



News from New York City's outer borough: Retail on Staten Island gets luxe - by Faith Hope Consolo

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Staten Island is going luxe. A billion dollar transformation is underway on the waterfront in St. George, where you'll soon see a rival to Jersey City or Long Island City, but with the most impressive views of the Statue of Liberty and Manhattan.

That view is now going to be sixty stories up, thanks to the \$500 million New York Wheel, which will be the world's tallest Ferris wheel, with three-dozen pods for up to 40 people each, as well as a full bar car and one for fine dining. The Wheel's Terminal Building is its own 100,000 s/f retail, restaurants, and exhibition space, with a 5-acre green roof, great lawn, playground, and pedestrian walkways with sweeping views of the waterfront.

Around the corner, the \$200 million, multi-phase Lighthouse Point development is going up along Bay St. Plus, Pier 1, St. George's 775-ft.-long public space across from the terminal and the National Lighthouse Museum, is being turned into a recreational area with a marina, in addition to the 90-nights of live entertainment being programmed at the \$29 million Richmond County Bank Ballpark, when the Staten Island Yankees aren't playing at home.

St. George's new lease on life began in 2005 with City Hall's \$130 million renovation of the Ferry Terminal, basically untouched since being rebuilt in 1951 after the original 1886 structure burnt down. Today, the terminal features floor-to-ceiling glass windows that bring in panoramic views of the harbor, and has become a tourist destination on its own.

The \$350 million Empire Outlets development, in St. George, on Staten Island will be the jewel of the crown. The vision of owner BFC Partners was to bring the 120+ stores shoppers are clamoring for, plus dozens of new food concepts, to create a shopping destination for the 75,000 people who come through daily on the Staten Island Ferry, creating a place for residents, commuters and the 6,000 daily tourists who come for the views. This will be the only luxury outlet mall for New York City modeled after the successful examples in Europe, with a closely curated selection of global luxury names you want, on top of all the great American brands to present the right mix.

So far, the development has signed its anchors and national mainstays. Dennis Basso and Jewelers On Fifth have already signed up to be here, along with a new large-footprint concept from Nike. American anchor brands that have already leased space in Empire Outlets include Nordstrom Rack, H & M, Banana Republic, Gap Factory, Columbia Sportswear, and Toys 'R' Us.

The 350,000 s/f shopping mall will have a 20,000 s/f event space and 40,000 s/f of dining, featuring an artisan food and beverage hall by MRKTPL, plus outlets from Manhattan-based concepts - Mighty Quinn's BBQ, Two Boots Pizza, Wasabi Steak and Sushi to create a delicious mix that works for guests, commuters and the greater community.

The city of St. George is changing, in terms of this new built environment, but also the culture; besides the St. George Theater and the Snug Harbor Culture Center downtown, there's now College of Staten Island's Technology Incubator, the LaunchPads co-working space, and the former Department of Health building will re-open as a new media and tech center. Whole blocks are going high-rise and the density is improving; the 190-key hotel that's also part of Empire Outlets will be Staten Island's first up-market lodging.

This waterfront district on St. George is putting Staten Island back on the map and Empire Outlets is becoming a real vibrant destination of its own.

Manhattan Retail News

On Fifth Ave., Italian lingerie Intimissimi to 601 Fifth, next to Aldo footwear, number 603 which is under grand renovation. Beauty marches on...bigger and better Sephora digs 580 Fifth Ave. at 47th St.

On Madison Ave., Spanish men's footwear and accessories shop Mezlan took its first New York City flagship and seventh U.S. boutique at 520 Madison Ave. Spa Vinotherapie L'appartement Caudalie Spa rolled out the red carpet with a grand opening at 819 Madison Ave. Golden Goose Deluxe Brand to launch a new store at 935 Madison Ave., neighboring Acne, Aquazzura and Moynat, across from Apple. Just opened Brioni two-level, flagship at 62nd St. corner at number 688 is across from Hermès and on the same block as the upcoming Tom Ford store. French luxury brand Moncler now has its first stateside flagship, 650 Madison Ave., with a two-level, second Manhattan location. Hickey Freeman opening its first-ever store combining retail, showroom, and office at 501 Madison Ave. joining Robert Talbott. Diagonally across the street is Bonobos at 488 Madison Ave.

On the Upper East Side, Make Up For Ever NYC Flagship Boutique featuring Go Pro Makeup opened at 731 Lexington Ave. at 58th St. across from another Aldo, number 730 which is also getting an upgrade.

In Herald Sq., Target has signed a 43,000 s/f lease at 112 West 34th St. opening in October at the 26-story building between Broadway and Seventh Ave. and across from Macy's. Also at number 112, Sephora recently made a mini move and built a massive new shop where they join Footlocker.

In Soho, Fendi, which has been a purveyor of pop-up locations on Greene St. for the past few years, finally going permanent at 99 Greene St., and Italian outerwear Herno also at number 99, joining fellow luxe retailers Dior, Louis Vuitton and Jimmy Choo on Greene St. between Prince and Spring Sts.

Happy shopping!

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