CENTRAL HARLEM MANHATTAN
Commercial District Needs Assessment

Harlem Park to Park
125th Street BID
ABOUT CENTRAL HARLEM

Background

Globally recognized and historically prominent, Harlem’s rich cultural legacy has positioned the neighborhood as a dining, lifestyle, and entertainment hub unlike any other in New York City. Central Harlem’s organic borders include the Harlem River to the north, Central Park to the south, the Fordham Cliffs to the west, and Fifth Avenue to the east.

The neighborhood’s proximity to several subway stations provides convenient access for residents traveling to and from other parts of the city, as well as the more than 5 million domestic and international tourists that visit Harlem each year. The geography of Central Harlem is defined by landmarked architecture, including the many historic churches in the neighborhood, and wide boulevards such as Lenox Avenue, Adam Clayton Powell Jr. Boulevard, and Frederick Douglass Boulevard. With its broad array of dining establishments and nightlife venues, Frederick Douglass Boulevard has become known as Harlem’s “Restaurant Row,” while Lenox Avenue enjoys a more historical significance as the heart of the Harlem Renaissance. Central Harlem’s four historic parks include Marcus Garvey Park, Morningside Park, St. Nicholas Park, and Jackie Robinson Park, and provide ample public outdoor space for residents to enjoy throughout the year. The neighborhood also enjoys direct access to Central Park through a shared border along the length of Central Park North.

Harlem’s premiere destinations include landmarks such as The Apollo Theater, The Studio Museum, and Sylvia’s Restaurant off 125th Street — Central Harlem’s largest commercial corridor. The neighborhood’s rapid growth over the last decade has also introduced new businesses such as Whole Foods Market, Red Rooster Harlem, and W Hotel’s Aloft Harlem Hotel. This unique mix of old and new helps sustain the neighborhood’s historic legacy while embracing economic development.

Neighborhood Demographics

Central Harlem is home to 98,000 people, representing an increase of approximately 14,000 over the past 10 years. The development of hundreds of vacant lots into new residential buildings has brought an influx of diverse populations to the community. Presently, African Americans make up 55% of the population. The neighborhood also includes a large Hispanic and Latino community at 22%. White residents comprise 16% of the population, with Asian residents representing 4%. Central Harlem is also home to a variety of immigrant communities: 23% of all residents are foreign born. There is a significant community of West African immigrants, many of whom have launched businesses in the neighborhood.

Future Opportunities

Central Harlem continues to experience ongoing economic investment, with more than a dozen commercial and residential development projects planned or currently underway. At the same time, community stakeholders are working together to ensure that small businesses, larger companies, and landmark institutions continue to coexist and preserve the distinct character of the neighborhood. In recent years, the neighborhood has become home to many up-and-coming makers and entrepreneurs producing locally made products. Ongoing support of Harlem’s small businesses will aid in the preservation of Harlem’s cultural legacy, which continues to be one of the community’s strongest assets.
Central Harlem

NEIGHBORHOOD CONTEXT

Notable Places

1. Apollo Theater
2. Studio Museum in Harlem
3. Schomburg Center for Research in Black Culture
4. NYC Health + Hospitals/Harlem
5. St. Nicholas Park and City College

Points of Interest

- Assessed Commercial Corridors
- Business Improvement District
- Arts & Cultural Destinations
- Public Facilities

Merchant & Business Groups

125th Street BID
Frederick Douglass Boulevard Alliance
Greater Harlem Chamber of Commerce
Harlem Business Alliance
Harlem Commonwealth Council
Harlem Community Development Corporation
Harlem Park to Park
Upper Manhattan Empowerment Zone Development Corporation
KEY FINDINGS & OPPORTUNITIES

Strengths

- Internationally known destination that welcomes millions of tourists each year from all over the world
- Rich history and legacy of African American art, culture, music, and commerce
- Diverse population of residents and business offerings
- Easily accessible by public transportation with 10 subway lines and 15 bus routes serving the neighborhood
- Residents and merchants share a strong sense of community pride
- Home to numerous unique architectural and cultural landmarks such as The Apollo Theater
- Strong network of merchants and business organizations enables collaboration and innovation
- Numerous new public and private investments in residential and commercial development are underway
- Home to a popular collection of historic parks, community gardens, and public spaces

