



Marketplace:

Flatiron + Union Square

Retail Space: 114 5th Avenue

rcl

114 5th Avenue

Between 16th & 17th Streets



Value Proposition

PERFECT POSITIONING

This retail space is convenient and accessible to an extremely large customer base, putting 114 5th Avenue in a perfect position to easily capture the customers that will drive in-store and e-commerce sales.

A SUPER REGIONAL-SERVING SHOPPING DISTRICT

114 5th Avenue is centrally positioned to sell to, connect with, and impress upon an even larger audience - the 20,000,000+ - person greater New York metropolitan area.

A BIG GEN Y AND GEN Z AUDIENCE

114 5th Avenue is surrounded by one of the highest concentrations of well-compensated, coveted and influential Gen Y and Gen Z office workers, residents and visitors in the nation.



30,000,000

Yearly local
visitations



10,000,000

Yearly tourist
visitations



168,000+

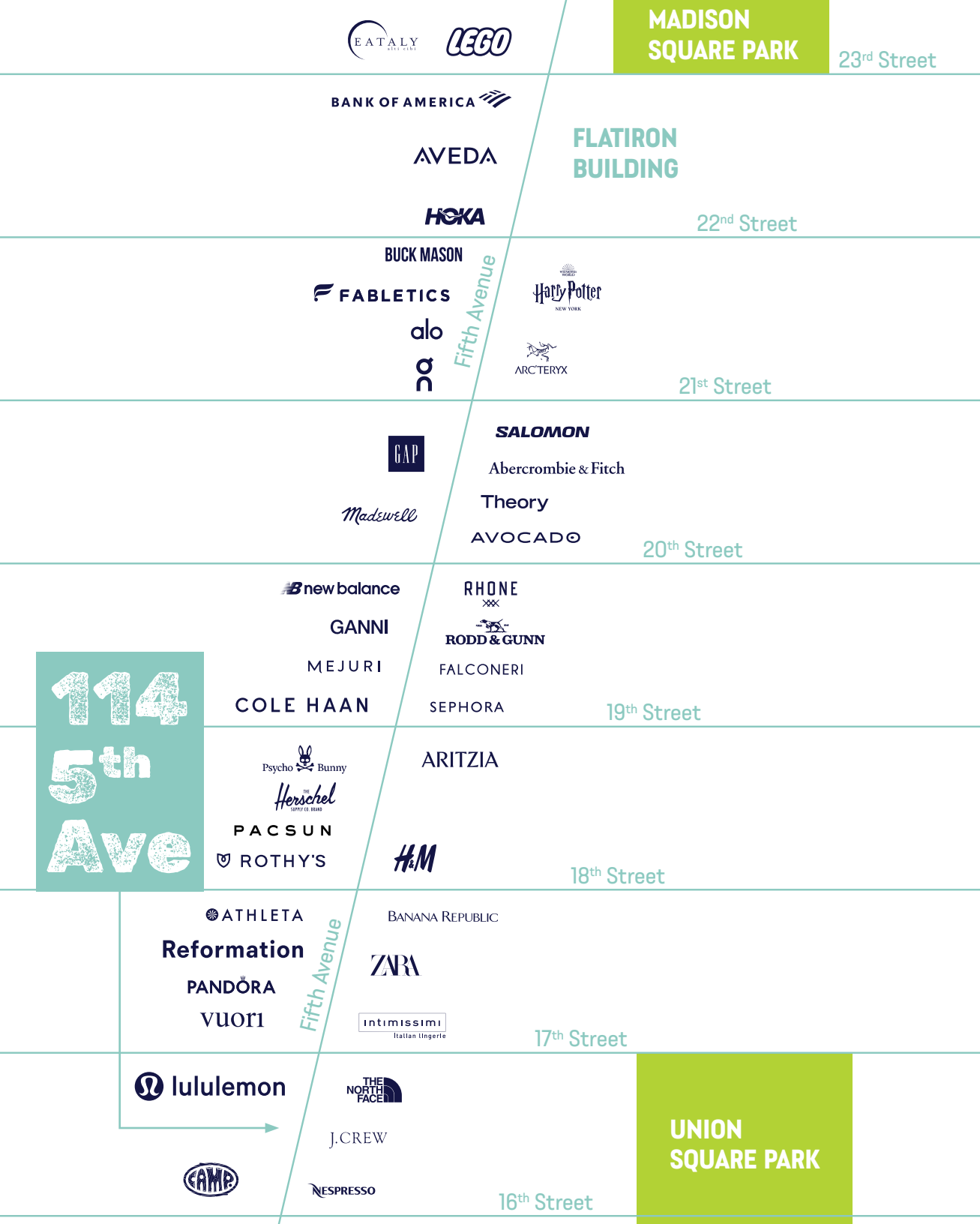
Daily customer base



\$488,077,200+

Buying power

Co-Tenancy



Premises

Ground Floor

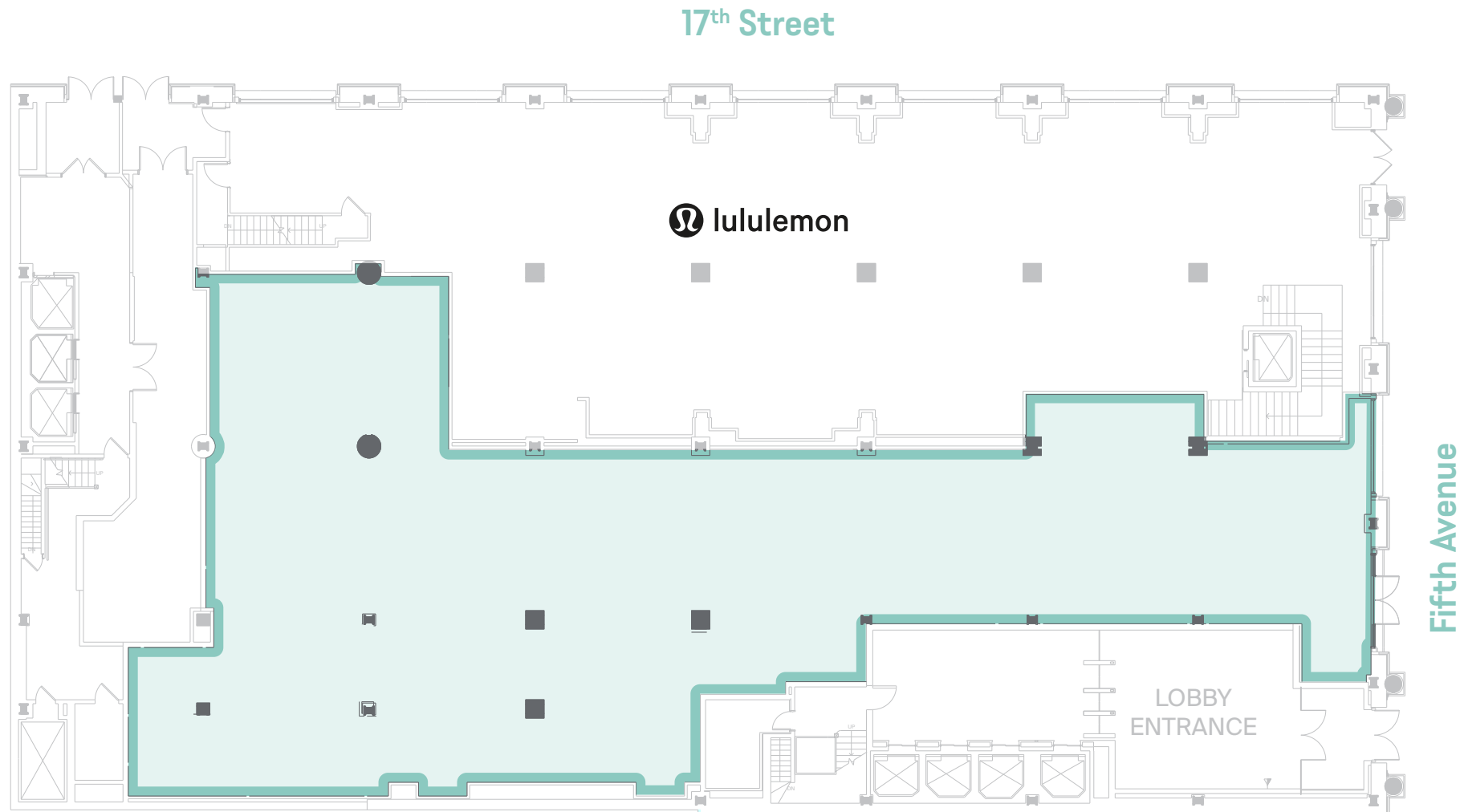
6,344 SQ FT

Prime 5th Avenue Frontage

36 FT

Incredible Ceiling Height

