

FOR SALE

310 West 121st Street & 502 Manhattan Avenue, New York, NY

2 Prime Residential Development
Sites in West Harlem



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2 Prime Residential Development Sites in West Harlem | **FOR SALE**



- R7A Zoning allows for 18,000 ZFA (Standard) Buildable SF and 22,525 ZFA (UAP) Buildable SF
- Ideal for luxury condominiums, high-end multifamily units, or a grand townhome conversion
- Local condominiums are achieving sellouts approaching \$1,000 and free market rents in the area are approaching \$70/sqft
- Unrivaled connectivity featuring a perfect 100 Transit Score with immediate proximity to the A, C, B, and D subway lines at 125th Street.
- Served by major national retailers including Whole Foods Market, Trader Joe's, Target, and Lidl
- Sites are located just four blocks from the Columbia University Campus and in close proximity to the Manhattan School of Music, Barnard College, and the Riverside Theatre.
- Immediate access to nature and green space with the properties located only one block from Morningside Park.



Asking Price: \$2,695,000

Exclusively Represented By
212.544.9500 | arielpa.nyc

Sam Schertz x259
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Victor Sozio x12
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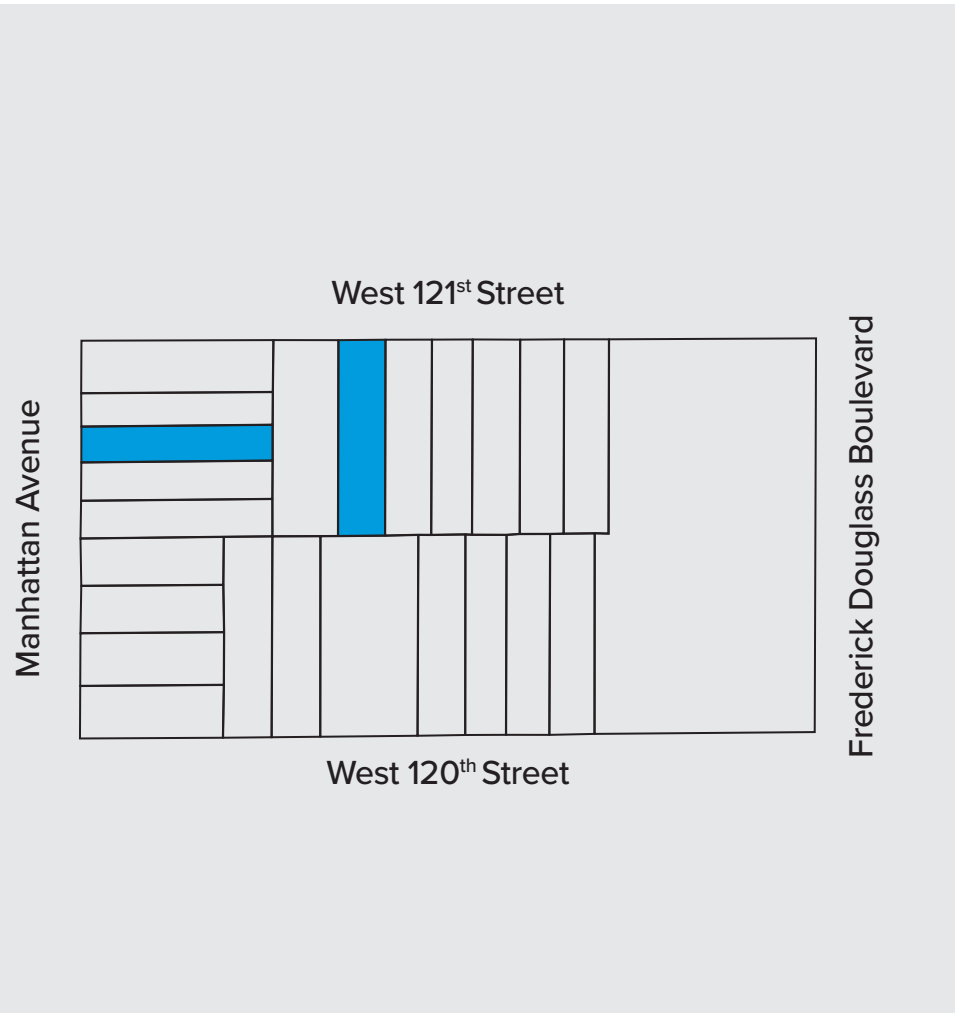
Alexander Taic x44
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For Financing
Information: **Matthew Swerdlow x56**
mswerdlow@arielpa.com

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4,508

Total Lot Sq. Ft.

