



# INDUSTRY CITY

## RETAIL OVERVIEW



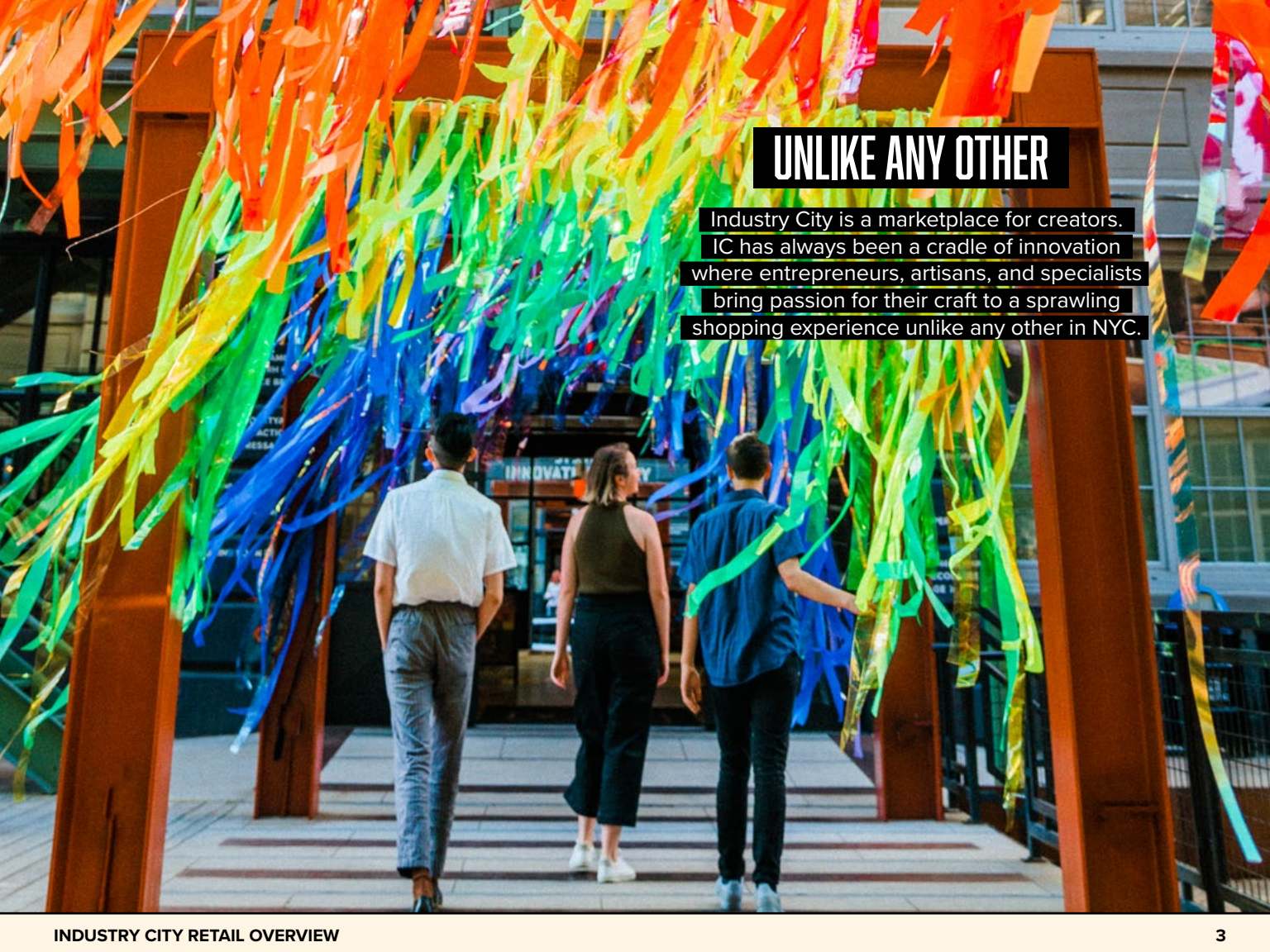
# **35 ACRES 6 MILLION SQUARE FEET ONE ICONIC DESTINATION**

Industry City is an adaptive reuse development in the heart of Brooklyn's thriving Sunset Park neighborhood.

