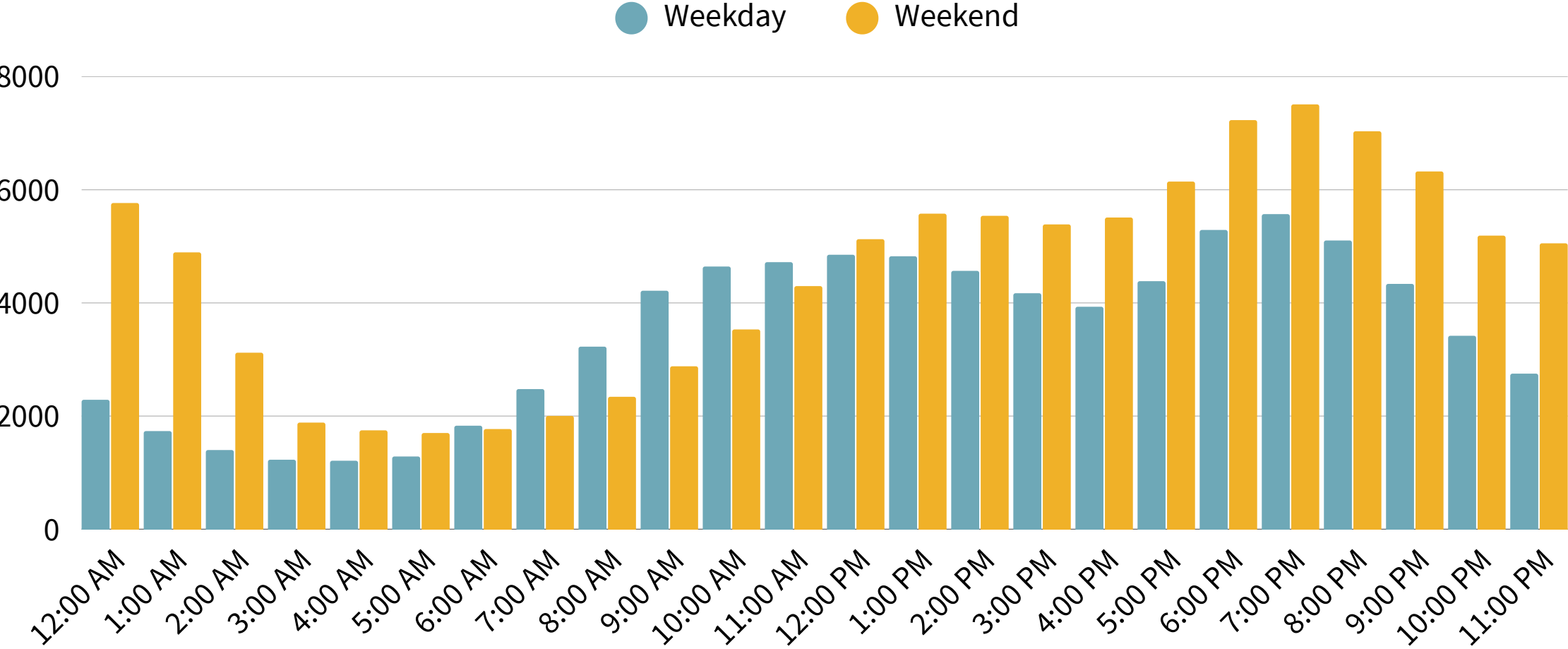


Clinton Square
Hanover Square
Downtown East
Presidential Plaza
Convention District
Cathedral Square
Heart of Downtown
Armory Square