1947 / 41,145

Block / Lot

R7A

Zoning



Subway Lines

| Development Scenario | BSF |
|------------------------------|--------|
| Buildable Sq. Ft. (Standard) | 18,032 |
| Buildable Sq. Ft. (UAP) | 22,585 |

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| Property Information | Total | 310 West 121st Street | 502 Manhattan Avenue |
|------------------------------|----------------|-----------------------|----------------------|
| Block / Lot | 1947 / 41, 145 | 1947 / 41 | 1947 / 145 |
| Lot Dimensions | - | 27' x 100.11' | 18.75' x 95' |
| Lot Sq. Ft. | 4,508 | 2,727 | 1,781 |
| Zoning | R7A | R7A | R7A |
| FAR (Standard) | 4.00 | 4.00 | 4.00 |
| FAR (UAP) | 5.01 | 5.01 | 5.01 |
| Buildable Sq. Ft. (Standard) | 18,032 | 10,908 | 7,124 |
| Buildable Sq. Ft. (UAP) | 22,585 | 13,662 | 8,923 |
| Tax Class | 4 | 4 | 4 |
| Assessment (25/26) | \$386,820 | \$229,590 | \$157,230 |
| Real Estate Taxes (25/26) | \$41,962 | \$24,906 | \$17,056 |

*All square footage/buildable area calculations are approximate

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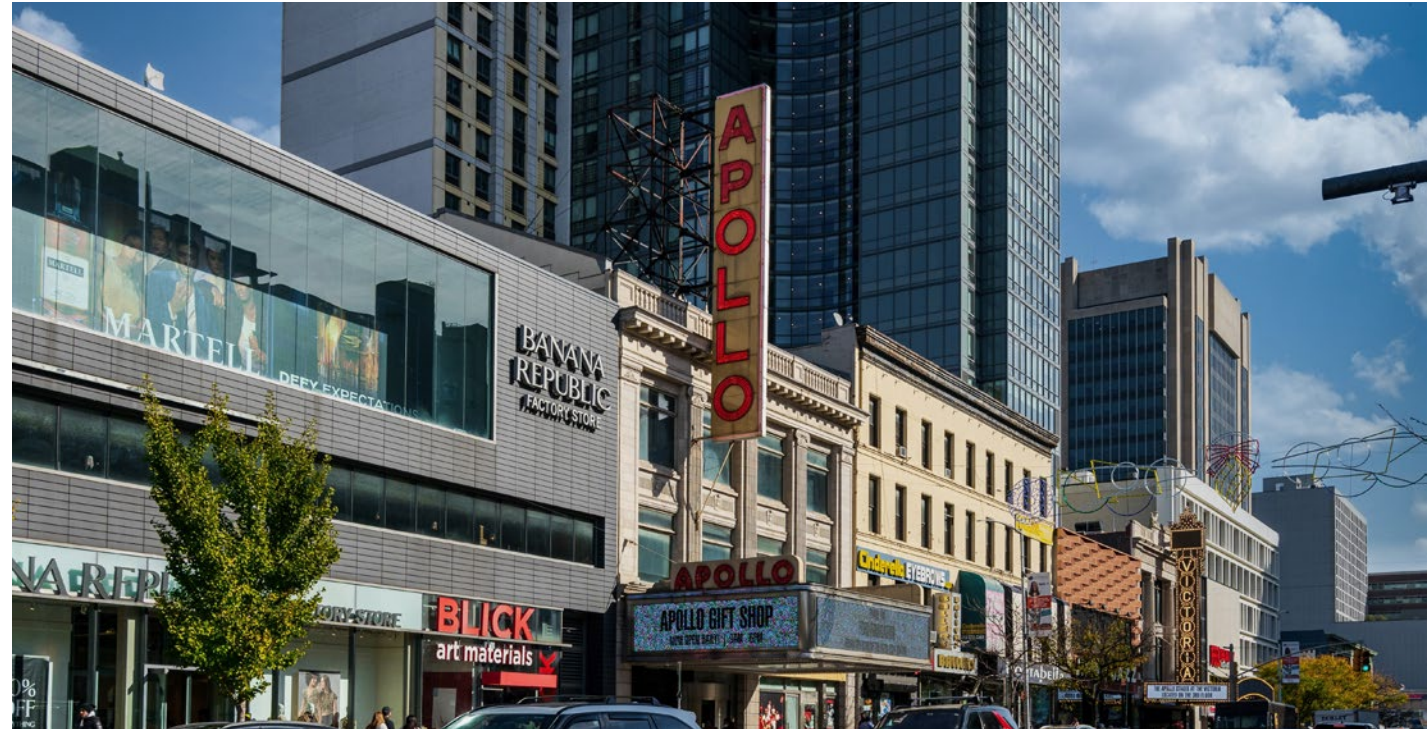
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Welcome to Harlem

Harlem's 125th Street is undergoing a dramatic transformation led by the 2024 arrival of major retailers like Trader Joe's, Target, and Sephora at the new Urban League Empowerment Center. Cultural milestones are also reshaping the corridor, highlighted by the November 2025 opening of the new Studio Museum in Harlem and the ongoing renovation of the legendary Apollo Theater, which is set to debut a modernized lobby and soundstage in 2026.

