

DOWNTOWN

A WORLD OF OPPORTUNITY IN ONE OF

JAMAICA

NYC'S MOST VIBRANT NEIGHBORHOODS

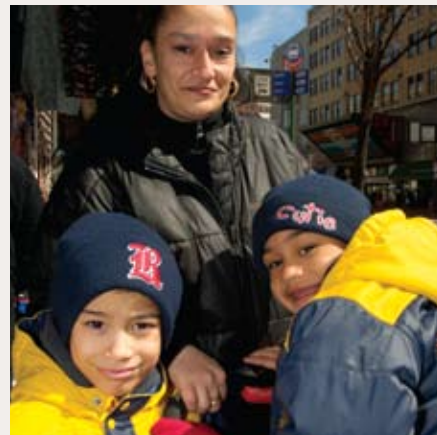
NEW YORK

TRANSPORTATION
DEVELOPMENT
PROJECTS
STUDENTS AND
PROFESSIONALS
GROWING
CONSUMER
DEMAND
ARTS
SHOPPING



DOWNTOWN JAMAICA

is the premier shopping district in Queens. One of the most diverse communities in NYC, Downtown Jamaica is the commercial, civic, and transportation center of the borough. The downtown area is centered along the 1-mile Jamaica Avenue shopping district, and boasts 2 universities, 3 performing arts centers, 3 Business Improvement Districts, and 100s of new housing units making it a dynamic place to shop, live, work and play.



As an established shopping destination surrounded by some of the most affluent neighborhoods in NYC and accessible from throughout the region, Downtown Jamaica is primed for new retail investment. Many national chains have already established a presence in the downtown and are taking advantage of this thriving market

THE NEW FACE OF JAMAICA

Home to over **643,000 people**, Jamaica represents one of the fastest growing, most ethnically diverse, and affluent populations in the city. This is reflected in the fact that the Median Family Household Income in and around Downtown Jamaica is **\$63,552**, **23% higher** than the rest of New York City.



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JAMAICA TAKES OFF

Downtown Jamaica has been a hotbed of investment over the last five years and looks forward to a continued pipeline of private and public projects in the years to come. Between 2002-2007 nearly **\$750 million** of public and private money was invested in Downtown Jamaica. These dollars have funded retail, residential, and cultural developments and have improved regional transportation access.

In addition to the actual public and private dollars, the importance of Downtown Jamaica to New York City and the region is reflected in the City's unprecedented 368-block rezoning of the downtown, which creates new development rights that include: **5,200 units** of housing, **2.1 million sf** of retail space and **1.8 million sf** of commercial office space, including **600-1000 hotel rooms**.

over 158,000
people work in and
around Downtown
Jamaica, creating a
strong demand for
goods and services.

JAMAICA MEANS BUSINESS

With over **158,000 people** working in and around Downtown Jamaica there is a strong demand for goods and services. Over **36%** of these jobs are in **professions** including management, law, medicine, academics and scientific research.

As an established center for higher learning and medicine, Downtown Jamaica serves the campuses of St. John's University and York College, which account for more than **27,000** students and **2,200** faculty members. Jamaica Medical Center, Queens Hospital Center, and Mary Immaculate Hospital, also proximate to Downtown, employ over **7,500 health care professionals**.



1.5 million sf
of development is
underway as of 2008,
with many more projects
in the planning or
predevelopment phase.



RETAILERS GET IT

Between 2002 and 2007 **479,000 sf** of new national tenants have opened in the downtown area; recognizing Jamaica's untapped market. These include such names as **Old Navy, Marshalls, Home Depot, Bally's Total Fitness, Walgreens** and **Zales**.

Even with this new investment, the market of Downtown Jamaica remains vastly underserved with \$2.5 billion in demand per year being forced outside the downtown area due to lack of supply. Some of the largest areas of unmet demand are in food and beverage service and in general merchandise.

\$2.5 billion

in unmet consumer demand being spent outside the downtown area.



JAMAICA IS ON THE MOVE!

As THE market place and transit hub of Queens and the NYC region, Jamaica has one of the busiest downtowns in the country **with pedestrian counts that compare to those in some of Manhattan's busiest shopping districts including the 34th Street corridor.**

This hub has grown to one of the world's busiest transit centers with Jamaica Station serving the LIRR, AirTrain and the **E, J** and **Z** subway lines. The **F** train also serves the downtown area. Collectively, these rail lines carry **214,000 passengers** to and from Downtown Jamaica every day.

Not only is Jamaica a transit Mecca, it also has excellent highway access via the **Grand Central Parkway** and the **Van Wyck Expressway**, both within 1 mile of Downtown.

49 bus lines also serve Downtown Jamaica, making it the center of the Queens system.



CULTURE BUILDS JAMAICA.

