



THE PORT AUTHORITY
OF NY & NJ



165th Street Mall
Improvement Association

**Greater Jamaica
Development Corporation**
90-04 161st Street
Jamaica, NY 11432
718-291-0282



\$2.5 Billion

In Unmet Consumer Need

\$63,552

Average Household Income

500,000 sq.ft.

Of National Tenants

46,500

College Students

Downtown

Jamaica

New York

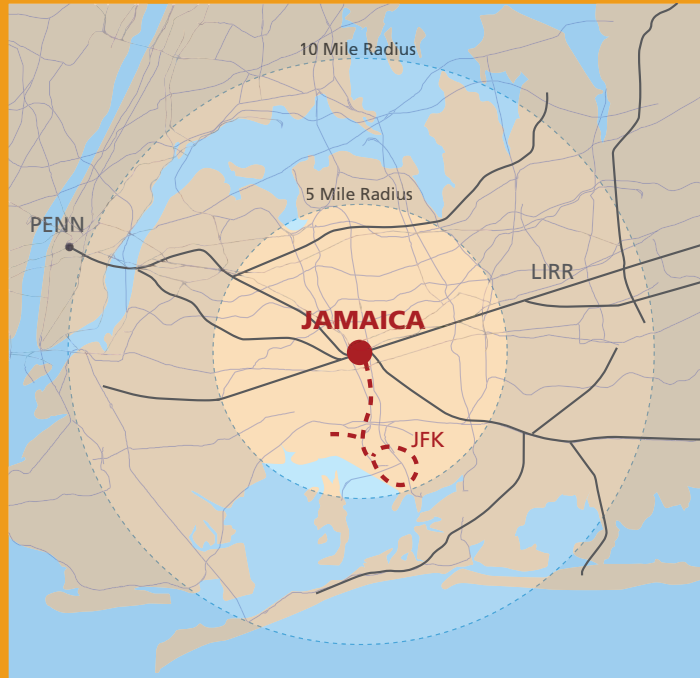
3,600

Businesses

643,000

Population





Welcome to Downtown Jamaica

Downtown Jamaica is the premier shopping district in Queens. One of the most diverse communities in NYC, Downtown Jamaica is the commercial, civic, cultural and transportation center of the borough. The downtown area is centered along the 1-mile Jamaica Avenue shopping district, and boasts 3 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 additional new retail investment. Many national chains have already established a presence in the downtown and are taking advantage of this thriving market.





What we're all about...

We're About People

Home to over 643,000 people, Jamaica represents one of the fastest growing, most ethnically diverse, and affluent populations in the city with a median family household income of \$62,500, (23% higher than the rest of NYC).



We're About Partnerships

The Jamaica Alliance is a community partnership comprised of the Greater Jamaica Development Corporation, local stakeholders and government agencies. Together, the Alliance works to promote "Safe, Clean and Green Streets" — a mission of coordinating efforts across business and government sectors to improve and maintain the pedestrian areas of the downtown and to market and promote the area for new investment.



We're About 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, Queens College and York College, which account for more than 46,500 students and 3,200 faculty members. Jamaica Medical Center and Queens Hospital Center, also proximate to Downtown, employ over 7,500 health care professionals.

We're About Growth

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 2000-2008 nearly \$1.8 billion 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, 18 million sf of commercial office space, and 1000-2000 hotel rooms.

As an extension of JFK Airport through AirTrain, Jamaica is teeming with Transit Oriented Development. There are 750-1,000 new hotels rooms currently in development around the station area.

As of 2009 1.5 million sf of post-rezoning development was already underway, with many more projects in the planning or predevelopment phase.

3 Business Improvement Districts



We're About Shopping

Between 2002 and 2009 500,000 sf of new national tenants have opened in the downtown area; recognizing Jamaica's untapped market. In fact, Gap has chosen Downtown Jamaica as one of the first US locations to roll out its new concept – The Gap Generation. Other national brands doing business in the downtown include Applebees, Verizon Wireless, National Amusements, 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 leaked out of 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.

We're About Access

As THE marketplace and transit hub of Queens and the NYC region, Jamaica is 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.

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

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.

We're About Entrepreneurship

More than 3,600 businesses thrive in Downtown Jamaica. Special incentive programs are available that provide low interest loans, 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.

We're About Culture

Home to Jazz greats Billy Holiday and Count Basie, there is an abundance of cultural and entertainment offerings in Jamaica. Downtown boasts two major performing arts centers located on or very near Jamaica Avenue including the new Jamaica Performing Arts Center.

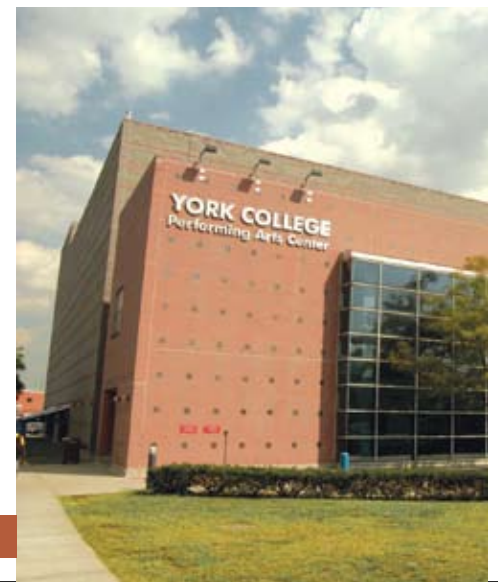
Completed in 2008, the \$22M 400-seat venue has become available for first class events. This is in addition to the "Broadway equipped", 2,100-seat York College Performing Arts Center, located just blocks away.

Other attractions include new artist studio spaces and galleries, the Rufus King Historic House Museum, the Central Branch of the Queens Library (largest circulation in the US), and a new 12-screen movie theatre located in the heart of the Downtown area.

10,000
New Hotel
Rooms Under
Construction

2 Medical
Centers

3 Universities





214,000
Daily Train and
Subway Riders

3 Performing
Arts Centers

