

# Scene on the Street

FALL 2017

## HARLEM



**HARLEM** is its own microcosm within New York City.

As one of the largest neighborhoods in Manhattan, this area has evolved and grown exponentially. Now millennials, priced out of other parts of the city, have arrived. Plus, this bustling shopping and dining district is not just for the local community – tourists are venturing uptown to this active scene. And Harlem seems to be embracing this rapid retail growth, while still maintaining the very fabric of this multicultural melting pot.

The **125TH STREET** corridor is a central artery running through the heart of Central Harlem. Officially opened in July, **Whole Foods** at 100 West 125th Street at Lenox Avenue has unique offerings reflective and unique to the neighborhood, including a **Cuban Coffee and Breakfast** walk up window on 125th Street. The natural food retailer also has twenty local Harlem vendors stocking the shelves

and the location will also host events for the community like live music music nights and health-conscious cooking classes. Harlem **Whole Foods** may represent the rapid pace of development in the neighborhood, but also that the authenticity of the area is not lost.

Many other retailers are clustered around the core of Harlem. By the end of the year, **Victoria's Secret** and **Bath and Body Works** will be joining the line up at the 112 W. 125th Street shopping center. **P.C. Richard and Son** coming to 309 W. 125th Street (between Frederick Douglass Blvd. and St. Nicholas Ave.) This fall, **Modell's Sporting Goods** to open its second location on the uptown avenue at 135 E. 125th Street and Lexington Avenue – the company also operates at 300 West 125th Street. Nestled near the iconic **Apollo Theater**, Illinois-based art supplier, **Blick Art Materials** just opened at 261 W. 125th Street near Frederick Douglass Boulevard. **Aldo**, the destination for footwear and accessories, has opened its first uptown location at 250 West 125th Street.

After a short term lease, literacy non-profit project *Behind the Book* has made plans to stay permanently at 216-218 West 135th Street. Their mission is to motivate students to become engaged readers by connecting them to contemporary writers and illustrators. *Infrastructure Engineering* has done the same, permanently holding their headquarters at 233 W. 135th Street; well-established in the Midwest, the prominent consultancy is known for its work on major projects. Establishing H.Q. in Harlem is reflective that a substantial development buzz is in the air in Harlem.

Walk around **MORNINGSIDE HEIGHTS** and you'll find fast-casual trend outposts including Danny Meyer's cult-favorite *Shake Shack* which recently debuted at the corner of 116th Street, 2957 Broadway with tasty additions to their original menu and local brews. *Junzi Kitchen* at 2896 Broadway, opened at the beginning of the summer, serving flour wraps and customizable noodle bowls. *HMart* the notable Asian supermarket will be opening in the next month at 2828 Broadway.

On **LENOX AVENUE** many have been awaiting the opening of *Archer & Goat* for classic American comfort food at number 187. Harlemites and others are enjoying *Sugar Hill Creamery* at 184 Lenox Avenue opened this past summer, Harlem's only family-owned neighborhood ice cream shop, which just finished final designer touches, including murals

featuring local residents. Just north of 125th Street, French bistro *Chez Lucienne* at 308 Lenox Avenue is set to debut this week after renovations and updating.

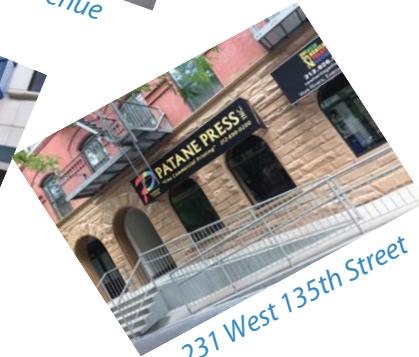
In **HAMILTON HEIGHTS**, *Mumbai Masala* brings high-quality Indian cuisine to the area at 1768 Amsterdam Avenue. The Uptown scene welcomed *Uncle Tony's* pizzeria this past summer at 1596 Amsterdam Avenue for traditional and artisan offerings.

Steakhouses are a rarity in Harlem; head to **SOUTH HARLEM** for South American flavors at *The Cecil Steakhouse* which unveiled late this past summer at 210 West 118th Street.

In East Harlem, a new supermarket, *Super Fi Emporium* is set to open within the next year at 2211 Third Avenue at 121st Street. The convenient neighborhood option is part of the FRESH program that aims to bring grocery stores to underserved areas offering affordable quality food, products and services. Fashion specialty retailer, *KicksUSA* providing access to the hottest urban footwear and apparel just celebrated its grand opening at 1852 Third Avenue.

As the weather continues to change, many retail developments are continuing to join this four-mile fusion of cultures – **HARLEM** is Happening! Be sure not to miss the next *Scene on the Street* series.

Exclusive listings: *3556 Broadway*, *421 Manhattan Avenue*, *1330 Fifth Avenue*, *2051 Frederick Douglass Blvd*, *2053-2057 Frederick Douglass Blvd*, *101-109 Lenox Avenue*, and *231 West 135th Street*.



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