



# 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  
IN 2019



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





# 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

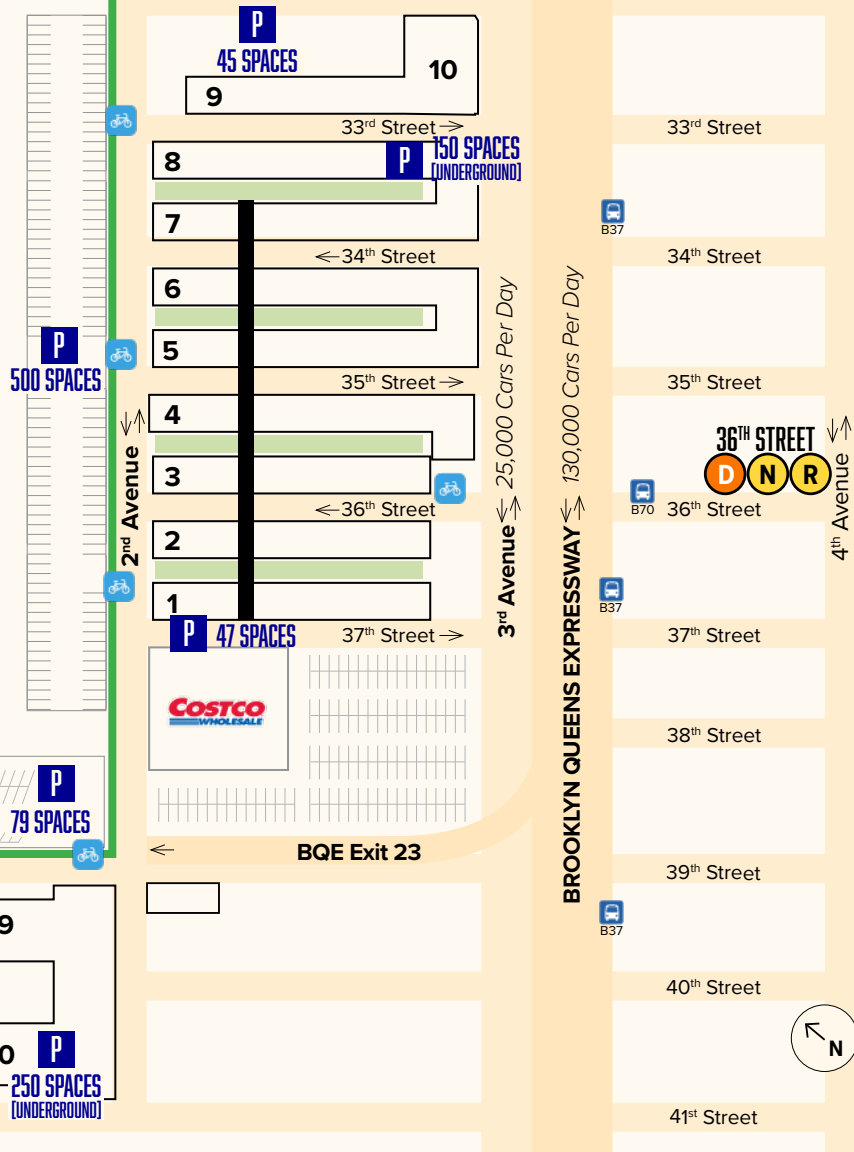


Adjacent to the Brooklyn Greenway  
5 on-site CitiBike Stations  
Secure bike racks



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

Planned  
Bush Terminal  
Ferry



# SURROUNDING NEIGHBORHOOD



**VOLVO**  
**PORSCHE**

west elm  
OUTLET  
DESIGN WITH REACH  
OUTLET  
abc carpet & home  
Ashley  
HOMESTORE

