



STATEN ISLAND MALL

STATEN ISLAND, NY

DYNAMIC DOMINANT CONVENIENT



Retail evolution in NYC

Staten Island Mall, situated in the heart of Staten Island, stands as the premier shopping destination in the borough. Following a strategic expansion in 2018, it has solidified its position as the go-to shopping center for quality retailers and entertainment options. With a prime location and a dedicated commitment to serving its community, Staten Island Mall offers a great opportunity to tap into a thriving market and contribute to the ongoing growth and success of this prominent retail hub.



Growing with the community



Staten Island Mall continues to evolve, with its most recent transformation in 2018, to meet the demands of the booming trade area.

1.2 million square feet of top retail brands



An extensive, one-stop destination offering customers access to sought-after brands like Apple, Zara, Sephora, Uniqlo, Warby Parker, and more.

Home to high achievers



The mall thrives with powerhouse, high-performing tenants like AMC Theatres, Macy's, and the first Lidl on Staten Island.

Catering to all



Shoppers find a unique blend of full-price retailers, discounters, and a grocery store — all under one roof.

More than 11 million shoppers choose the center each year

Staten Island is well-connected with many different modes of access.

THE STATEN ISLAND FERRY: VITAL FOR COMMUTERS AND VISITORS ALIKE

Linking Manhattan and Staten Island, the ferry offers more than a ride — it's a connection to countless possibilities.

With free, 24/7 service and a quick, 25-minute journey, it's the lifeline for over 15 million passengers annually and around 45,000 individuals on a typical weekday.

NEW JERSEY TURNPIKE:

The turnpike is a key part of the I-95 corridor that connects the major economic centers along the Eastern Seaboard including Washington, D.C., Philadelphia, and New York City. There is easy access to Goethals Bridge, which sees 560K+ cars per day.

VERRAZZANO-NARROWS BRIDGE: 200K+ CARS PER DAY

GOETHALS BRIDGE: 82K+ CARS PER DAY

BAYONNE BRIDGE: 9K+ CARS PER DAY

OUTERBRIDGE CROSSING: 77K+ CARS PER DAY



Seizing opportunity in a dense market

TRADE AREA RESIDENT DEMOGRAPHICS

Population	493,055
% Projected 5-Year Population Growth	1.8%
Total Households	172,374
Average Household Income	109,679
Households with Income \$100K+	76,297
% Households with Income \$100K+	44%
% Bachelor's Degree and Up	35%
Median Age	41.3

AGE BREAKDOWN

% Under Age 18	20%
% Age 18-34	22%
% Age 35-49	19%
% Age 50-69	26%
% Age 70+	13%

EMPLOYEE DEMOGRAPHICS WITHIN 5 MILES

Total Employees	110,852
% White Collar	64%
% Executive Professional	42%





Comparing markets

COMPARISON DATA 5 MILES FROM CENTER

STATEN ISLAND MALL	STATEN ISLAND MALL	EASTLAND CENTER LA/LONG BEACH/ ANAHEIM, CA	WESTLAND MALL MIAMI/FORT LAUDERDALE/ POMPANO BEACH, FL	GROSSMONT CENTER SAN DIEGO/CHULA VISTA/ CARLSBAD, CA
Population	453,465	451,977	441,080	445,489
Households	157,460	132,416	148,309	156,552
Affluent Households (HHI \$150,000+)	38,074 (24%)	25,462 (19%)	13,828 (9%)	27,071 (17%)
Average Household Income	\$109,393	\$100,960	\$70,833	\$94,199
% College Education Population (Population w/Bachelor's Degree or Higher)	34%	27%	25%	32%

Unlocking the potential of any market begins with understanding its demographics. The data below reveals that Staten Island Mall features a notably higher concentration of educated and affluent households in comparison to properties in cities of similar size.



Surrounded by NYC landmarks

Businesses find Staten Island an appealing destination due in part to its proximity to the iconic landmarks of New York City. This strategic positioning allows retailers to leverage the consistent flow of foot traffic generated by these attractions.

