

**125<sup>th</sup> Street BID**  
**Retail Audit Report**

*July 2015*

## ***Retail Audit***

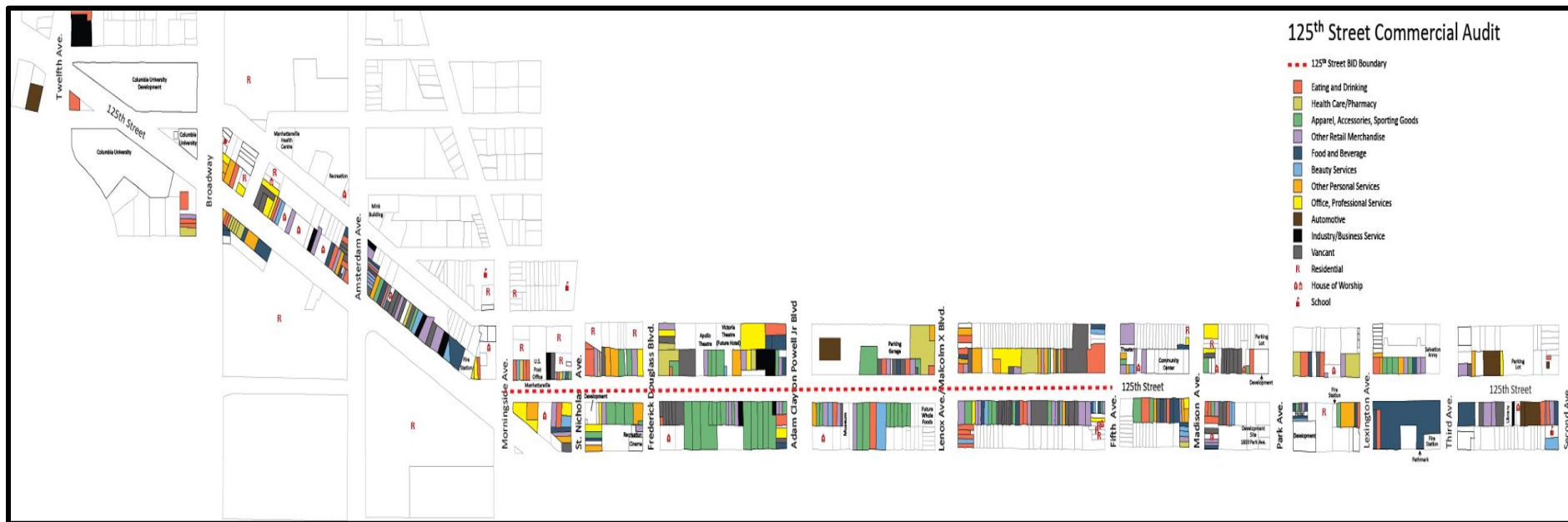
A retail audit was conducted by Urban Marketing Collaborative in May 2015 of accessible retail spaces found on the ground floor, but included major retail that was identifiable and accessible on upper and basement level retail spaces along 125<sup>th</sup> Street. The boundaries of the audit are 12<sup>th</sup> Avenue to 2<sup>nd</sup> Avenue. It also included major retail sectors within two blocks north and south of 125<sup>th</sup> Street.

The audit identified the name of the business, type of business, estimated square footage, and location. Businesses are grouped under five major headings: Retail Merchandise, Convenience, Eating and Drinking, Services, and Other categories.

125th Street is divided into three main retail districts:

1. Central district – between Morningside Avenue and Madison Avenue
2. West district – between Morningside Avenue and Twelfth Avenue
3. East district – between Madison Avenue and Second Avenue