Challenges

- Rapid economic growth and investment has brought about a perception among longstanding residents and merchants of an intense pressure to change
- Perception that Harlem is far from other parts of Manhattan
- Certain corridors suffer from illegal dumping and other sanitation concerns, including an insufficient number of litter baskets
- Relatively small office market results in lower daytime foot traffic
- Lack of affordable retail space
- Diverse needs of new and long-standing Harlem residents are a challenge for many businesses to balance
Opportunities

- Develop more platforms and resources for Harlem entrepreneurs that do not yet have a brick and mortar business
- Leverage strong network of community-based organizations and residents to support commercial revitalization efforts
- Engage neighborhood youth in planning and implementing local economic development projects, and connect youth with direct business experience
- Connect residents to local shopping opportunities and continue to promote Harlem as a major regional destination
- Leverage significant local demand for new retail goods and services to fill vacant store fronts
- Clean, beautify, and maintain the streetscape to make it more attractive to shoppers and pedestrians, including by adding new litter baskets and implementing trash mitigation strategies
- Expand cultural programming to promote new and long-standing businesses, including public events in the evening
- Encourage connections between new residents and long-standing businesses, and long-standing residents and new businesses

What’s Next?

To address these key findings and opportunities, Avenue NYC Grants have been awarded by SBS to nonprofit organizations. For more information, visit: nyc.gov/avenuenyc
**BUSINESS LANDSCAPE**

**Business Inventory**

**Total Number of Storefronts**

898

**Storefront Vacancy***

18.4%

*Note: In 2018, New York City’s 76 Business Improvement Districts reported an average ground floor vacancy rate of 8.9% and median ground floor vacancy rate of 7.3% (SBS BIDs Trends Report, 2018).

**Storefront & Retail Mix**

Vacant 165

Beauty/Nail Salons & Barbershops 104

Full Service Restaurants 79

Clothing, Shoe, & Jewelry Stores 70

Professional & Medical Services 68

Delis/Bodegas 65

Limited Service Restaurants 56

Nonprofits, Education, & Public Administration 35

General Merchandise Stores 26

Supermarkets & Food Stores 26

Bars & Liquor Stores 24

Electronics & Cell Phone Stores 23

Houses of Worship 23

Laundromats & Dry Cleaners 23

Pharmacies, Health Stores, & Gyms 23

Furniture, Hardware, & Department Stores 21

Banks & Credit Unions 18

Coffee Shops/Cafés 14

Gifts, Books, Office Supplies, & Florists 11

Entertainment, Theaters, & Museums 10

Pawn Shop, Cash Advance, & Money Transfer Services 9

Other 5

Business inventory and retail mix data were gathered by Harlem Park to Park through a comprehensive area inventory of storefront businesses located along St. Nicholas Avenue, Frederick Douglass Boulevard, Adam Clayton Powell Jr. Boulevard, Lenox Avenue, and W. 116 Street. Business inventory and retail mix data for W. 125 Street were provided by the 125th Street BID. (September to November 2018).
What We’ve Heard from Harlem Merchants

How many years have you been in business here?

<table>
<thead>
<tr>
<th>Years in Business</th>
<th>Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-2</td>
<td>31%</td>
</tr>
<tr>
<td>3-5</td>
<td>27%</td>
</tr>
<tr>
<td>6-10</td>
<td>15%</td>
</tr>
<tr>
<td>11-20</td>
<td>18%</td>
</tr>
<tr>
<td>21+</td>
<td>8%</td>
</tr>
</tbody>
</table>

How many full-time employees do you have?

<table>
<thead>
<tr>
<th>Number of Employees</th>
<th>Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-2</td>
<td>54%</td>
</tr>
<tr>
<td>3-5</td>
<td>20%</td>
</tr>
<tr>
<td>6-10</td>
<td>17%</td>
</tr>
<tr>
<td>11-20</td>
<td>5%</td>
</tr>
<tr>
<td>21+</td>
<td>5%</td>
</tr>
</tbody>
</table>

Do you own or rent your property?