Comprised of 16 early 20<sup>th</sup> century industrial buildings, the campus is reimagined for 21<sup>st</sup> century uses: creative offices, warehouses, media + production studios, and light manufacturing on the buildings' upper floors.

The project includes infrastructure improvements, new destination courtyards, a merchandising mix of thoughtful national anchors and authentic independent shops, experience-driven dining, and daily events + programming.





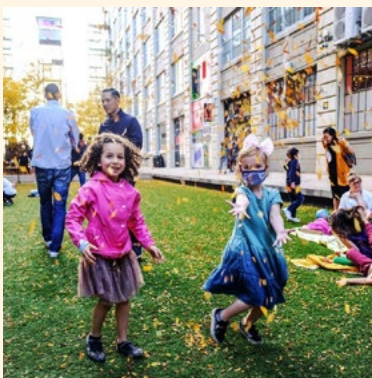
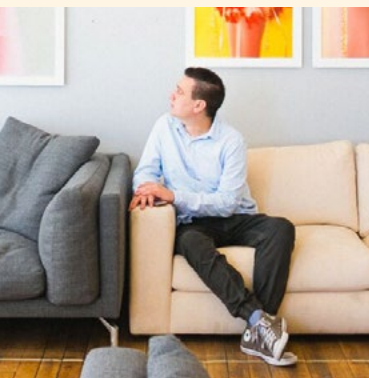
## UNLIKE ANY OTHER

Industry City is a marketplace for creators. IC has always been a cradle of innovation where entrepreneurs, artisans, and specialists bring passion for their craft to a sprawling shopping experience unlike any other in NYC.

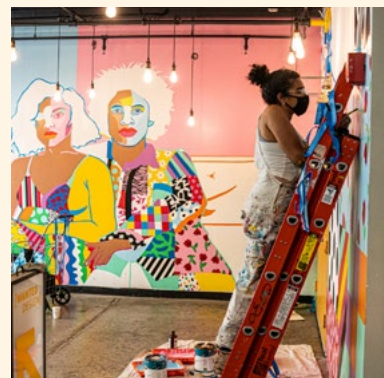




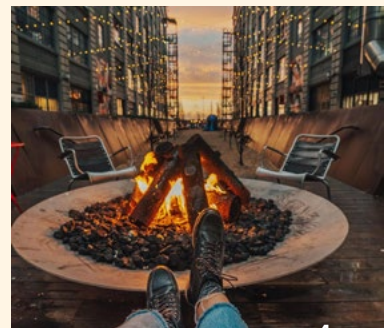
**20,000**  
WEEKEND VISITORS  
**8,500**  
WORKDAY POPULATION

