

Be Downtown Syracuse

{ mean income
\$43K – \$53K }



37%
are ages 25-34

46%

of downtown
residents walk
to work.

\$300M+
in capital
investments

60.6% of residents between
25 and 34 have a Bachelor's
degree or higher.

99%
downtown
residential
occupancy



2700
downtown
population

72

Great Business Begins Downtown



From the days that the Erie Canal ran through downtown Syracuse, we have been a

is your destination when looking for something unique, whether it's a chic outfit, a hand-crafted gift or an exotic meal. Business owners continue to flock to downtown Syracuse to be a part of the momentum—join them!

retail destination. People may no longer be traveling by boat to obtain their wares in downtown Syracuse, but they are certainly making their way here to shop. The diversity, quality, and selection of merchandise and cuisine in downtown Syracuse is unparalleled to neighboring retail centers. Downtown Syracuse

The information on the following pages demonstrates downtown Syracuse's viability as a location for your business. Want to learn more? Please contact our staff and we can help you with your next steps.

We look forward to working with you!

Merike Treier

Executive Director
Downtown Committee of Syracuse, Inc.

Housing

Neighborhoods

Opportunities

Investments

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Employment

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99%

Downtown housing is at 99% occupancy.

2,700

Downtown has approximately 2,700 residents.

900

There are over 900 market-rate apartments currently downtown.

{ The downtown neighborhood is one of the two fastest growing residential population centers in Onondaga County. }

{ Downtown market-rate housing monthly rental rates }

\$600 - \$2,790

{ The average monthly downtown rent }

\$1,219

Condominiums are becoming popular downtown 

There are **87** condominiums downtown currently

Syracuse Trust
Condominiums

\$375,000 – 500,000
(estimated)

Loew's
Residential Suites

\$145,000 – 206,000

Center Armory

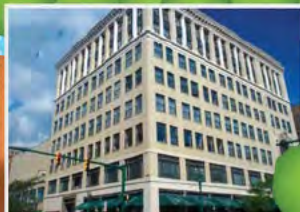
\$111,414 – 263,900

Jefferson Clinton
Commons

\$279,900 –
460,000

Firehouse Condos

\$200,000 – 297,500





25%

There has been a population increase of 25% in the last 10 years.

Over 500 new residential units are planned or underway. This will bring roughly 900 new residents to downtown.

UNDERWAY

500
UNITS



Over 40% of those living downtown are associated with the universities and medical institutions.



The 900 residents will represent an additional 33% increase in downtown's population.

CLINTON SQUARE

- 13. 218 West Genesee Street
- 14. The Amos @ Clinton Square
- 15. Clinton Square Suites
- 16. Lofts on Willow



HANOVER SQUARE

- 17. 123 East Water Street
- 18. 124 East Genesee Street
- 19. Lofts at 243
- 20. 323 East Water Street
- 21. Firehouse #1 Condos
- 22. Hanover Square Lofts
- 23. Grange Building



PRESIDENTIAL PLAZA

- 31. Jefferson Tower
- 32. Madison Tower



ARMORY SQUARE

- 1. 202 Walton Street
- 2. Butler Building Apartments
- 3. Center Armory
- 4. Eddie Butler Building
- 5. Hogan Block
- 6. Jefferson Clinton Commons
- 7. Kirk Hotel Building Apartments
- 8. Labor Temple
- 9. Residences at Walton