18+ FT



Market Insight

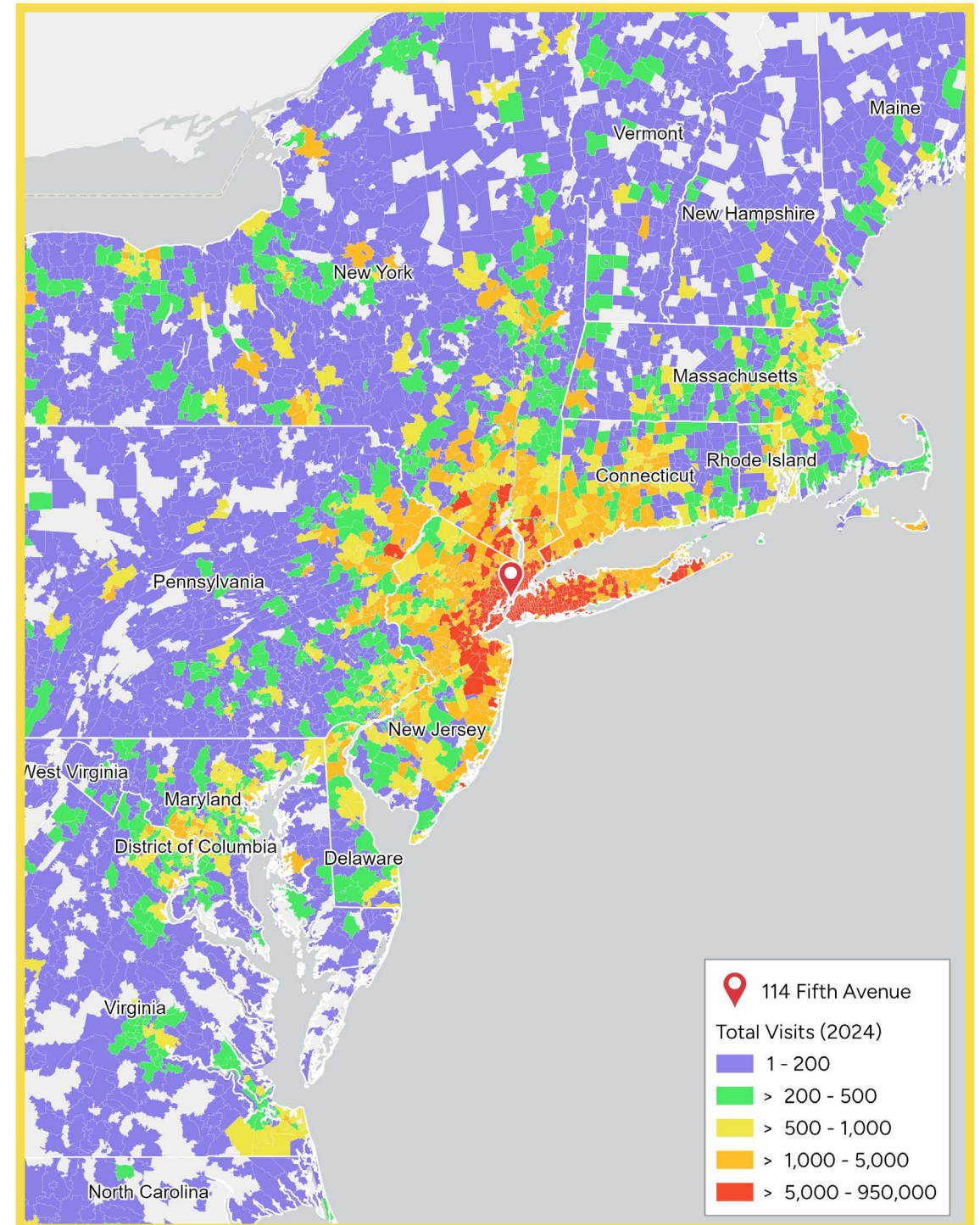
TRADE AREA EXTENT

The Flatiron + Union Square trade area extends well into the 20,000,000+ person greater metro area.

In addition to in-store, point-of-purchase sales generation, 114 5th Avenue can originate a transaction that is completed elsewhere in the region and on e-commerce sites, thus adding additional enterprise revenue from actions initiated at 114 5th Avenue.

SUMMARY MARKET METRICS

- METRO AREA CATCHMENT
- REGIONAL IMPACT ON IN-STORE AND E-COMMERCE SALES
- REGIONAL AUDIENCE TO IMPRESS AND INFLUENCE



Analyzing mobile data, we have plotted by census tract the origins of visitors to the trade area.

Market Insight

DAYTIME POPULATION

Residents and workers are a significant source of the trade area’s 7-day a week shopping activity and buying power. Within a 10-minute walk of 114 5th Avenue is a population of 168,599.

According to the US Census, New Yorkers typically spend \$2,800 a year on apparel. Thus, immediately surrounding 114 5th Avenue is a total of \$472,077,200 of apparel expenditure monies, ready to be captured at 114 5th Avenue.