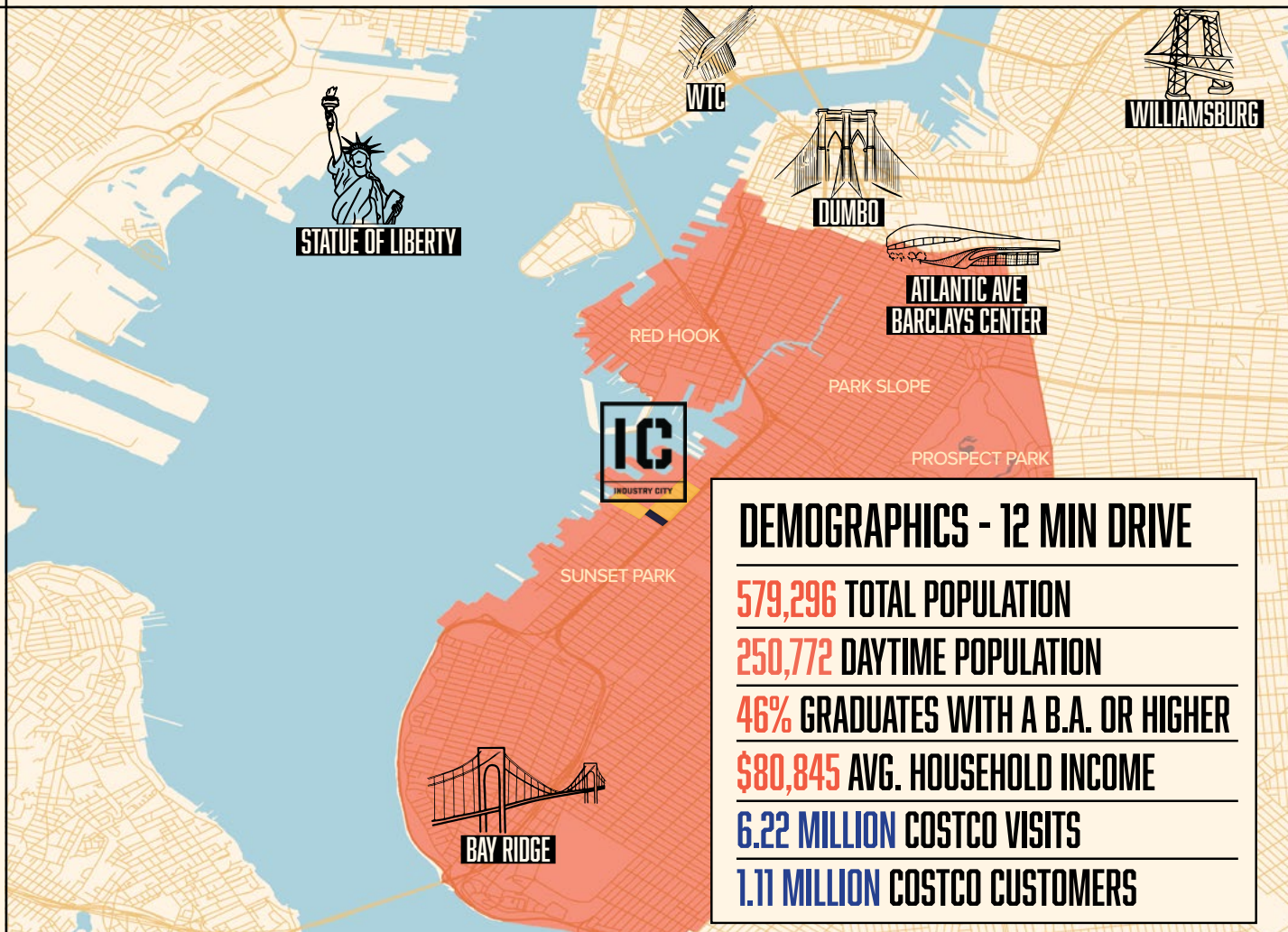


**500+**  
EVENTS AND ACTIVATIONS  
ANNUALY



**250,000**  
DIGITAL REACH ACROSS  
IC PLATFORMS





## DEMOGRAPHICS - 12 MIN DRIVE

**579,296** TOTAL POPULATION

**250,772** DAYTIME POPULATION

**46%** GRADUATES WITH A B.A. OR HIGHER

**\$80,845** AVG. HOUSEHOLD INCOME

**6.22 MILLION** COSTCO VISITS

**1.11 MILLION** COSTCO CUSTOMERS



# SURROUNDING NEIGHBORHOOD



west elm  
OUTLET

DESIGN  
WITHIN  
REACH  
OUTLET

abc carpet & home

Ashley  
HOMESTORE

COSTCO  
WHOLESALE

PORCELANOSA  
TILE & BATH / BATH / KITCHEN

SAHADI'S

IC FOOD HALL

STARBUCKS

PETCO

ExtraSpace  
Storage

JAPAN  
VILLAGE

WORLD MARKET

MICRO CENTER  
computers & electronics

OFF  
5TH

buybuyBABY

BED BATH &  
BEYOND

BOE EXIT 23

36th STREET STATION  
D N R

# TRANSPORTATION



One block from the 36<sup>th</sup> St Station  
(D, N + R lines)



Directly off of BQE Exit 23  
Over 1100 parking spots  
Electric vehicle charging stations



Adjacent to the Brooklyn Greenway  
5 on-site CitiBike Stations  
Secure bike racks



Accessible by Ferry  
At Brooklyn Army Terminal  
*\*Bush Terminal Ferry Landing (coming soon)*

Planned  
Bush Terminal  
Ferry





# BROOKLYN'S FIRST FOOD HALL

Imagined by the same team that curated the food hall at NYC's iconic Chelsea Market, Industry City's 40,000 square foot food hall offers visitors cuisines from around the world, grab-and-go bites, and sit-down dining options.