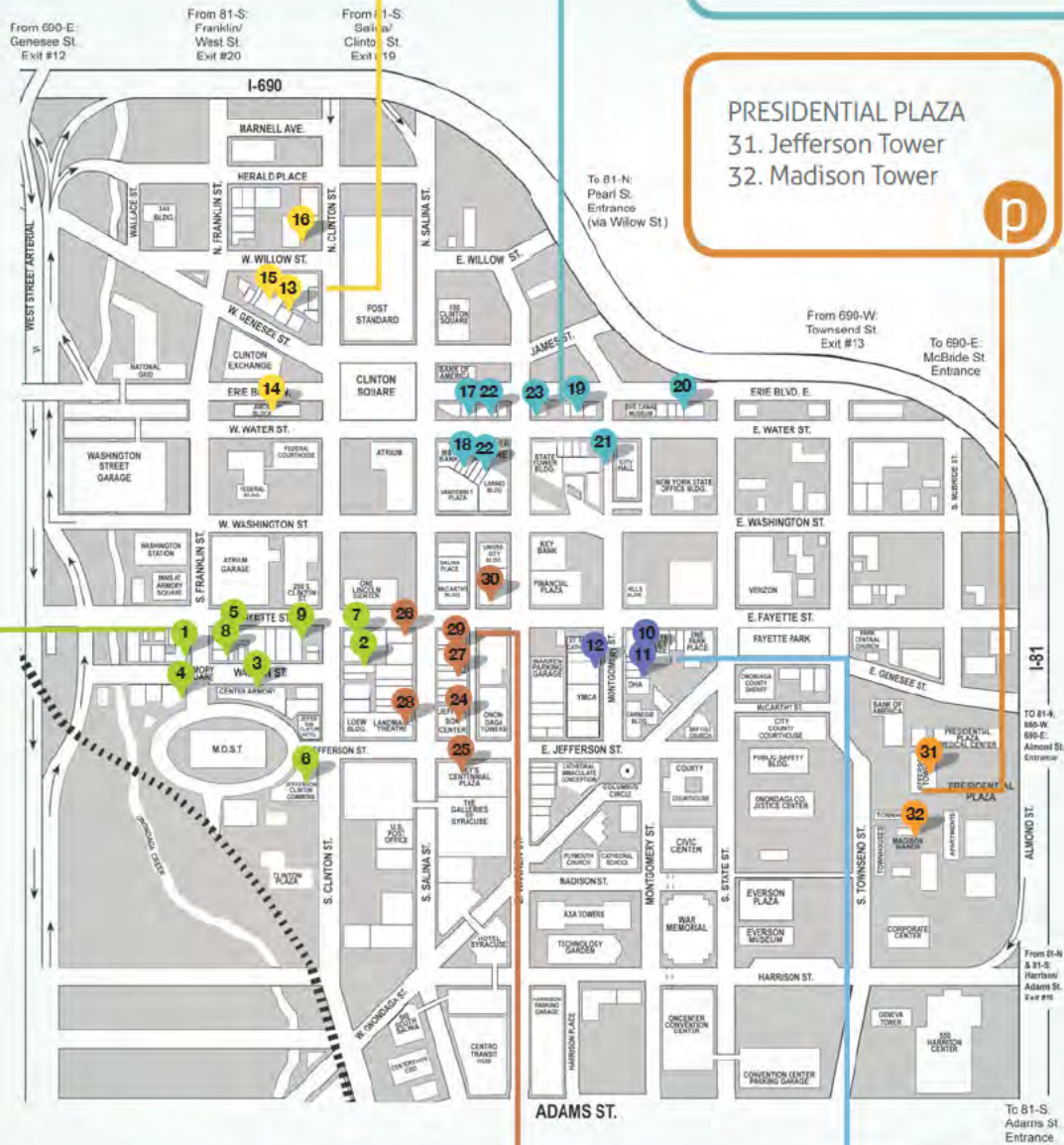
HEART OF DOWNTOWN

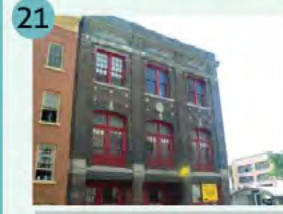
- 24. 359 South Salina Street
- 25. Dey's Plaza Apartments
- 26. Pike Block
- 27. Syracuse Trust Condos
- 28. Loew's Residential Suites
- 29. The 319 at South Salina
- 30. Merchants Commons



CATHEDRAL SQUARE

- 10. 311 Montgomery
- 11. 317 Montgomery
- 12. Masonic Lofts





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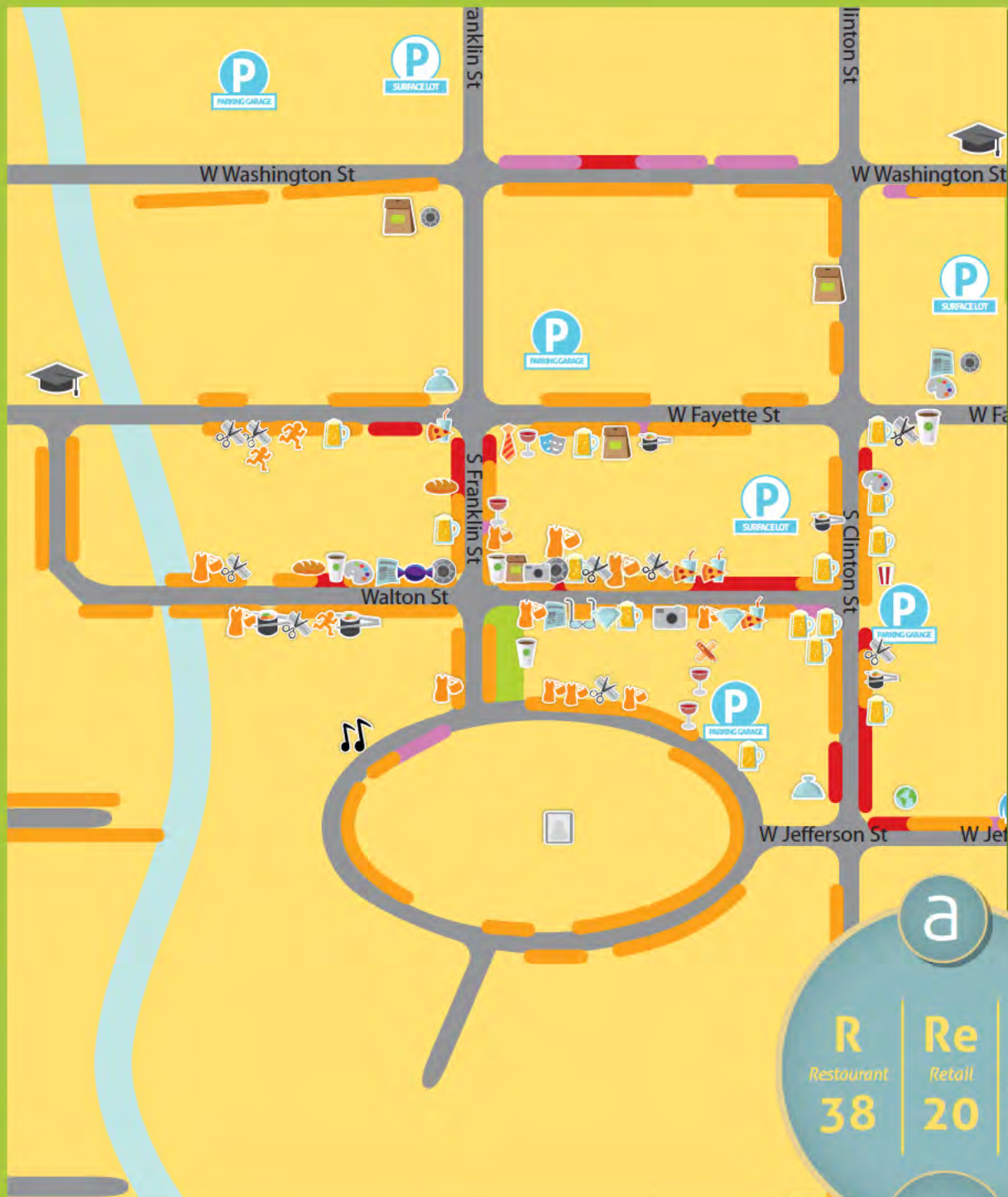


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ARMORY SQUARE

Armory Square offers numerous loft and condo-style apartments in beautifully renovated buildings. Residents of Armory Square enjoy access to restaurants, nightlife, shopping, parks, services, transportation, museums, live performances and art galleries right at their fingertips.