- 79% Rent
- 6% Own
- 15% No Response

What kinds of resources would help you grow your business?

<table>
<thead>
<tr>
<th>Resources</th>
<th>% Merchant Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing support</td>
<td>27%</td>
</tr>
<tr>
<td>Access to financing</td>
<td>20%</td>
</tr>
<tr>
<td>Legal services</td>
<td>11%</td>
</tr>
<tr>
<td>Lease support</td>
<td>10%</td>
</tr>
<tr>
<td>New equipment</td>
<td>10%</td>
</tr>
<tr>
<td>Training for staff</td>
<td>10%</td>
</tr>
<tr>
<td>Assistance with regulatory compliance</td>
<td>7%</td>
</tr>
<tr>
<td>Other services</td>
<td>4%</td>
</tr>
</tbody>
</table>

Over the past year, has your business improved, stayed the same, or decreased?

- 61% Improved
- 17% Stayed the Same
- 8% Decreased
- 13% N/A or No Response

In the coming year, do you plan to expand, stay, relocate, or close?

- 33% Expand
- 44% Stay
- 3% Relocate
- 2% Close
- 15% No Response

Source: Based on 119 merchant surveys conducted by Harlem Park to Park and the 125th Street BID in Winter and Spring 2019.
BUSINESS LANDSCAPE

125th Street - Dr. Martin Luther King Jr. Boulevard

Harlem’s historic 125th Street, also known as Dr. Martin Luther King Jr. Boulevard, serves as the social, cultural, and economic backbone of Harlem. With a unique character and many distinct assets upon which to build, 125th Street has been a symbol of urban vitality and resilience for more than two centuries. Many know 125th Street as the birthplace of the Harlem Renaissance and one of the nation’s most vibrant cultural and entertainment centers showcasing the African American experience.

Following a comprehensive neighborhood study and zoning changes in 2008, the city and state have initiated major investments in local amenities and institutions while also attracting significant private investment. 125th Street is more than a tourist destination or place to experience African American cultural and entertainment achievements; it is also one of New York’s most important economic hubs with a business sector serving the diverse Harlem community and the 21st century global economy. 125th Street also serves as a gateway for residents and visitors to the greater Harlem area due to its excellent transportation connectivity.

The successful revitalization of 125th Street has been, in no small measure, due to the creation of the 125th Street Business Improvement District. After the city invested $17 million in a major street reconstruction project, the business community recognized the need to form an organization that could plan the next phase of economic development and work with the broader Harlem community to promote business investment and ensure safe, clean, and healthy conditions on the iconic corridor. Since its creation in 1993, the 125th Street BID has been working effectively towards its goal of transforming the street into a vibrant and sustainable business and cultural district that improves the quality of life for all community residents. The corridor’s unique appeal was recognized in 2007, when the American Planning Association designated 125th Street as one of 10 Great Streets in America.

Business Inventory

<table>
<thead>
<tr>
<th>Total Storefronts</th>
<th>Storefront Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>195</td>
<td>8%</td>
</tr>
</tbody>
</table>

Most Common Businesses

- Clothing & Shoe Stores: 40
- Beauty/Nail Salons & Barbershops: 13
- Electronics & Cell Phone Stores: 13
- Restaurants: 12
- Home Goods, Furniture, & Department Stores: 11

Current & Planned Developments

- Columbia University Manhattanville Campus
- 362 W. 125th Street Mixed Use Site
- 233-235 W. 125th Street Victoria Theater Site
- 142 W. 125th Street Studio Museum Site
- 121 W. 125th Street Urban League Site
- 54-62 W. 125th Street Mixed Use Site
- 288 Lenox Avenue Commercial Site

Source: Based on storefront inventory data gathered by the 125th Street BID in Spring 2019.
What We’ve Heard from 125th Street Merchants

Do you own or rent your property?