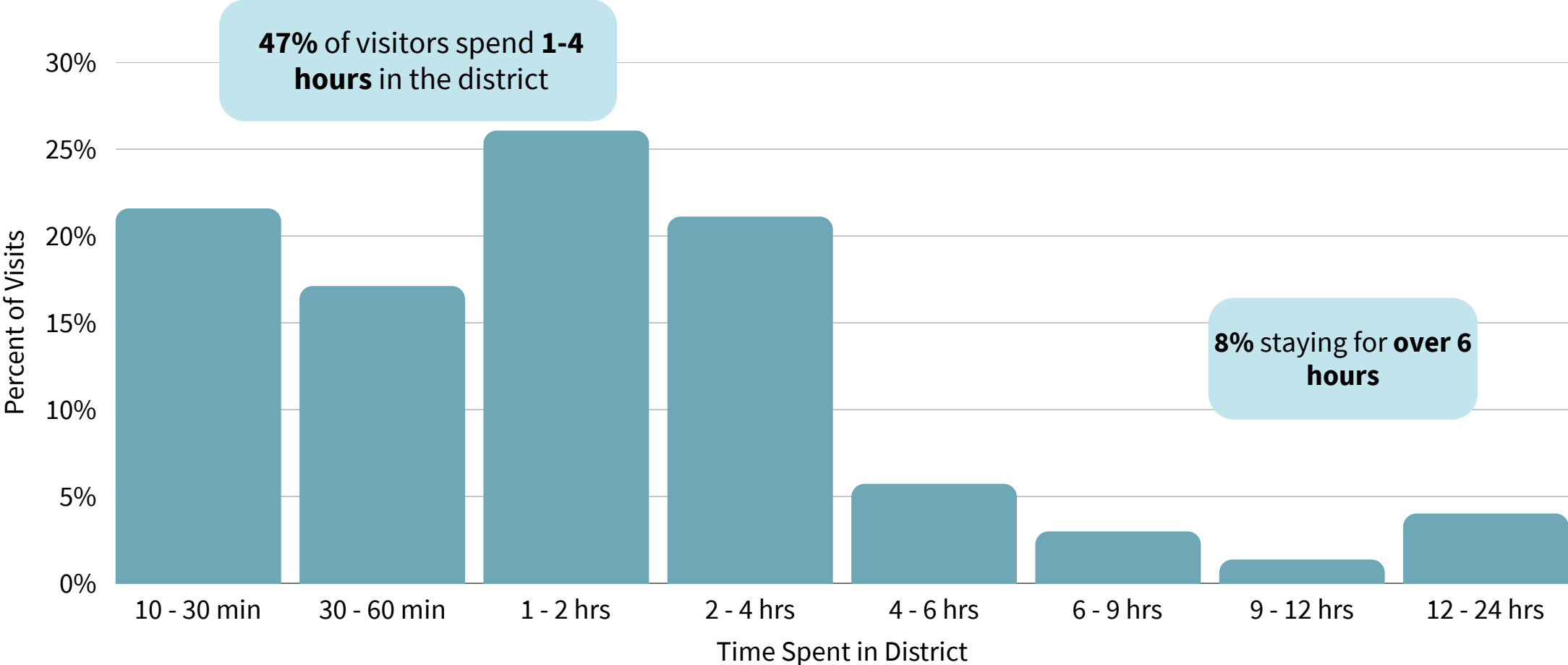


Downtown Neighborhoods by Percentage of Visits

Weekday and Weekend Pedestrian Volume, 2025



Visitor Dwell Time, 2025

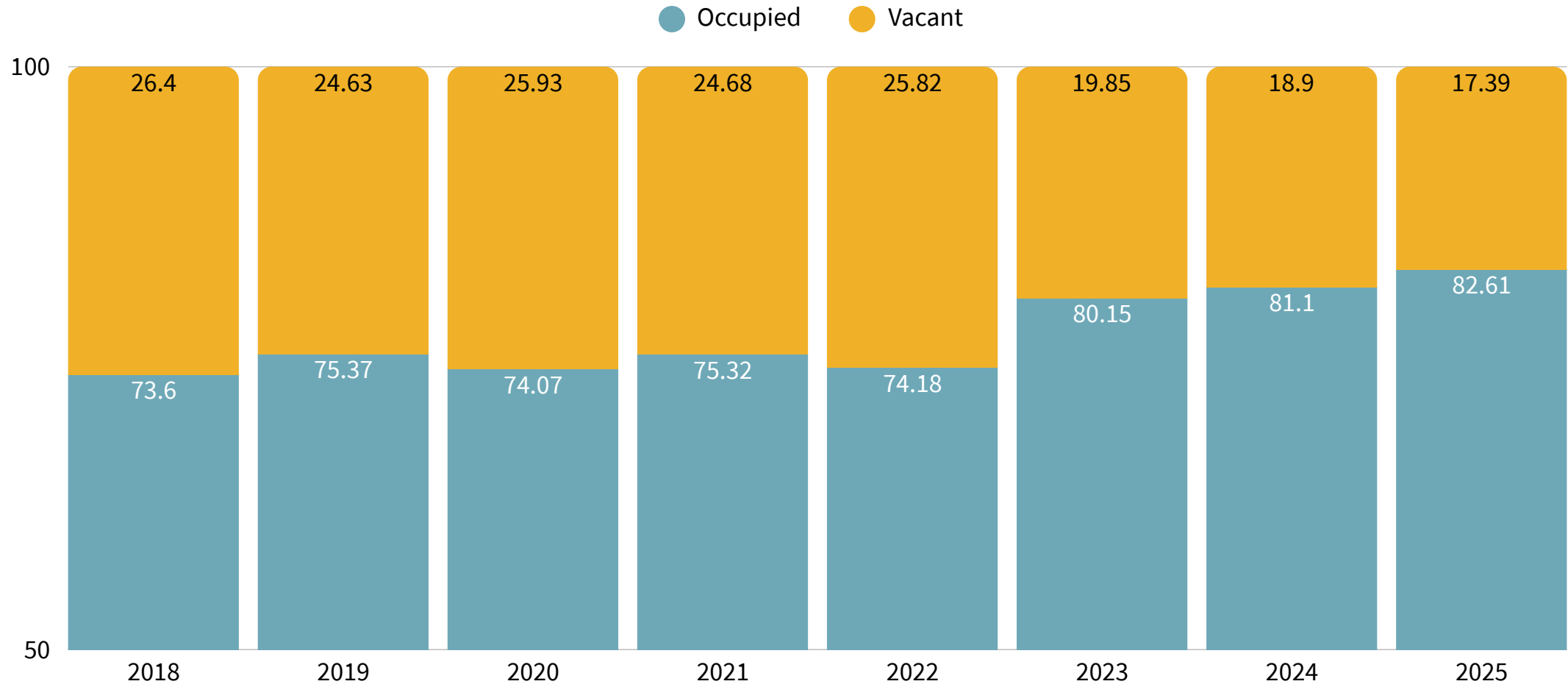




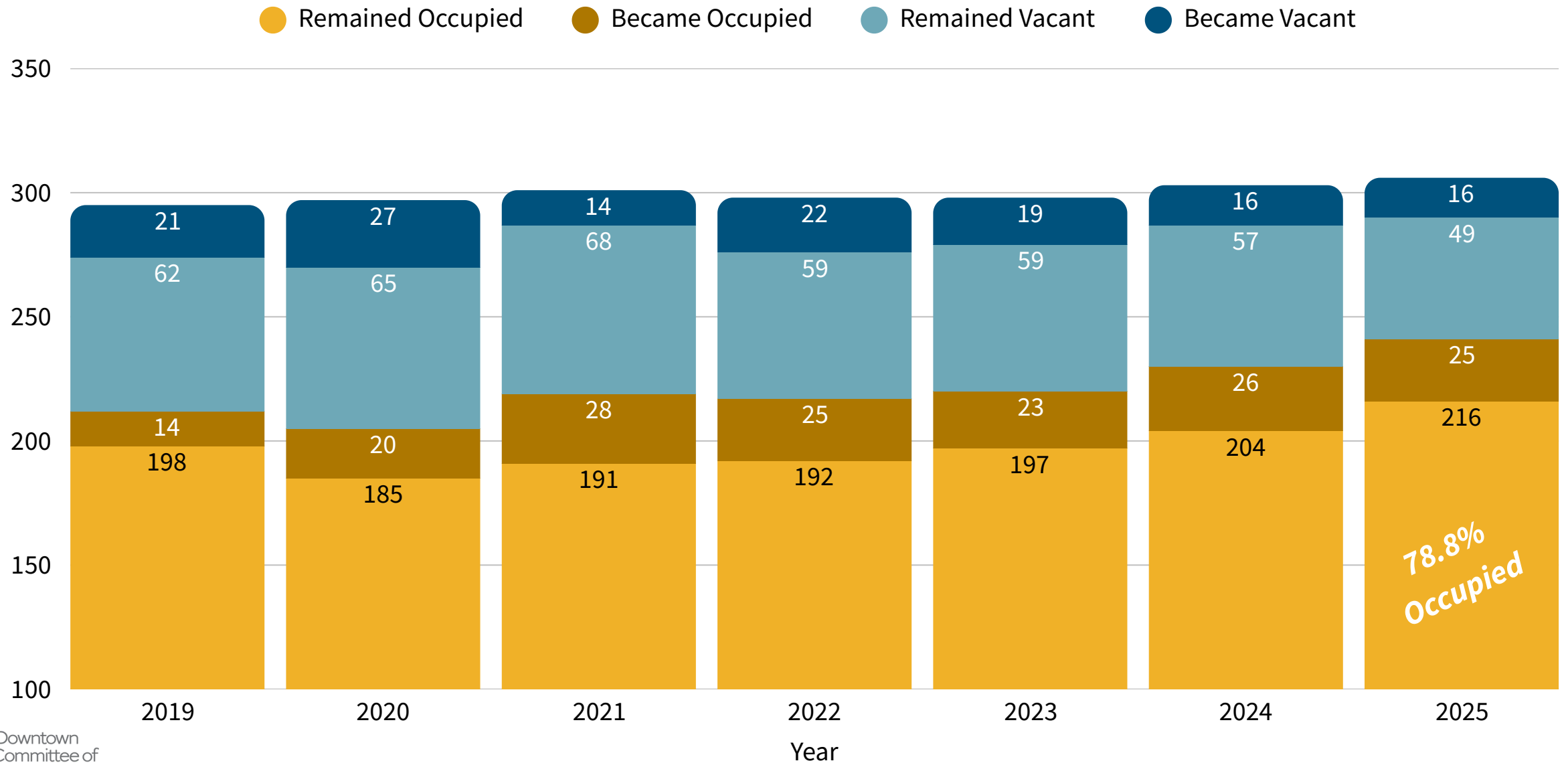
Retail Environment in Downtown Syracuse