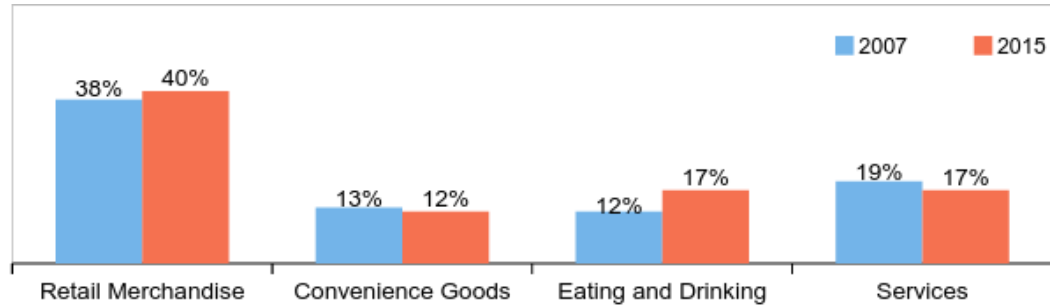
These Districts approximate the community district boundaries for the City of New York (Community Districts 9, 10, and 11).



## Overview

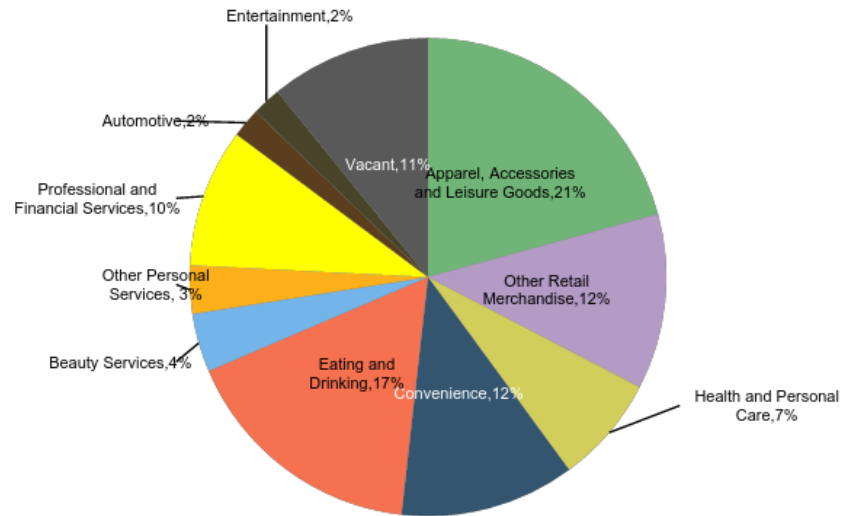
- There are 432 retail spaces making up 760,100 square feet of occupied retail space.
- Including vacant spaces, a total of 491 retail spaces account for an estimated 850,000 square feet of available retail space
- In an audit conducted in 2007 the total square footage was an estimated 890,000 square feet.
- Vacancy rates are normal at 11% of total available space; this is typical for business districts that are in-transition from small mom-and-pop stores to larger, main-stream retail stores.
- Several vacant lots continue to exist in parts of East and West Harlem.
- Retail merchandise accounts for the largest (40%) use of retail space and this is relatively similar to the usage for retail in 2007.

Total 125<sup>th</sup> Street (all 3 districts) 2015 – Percentage of Retail Space by Key Categories



- Apparel, Accessories and Leisure goods account for 21% of the total square footage which is typical for most downtown streets.
- Health and Personal Care stores account for the second largest usage of 7% of total retail space.

**Total 125<sup>th</sup> Street 2015 – Retail Space by Detailed Categories**



- Eating and Drinking accounts for 17% of total square footage, which has significantly increased from 12% in 2007.
  - There are a number of restaurants that are providing a high quality environment for daytime and night life visitors and attracting residents and visitors such as the renovated Red Rooster Harlem.
- Convenience stores, including grocery, smaller grocer/convenience stores and specialty food and alcohol stores account for 12% of total retail, slightly lower than what was seen in 2007. This includes the future Whole Foods which will be located at 100 W. 125<sup>th</sup> Street. Pathmark, the largest grocery store in the area is also present.
- Services make up 17% of the total retail space but nearly one-fifth of the number of businesses in the area.
  - Beauty service providers such as hair and nail salons have decreased slightly since 2007, but still make up over one-third of businesses in the service sector.
- Venues that provide visitors and residents with culture and entertainment include the Apollo Theatre, the Magic Johnson Theatre, and the National Black Theatre. These entertainment venues will be integral to keeping the culture of Harlem alive and highlighting it to new residents and visitors.