

New York's first outlet expects to attract seven million people

Casandra Properties' director of marketing Brian McGowan



EMPIRE Outlets, the first outlet centre to open in New York City, is now more than 50% let ahead of its opening in the first quarter of 2017, its developer Staten Island real estate specialists Casandra Properties confirmed at MAPIC. The latest signing to the project is US outdoor clothing brand Columbia. The scheme is anchored by Nordstrom Rack and retailers including Nike and H&M have already been announced.

The 27,870 sq m centre will comprise around 100 stores. It is located at the base of the Staten Island Ferry Terminal and adjacent to the New York Wheel, the tallest observation wheel in the world. The 27,870 sq m of leasable space will comprise around 100 stores

including 2,790 sq m of food and beverage and a 465 sq m rooftop event space. The development also includes a 190-room boutique hotel.

“We are expecting a seven-million annual target footfall with the projects as a whole,” said Brian McGowan, director of marketing at Casandra Properties.

Empire Outlets will link with New York waterways after the company signed agreements to offer fast ferry services to various locations from its development projects.

“Tourists will be able to get to Midtown directly from our centre and we are also originating tours,” McGowan said. The closest outlet centre to New York currently is a two-hour drive away, he added.