*Building 2 Food Hall*



# JAPAN VILLAGE

30,000 SF FOOD HALL,  
GROCERY STORE,  
COCKTAIL BAR + FINE DINING



NYC'S LARGEST  
HEATED OUTDOOR  
DINING EXPERIENCE

40,000 SF OF  
HEATED COURTYARDS



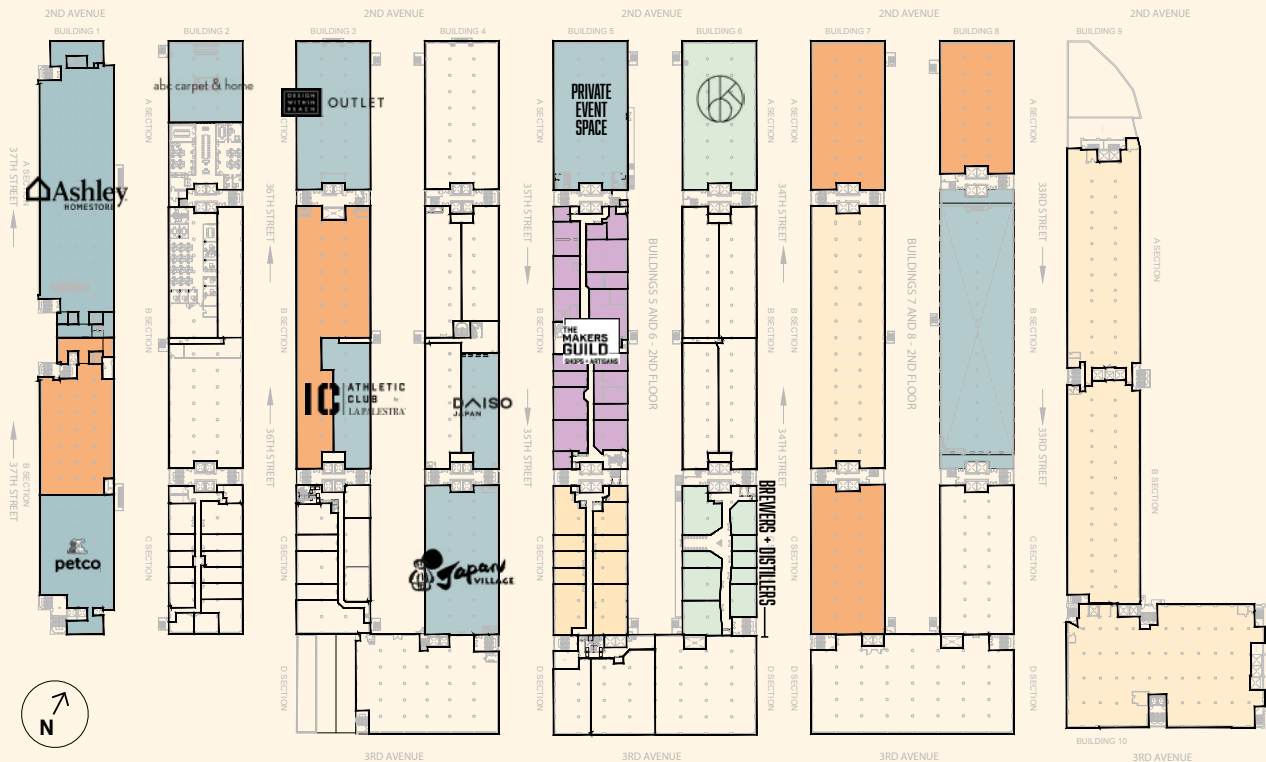
20+

INTERNATIONAL  
FOOD + BEVERAGE  
RETAILERS









## BUILDINGS 1-10 SECOND FLOOR



Available



Food +  
Beverage



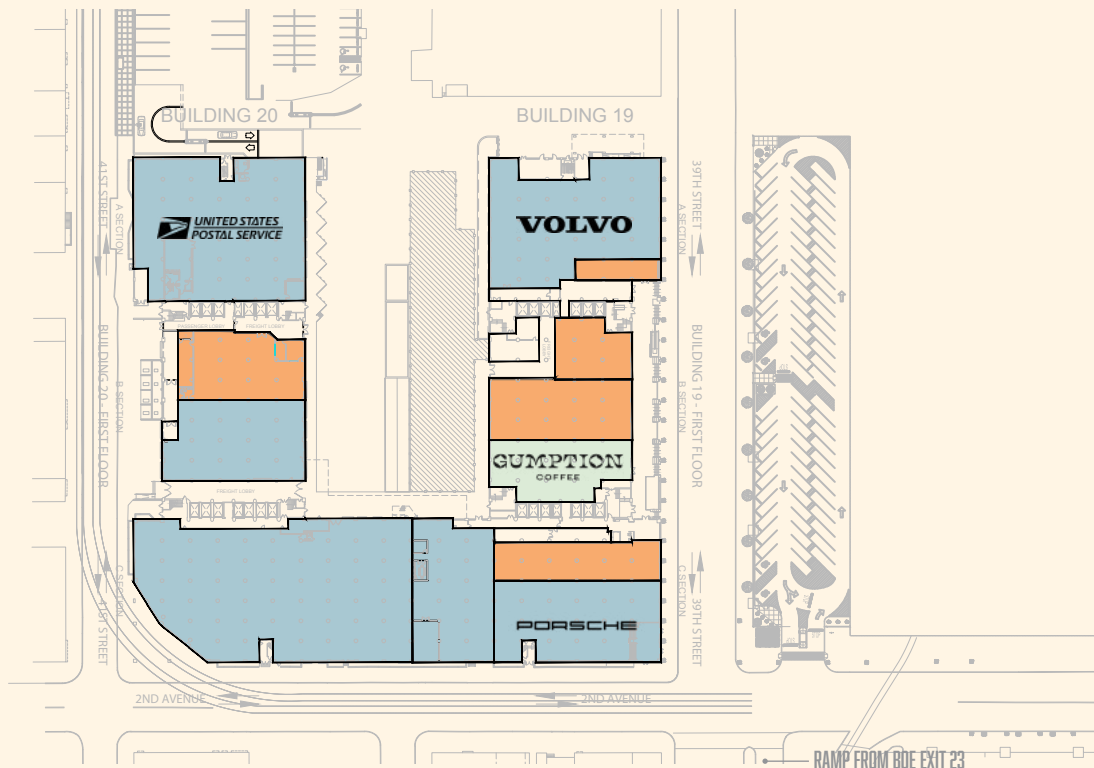
Maker Retail



Shops +  
Services



Future  
Development



## BUILDINGS 19+20 GROUND FLOOR



Available

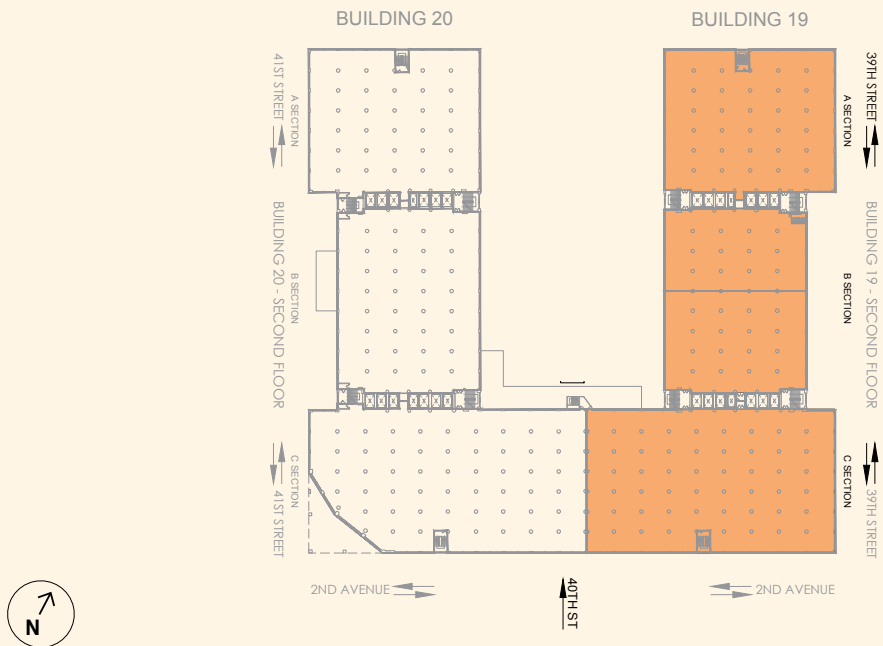


Food +  
Beverage



Shops +  
Services





# **BUILDINGS 19+20** **2ND FLOOR**

- Available
- Occupied (Non-Retail)

# BUILDING 1 NATIONAL RETAIL

Building 1 retailers have prominent signage  
**visible to over 150,000 cars per day**  
**from the Brooklyn-Queens Expressway,**  
and over 6.25 million Costco shoppers per year.



*Parking + Signage*



*Building 1 Retail Arcade*