The area dining scene has also modernized with a blend of celebrity-backed ventures and popular fast-casual chains. New highlights include "Wonder", a multi-restaurant delivery hub featuring Bobby Flay and Marcus Samuelsson, alongside local expansions like PB Brasserie Steak House and L.A. Sweets NY. Combined with newcomers like Dave's Hot Chicken and Raising Cane's, 125th Street has solidified its status as a premier destination for both shopping and dining.

The skyline is reaching new heights with glossy developments like the 28-story Renaissance New York Harlem Hotel and Columbia University 34-story residential tower at Broadway. These high-rises are joined by massive mixed-use projects such as the 21-story National Black Theatre redevelopment, which combines luxury housing with permanent cultural space to ensure the neighborhood's artistic heritage remains central to its growth.



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Neighborhood Attractions

Columbia University

A premier Ivy League institution founded in 1754, Columbia University spans 2 large campuses in nearby Morningside Heights and Manhattanville. Home to 35,000+ students and roughly 7,200 faculty, it is a major economic driver for the region.



City College of New York

Founded in 1847, City College is the flagship institution of the CUNY system. Its 35-acre Hamilton Heights campus is home to nearly 14,500 students and 1,900 faculty.



The Factory District

A 1.5 million RSF commercial that includes the architecturally distinct Taystee Lab Building, the Malt House, the Mink Building and The Sweets Building. It serves as a hub for lab users, growing non-profits and start-up companies.

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Transit Accessibility:
Easy access to mass transit is provided by A-C-B-D trains at West 125th Street & St. Nicholas Avenue, as well as the 1 train at West 125th Street & Broadway.

FOOD & BEVERAGE

1. McDonald's
2. Chick-fil-A
3. KFC
4. Corner Social
5. Matrix Lounge Restaurant
6. Red Rooster Harlem
7. PB Brasserie steak house
8. Starbucks
9. Harlem Wine and Spirits

RETAIL

1. CVS
2. Old Navy
3. P.C. Richard & Son
4. Capsule NYC
5. Trader Joe's
6. SEPHORA
7. H&M
8. Whole Foods Market
9. JC Wireless Center
10. Marshalls
11. Gap Factory
12. Harlem Center