87% Rent
3% Own
10% No Response

Long-Standing Businesses
These businesses have served Harlem for more than 25 years

- Burger King (130 W. 125th Street)
- Carver Federal Savings Bank (75 W. 125th Street)
- House of Hoops/Footlocker (268 W. 125th Street)
- Lady Love Boutique (44 W. 125th Street)
- Lane Bryant (224 W. 125th Street)
- Lazarus for Kids (162 W. 125th Street)
- Manna’s Restaurant (2353 Frederick Douglass Boulevard)
- McDonalds (354 W. 125th Street)
- Payless ShoeSource (208 W. 125th Street)*
- Watkins Health Foods (46 W. 125th Street)

*Note: This information may have changed since the publication of this report.

Source: Average hourly pedestrian traffic data gathered by the 125th Street BID in 2018.
What We’ve Heard From Central Harlem Merchants

What do you like about the commercial corridor?

“Strong sense of community, vibrant culture, growing population.”

“That it’s starting to thrive.”

“It is full of opportunities and positive change.”

“I love the community and small business growth that is fostered in Harlem.”

“The endless possibilities.”

What makes the Central Harlem commercial district unique?

“Beautiful integration of people from all backgrounds.”

“Entrepreneurship from people of color in my community.”

“Multicultural and quite accessible by public transportation.”

“Harlem is a very diverse community. It can be seen in the different businesses that make up the village. There is something for everyone in Harlem.”

“It’s one of a kind, a landmark, a heritage, a tribe, one to hold on to.”

“It’s still vibrant with people and a sense of the importance of community. Historical significance.”

“Cultural diversity.”

“Central to major transportation.”

“The diversity of small businesses mixed with large retail chains.”

“High traffic location.”

“It’s a rich combination of culture and history as well modern opportunities.”

“The attitude and passion of the people in Harlem.”

“Strong ties to African & African American Heritage.”

“Community commitment to supporting local businesses.”

“Still feels like a community.”
What We’ve Heard From Harlem Shoppers

What changes would you like to see to improve the Central Harlem commercial district?

- “A wider variety of shops.”
- “Adding more art will help enhance the neighborhood.”
- “Add more child friendly spaces and activities.”
- “Cleaner sidewalks, tree pits, and less trash.”
- “Community events bring people out. Harlem is a very vibrant community.”
- “More greenery, better lighting, less trash.”

What changes need to occur to attract more visitors/shoppers to the Central Harlem commercial district?

<table>
<thead>
<tr>
<th>Category</th>
<th>% Merchant Response</th>
<th>% Consumer Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Landscaping/Beautification</td>
<td>18%</td>
<td>17%</td>
</tr>
<tr>
<td>Community Events</td>
<td>14%</td>
<td>20%</td>
</tr>
<tr>
<td>Storefront Improvements</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Parking</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>Sanitation</td>
<td>12%</td>
<td>18%</td>
</tr>
<tr>
<td>Merchant Collaboration</td>
<td>11%</td>
<td>0%</td>
</tr>
<tr>
<td>Safety</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Street Lighting</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Source: Based on 119 merchant surveys and 255 consumer surveys conducted by Harlem Park to Park and the 125th Street BID in Winter and Spring 2019.
BUSINESS LANDSCAPE

Frederick Douglass Boulevard

Business Inventory

<table>
<thead>
<tr>
<th>Total Storefronts</th>
<th>Storefront Vacancy</th>
</tr>
</thead>
<tbody>
<tr>
<td>138</td>
<td>9%</td>
</tr>
</tbody>
</table>

Most Common Businesses

- Restaurants: 31
- Beauty/Nail Salons & Barbershops: 14
- Delis/Bodegas: 14
- Professional & Medical Services: 13
- Nonprofits & Houses of Worship: 6

Adam Clayton Powell Jr. Boulevard

Business Inventory

<table>
<thead>
<tr>
<th>Total Storefronts</th>
<th>Storefront Vacancy</th>
</tr>
</thead>
<tbody>
<tr>
<td>235</td>
<td>23%</td>
</tr>
</tbody>
</table>