Historic Retail Occupancy by Square Foot 2018-2025



Occupied vs. Unoccupied Storefronts 2019-2025

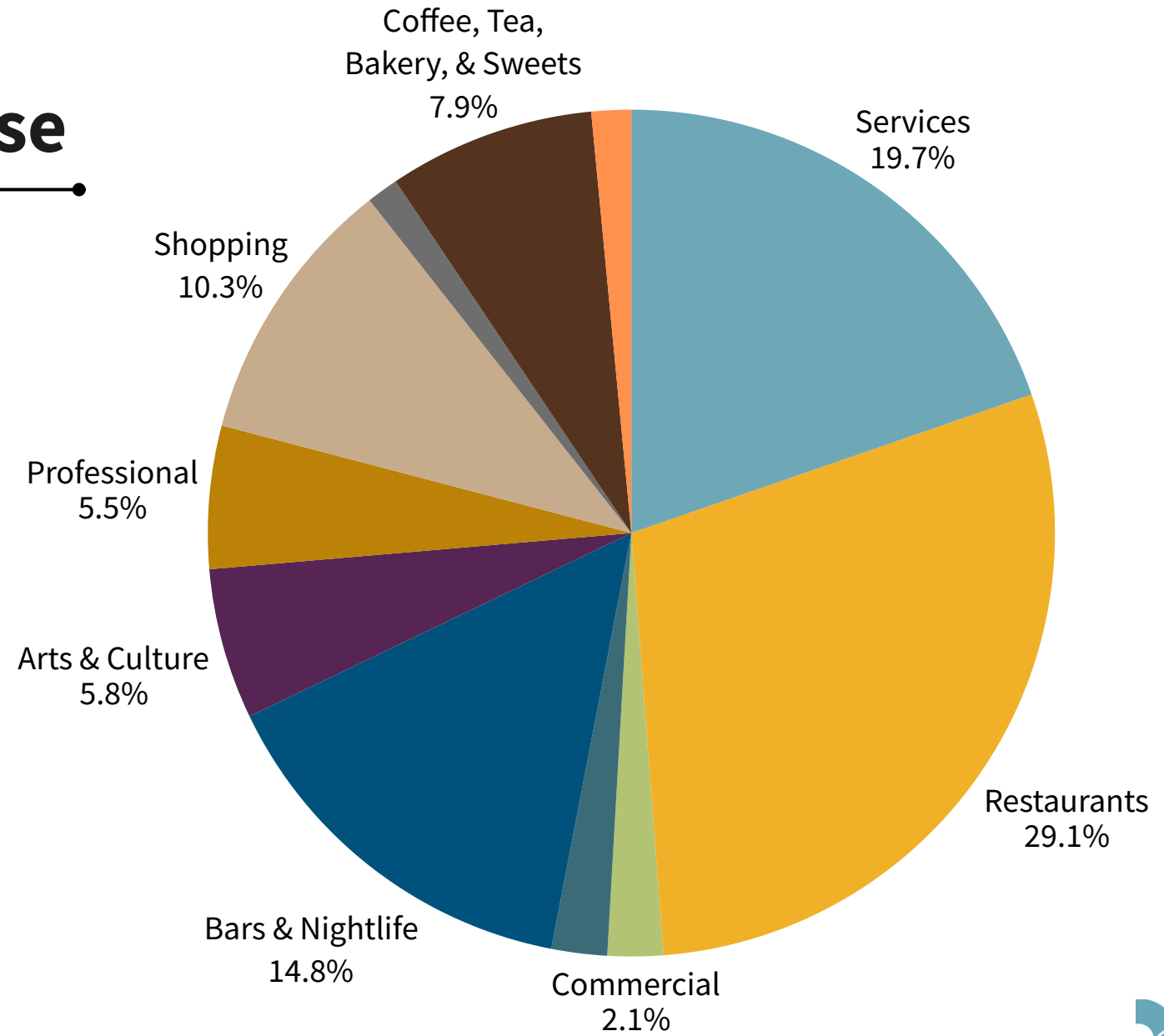


Upstate NY Retail Occupancy by Square Footage, 2025

Downtown Syracuse	82.6%
Downtown Rochester	75.6%
Downtown Buffalo	81.7%
Downtown Ithaca	90.7%*
Downtown Albany	65%*

Source: Downtown Albany BID, Buffalo Place, Downtown Rochester, Downtown Ithaca Alliance, Downtown Committee Syracuse

Business Mix in Downtown Syracuse



New Business Trends in **Downtown Syracuse**

Current Business owners in the region are expanding

- Seeing **success** with their current locations
- Continuing to **invest and expand** in Downtown

Business owners in nearby areas opening locations Downtown

CAKEBAR





If you have any questions about this report or if you are looking for a storefront in Downtown Syracuse, please reach out to our Economic Development Team:

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