



34th Street & Broadway

- Located at one of the most heavily-trafficked, high impact corners in all of New York City, Herald Center is a dynamic shopping destination for millions of New Yorkers and visitors each year
- The 225,428 square foot center features nine floors of vertically integrated space and over 100 feet of frontage on the northwest corner of 34th Street and Broadway
- Current tenants at Herald Center include Daffy's, DMV, Modell's, Journeys, Bank of America, Staples and others
- Herald Center is strategically situated to capitalize on outstanding pedestrian traffic, immediate proximity to almost every major subway line in the city, and such high profile retail neighbors as Macy's Flagship Store, H&M, Old Navy, The Gap, Victoria's Secret as well as dozens of other national and regional 34th Street retailers

Demographics	1-mile	1.5-mile	2-mile
Trade Area Population	187,571	369,242	554,498
Average HH Income	\$133,984	\$145,787	\$145,288

Total GLA 225,428 SF
Traffic Count West 34th Street | 13,600
Broadway | 15,196