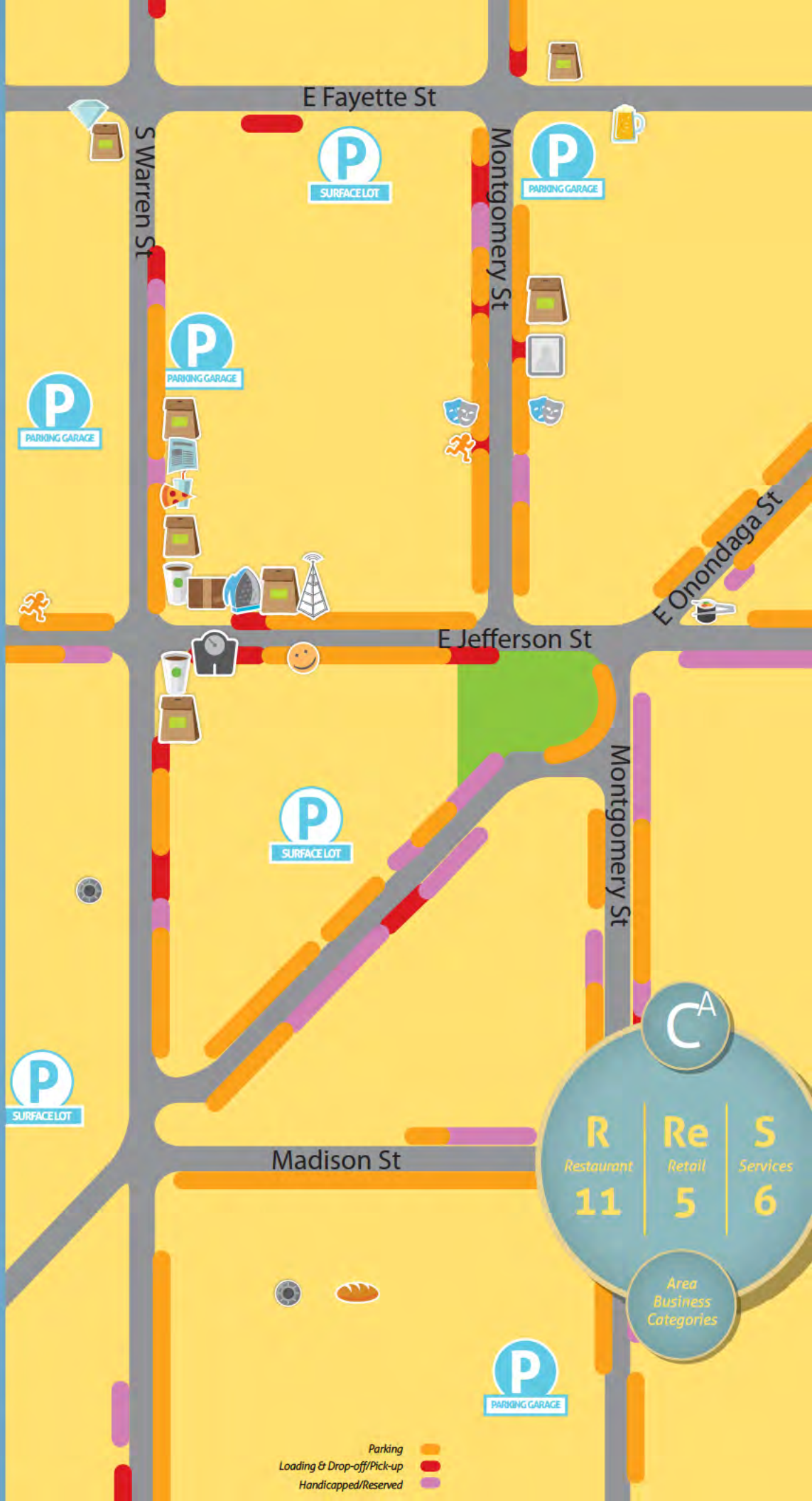




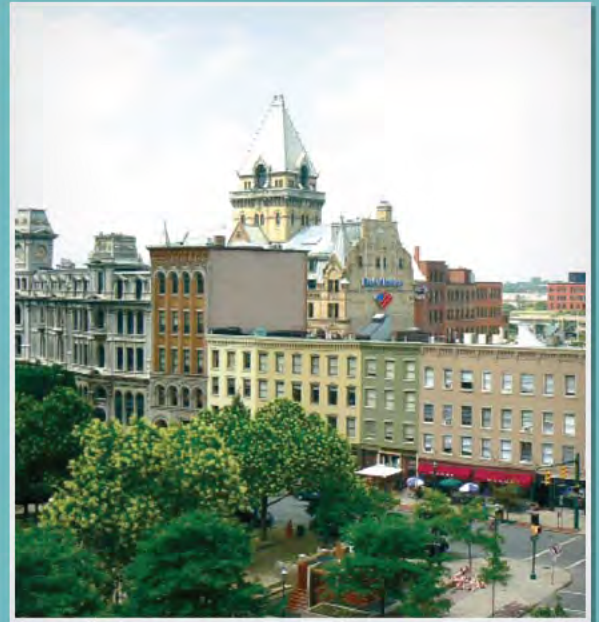
CATHEDRAL SQUARE

Historically, this area was a quiet residential place surrounded by many churches. Today, the Cathedral Square area is a center of civic, cultural and religious life in downtown Syracuse. In front of the Cathedral of the Immaculate Conception in Columbus Circle stands the restored Columbus Monument bordered by the Onondaga County Courthouse, the Onondaga County Civic Center and a number of churches.