**COSTCO**  
WHOLESALE

**BOE EXIT 23**

**PORCELANOSA**  
TELEFONOS / BATH / FURNITURE

**SAHADI'S**

**IC FOOD HALL**

**STARBUCKS**

**PETCO**

ExtraSpace  
Storage

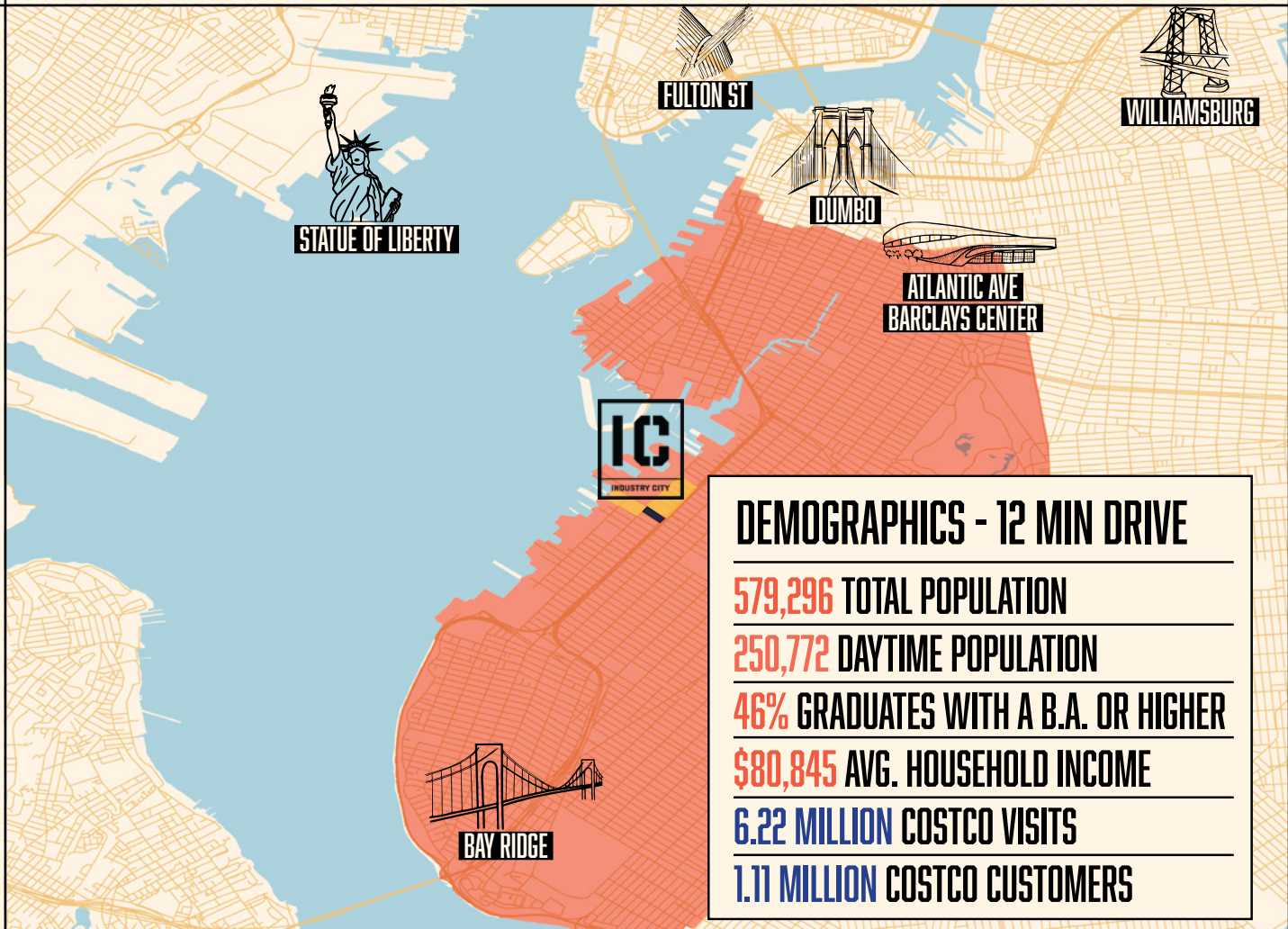
**JAPAN VILLAGE**

**WORLD MARKET**  
**MICRO CENTER**  
computers & electronics  
**OFF 5TH**  
**buybuy BABY**  
**BED BATH & BEYOND**

**36<sup>TH</sup> STREET STATION**  
**D N R**

**BROUWYN QUEENS EXPRESSWAY I-67 1,500,000 CARS PER DAY**





# 