





EXPLORE

LEARN

SHOPDISCOVER

Restaurants, Food & Drink

Grocery & Butcher

The Peoples Choice Meet Market & Grill
427 E 149th St.

Super Associated Fresh
616 Melrose Ave

SuperFresh South Bronx
459 E 149th St

ALDI
3006 3rd Ave

Fast Food

IHOP
243-247 E 149th St

Taco Bell
249 E 149th St

Dunkin’/Baskin Robbins
459 E 149th St

Taco Bell
450 E 149th St

Burger King
521 E 149th St

McDonald's
2870 3rd Ave

Chipotle Mexican Grill
2902 3rd Ave

Checkers
530 Willis Ave

Wingstop
356 E 149th St

Wendy's
387 E 149th St

KFC
375 E 149th St

Pizza & Italian

Lincoln Hot Pizza
253 E 149th St

Best Italian Pizza
412 E 149th St

Fresca Pizza & Pasta
560 E 149th St

\$1.50 Hot Pizza
526 Willis Ave

Pepe Joe's Brick Oven Pizza
722 Courtlandt Ave

Supreme Pizza
399 E 149th St

American & Seafood

Landin Mac & Cheese
701 Melrose Ave

Longwood Fish Market #1
410 E 148th St

Blue Bay Kitchen & Market
2769 3rd Ave

New Best Fish Market
422 Westchester Ave

Kim's Fish Market
555 Morris Ave

Caribbean & African

Golden Krust Caribbean Restaurant
358 E 149th St

Le Dakar
West African Restaurant
2778 Third Ave

Bakeries & Sweets

Capry
380 E 149th

KN Mi Delicia Bakery Coffee Shop
2785 3rd Ave

Capri Cakes
306 E 149th St

Liquor & Wine

HUB Bronx Liquor & Wine
300 E 149th St

Specialty Grocery

Zumpango
615 Melrose

Mexican & Latin

Delicioso Restaurant
421 E 149th St

La Isla
276 E 149th St

Tropilyz Restaurant
358 E 149th St

Xochimilco Family Rest.
653 Melrose Ave

El Valle
640 Melrose Ave

Rey Tacos Taqueria
626 Melrose Ave

El Rincón Boricua
622 Melrose Ave

Parrilla Latina
614 Melrose Ave

El Salvadoreño
619 Melrose Ave

Tacos El Torito Versatile
608 Melrose Ave

Los Nisperos Inc
500 E 149th St

Noches Mexicanas
524 Brook Ave

Empanadas Monumental
681 Melrose Ave

Smoothies, Tea, & Cafe

Boba Tea Time
436 E 149th St

Aicha Juice Bar
2960 3rd Ave

Bambu Juice Bar & Empanadas
395 E 149th St

Madison Cafe
463 Willis Ave

JS Perry's Diner
2783 3rd Ave

Asian & Pacific

Mamar Bari Indian Cuisine
2960 3rd Ave

Teriyaki R Us
378 E 149th St

Hong Kong
610 Melrose Ave

Home & Fashion

Department Store

S & A Stores Inc
2914 Third Ave

American Outlet
2929 Third Ave

Cee Cee Variety Store
404 E 149th St

Plaza Discount Inc
518 Willis Ave

Kid City/Youngland
2922 Third Ave

Games

GameStop
418 Westchester Ave

Fashion

Ness Sportswear
2838 Third Av

Black Era
560 Melrose Ave

Dripps
2863 Third Ave

Ashley Stewart
2866 Third Ave

Portabella
2887 Third Ave

Pretty Girl
2891 Third Ave

Jewelry

Zodiak Jewelry
2829 Third Ave

T & W Unique Fashion
Jewelry Inc.
2837 Third Ave

Gold Paradise
390 E 149th St

Gold Finger
2865 Third Ave

Shoes

JD Sports
410 Westchester Ave

SNIPES
2923 Third Ave

Kids Foot Locker
2897 Third Ave

Foot Locker
2886 Third Ave

Jimmy Jazz
2910 Third Ave

Furniture Store

Jerusalem Furniture Co Inc
2870 Third Ave

Palace Gates Furniture
E 152nd St

Furniture City
2971 Third Ave

Health, Wellness & Education

Beauty Products

Fabulous Beauty Supplies
2935 Third Ave

Optima Beauty Supply
2856 Third Ave

Jerusalem Furniture Co Inc.
2870 Third Ave

Continuing Education

Grace Outreach
378 E 151st St

Higher Education

Metropolitan College
Of New York
463 E 149th St

K-12 School

Zeta Charter School
425 Westchester Avenue

Earl Monroe New
Renaissance Basketball
School (opening 2026)
674 Elton Ave

PS1X The Courtlandt School
335 E 152nd St

Legacy College Prep
400 E 148th St

Creo College Prep
524 Courtlandt Ave

The Laboratory School
of Finance and Technology:
X223
360 E 145th St

Brilla Veritas Middle School
500 Courtlandt Ave

P.S. 018 John Peter Zenger
502 Morris Ave

LGBTQ+

Destination Tomorrow
452 E 149th St 3rd Floor

Youth Services

The Door Bronx Youth Center
2999 Third Ave

Guns Down Life Up
234 E 149 Street

Harm Reduction

BOOM!Health Harm
Reduction Center