- Automotive
- Candy/Nuts/Confectionery
- Barber/Beauty Salons
- Banks/ATM's
- Casual Dining
- Children's Clothing
- Cleaners/Tailors
- Coffee/Desserts/Snacks
- Cultural Venues
- Discount/Variety Stores
- Fine Dining
- Hotel
- Health/Fitness
- Florists
- Ethnic Dining
- Drugs/Health/Beauty Supplies
- Bakeries
- Visual & Performing Arts Organizations
- Women's Clothing/Accessories
- Shoe Repair
- Telecommunications
- Taverns/Clubs
- Architect/Landscape/Int. Design
- Optical Services/Supplies
- Schools
- Printing/Copying
- Souvenirs & Novelties
- Shoes
- Art Gallery
- Museums
- Photography
- Popcorn
- Music
- News/Smoke Shops
- Jewelry
- Library
- Liquor
- Mailing/Shipping/Delivery
- Men's Clothing/Accessories
- Lunch/Deli/Take Out



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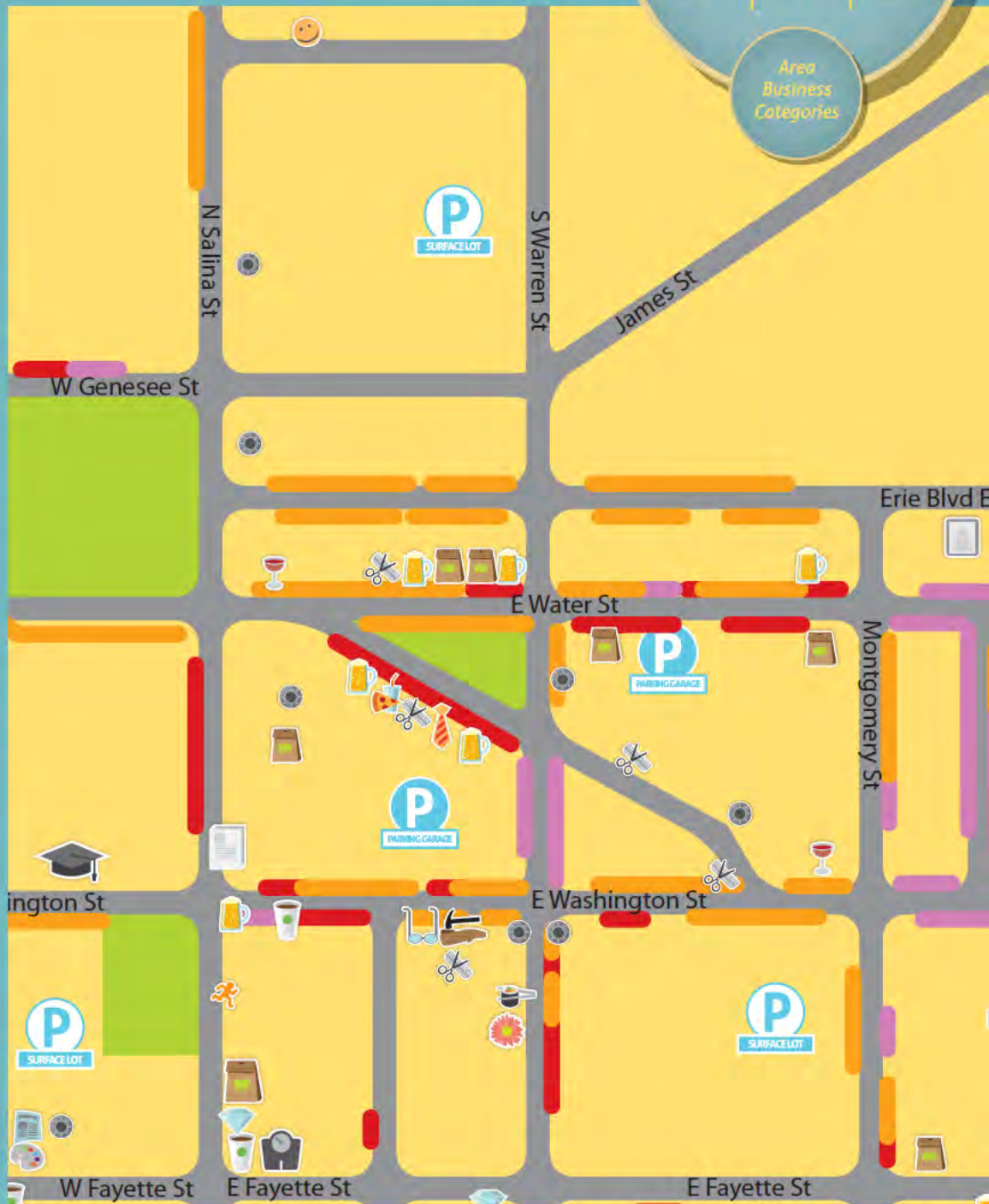
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HANOVER SQUARE

In 2001, a number of the upper floors of Hanover Square's historic buildings were converted into loft-style apartments. Hanover Square residents enjoy living in a European-style neighborhood and the ability to walk out their door for a cup of coffee or a bite to eat.

