

IN-STORE

Nordstrom shares retail footprint for 2019 New York debut

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Image from Nordstrom See Anew video

By STAFF REPORTS

U.S. department store chain Nordstrom has unveiled its architectural plans for its first outpost in New York.

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Nordstrom's 363,000-square-foot store will be located in the Columbus Circle neighborhood along Broadway between West 57th and West 58th Streets, and will comprise a mix of four existing, historic buildings and new constructions at the base of Central Park Tower. As the retailer enters the New York market, its relationship to the surrounding neighborhood will be important as Nordstrom works to connect with local consumers.

Energy within

Designed by James Carpenter, known for his use of natural light, the flagship's plans include a modern glass facade for the new construction. Honoring the historic nature of the older buildings, Nordstrom will restore or rebuild the street level facades to their original designs.

The glass "waveform" facade will fill the flagship with light while adding the energy of the interior to the street and vice versa. The seven-level atrium will be the heart of the building, also designed by Mr. Carpenter's firm, and will be connected by a series of elevators.

"We're building in the context of the world's greatest stores in the best retail city in the world and our ambition is to create an entire experience that reflects the best of what we have to offer," said Pete Nordstrom, co-president of Nordstrom, Inc., in a statement.



Rendering of Nordstrom's New York flagship

"We think our modern exterior glass design combined with the historical renovations honor both the past and future of Manhattan," he said. "We look forward to the day when we can open our doors and welcome customers."

Entrances to the Nordstrom flagship will be located on West 57th Street, West 58th Street and Broadway.

The components making up the Nordstrom flagship, 5 Columbus Circle, 1776 Broadway and 3 Columbus Circle, will be operated by the retailer, but owned by 1790 Broadway Associates, ULM Holding Corporation and SL Green and The Moinian Group, respectively. The interiors of the three buildings will be connected to create a unified shopping experience.

In January, Nordstrom announced its plans for 3 Columbus Circle in addition to the main flagship on West 57th Street. The 3 Columbus Circle location will act as an "expansion to the flagship" by occupying three floors ([see story](#)).

Nordstrom has now shared that this aspect of its footprint will serve as a men's store.

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