

DAILY NEWS

TurnStyle shopping corridor opens at Columbus Circle subway station

BY DAN RIVOLI

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DAN RIVOLI/NEW YORK DAILY NEWS

The underground shopping strip at the Columbus Circle station opened on Tuesday.

There's now a place in the transit system where "subway sushi" is actually appetizing.

A corridor in the Columbus Circle station has been transformed into a 39-store underground shopping strip called TurnStyle, which opened to the public Tuesday afternoon.

Passengers walking through the 325-foot long shopping corridor can nosh on some sushi or sweets, grab juice or coffee, or snag a pair of sunglasses.

And, of course, there's a Starbucks.

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"People are going to want to come and walk through here," NYC Transit President Ronnie Hakim said. "This is going to be a good part of this community, not just the transit community."

The Metropolitan Transportation Authority hopes this is a model for other large stations — W. 4th St. and Bryant Park are strong contenders — that have spacious mezzanines.

"I hope that other developers are looking at this space and thinking this is a great opportunity for revitalizing areas of the subway that are underutilized right now," Hakim said.

Developer Susan Fine of OasesRE is leasing the 30,000 square-foot space, selected the vendors and will be maintaining the space. The project was financed with \$12 million from Goldman Sachs.

The revamped corridor impressed Justin Ryan, 46 of Washington Heights.



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Jeff Zhang, owner of menswear store Spectre & Co., is one of the 39 stores that opened for business in an revamped corridor of the Columbus Circle station.

“It’s really nice for now — how long will that last?” he said.

As a regular commuter at the Columbus Circle stop, he liked that there are stores for last-minute gifts.

Jeff Zhang, owner of a menswear shop called Spectre & Co., opened his first brick-and-mortar store at TurnStyle.

A frequent visitor to Asia, he said TurnStyle reminded him of the retail spaces he’s seen in transit facilities.

“It’s not that foreign to us,” he said. “It’s a more popular concept over there.”

And opening up shop in the seventh-busiest station in the subway system will mean lots of foot traffic.

“I think we’ll get a lot of eyes on us,” he said.

Kit Pepper, who lives near Columbus Circle and owns Kit’s Underground Wine & Spirits, liked the mix of businesses, compared to above ground where the shopping scene is dominated by name brands.

Pepper said she hopes that setting up shop in a busy station for commuters means “we are able to develop regular customers who come by here every day.”