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Parking

Loading & Drop-off/Pick-up

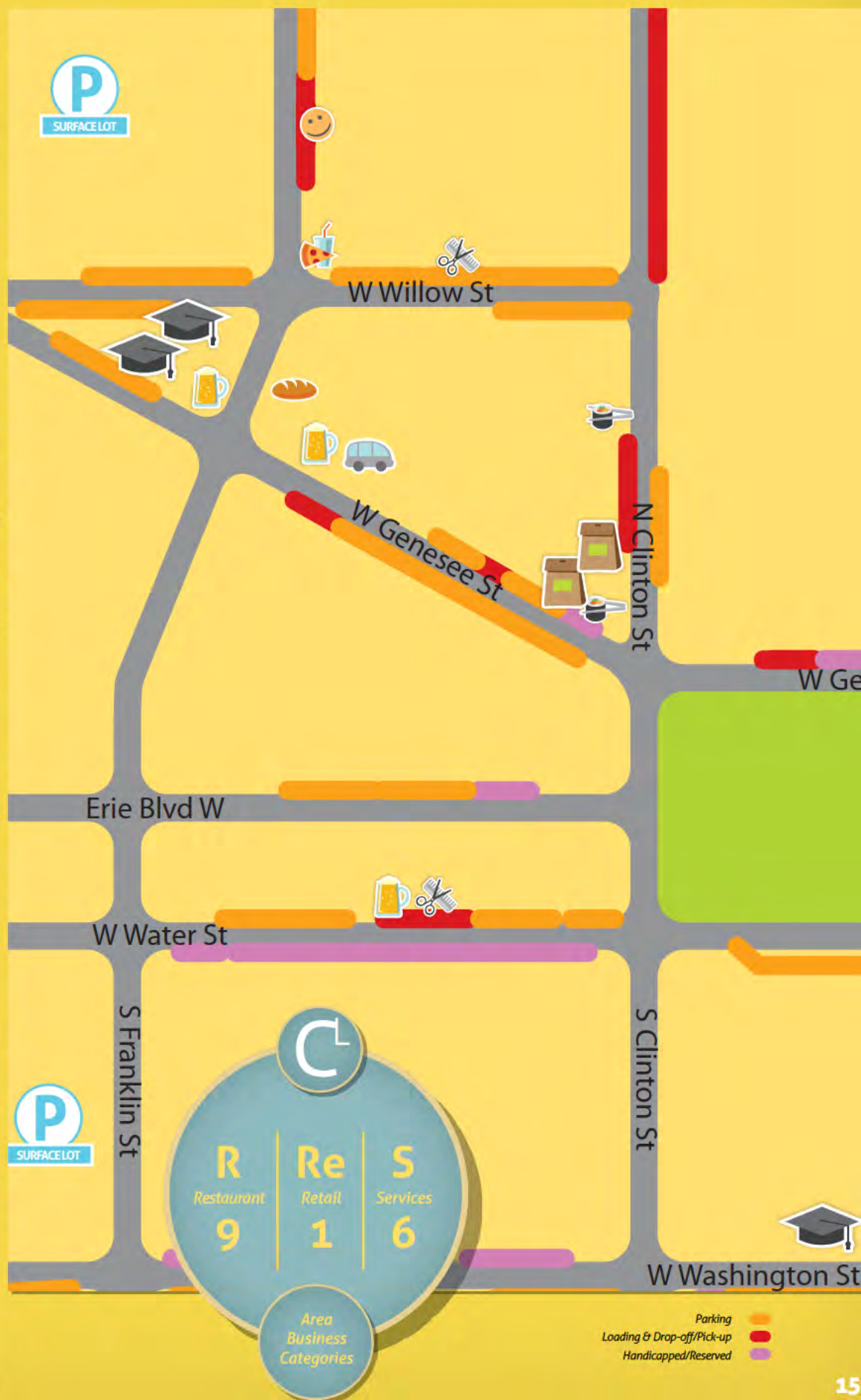
Handicapped/Reserved

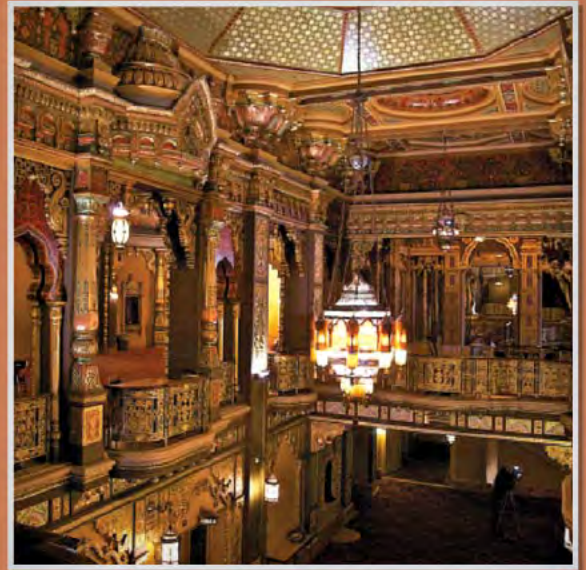


CLINTON SQUARE

The Erie Canal once ran through Clinton Square, making it a center of business activity. Clinton Square continues to be the center of the community today, with festivals held in the Square nearly every weekend throughout the summer, as well as the Downtown Farmers' Market every Tuesday in the summer.

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HEART OF DOWNTOWN

South Salina Street runs through the middle of downtown Syracuse and has been a main thoroughfare throughout Syracuse's history. Many of the buildings along Salina Street were once department stores, but now have been converted into a mix of residential units on upper floors and retail and office space on lower floors.