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



# 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

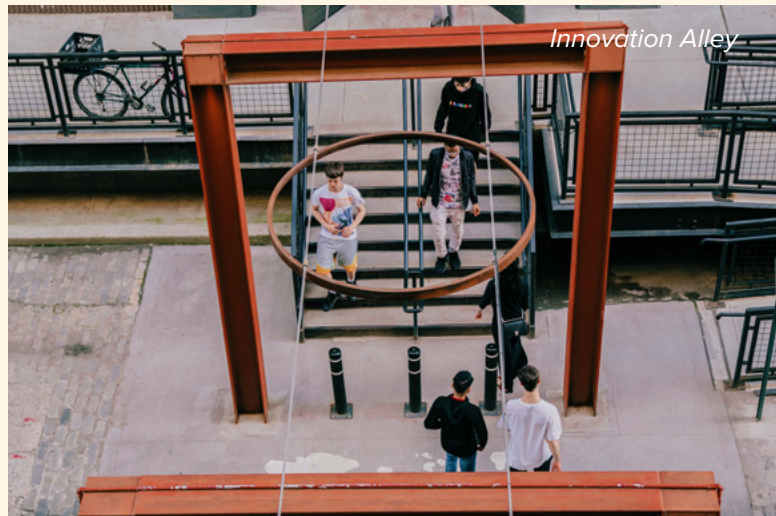
Cutting through the center of the campus, **Innovation Alley** doubles as a **pedestrian pathway and an immersive shopping experience**. Visitors are able to see the process behind a product and meet shopowners who are experts in their craft.



*Teresa Foglia*



*Colson Patisserie 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.