WITHIN A SHORT DISTANCE TO STATEN ISLAND MALL

STATUE OF LIBERTY

13 MILES AWAY

BARCLAYS CENTER

16 MILES AWAY

MADISON SQUARE GARDEN

25 MILES AWAY

ONE WORLD TRADE CENTER

17 MILES AWAY

NEWARK LIBERTY

INTERNATIONAL AIRPORT

PRUDENTIAL CENTER

14 MILES AWAY

10 MILES AWAY



Expanding and elevating

A \$231 million redevelopment and expansion was completed in 2018 to further enhance Staten Island Mall's retail offerings.



A 250,000-SQUARE-FOOT EXPANSION

Creating more space for premier shopping experiences

INTRODUCTION OF A NEW FOOD COURT

Catering to diverse culinary tastes

UNVEILING A DYNAMIC PLAZA AREA

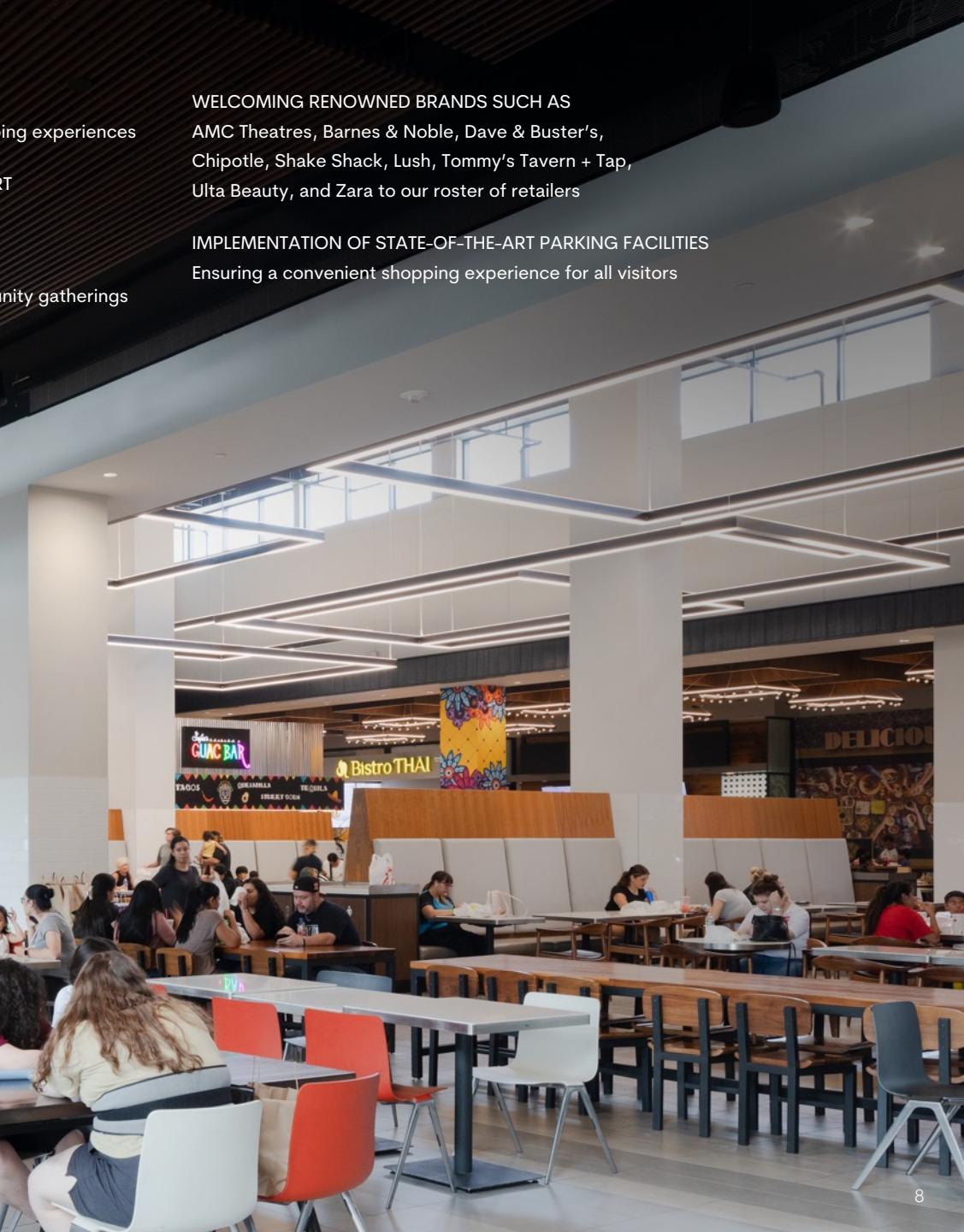
Designed for entertainment and community gatherings

