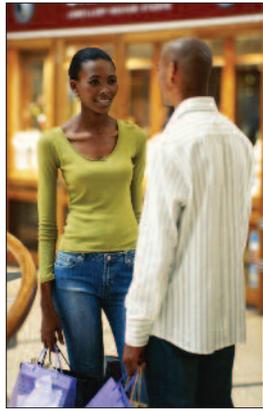




We're looking for another nice place to shop.



There are 124 million reasons to open a store in Harlem. Here are just a few...

Harlem has long been regarded as one of the cultural and political hubs of Manhattan. Its busy streets are surrounded with the rich architecture of brownstone buildings, public places and a history that includes the world-famous Apollo Theater.

The community is anchored at the southwest by the campus of CUNY (the City University of New York) and its nearly 11,000 students. At the northwest edge of the community sits Yankee Stadium, with more than 3.6 million visitors each year. St. Nicholas Park, a 22-acre public park sits adjacent to CUNY, and the 12-acre Jackie Robinson Park runs the length of the community along Bradhurst Avenue.

Throughout the area, new residential development advances the renaissance as it attracts new affluent families to the area. Simply stated, Harlem is rich in culture and architecture, and ripe with opportunity.

Too many shoppers, not enough stores.

The 145th Street retail corridor is home to brand names like Starbucks, New York Sports Clubs, Pathmark, Bank of America and more. Yet, despite the presence of these stores, there aren't enough



stores and restaurants to meet the needs of the residents. In fact, consumer demand within the trade area¹ exceeds retail supply by \$124 million each year.

Among local consumers, demand outpaces supply in nearly every retail category. There is significant untapped demand for clothing and accessories, child care, full-service restaurants, casual dining, home furnishings and housewares, just to name a few.

Easy access to a growing economy.

It's no wonder Harlem needs more stores and restaurants. The area¹ is densely populated with nearly 200,000 residents. Located at the upper end of Manhattan, the area is served by six subway lines (A/B/C/D/1/3) and dozens of bus routes. Midtown, Penn Station and other points of interest are just a few minutes away by bus or subway.

Once known for jazz music and the blues, today's Harlem is better known as a place where people come to raise their families. More than 800 new residential units are currently under construction, or have been recently completed. Many

of the new developments come with a seven-figure price tag and amenities that are attracting a decidedly higher income audience.

High traffic counts and strong foot traffic.

In addition to trains and subways, Harlem offers high vehicle traffic counts and strong foot traffic. Car counts average just under 20,000 vehicles daily along 145th Street, and nearly double that amount across the Macomb Dam Bridge near 155th Street.

There's a generous amount of foot traffic on and around 145th Street. Shoppers browse past storefronts on their way to and from transit stops, their work places, home, and other nearby retail stores and restaurants.

We'll help put you in your place.

Harlem Congregations for Community Improvement is a coalition of more than 90 inter-faith congregations that are working together to make Harlem a better place to live, work, shop and visit. HCCI has leveraged support from city, state and federal agencies to develop more than 2,000 housing units and 40 commercial spaces. In cooperation with New York City Small Business Services, HCCI has undertaken a focused business recruitment effort to attract a better mix of retailers and restaurants.



We've already done a lot of your homework for you. An analysis of our marketplace identified eight specific types of retailers that are missing from our trade area. From clothing stores to sports and recreation facilities and places to eat, we know what we want. Now, we're working with local property owners to identify the best possible locations for you. Our goal is to arrange site visits and tours, and provide you with the information you need to decide if Harlem is the right location for your next store or restaurant.

That knocking noise you hear is opportunity.

If you're thinking about opening a new store location or restaurant, think about opening it here. Harlem offers high population density, significant unmet retail demand, and an appealing mix of retail co-tenants. The map on the next page will give you an idea of the assets we have to offer, but to get the full picture, come see for yourself. Call Malcolm Punter at 212.281.4887 x113 to arrange a tour and receive your free copy of our market data.



¹ The trade area is defined as a 1-mile radius from the intersection of 145th Street & Bradhurst Avenue. For more information see the last page of this brochure.



Harlem Congregations for
Community Improvement, Inc.
2854 Frederick Douglass Blvd.
New York, New York 10039
www.HCCI.org



For more information call
Malcolm Punter
at **212.281.4887 x133**

FEATURED PROPERTIES

- A. 300 W. 145th Street – 4,700 SF
- B. 301 W. 145th Street – 10,000 SF
- C. 2791 Frederick Douglass Blvd – 3,200 SF