SUMMARY MARKET METRICS



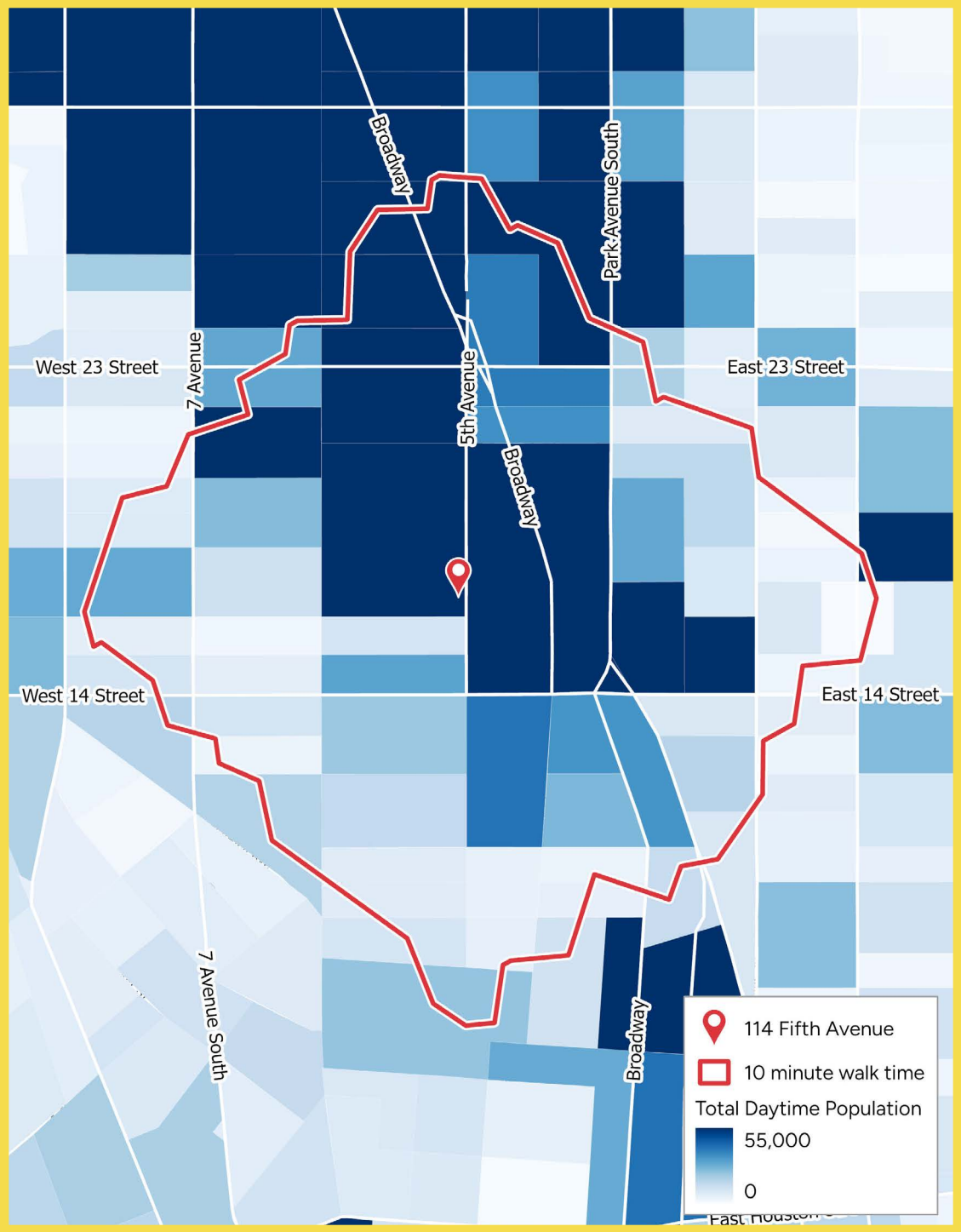
168,599

Wealthy residents & well-compensated office workers



\$472,077,200

Apparel spending within a 10-minute walk



Analyzing US Census data, we have plotted by census tract the area’s daytime population.

Market Insight

WORKFORCE COMPOSITION & WAGES

The 114 5th Avenue trade area has one of the youngest, best compensated and most modern workforces in the US.

Within a 10-minute walk of 114 5th Avenue is a worker population of 147,478, which is paid a total of \$24 billion in yearly wages and who are predominantly employed in the TAMU, Business Services, Arts and Entertainment industries.

114 5th Avenue is amidst one of the largest concentrations of the most coveted, most influential consumers in the nation. 26% of the trade area's workers are 29 years old and younger, whereas Midtown's workforce is 21% Gen Z and Austin, Texas' is 23% Gen Z.