- Automotive
- Candy/Nuts/Confectionery
- Barber/Beauty Salons
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- Men's Clothing/Accessories
- Lunch/Deli/Take Out



Parking

Loading & Drop-off/Pick-up

Handicapped/Reserved

Retail Opportunities

Retail Strengths

Actual expenditures in the 5-minute drivetime from local market and non local shoppers

Mens Wear

\$53
MILLION

Womens Wear

\$83.9
MILLION

Footwear

\$45.4
MILLION

Childrens Wear

\$29.3
MILLION

Jewelry

\$30
MILLION

Potential Annual Sales Not Captured within a 5-minute drive time by store type

\$6.6M

Hardware

\$6.5M

Office supplies/Stationery

\$2.5M

Grocery

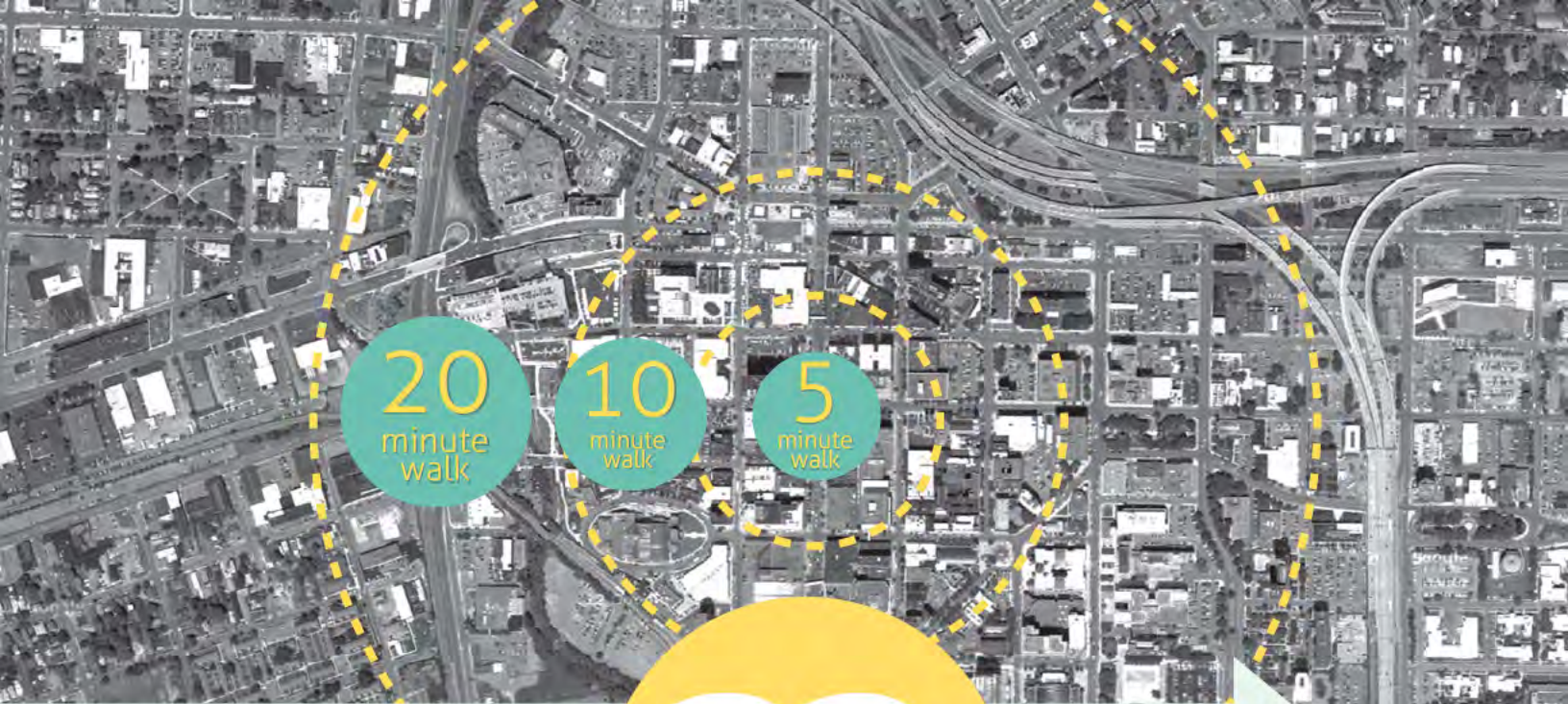
\$2.3M

Home Furnishings

The total retail sales for a 5-minute drive time around downtown Syracuse is \$1.8 billion annually.

\$40.7 MILLION

In additional *untapped* market product opportunities



20
minute
walk

10
minute
walk

5
minute
walk

Walking from one end of the district to the other takes 22 minutes for the average person

22

minutes

1

park, at least

in a

5

minute walk,
one will pass

23

shops or restaurants

46%

of downtown residents walk to work.

10%

of downtown residents take public transportation.

5%

of downtown residents bicycle or take cabs.

61

%

of the downtown residential population that utilizes alternative transportation for commuting to work!

* **Did You Know?** Nearby malls require an average of **508** steps to get from car to retail establishment

There are over **11,000** spaces in parking garages and surface lots downtown. That doesn't include the street parking.

It takes **141** steps or less to get from the nearest parking garage or surface lot to nearly every retail establishment in downtown.