TRANSPORTATION & ACCESS

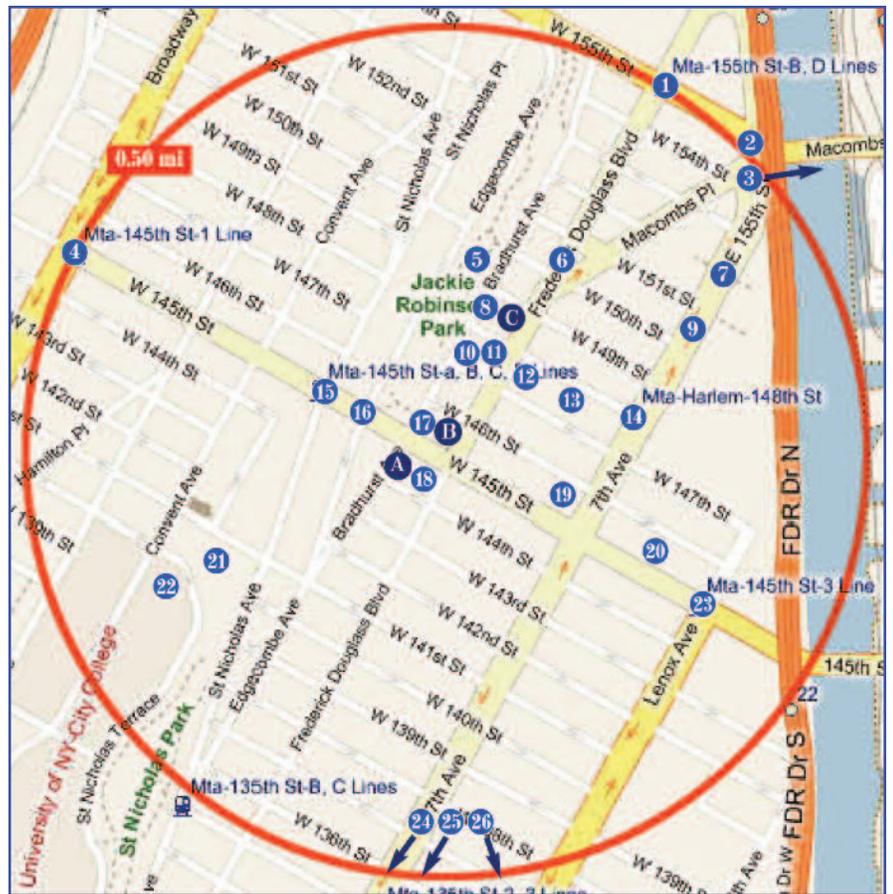
- 1. 155th St Subway (B/D trains) 3,700 boardings/day
- 2. Macombs Dam Bridge 38,500 vehicles/day
- 4. 145th & B'way Subway (1 train) 8,500 boardings/day
- 6. M25 bus along Frederick Douglass 10,900 daily riders
- 7. M2 bus along 7th Avenue 13,900 daily riders
- 9. 7th Avenue at 151st Street 17,000 vehicles/day
- 14. Harlem 148th Subway (3 train) 2,750 boardings/day
- 15. 145th Subway (A/B/C/D trains) 17,660 boardings/day
- 16. 145th Street at Edgecomb Ave 19,700 vehicles/day
- 23. 145th Subway & Lenox (3 train) 2,400 boardings/day

NEW DEVELOPMENTS

- 8. Ellington on the Park 133 new premium residences
- 10. The Sutton 135 new residential units
- 11. Bradhurst Apartments 23 new residential units
- 13. PS 90 75 new luxury residential condo units
- 17. The Langston 180 new luxury residential units
- 18. Bradhurst Court 126 new luxury apartment units
- 19. The Erbograph 65 new senior residential units
- 20. The Hamilton 77 new residential units

ADDITIONAL DESTINATIONS

- 3. Yankee Stadium (0.3 miles) 3.6 million annual visitors
- 5. Jackie Robinson Park 12.8 acre public park
- 12. New York City Police Department 32nd Precinct
- B. Starbucks Coffee 301 West 145th Street
- B. NY Sports Club 303 West 145th Street



- A. Pathmark Supermarket 300 West 145th Street
- 21. St. Nicholas Park 22.7 acre public park
- 22. City University of New York (CUNY) 10,900 students
- 24. Apollo Theater (0.5 miles southwest)
- 25. Schomburg Library (0.1 miles southeast)
- 26. NY State Office Building (0.5 miles southwest)

ESSENTIAL FACTS & FIGURES

(SOURCE: ESRI, 2010)

DEMOGRAPHICS

	0.50 mi	1.00 mi
Population (2010)	70,000	199,500
Households (2010)	28,400	75,500
Average household income	\$44,900	\$45,200
Average disposable income	\$37,100	\$37,100

SUPPLY & DEMAND (IN MILLIONS)

	0.50 mi	1.00 mi
Total consumer demand	\$446.5	\$1,196.4
Total retail supply	\$411.2	\$1,072.4
Total retail leakage (unmet demand)	\$35.3	\$124.0

CONSUMER SPENDING (IN MILLIONS)

Spending for men's apparel	\$6.2	\$16.9
Spending for women's apparel	\$10.5	\$28.3
Spending for children's apparel	\$6.4	\$17.4
Spending for home furnishings	\$7.0	\$18.3
Spending for computers and software	\$3.8	\$10.3
Spending for TV, video and audio	\$25.7	\$69.2
Spending for child care	\$7.9	\$21.4
Spending at full-service restaurants	\$22.0	\$60.7
Spending at limited-service restaurants	\$38.2	\$101.7

RETAIL POTENTIAL (PERCENT OF ADULT HHs)

Bought men's apparel in last 12 months	36.1%	35.5%
Bought women's apparel in last 12 months	38.9%	38.5%
Bought children's apparel in last 6 months	25.6%	26.1%
Bought shoes in last 12 months	41.3%	40.8%
Bought cell phone in last 12 months	19.7%	19.0%
Owens a personal computer	60.4%	60.2%
Bought audio equipment in last 12 months	12.4%	12.7%
Bought home furnishings in last 12 months	7.6%	7.6%
Bought bed/bath goods in last 12 months	52.3%	52.7%
Bought kitchen appliance in last 12 months	11.6%	11.6%
Visited full-serve restaurant in last 6 months	53.2%	52.4%
Visited fast food/drive-thru in last 6 months	78.1%	77.7%



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