SUMMARY MARKET METRICS



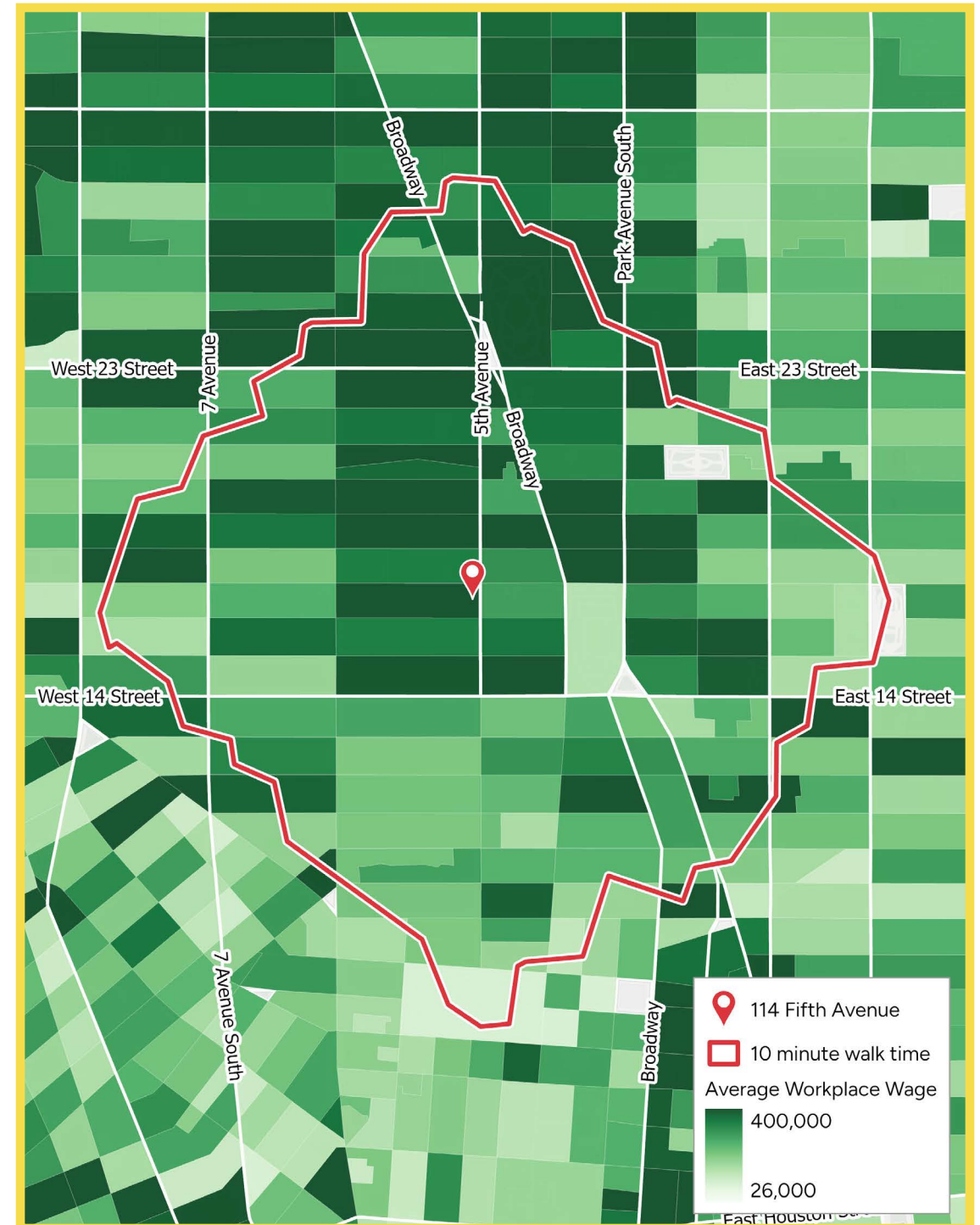
26%

Gen Z workforce



\$24.5 Billion

Total wages
paid by area
employers



Analyzing BLS workforce data, we have plotted by census tract wages paid to area employees.

Market Insight

LOCALS & TOURISM

Locals and tourists are a significant source of the trade area’s 7-day shopping activity and buying power.

The Flatiron + Union Square marketplace is one of the most visited in NYC. Of the 65 million tourists who visit NYC, we estimate that 10,000,000 visit the trade area. The Madison Square Park Conservancy estimates that 60,000 people visit Madison Square Park daily and the Union Square Partnership estimates that 300,000 visit Union Square Park daily.