WELCOMING RENOWNED BRANDS SUCH AS

AMC Theatres, Barnes & Noble, Dave & Buster's, Chipotle, Shake Shack, Lush, Tommy's Tavern + Tap, Ulta Beauty, and Zara to our roster of retailers

IMPLEMENTATION OF STATE-OF-THE-ART PARKING FACILITIES

Ensuring a convenient shopping experience for all visitors





In good company



SHAKE  SHACK

SEPHORA

ZARA

WARBY PARKER

PRIMARK

lululemon  athletica

UNI
QLO

LIDL

AMC
THEATRES

BARNES&NOBLE

Active spaces, art installations, and beyond

Staten Island Mall's outdoor plaza, adjacent to Shake Shack and Chipotle, buzzes with energy and showcases the striking Be Kind sculpture by Matthew Hoffman. Equipped for concerts, beer gardens, and more, it's the perfect venue for diverse events.







Brookfield Properties

2655 RICHMOND AVENUE
STATEN ISLAND, NEW YORK 10314-5803

2655 RICHMOND AVENUE
STATEN ISLAND, NEW YORK 10314

NOT NAMES SHOWN ON THIS PLAN
NOT LEASES WHICH ARE EXECUTED,
NOT SIGNATURE, OR IN NEGOTIATION.
NOT NAMES, LOCATIONS, DIMENSION OF
NOT ENTRANCE, OR IMPROVEMENT ARE
NOT TO CHANGE, MODIFICATION AND
NOT BY LANDLORD OR OTHER PARTIES,
NOT A REPRESENTATION OF, OR
NOT AS TO THE OPENING OR CONTINUED
NOT OF ANY STORE NAMED OR
NOT DEPICTED ON THIS PLAN

STANDING THAT CERTAIN OF THE
S, INCLUDING BUT NOT LIMITED TO
ANT NAMES, SHOWN ON THIS PLAN
DIQUATED AS FUTURE OR PROPOSED.
MAKES NO REPRESENTATION THAT
RE DEVELOPMENT WILL OCCUR AS
SHOWN.
ANT LEASE AREAS ARE MEASURED
CENTERLINE OF INTERIOR PARTITION,
EXCEPT FIVE FEET OF EXTERIOR WALL.