The Annual Average Daily Traffic coming into downtown is **67,473** vehicles



27,000

downtown employees



Financial/Insurance

AXA Equitable Life Insurance (100-499 employees)
Hartford Insurance Group (500-999)
JP Morgan Chase Bank (100-499)
KeyBank (100-499)
M&T Bank (100-499)
Bank of NY Mellon (100-499)
Bank of America (100-499)
First Niagara Bank (100-499)
MVP Health Care (100-499)
Traveler's Insurance (300)
Pyramid Companies (100-499)

Creative

O'Brien & Gere (appx. 350)
Eric Mower & Associates (appx. 100-249)
KS & R (appx. 260)

Professional

Bond, Schoeneck & King (appx. 350)
Hiscock & Barclay (100-499)
Hancock & Estabrook (100-499)
Sutherland Global Services (625)

Government (1,000 plus each)

Onondaga County
City of Syracuse
State of New York
Federal Government

Privately Held

National Grid (appx. 1,800)
AT & T (appx. 600)

46%

Educational Services &
Health Care

26%

Construction,
Manufacturing,
Wholesale & Retail Trade

15%

Professional /Finance
& Insurance/real
estate/scientific &
management

6%

Arts, Entertainment

4%

Other Services

3%

Public Administration

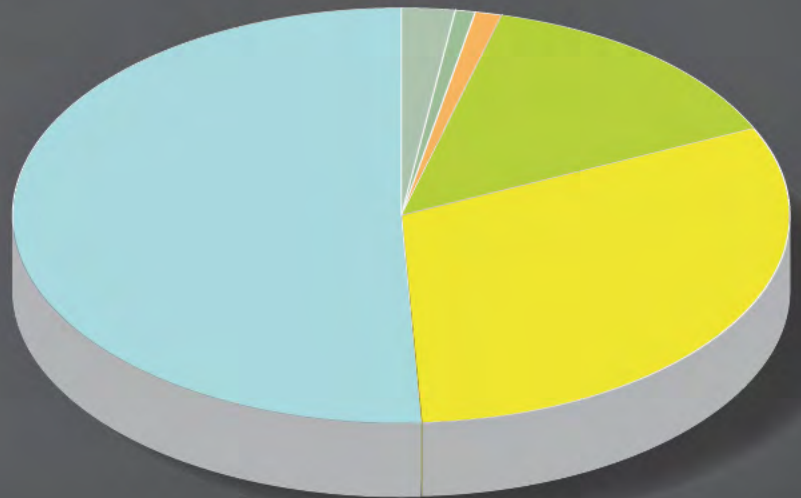
{ Downtown Resident Employment Sectors }

2,700



Downtown Population

White **51%**
 African American **31%**
 Asian **14%**
 AIAN **1%**
 Other Race **1%**
 Two or more races **2%**



AGE Downtown residents' median age is 30.1 years

5% 19% 37% 19% 15% 5%



25-34

18-24

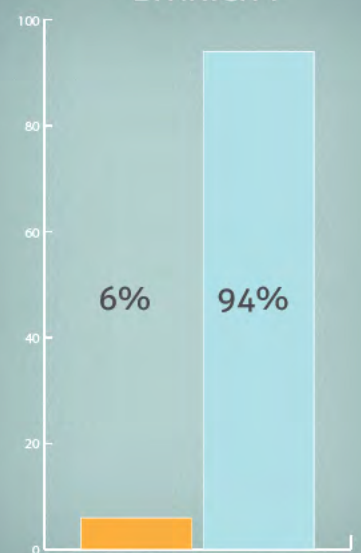
35-49

50-64

<18

65>

ETHNICITY



Hispanic
or Latino

Non-Hispanic
or Latino

60.6% of residents between 25 and 34 years of age have a **Bachelor's degree or higher.**

mean income

\$43K–\$53K

Downtown Resident Profiles

NEW EMPTY NESTS



With their grown-up children recently out of the house, New Empty Nests is composed of upscale older Americans who pursue active – and activist – lifestyles. Nearly three-quarters of residents are over 65 years old, but they show no interest in a rest-home retirement. This is the top-ranked segment for all-inclusive travel packages; the favorite destination is Italy.



LOW-RISE LIVING

Young, ethnically diverse singles and single parents



BIG FISH, SMALL POND

Older, upper-class, college-educated professionals, the members of Big Fish, Small Pond are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, belonging to country clubs, maintaining large investment portfolios and spending freely on computer technology.



URBAN ACHIEVERS

Up-and-coming immigrants from Asia, South America and Europe. These young singles and couples are typically college educated and ethnically diverse.



MULTI-CULTI MOSAIC

The urban home for a mixed populace of younger Hispanic, Asian and African-American singles and families. With nearly a quarter of the residents foreign born, this segment is a Mecca for first generation Americans.



GRAY POWER

The steady rise of older, healthier Americans over the past decade has produced one important by-product: middle-class, home-owning suburbanites who are aging in place rather than moving to retirement communities. A segment of older, mid-scale singles who live in quiet comfort, Gray Power reflects this trend.



What Goes On Here.....



Annual Oncenter attendance
883,000

Annual Landmark attendance
400,000

Sky Chiefs

392,028

Syracuse

NYS Fair

1,000,000

Fairgrounds

Syracuse Basketball
& Football, Events

975,000

SU Hill - Carrier Dome
49,000 Seat Cap/game (F)
33,000 Seat Cap/game (B)
56,000 Seat Cap/event

Winterfest

100,000

Clinton Square &
Downtown

Downtown
Farmers' Market

**50,000-
100,000**

Clinton Square

Taste of Syracuse

150,000

Clinton Square

Jazz Fest

80,000

OCC

The
average visitor to
Syracuse spends

\$286 per day,
\$215 of that is
shopping.

74% of all
leisure travelers
to Syracuse **shop**
while they are
here.