SUMMARY MARKET METRICS



30,000,000

Yearly local visitors



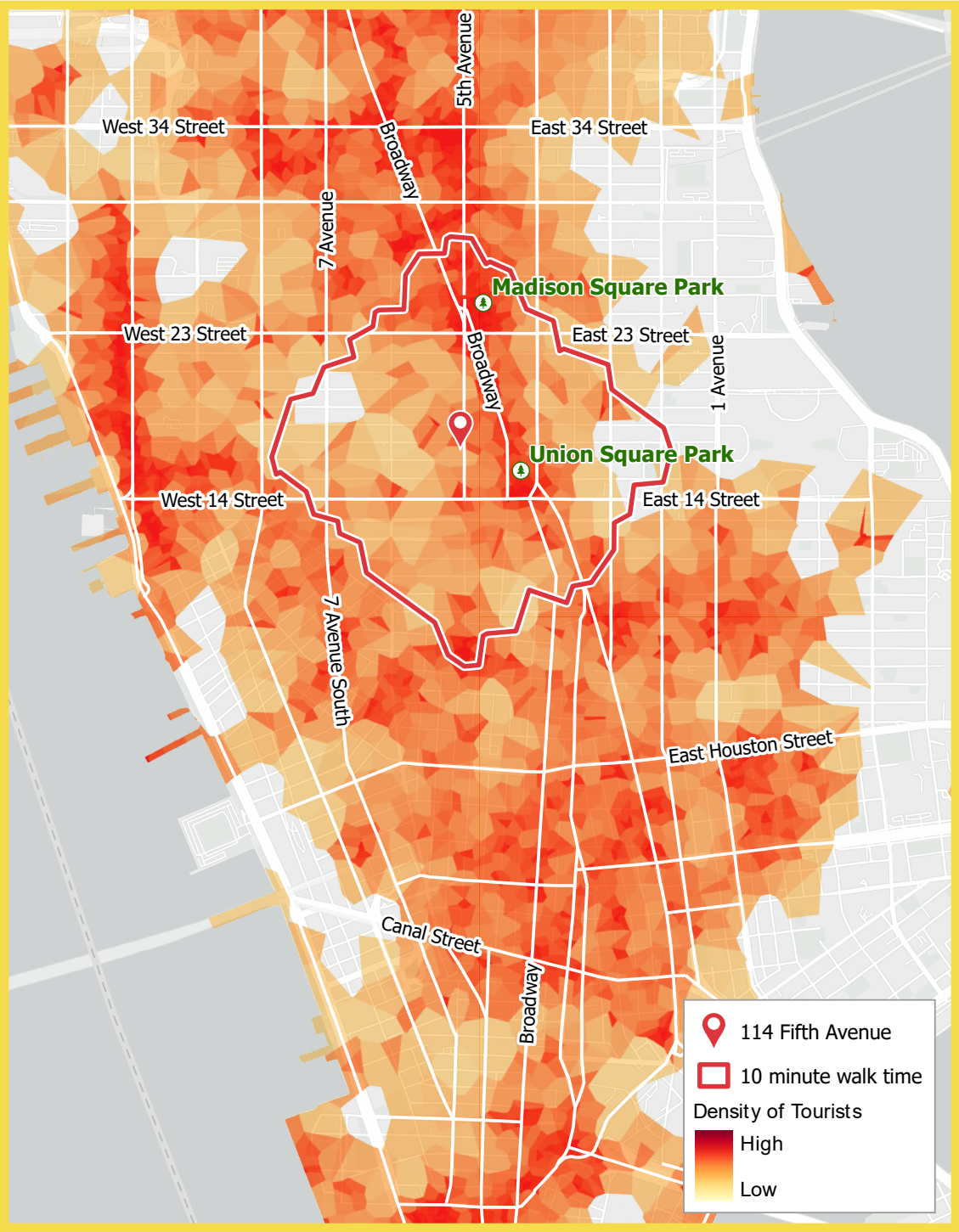
10,000,000

Yearly tourists



\$16 Billion

Additional buying power



Analyzing geolocational metadata, we have plotted the concentration of tourists on a given day of the year.

114 5th Avenue

Between 16th & 17th Streets

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