Most Common Businesses

- Beauty/Nail Salons & Barbershops: 46
- Restaurants: 31
- Nonprofits & Houses of Worship: 21
- Professional & Medical Services: 21
- Delis/Bodegas: 20

Lenox Avenue

Business Inventory

<table>
<thead>
<tr>
<th>Total Storefronts</th>
<th>Storefront Vacancy</th>
</tr>
</thead>
<tbody>
<tr>
<td>208</td>
<td>18%</td>
</tr>
</tbody>
</table>

Most Common Businesses

- Restaurants: 34
- Beauty/Nail Salons & Barbershops: 20
- Delis/Bodegas: 18
- Professional & Medical Services: 16
- Nonprofits & Houses of Worship: 15
Central Harlem Retail Opportunity

Residents spend $1.81B each year in goods and services

Local businesses make $1.10B each year in retail sales

Every year, $709M is spent outside the neighborhood

Retail Leakage & Surplus

<table>
<thead>
<tr>
<th>Category</th>
<th>Leakage/Surplus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grocery Stores</td>
<td>$175.1M</td>
</tr>
<tr>
<td>Gasoline Stations</td>
<td>$145.8M</td>
</tr>
<tr>
<td>Department Stores (Excluding Leased Departments)</td>
<td>$81.8M</td>
</tr>
<tr>
<td>Other General Merchandise Stores</td>
<td>$66.7M</td>
</tr>
<tr>
<td>Building Material &amp; Supplies Dealers</td>
<td>$56.9M</td>
</tr>
<tr>
<td>Auto Parts, Accessories, &amp; Tire Stores</td>
<td>$25.8M</td>
</tr>
<tr>
<td>Home Furnishings Stores</td>
<td>$24.2M</td>
</tr>
<tr>
<td>Sporting Goods, Hobby, &amp; Musical Instrument Stores</td>
<td>$21.2M</td>
</tr>
<tr>
<td>Furniture Stores</td>
<td>$19.0M</td>
</tr>
<tr>
<td>Jewelry, Luggage, &amp; Leather Goods Stores</td>
<td>$12.1M</td>
</tr>
<tr>
<td>Office Supplies, Stationery, &amp; Gift Stores</td>
<td>$11.6M</td>
</tr>
<tr>
<td>Clothing Stores</td>
<td>$10.7M</td>
</tr>
<tr>
<td>Used Merchandise Stores</td>
<td>$6.5M</td>
</tr>
<tr>
<td>Special Food Services</td>
<td>$8.3M</td>
</tr>
<tr>
<td>Lawn/Garden Equipment &amp; Supply Stores</td>
<td>$5.8M</td>
</tr>
<tr>
<td>Book, Periodical, &amp; Music Stores</td>
<td>$4.6M</td>
</tr>
<tr>
<td>Drinking Places - Alcoholic Beverages</td>
<td>$4.4M</td>
</tr>
<tr>
<td>Specialty Food Stores</td>
<td>$3.9M</td>
</tr>
<tr>
<td>Beer, Wine, &amp; Liquor Stores</td>
<td>$1.7M</td>
</tr>
<tr>
<td>Shoe Stores</td>
<td>$800,000</td>
</tr>
<tr>
<td>Florists</td>
<td>-$100,000</td>
</tr>
<tr>
<td>Health &amp; Personal Care Stores</td>
<td>-$13.5M</td>
</tr>
<tr>
<td>Electronics &amp; Appliance Stores</td>
<td>-$17M</td>
</tr>
<tr>
<td>Restaurants &amp; Other Eating Places</td>
<td>-$43.7M</td>
</tr>
<tr>
<td>Other Miscellaneous Store Retailers</td>
<td>-$74.5M</td>
</tr>
</tbody>
</table>

Source: ESRI and Infogroup, 2018.