BANK

1. Chase Bank
2. Citi Bank
3. Wells Fargo Bank

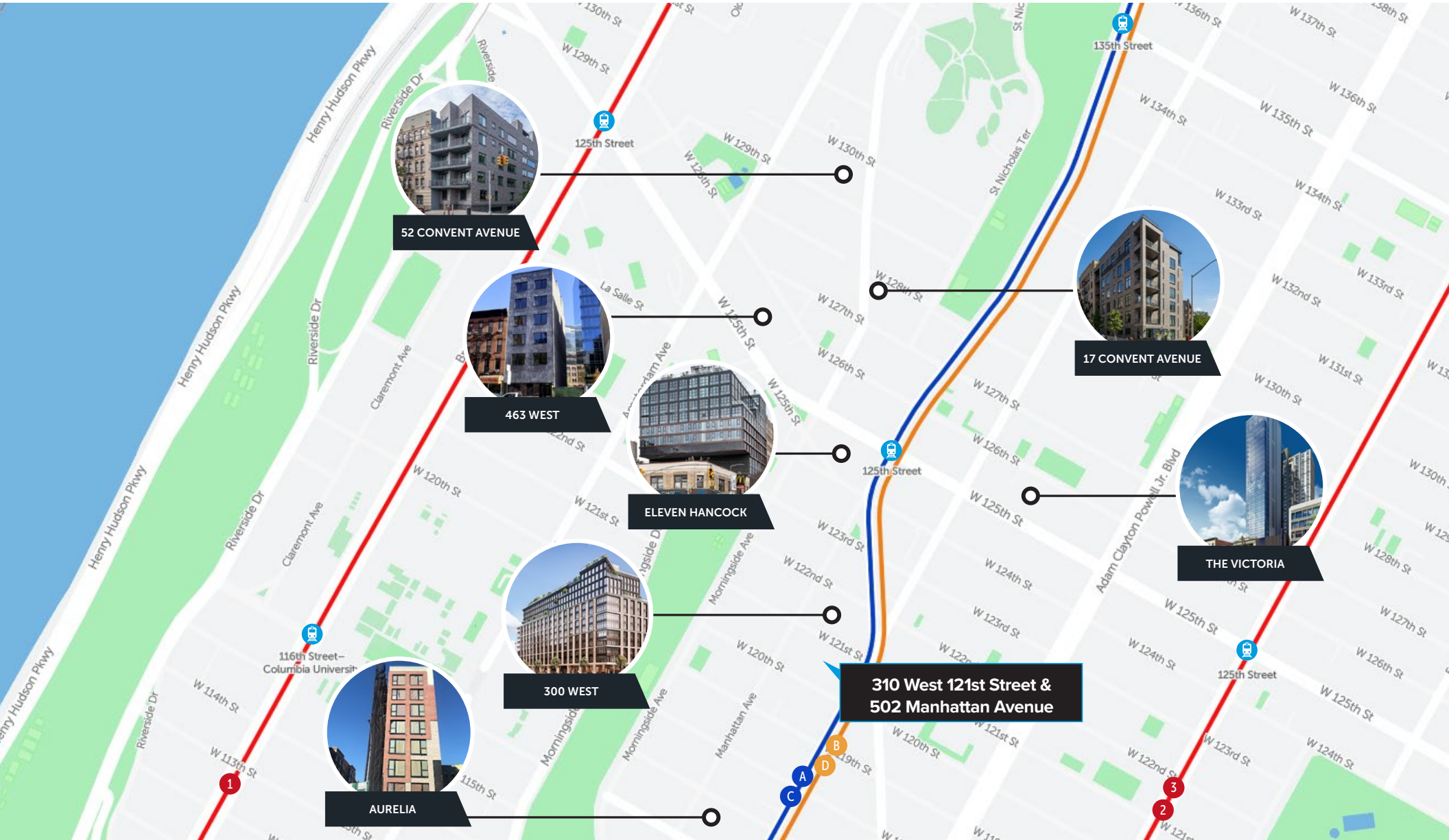


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Condo & Rental Residential Developments



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Condo Residential Developments

52 Convent Avenue



300 West



Eleven Hancock



17 Convent Avenue



| Address | 52 Convent Avenue | 300 West 122nd Street | 11 Hancock Place | 17 Convent Avenue |
|--|---|--|---|---|
| Stories | 7 | 13 | 12 | 7 |
| Units | 17 | 171 | 71 | 21 |
| Completion Date | 2019 | 2020 | 2021 | 2019 |
| Square Feet | 22,724 | 222,046 | 124,394 | 30,737 |
| Amenities | Virtual doorman, landscaped ground-floor rear yard, fitness room and children's playroom, private storage, and bike storage | A pool and sauna, a 3,000 square foot roof deck, adjoining lounge and courtyard, and children and teen rooms | Fitness center, residents lounge, playroom, two large outdoor landscaped spaces, superintendent, pet spa and more | Virtual doorman, residents' lounge with kitchenette, fitness room, rooftop lounge with dining space and BBQ grill, private storage, and bike storage. |
| Avg. Sellout \$/Sf | \$1,027 | \$1,293 | \$1,300 | \$1,084 |
| Distance (Miles from subject property) | 0.6 Miles | 0.1 Miles | 0.2 Miles | 0.5 Miles |

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Rental Residential Developments

463 West



The Victoria Tower Residences



Aurelia



| Address | 463 West 125th Street | 300 West 122nd Street | 2171 Frederick Douglass Boulevard |
|--|--|--|--|
| Stories | 6 | 28 | 8 |
| Units | 14 | 191 | 14 |
| Completion Date | 2024 | 2021 | 2024 |
| Square Feet | 9,510 | 421,080 | 14,850 |
| Amenities | Outdoor Spaces, Fitness Center, Washer/Dryer in Unit, Virtual Doorman, Elevator, Storage Lockers | Full-time doorman and concierge, live-in superintendent, elevator, fitness center, rooftop terrace, resident lounge, laundry room, bike storage, parking garage, pet-friendly policy, and on-site building staff | Secure video intercom system, in-unit washer and dryer, beautiful hardwood floors, expansive closets, kitchen with stainless steel appliances and sparkling quartz countertops |
| Avg Rent (Studio) | \$3,088 | \$2,776 | N/A |
| Avg Rent (1BD) | \$4,000 | \$3,409 | \$3,934 |
| Avg Rent (2BD) | \$5,000 | \$4,415 | \$4,600 |
| Avg Rent (3BD) | \$6,200 | N/A | N/A |
| Distance (Miles from subject property) | 0.5 Miles | 0.1 Miles | 0.3 Miles |