*Maglia Rosa Cafe*



*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

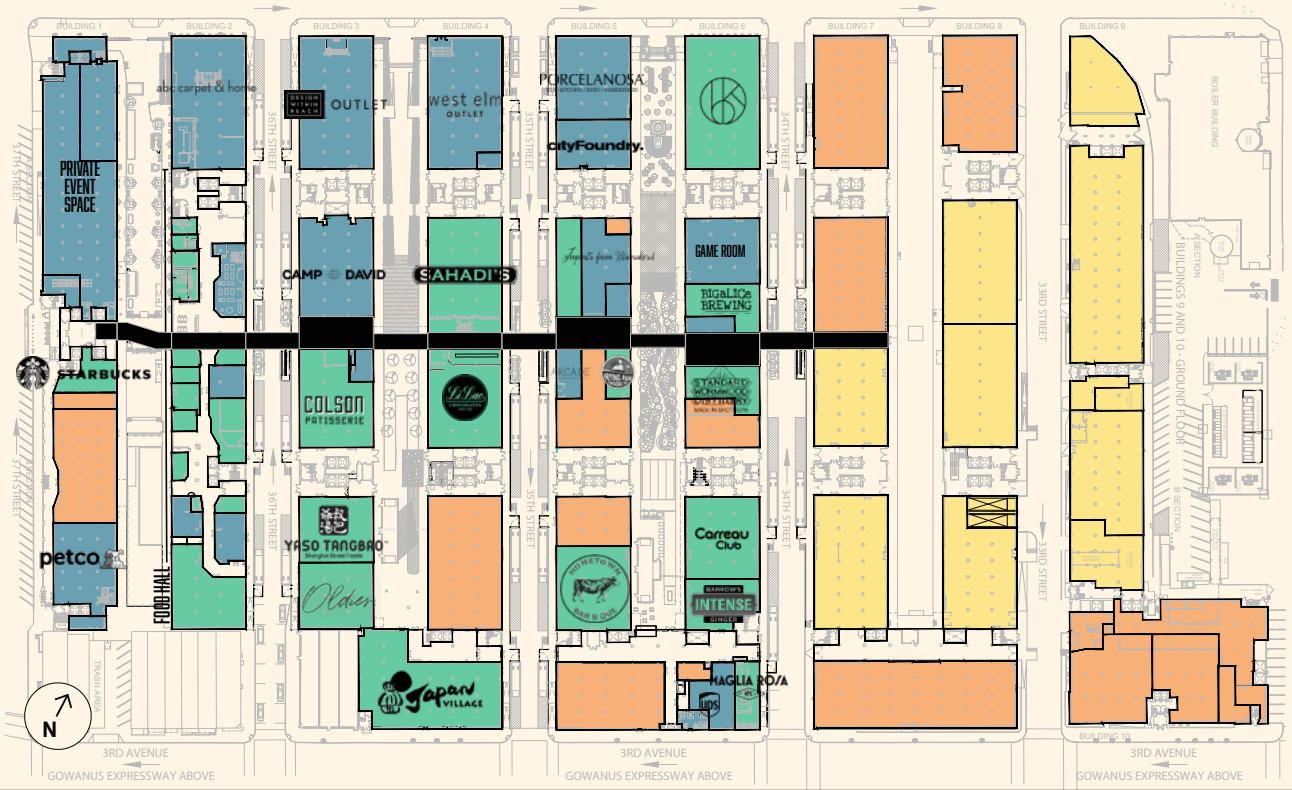


# 39<sup>TH</sup> STREET AUTO HUB + ARCADE

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.**



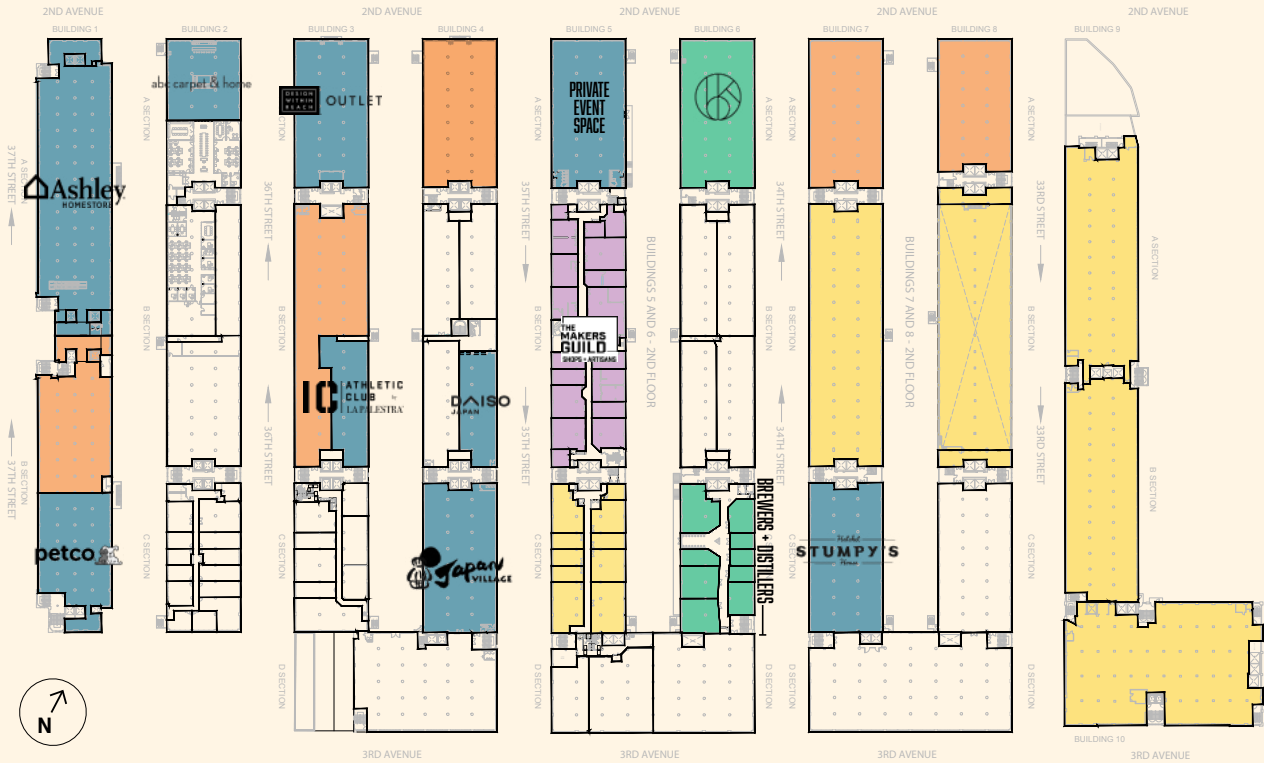
Building 19 Arcade



# BUILDINGS 1-10 GROUND FLOOR

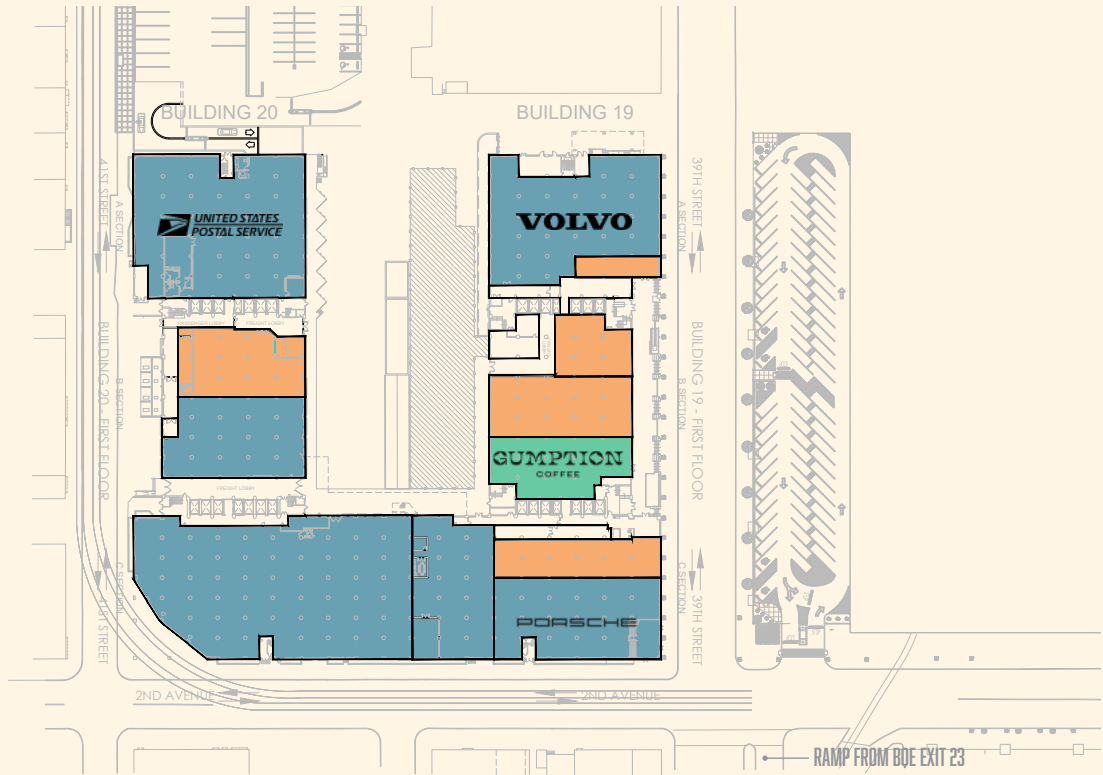
- Available
- Shops + Services
- Food + Beverage
- Future Development
- Innovation Alley (Pedestrian Path)





# BUILDINGS 1-10 SECOND FLOOR

- Available
- Food + Beverage
- Maker Retail
- Shops + Services
- Future Development



# BUILDINGS 19+20 GROUND FLOOR

- Available
- Shops + Services
- Food + Beverage



# CONTACT US

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**INDUSTRY CITY**