Retail leakage and surplus is the difference between estimated spending by local residents on retail goods and estimated sales by local retail businesses. Retail leakage occurs when consumer demand exceeds retail supply in a designated trade area. On the chart, a positive value indicates leakage of retail sales and represents net consumer spending that is being captured by retailers outside of the trade area. Retail surplus occurs when retail supply exceeds consumer demand in a designated trade area. On the chart, a negative value indicates a surplus of retail sales and may signify a market where retailers are drawing customers from outside the trade area.
BUSINESS OUTLOOK

Business Trends

Change in Total Business Sales, 2011-2018

Central Harlem  ▲ 109%  
Manhattan  ▲ 64%  
NYC  ▲ 61%

Change in Median Sales by Business, 2011-2018

Central Harlem  ▲ 233%  
Manhattan  ▲ 156%  
NYC  ▲ 150%

What We’ve Heard from Shoppers

What additional types of businesses would you like to see in Central Harlem?

► Grocery stores & healthy food options
► Bookstores
► Bakeries, cafés, juice bars
► Movie theaters & family friendly entertainment
► Gyms & recreation
► Clothing stores

When do you usually shop in Central Harlem?

Weekdays 28%
Weekday evenings 16%
Weekend days 18%
Weekend evenings 6%
No set time 32%

How do you usually get to Central Harlem?

Walk 54%
Subway 27%
Personal Car 10%
Bus 5%
Taxi/Ride share 3%
Bike 1%

How often do you shop in Central Harlem?

Daily 28%
2 to 4 times a week 35%
Once a week 14%
Twice a month 12%
Once a month 5%
3 to 6 times a year 2%
Rarely/Never 4%

Source: Division of Tax Policy, NYC Department of Finance

Source: Based on 255 consumer surveys conducted by Harlem Park to Park in Winter and Spring 2019.
### PHYSICAL ENVIRONMENT

#### Storefront Vacancies

An analysis of 898 storefronts along St. Nicholas Avenue, Frederick Douglass Boulevard, Adam Clayton Powell Jr. Boulevard, Lenox Avenue, W 116 Street, and W. 125 Street revealed that 4% of storefronts are in poor condition, 48% are in average condition, and 48% are in good condition.

#### Streetscape Observations

- Overall storefront improvements and streetscape beautification are needed throughout the district.
- Certain corridors and intersections lack enough litter and recycling baskets.
- Most corridors lack street furniture and public art, which would enhance the streetscape.
- W. 116th Street has a cluster of storefronts in poor condition and the corridor lacks landscaping or street amenities.
- Frederick Douglass Boulevard from 110th Street to 125th Street is clean and well maintained, with litter and recycling baskets available.
- Numerous schools and varied metered parking result in blocks where cars frequently double park.
- The wide sidewalks on Adam Clayton Powell Jr. Blvd have enabled the growth of a restaurant economy that is developing north of 125th Street.
Study Area Boundaries

- Assessed Commercial Corridors
  Primary data on Central Harlem storefront businesses presented on pg. 6-7 was gathered along the following corridors:
  - St. Nicholas Avenue between Central Park North and W. 125 Street
  - Frederick Douglass Boulevard between Central Park North and W. 131 Street
  - Adam Clayton Powell Jr. Boulevard between Central Park North and W. 140 Street
  - Lenox Avenue between Central Park North and W. 135 Street
  - W. 116 Street between Frederick Douglass Boulevard and Lenox Avenue
  - W. 125 Street between Morningside Avenue and 5th Avenue

- Central Harlem Context Area
  Demographic and employment data on pg. 16-17 correspond to the Central Harlem neighborhood context area.

- Trade Area
  Retail leakage, surplus, and retail opportunity data on pg. 13 correspond to the 0.25 mile trade area.

Area Demographics

- Total Population
  - 98,209 Central Harlem
  - 1,634,989 Manhattan
  - 8,461,961 New York City

- Population Density (per square mile)
  - 95,883 Central Harlem
  - 71,617 Manhattan
  - 27,986 New York City

- Average Household Size
  - 2.47 Central Harlem
  - 2.09 Manhattan
  - 2.65 New York City

- Car Ownership
  - 22% Central Harlem
  - 23% Manhattan
  - 45% New York City

- Commuting Patterns
  - 18,042 Work
  - 37,620 Live
  - 1,216 Work & Live in Central Harlem
  - 1,216 Work in Central Harlem, live elsewhere
  - 37,620 Live in Central Harlem, work elsewhere
Area Demographics