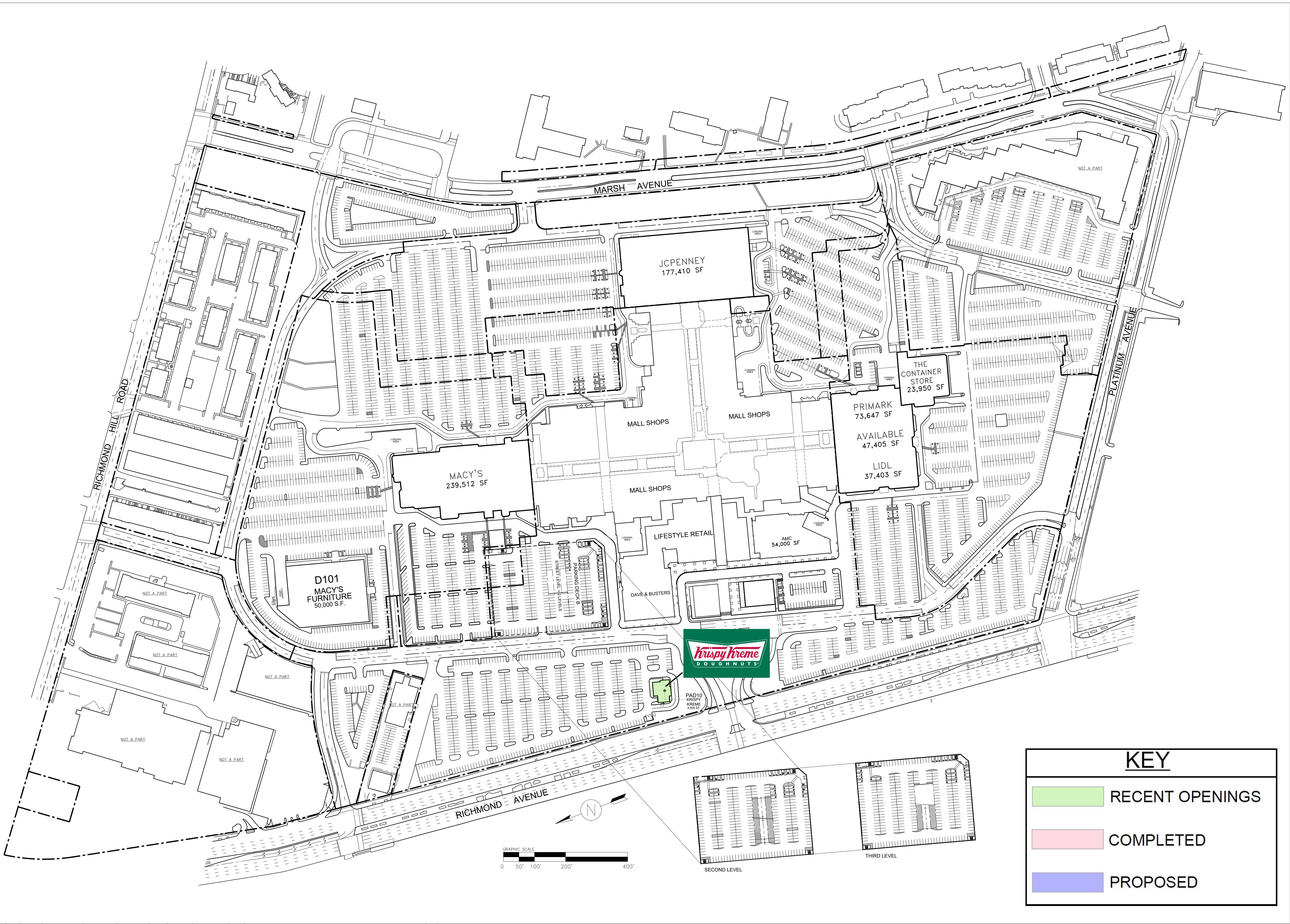
CT NO: 4180
N BY: BDS
kfield Property REIT Inc

SCRIPTION
SC SPRING
24 MERCH
ITE PLAN

SET NO.

MSP1

EE: FALL 2022



M:\DEV\teams\tenant coord\cad_share\ICSC Files\2022_Spring_CAD Files\East\Staten Island Mall-4180-MSP1_ICSC-SP22.dwg plot date: 4/28/2022 Williams, Valerie



Core beliefs

- Cater to the unique needs of consumers
- Highlight small businesses
- Partner with national brands
- Provide jobs + resources to communities

Brookfield Properties

Our centers provide consumers with a sensory experience that other platforms simply cannot match — the benefit of touching, tasting, and feeling products in real time. That is part of how we're reimagining what retail can be — an unrivaled experience for our customers and a sustainable place for our tenant partners to thrive.

STATEN ISLAND MALL

RETAIL LEASING

William King
wiliam.king@bpretail.com
215.370.6676

BIG BOX

Alex Varon
alex.varon@bpretail.com
646.593.7652

EAT / DRINK

Nicholas Marona
nicholas.marona@bpretail.com
703.969.1323

Brookfield
Properties