# BUILDINGS 1-6

## INNOVATION ALLEY

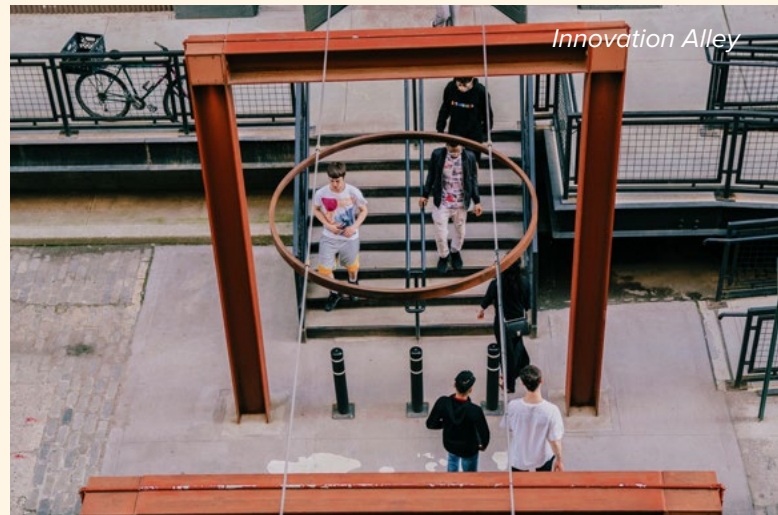
Cutting through the center of the campus, **Innovation Alley** doubles as a **pedestrian pathway and an immersive shopping experience**. Visitors are able to see the process behind a product and meet shopowners who are experts in their craft.



*For Sea and Oats*



*Pâtisserie Commissary Kitchen*



*Innovation Alley*

# BUILDING 6

## BREWERS + DISTILLERS

The ground and second floors are home to a collection of **10+ fully operational alcohol production facilities** and accompanying tasting rooms.



*Fort Hamilton Distillery*



*Brooklyn Kura Sake*



*Big Alice Brewing*



# 3<sup>RD</sup> AVENUE ENDCAP RETAIL

Adjacent to the Brooklyn-Queens Expressway and Third Avenue, endcap retailers have traditional **open floor plates of 10,000 SF** and **200' of retail frontage visible** from Third Avenue and the BQE.



*King of Kings Barbershop*



*Japan Village Façade*



*Brooklyn-Queens Expressway Visibility*

# 2<sup>ND</sup> AVENUE DESIGN DISTRICT

The Second Avenue storefronts are **dedicated to home design at any pricepoint**. From textiles and vintage finds to fine furnishings and fixtures, the Design District is a sourcing center for interior design professionals and DIYers alike.



Porcelanosa



City Foundry



Design Within Reach Warehouse



# 39<sup>TH</sup> STREET AUTO HUB + ARCADE

Located directly off of BQE Exit 23, the 39<sup>th</sup> Street retail arcade is a prime location for **auto dealerships, product showrooms, and food and beverage retailers.**



*Porsche Service Center*



*Building 19 Arcade*



Industry City's ownership, the same that developed NYC's Chelsea Market and millions of square feet across the country, is hands-on with development, management, leasing and events teams on-site.

**INDUSTRY CITY**

