

October 2013

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A publication of Sokol Media, Inc.

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Green Building + Innovative Design

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FAITH'S FASHION FOCUS:

MallMavens

As we all know, New York is the capital of urban, High Street retail – from Madison to Williamsburg, Cartier to your neighborhood bodega, we have it all.

We even have traditional suburban-style enclosed mall shopping, even in Manhattan. After all, why should our outlying areas have all the fun of convenient parking (albeit usually for a fee), the ability to shop *sans* coat and some of the nation's great chain stores? Every borough has its own version – or soon will, as next year will see the grand opening of the Mall at Bay Plaza in the Bronx, the first enclosed fashion mall to open in the city in some 40 years. So here's to our bits of Jersey, Westchester and Connecticut shopping, nearly all accessible by subway!

MANHATTAN MALL

Not all that long ago, this location at 100 West 33rd Street was the site of Macy's chief rival, Gimbels. That chain shuttered in 1986, and the building converted into a mall in 1989, then anchored by Abraham & Straus. Today, the center boasts the first **JCPenney** in Manhattan, in the lower levels that connect to the subway and PATH stations. The mix appeals to commuters, featuring a combination of fashion, hard goods and accessories.

On the street level, apparel dominates. Choose from **Aeropostale**, **Afaze**, **Call It Spring**, **Express**, **Lids**, **P.S. by Aeropostale**, **Strawberry**, **Sunglass Hut**, **Top Gun Leather** and **Victoria's Secret**. The second level features **GameStop**, **Lenscrafters**, **Hallmark**, **Radio Shack**, **Square One**, **Social Apparel**, **Strawberry's top floor**, and **Toys R Us**.

THE SHOPS AT COLUMBUS CIRCLE

Better known to many of us by its location, Time Warner Center, this mall features a unique anchor for the city – one of the best Whole Foods Markets in town (downstairs) – and an upscale mix of tenants. It also features some of the great restaurants in the world.

The mix of high-end fashion, service and beauty retailers is spread over three levels above ground. On the street level, choose from **bebe**, a multiple-level **Boss Hugo Boss**, **Cache**, **Coach**, **Cole Haan**, **Crabtree & Evelyn**, **D. Fiori**, **Davidoff of Geneva**, **Face Stockholm**, **Godiva**, **J.W. Cooper**, **Jamba Juice**, **L'Occitane en Provence**, **Maurice Jewelers**, **Moleskine**, **Morgenthal Frederics Eyewear**, **O&Co.**, **Satya Jewelry**, **Stuart Weitzman**, **Swarovski**, **Thomas Pink**, **Tourneau**, **Tumi**, **Williams-Sonoma**, and **Wolford**.

On the second floor, find **C. Wonder**, **Cruciani's** crochet bracelets, **H&M** and **J. Crew** (both with two-level stores), **J. Crew Men's**, **L.K. Bennett**, **Lucky Brand**, **New York Running Company**, **Sephora**, **The Art of Shaving** and **True Religion**. The third floor features **Aveda**, **A/X Armani Exchange**, **Bose**, **Eileen Fisher**, **Microsoft**, **Montmartre**, **Papyrus** and **Solstice**.

Even better is the selection of dining options from some of the world's most famous chefs on the third and fourth floors, though be prepared for a hefty bill at

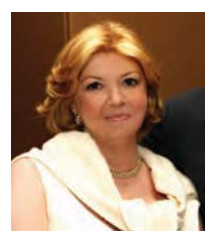
more than one. On the third level, **A Voce** provides Italian classics. Thomas Keller's **Bouchon Bakery & Café** recreates the boulangeries of France. Or try breakfast, lunch or dinner from Marc Murphy's **Landmarc**.

The fourth floor is a collection of great names and experiences in dining. **Bar Masa** (from Masa Takayama) offering sashimi and other exceptional seafood, not far from his more formal **Masa**, featuring more exotic cuisine. **Center Bar**, from Michael Lomonaco, has a display kitchen and wine bar next to the more formal **Porter House New York** steakhouse. The **Stone Rose Lounge** from the Gerber Group recreates the feel of a hotel lounge with creative cocktails and a small bites menu. And then there's **Per Se**, Keller's ultimate fine dining experience and one of the best restaurants in the city.

SHOP QUEENS CENTER

Located at 90-15 Queens Boulevard in Elmhurst, this center, one of the most productive in the U.S. industry, also can be accessed by the R and M subway lines, as well as the Q38, Q60, Q53, Q11, Q21, Q29, Q59 and Q88.

The center was opened in 1973, and renovated and expanded in 2004. With **Macy's** and **JCPenney** as the department store anchors, this huge, multilevel complex features just about every national and international chain you can imagine for a true one-stop shopping trip.



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Specialty tenants here run the gamut from mass to class, with some of the great expanding retailers right now. Shops located near Macy's include: **Aerosoles, Banana Republic, Coach, Crumbs Bake Shop, Forever 21, H&M, M.A.C., Michael Kors, Microsoft, Modells, Pandora, Solstice and Urban Outfitters** (first floor). On the second floor, find **Bare Minerals; bebe; Clarks; Kay Jewelers; Swatch, The Body Shop** and **Yankee Candle**. One more level up is geared more toward tweens and teens, with shops including **American Eagle Outfitters; Claire's, Foot Locker, Hot Topic, Justice, and PacSun**.

