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MTA Announces Availability of Six Sites for 'Pop-Up Stores'

Flexible, Nimble Retailers Sought for Month-to-Month Terms in Busy Spaces

Seeking to build on the enthusiastic response of retailers and subway customers alike, the Metropolitan Transportation Authority (MTA) today released a list of six locations within the New York City Subway system that are available immediately to host "pop-up stores."

Pop-up stores are part of a hip, new trend in the retail world that puts emphasis on high visibility locations where advertising online transactions to a digital generation can be as much of a goal as traditional on-site sales. Within the subway system, the participating businesses occupy small spaces on a temporary basis with month-to-month terms while the MTA seeks to secure long-term tenants through its traditional open bidding processes.

The current potential sites for pop-up stores are:

- 42 St-Grand Central      (shuttle passage) – 510 square feet
- 42 St-Grand Central      (shuttle passage) – 94 square feet
- DeKalb Av    (mezzanine outside of turnstiles) – 96 square feet
- 61 St-Woodside  (mezzanine level between subway and LIRR) – 80 square feet
- 50 St  (downtown platform) – 80 square feet
- 50 St  (uptown platform) – 70 square feet

Retailers who are interested in leasing these sites on a month-to-month basis should visit [this link \(http://bit.ly/1e82lyN\)](http://bit.ly/1e82lyN) to sign in and download forms to apply to the MTA Real Estate Department for a temporary pop-up license.

The MTA piloted the pop-up store concept in July by hosting [The Newsstand](#), an indy-oriented media seller at the Lorimer St  / Metropolitan Av  station in Williamsburg, Brooklyn. In October, the MTA [welcomed a pop-up store from UNIQLO](#), the clothing retailer, into a 174-square foot space in the Union Square subway hub.

"Making the most of our real estate means thinking of new ways to reduce vacancies by filling retail spaces in short term ways even as we are simultaneously looking for long-term tenants through our standard practices," said MTA Chairman and CEO Thomas F. Prendergast. "We hope that enlivening the subway with more active storefronts will pay long-term dividends by making the entire system more attractive to retailers. We've seen the retail world's embrace of Grand Central Terminal grow by quantum leaps over the years as we've actively managed the stores there. If we can stimulate something similar in the subway, the MTA's bottom line will be better off over the long term."

The MTA Real Estate Department will evaluate pop-up applications on a rolling basis. There is no specific deadline for submissions for these sites, and more sites could be added in the future.