Race/Background
- Hispanic or Latino (of any race): 22% Central Harlem, 26% MN, 29% NYC
- White alone: 16% Central Harlem, 47% MN, 32% NYC
- Black or African American alone: 55% Central Harlem, 13% MN, 22% NYC
- Asian alone: 4% Central Harlem, 12% MN, 14% NYC
- Two or more races: 3% Central Harlem, 2% MN, 2% NYC
- Some other race alone: 0% Central Harlem, 0% MN, 1% NYC
- American Indian and Alaska Native alone: 0% Central Harlem, 0% MN, 0% NYC
- Native Hawaiian and Other Pacific Islander: 0% Central Harlem, 0% MN, 0% NYC

Population Age
- Under 5 Years: 7% Central Harlem, 5% MN, 6% NYC
- 5–14 Years: 11% Central Harlem, 8% MN, 11% NYC
- 15–24 Years: 13% Central Harlem, 12% MN, 13% NYC
- 25–44 Years: 35% Central Harlem, 37% MN, 32% NYC
- 45–64 Years: 25% Central Harlem, 24% MN, 25% NYC
- 65+ Years: 9% Central Harlem, 14% MN, 13% NYC

Income
- Median Household Income:
  - Central Harlem: $45,623
  - Manhattan: $75,513
  - New York City: $55,191
- Pop. Below Poverty Line:
  - Central Harlem: 29%
  - Manhattan: 18%
  - New York City: 20%

Educational Attainment
- 12th Grade or Less, No Diploma: 18% Central Harlem, 13% MN, 19% NYC
- High School Graduate: 22% Central Harlem, 12% MN, 24% NYC
- Some College, No Degree: 15% Central Harlem, 10% MN, 14% NYC
- Associate’s Degree: 6% Central Harlem, 4% MN, 7% NYC
- Bachelor’s Degree: 21% Central Harlem, 32% MN, 21% NYC
- Graduate or Professional Degree: 18% Central Harlem, 29% MN, 15% NYC

Median Age
- Central Harlem: 34.8
- Manhattan: 36.7
- New York City: 35.9

Foreign-Born Population
- Central Harlem: 23%
- Manhattan: 29%
- New York City: 37%

Employment
- Population in Labor Force:
  - Central Harlem: 63%
  - Manhattan: 68%
  - New York City: 64%
- Unemployment*:
  - Central Harlem: 9.7%
  - Manhattan: 8.9%
  - New York City: 8.6%

*Note: As of November 2018, the unemployment rate is 3.3% for Manhattan and 3.7% for New York City (NYSDOL); updated neighborhood-level data for Central Harlem is not available.

Local Jobs and Employment

Local Residents’ Employment
- Educational Services, Health Care, Social Assistance: 28%
- Accommodation, Food Services, Arts, & Entertainment: 14%
- Professional, Scientific, & Technical Services: 14%
- Finance, Insurance, Real Estate: 9%
- Retail Trade: 9%
- Transportation, Warehousing, Utilities: 6%
- Public Administration: 4%
- Manufacturing: 3%
- Construction: 2%
- Other Services: 11%

Jobs Located in Central Harlem
- Educational Services, Health Care, Social Assistance: 51%
- Accommodation, Food Services, Arts, & Entertainment: 13%
- Professional, Scientific, & Technical Services: 2%
- Finance, Insurance, Real Estate: 6%
- Retail Trade: 11%
- Transportation, Warehousing, Utilities: 0%
- Public Administration: 6%
- Manufacturing: 0%
- Construction: 1%
- Other Services: 10%

Central Harlem Transportation

**MTA Annual Bus Ridership**
- M1: 2.9M
- M2: 2.7M
- M3: 4.0M
- M4: 4.6M
- M7: 4.0M
- M10: 2.1M
- M60 SBS: 5.2M
- M100: 5.0M
- M101: 7.1M
- M102: 3.7M
- M103: 2.9M
- M104: 2.8M
- M116: 3.0M
- Bx15: 8.0M
- Bx33: 0.8M