Home to Jazz greats Billy Holiday and Count Basie, there is an abundance of cultural and entertainment offerings in Jamaica. The Downtown boasts **two major performing arts centers** located on or very near Jamaica Avenue including the Jamaica Performing Arts Center. Completed in 2008, the \$22M 400-seat venue is set to become the premier destination for first class events in the region. This is in addition to the "Broadway equipped", 2100-seat York College Performing Arts Center, located just blocks away. Other attractions include the Rufus King Historic House Museum, the Central Branch of the Queens Library, and a new 12 screen movie theatre located in the heart of the Downtown area.

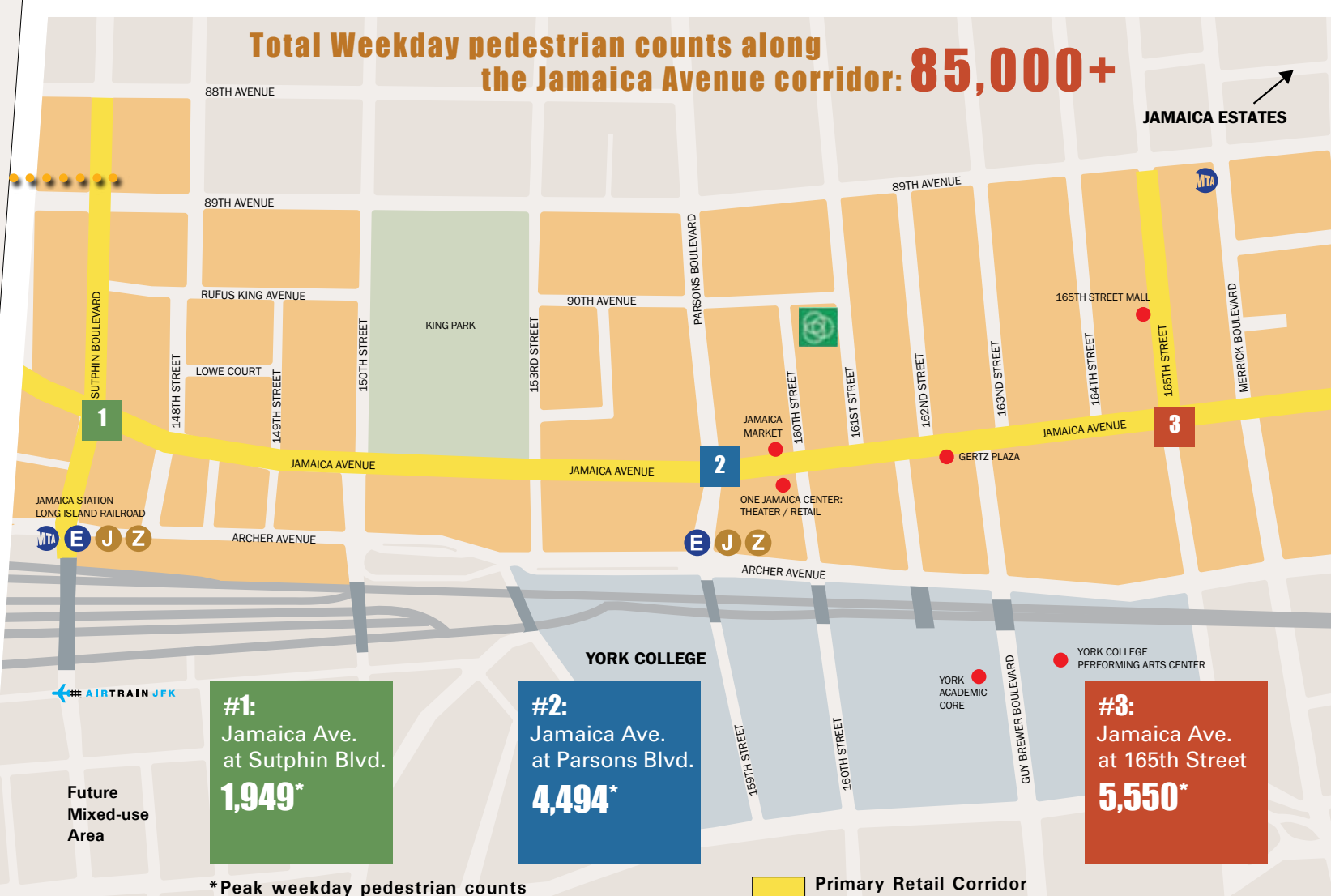


Romare Bearden, *Recollection Pond*

JAMAICA IS A BUSINESS INCUBATOR!

Downtown Jamaica is a terrific place to grow your business. It offers several **incentives** ranging from low interest business loans to training grants; and free staffing assistance through the Queens Business Solutions Center. The Greater Jamaica Development Corporation and QBSC are here to assist your business in obtaining these services.

Total Weekday pedestrian counts along the Jamaica Avenue corridor: **85,000+**



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Greater Jamaica
Development
Corporation



JAMAICA
CENTER
Improvement
Association



SUTPHIN BOULEVARD
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