Then head over to the JCPenney wing (they connect on second and third-floor bridges that are so seamless you don't know there's traffic beneath you). The first floor features retailers including **GameStop, LEGO, The Disney Store, Children's Place, and Icing**, among others. On level two, find **A/XArmani Exchange, Crocs, Ecko Unltd, Helzberg Diamonds, SGH and Victoria's Secret Pink** for a start. On the top floor, shoes abound, with **Champs Sports, Finish Line, Payless and Steven Madden** among the retailers.

Exhausted yet? Take a break at the lower level food court (located near JCPenney), which features such international, tried and true names as **Sbarro, Taco Bell, Chipotle, or Nathan's Famous Frankfurters**. Or sit down at **Applebee's or Kido Sushi**.

SHOP KINGS PLAZA

Kings Plaza is the only enclosed mall in the borough, located just one mile north of the Belt Parkway, and on the B2, B9, B41, B46, B47, B3 and Q35 bus lines. Opened in 1970 at 5100 Kings Plaza (Flatbush Avenue) in Mill Basin, the mall was recently was acquired by the owners of Queens Center, so look for a slew of new stores in coming years.

Best Buy has joined **Macy's** and **Sears** as an anchor at the two-level center. Adjacent to the electronics giant, find **H&M** and **Charlotte Russe**, while **Aeropostale, GNC, Swarovski** and more lead the way to **Macy's**. On the second level, **Champs Sports** and **Social Apparel** connect the two anchors.

The Macy's wing, not surprisingly, is apparel and accessory-intensive. On the first level, **Aerosoles, Ashley Stewart, Clarks, Finish Line, Payless Shoe Source, Pink** and **The Children's Pla-**

za, are joined by **John Gerald Jewelers, Kay, Pandora, Piercing Pagoda** and **Zale's**. The second floor boasts **AX/Armani Exchange, Claire's, Guess, Icing, Lids, M.A.C., Motherhood Maternity, New York and Co., Spencer Gifts, The Body Shop** and **Vera**.

Near Sears on the first floor, **Aldo Accessories** meets **Forever 21, GameStop, Modells, Sock Drawer** and **Victoria's Secret**, among others. On the second floor, **Naturalizer, Old Navy, Traffic Shoes** and **Toy Express** are some of your options.


The mall lacks fine dining, but fast options include: **Auntie Anne's, Cinnabon, KFC/Taco Bell/Pizza Hut, Panera Bread, Popeye's** and **Subway**.

IN THE BRONX

While we're awaiting the Mall at Bay Plaza, look at open-air options such as the Bronx Terminal Market (610 Exterior Street), home to big boxes including **Target, Home Depot, Marshalls, Best Buy, Bed Bath & Beyond, Staples** and more.

Whether your goal is to pick up some needed items – or just experience a day at the mall, try several of these centers to stay inside and shop!

Happy Shopping!

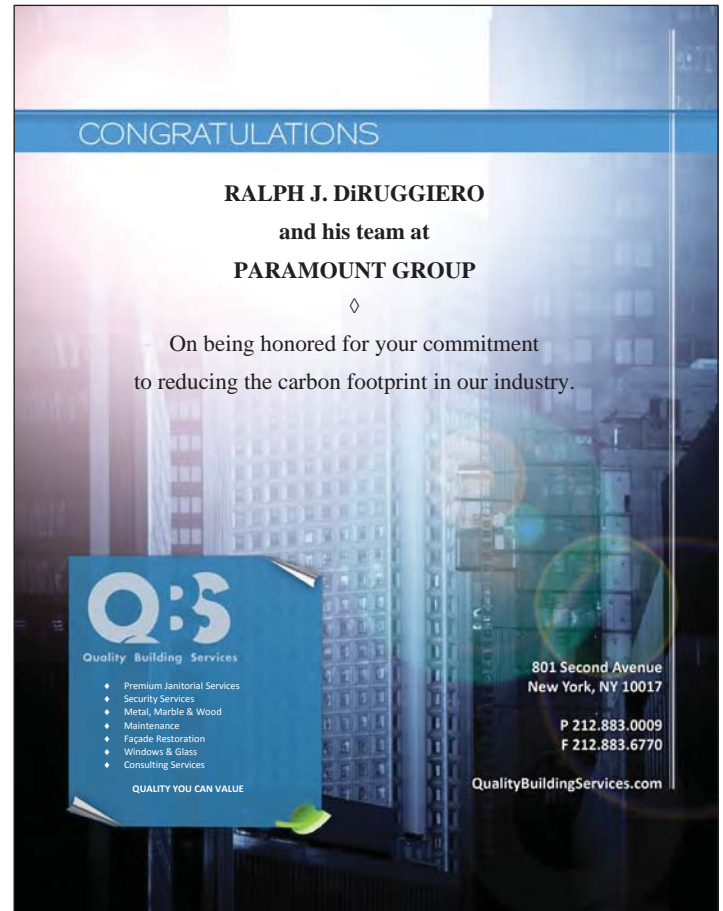


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