**Average Weekday Subway Ridership (2017)**
- 116 Street
  - 16 Street: 7,232
  - 116 Street: 11,553
  - 125 Street: 28,680
  - 125 Street: 15,692
  - 125 Street: 29,065
  - 135 Street: 5,770
  - 135 Street: 15,023

**Total MTA Bus Routes**
- 15

**Vehicular Traffic**
- Lenox Avenue between Central Park North and W. 145 Street: 20,239
- Adam Clayton Powell Jr. Boulevard between Central Park North and W. 155 Street: 23,354
- Frederick Douglass Boulevard between Central Park North and W. 125 Street: 10,988
- W. 125 Street between Frederick Douglass Boulevard and 5th Avenue: 18,326
- W. 135 Street between St Nicholas Avenue and 5th Avenue: 14,233

**Sources:** MTA 2017; NYS DOT, 2015 Annual Average Daily Traffic data.
### Recent SBS Investments in the Neighborhood

- **Commercial Revitalization**, Avenue NYC multi-year grant, awarded to Harlem Park to Park, 2018-2021.
- **Shop Local Event and Marketing Campaign**, Avenue NYC placemaking grant of $30,000 awarded to Harlem Park to Park, 2018.
- **Bradhurst Business Attraction and Support Program**, Avenue NYC business attraction and retention grant of $30,000 awarded to Harlem Congregations for Community Improvement, 2017.
- **Shop Local Event and Marketing Campaign**, Avenue NYC placemaking grant of $30,000 awarded to Harlem Park to Park, 2017.
- **Harlem Restaurant & Retail Week, Harlem Harvest Festival, and Welcome to the Neighborhood Events**, Avenue NYC placemaking grant of $30,000 awarded to Harlem Park to Park, 2016.
- **Capacity Building for Bradhurst Merchants Association**, Avenue NYC capacity building grant of $25,000 awarded to Harlem Congregations for Community Improvement, 2015.
- **Harlem Restaurant & Retail Week, Harlem Harvest Festival, and Welcome to the Neighborhood Events**, Avenue NYC placemaking grant of $25,000 awarded to Harlem Park to Park, 2015.

### Existing Plans & Studies

- **East Harlem Commercial District Needs Assessment**, NYC Department of Small Business Services, 2016.
- **Harlem/Morningside Heights Transportation Study**, NYC Department of Transportation and NYC Department of City Planning, 2012.
- **125th Street BID Retail Study Market Analysis, 125th Street BID, 2007.**
- **Impacts of NYWaste on the 125th Street BID, The Earth Institute at Columbia University, 2007.**
- **Harlem Shopping Study Research Report, Urban Marketing Collaborative, 2006.**
- **Study of Pedestrian Traffic in the 125th Street BID, Borough President O. Virginia Fields and 125th Street BID, 2002.**

### Sources

ESRI and Infogroup, Inc. 2019 ESRI Retail MarketPlace Profile.
Harlem: 125th Street, NYC Economic Development Corporation and NYC Department of City Planning, 2015.
Metropolitan Transportation Authority. 2017. Average Weekday Subway Ridership and Annual Bus Ridership.
NYS Department of Labor. November 2018. Unemployment Rate Rankings by County.
NYS Department of Transportation. 2016 Annual Average Daily Traffic, using Traffic Data Viewer.
NYC Department of Finance, Division of Tax Policy, using data from NYS Department of Taxation and Finance. Business sales are reported by tax year, which runs from March 1st to February 28th. Sales data are compiled from sales tax returns, which are rolled up by tax filer within a year, excluding returns with negative sales amounts. For each year, each tax filer is reported according to the address listed on their latest return. Large outliers were removed from the analysis, and the top 5% of filers from Manhattan and the top 1% of filers from the outer boroughs by sales were removed.
125th Street BID weekly pedestrian counts, 2018.
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**ABOUT SBS**

The NYC Department of Small Business Services (SBS) helps unlock economic potential and create economic security for all New Yorkers by connecting New Yorkers to good jobs, creating stronger businesses, and building thriving neighborhoods across the five boroughs.

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