Dining Week

25,000

St Patrick's Day
Parade

**30,000-
50,000**

Salina Street

Arts & Crafts Festival

50,000

Columbus Circle

Tourism
is a **\$716 million**
industry for the
Syracuse area.

Syracuse Nationals

30,000

Fairgrounds

Juneteenth

28,000

Clinton Square

Irish Festival

25,000

Ice Skating

20,000

Clinton Square

Conventions
and sporting

events coming to Syracuse
generate nearly **\$54** of return
for **every \$1** invested to
bring those events to
town

Empire Blues
Fest

20,000

Jazz and Wine
Festival

15,000

Columbus Circle

Oktoberfest

15,000

Festa Italiana

10,000

Brew Fest

7,500

CNY Pride
Parade

6,500

International
Film Fest

**4,000-
5,000**





LONGTIME BUSINESSES

{ Years they've called downtown Syracuse their home }

Student Life

Syracuse University

Total Fall 2011 Enrollment - 20,829
Full-time undergraduate enrollment - 13,987
Part-time undergraduate enrollment - 684
Full-time graduate & law school enrollment - 4,465
Part-time graduate & law school enrollment - 1,693

Le Moyne College

Undergraduate Enrollment - 2,300
Graduate Enrollment - 800

Upstate Medical University

Class of 2012 total - 160
New York state residents - 130
Out-of-state residents - 30

SUNY ESF

Total Undergraduate Enrollment - 1,725

Onondaga Community College

Total Enrollment - 12,100



Currently in downtown

- ✓ The Warehouse (SU School of Visual and Performing Arts)
- ✓ SUNY Oswego Metro Center
- ✓ XL Projects Gallery
- ✓ The Sandbox (at the Tech Garden)



Planned Projects

- SUNY Upstate Medical University is investing \$32M to renovate the former Townsend Tower and Harrison House in Presidential Plaza into housing for about 400 SUNY Upstate students and medical residents. Geneva Tower, formerly Townsend Tower, is now open. Construction on the former Harrison House is expected to be completed by fall 2014.
- Syracuse University has its Connective Corridor project aimed at better connecting University Hill and downtown Syracuse. Roadwork and reconstruction activities are underway. In December 2011, a \$10M TIGER grant (DOT's Transportation Investment Generating Economic Recovery program) was awarded to help fund the downtown portion of the Connective Corridor. The Connective Corridor was one of only 50 projects nationwide to receive funding, out of over 800 applicants.

My commitment to downtown Syracuse started nearly three decades ago. I saw something unique yet familiar in the colorful, abandoned buildings that were soon to become Armory Square. I heard the conversations and the horns. I heard the desire to be there again.

*Karyn Korteling
Owner
Pastabilities & Pasta's Daily Bread*



I love the energy, architecture and options of downtown. This is where we started and I couldn't imagine it any other way.

*John Stage
Founder, President & CEO
Dinosaur Bar-B-Que*



Downtown Syracuse is a destination. Over the last 15 years, our location has helped grow our retail base by attracting a diverse group of locals, students and tourists.

*Eric Brush
General Manager
Sound Garden*



Life is what we have; style in downtown is how we choose to live it.

*Ken & Tina Hills
Co-owners
Sophistications Jazz Café*



Downtown Syracuse is the best kept retailing secret in the state.

*Joel Shapiro
Owner, Mr. Shop; Founder
Jet Black, Frankie & Faye and Bounce*

Downtown Syracuse has provided our business with a diverse customer base of over 25,000 people every day for the over 120 years that we have enjoyed doing business in the central city.

*W. Donald Lemp
Owner
M. Lemp Jewelers*



Downtown Syracuse is the hub – it's centrally located and is where the revitalization is happening.

*P.J. Goodman
Owner
Sweet on Chocolate*



To me, downtown represents a kinship of creative, unique and independent-minded entrepreneurs or business owners working together to make this area a destination.

*Steve Morrison
Owner
Mission Restaurant*



Our location at the hub of the downtown financial and event districts of Syracuse allows us a location in a dynamic and energized district where we get to enjoy the business patrons, as well as the event crowds.

*Randy Beach
Owner
Ale 'N Angus Pub*



Downtown is the place to be – when people go out, their first thought is 'Let's go downtown.' This makes downtown a great place to do business – you're pretty much guaranteed a great crowd.

*Patrizia Barbieri
Owner
Bittersweet Wine & Dessert Bar*



We have been a downtown retail business since 1905. Downtown is a vibrant neighborhood and attracts people from outside the area who come to enjoy a summer concert, dine out at one of our many restaurants or shop at our distinctive specialty stores. Downtown is alive with many activities throughout the year.

*Ed Koolakian
Owner
Koolakian & Manro Menswear*



Downtown is an alternative to the usual for shopping, eating and living. It's a unique neighborhood that Eureka Crafts has made a commitment to since 1983.

*Tina Parker & Tom Cunningham
Co-owners
Eureka Crafts*



Downtown Syracuse is an energetic, urban atmosphere filled with people who have a broad, international palate and understand quality.

*Max & Pook Chutinthranond
Co-owners
Lemon Grass and
Bistro Eléphant Steakhouse*



We've been running a successful business in downtown for 118 years & 5 generations. I couldn't think of being anyplace else.

*M. John Kuppermann
Owner
Smith Housewares & Restaurant Supply
and Hyman Smith Coffee*



Like what you see?

There's more where that came from!

Contact the Downtown Committee of Syracuse

 (315)422-8284

 mail@downtownsyracuse.com

 downtownsyracuse.com/retail

We  Downtown Syracuse!



572 South Salina Street, Syracuse, NY 13202
(315)422-8284 mail@downtownsyracuse.com

**Be
Downtown
Syracuse**