



THE
Faith
REPORT

HARLEM HAPPENINGS

WINTER 2017

Food is Fashion, as we like to say, and one of the most important avenues into any neighborhood is through the taste buds of its residents.

In Harlem, the food lover's paradise that is now '*Restaurant Row*' on Frederick Douglass Boulevard has truly blossomed beyond all expectations, but, for your everyday dining, a great neighborhood really deserves great supermarkets.

But between Harlem's favorite corner bodegas and the new *Whole Foods* opening on 125th Street that everyone is talking about, there is a giant chasm, in terms of quality, choice and price.

So Harlemites were overjoyed with news that *Super Fi Emporium*, the locally-owned supermarket chain, is getting closer to opening in the 12,000-square-foot ground floor retail space in *HAP Investment's HAP TEN*, the 137,000 square-foot rental building going up at 2211 Third Ave., in East Harlem.

This week, New York City's Economic Development Corp. is asking the board of the Industrial Development Agency to back the \$11 million supermarket with a \$1 million tax credit for owners A&J Supermarket Corp., which also owns the *Super Fi* at 1635 Lex. The IDA runs *FRESH* – the *Food Retail Expansion to Support Health* program – to provide financial incentives to local grocers to bring affordable, healthy food to the city's neighborhoods.

Harlem recently lost the City Fresh Supermarket, on 116th St. and Lex, and a Pathmark Supermarket, on 125th St. and Lex, in 2015, making the timing of a new **Super Fi**, to open in 2018, and with nearly 50 new jobs for the neighborhood, super, indeed.

In EAST HARLEM, at 1674 Park Avenue, new cafe **UGC eats!**, on the west side of the Metro-North tracks along Park Ave. at 118th Street, spun out of family-run neighborhood classic **Urban Garden Center**, located underneath the Metro-North viaduct two blocks south. The new cafe, separate but also owned by the Gatanas family, mixes a delightful menu with some vintage garden finds and good fun from the mother ship, known for its garden supplies, farmer's markets and community pig roasts. At 1651 Lexington Ave., **Bean Y Vino** has opened in the former The East Harlem Cafe, serving Neapolitan Pizza, salads, panini sandwiches, herbal teas, coffee, espresso, cappuccinos, wine and beer; neighbors are also raving about their doughnuts.

In SOUTH HARLEM, at 185 St. Nicholas Avenue, **Agaveria La Diagonal** is now open, serving gourmet Mexican-inspired food, with an extensive tequila cocktail program. Soul-food shack **Elma's**, in the former Kuti's, at 355 West 116th St., is already busting at the seams, judging from their social media snaps. At 553 Manhattan Avenue, on the corner of 123rd St., farm-to-table eatery **Clay** is opening soon in the former Lulu's Taqueria. At 1961-1963 Adam Clayton Powell Blvd., the first bricks-and-mortar location for home decor boutique **Kathy Kuo Home** will be opening soon as a "design bar" and showroom. The Taipei-born designer, now a Harlem resident, sells online and at Neiman Marcus.

On LENOX AVENUE, at 329 Lenox Ave., **Cantina Taqueria & Tequila Bar**, Harlem's second, is opening this month in a storefront that was most recently a pop-up Christmas tree shop. At 192 Lenox Ave., **LaSweetsNY**, "exclusive cakes and cupcakes made to order," is also opening soon. At 187 Lenox Avenue, new foodie fave **Archer & Goat** has open to great acclaim. **Harlem Coffee Co.**, at 151 Lenox Ave., is also open.

On 125TH STREET, with the big brands taking their positions along the boulevard – **Olive Garden**, **TD Bank**, **WeWork**, **New York & Company**, **T.J. Maxx** are all open and **PC Richards**, **Footlocker** and **Whole Foods** are coming soon – it's great to see new independents. At 22 East 125th Street, **Serengeti Express**, with its beautiful geometric wood façade, is opening soon. The new restaurant is by the same owners of **Serengeti Teas & Spices**, at 2292 Frederick Douglass Blvd.

In MANHATTANVILLE, **Steep Rock Bouldering** will occupy approximately 5,300 square feet on the ground floor and mezzanine levels in the southeast portion of Columbia University's Jerome L. Greene Science Center. The New York City-based indoor climbing facility will be the first retail tenant at the University's new campus joining a **Community Wellness Center**, offering blood pressure and cholesterol screenings and mental health and stroke prevention training; **The Synapse**, an interactive installation about brain research happening in that building; and an **Education Lab**, with public programs on brain science for the community and K-12 schools. Outside, an informal, 10,000-square-foot plaza, with seating areas and free Wi-Fi, was designed to help integrate the University with the local community. The facility also expects a coffee shop and a restaurant to open in the available retail space. At 3155 Broadway, between LaSalle St. and Tiemann Place, craft cocktails and craft bar joint **The Craftsman** is opening soon, while **Oaxaca Taqueria** is open at 1264 Amsterdam Ave. and **Starbucks** has opened at 3167 Broadway.

In MORNINGSIDE HEIGHTS, yes, friends, the great **Shake Shack** empire is expanding to 2957 Broadway.

If food is fashion, it's also true that fashion follows food. As these new restaurants and supermarkets establish roots in these locations, look for apparel, home furnishings and beauty brands to follow, and fast!

Happy Shopping!

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