226 E 144th St

Government & Workforce Development

NYC Human Resources
Administration/FEDCAP
369 E 148th St

Government

U.S. Social Security
Administration
460 Willis Ave

Office

Bronx Coworking Space
2825 Third Ave

BXL Business Incubator
2929 Third Ave

Banks/Financial:

Popular Bank
374 E 149 Street

Municipal Credit Union
560 Courtlandt Ave

M&T Bank
2976 Third Avenue

Gym & Community Facility

La Central YMCA
434 Westchester Ave

Spa

Shurovi Beauty Spa
528 Willis Ave

Gym

Planet Fitness
2914 Third Ave

Blink Fitness In The Hub
570 Melrose Ave

Media

BronxNet Media +
Technology Studios
In The South Bronx
441 Westchester Ave

Art Gallery & Classes

Bronx Documentary Center
614 Courtlandt Ave

BxArts Factory
240 E 153rd St

Immigration Services

Coalicion Mexicana
389 E 150th St

Red de Pueblos
Trasnacionales /
Transnational Villages
Network
362 E 146th St

Pharmacy

Lincoln Specialty
Pharmacy
2825 Third Ave

Optometrist

Vista 8th on 3rd
2882 Third Ave

Cohen's Fashion Optical
2856 Third Ave

Pharmacy

Cedra Pharmacy
3027 Third Ave

Vitamin & Supplements

GNC
2958 Third Ave

Dentist

Diamond Braces
Orthodontist:
Braces & Invisalign
2992 Third Ave

Medical Clinic

Olgam Life Plasma
Donation Center
2914 Third Ave

Samaritan Village
356 E 148th St

Interboro Heart & Vascular
2825 Third Ave

Century Medical & Dental
425 Westchester Ave

Lincoln Hospital
234 E 149 Street

THE

2025 SHOPPING GUIDE & MAP

Third Ave 149th Street

Welcome

Welcome to the Hub, the longest-running commercial district in the Bronx, connecting the historic neighborhoods of Mott Haven and Melrose.

Running primarily along Third Avenue and E 149th Street, this busy stretch is known for its blend of historic architecture and storefronts, diverse cultures, and a mix of retail clothing and discount stores.

Spend the day exploring the Hub's unique offerings. From urban fashion and furniture to home goods and quick bites, the Hub has something for everyone.

Whether you're here to shop, work, or run an errand, you'll discover that the Hub is one of the Bronx's most storied destinations.
— Perfect for a full day of deals!

Our History

An elevated rail line on Third Avenue. An Opera House designed by architect George Keister, designer of the Apollo Theater. Both existed at one time in the Hub. There are five historically landmarked buildings in the Hub, including the Haffen building, the family of which Louis Haffen, The Bronx's first Borough President is a descendant. It's easy to picture yourself back in time in the Hub, as many of the buildings and streets look much the same from years ago. For more than a century, the area known as "the Hub" has been home to business owners and communities of all backgrounds, a great example of the American Dream and entrepreneurial spirit.



Our Neighborhood

Mott Haven:

South of East 149th Street lies Mott Haven, a vibrant neighborhood with historic brownstones, a thriving dining scene, and a shoreline with the Harlem River.

Melrose:

North of East 149th St is Melrose, a storied neighborhood with historic churches, community gardens, and the Melrose Ave Metro North stop, a twenty minute walk from the Hub.



The Third Avenue BID

Founded in 1988, the Third Avenue BID is the oldest commercial district in the Bronx. Located along two train lines and seven bus routes, the area affectionately known as "The Hub" sees up to 200,000 visitors daily and serves over 300 storefronts.

The BID's mission is to keep one of New York City's most trafficked commercial districts clean, safe, attractive and well programmed for businesses, employees, community residents, and visitors while promoting economic development in the South Bronx.

Our programs include economic development and retail services, small business navigation, public space activation, supplemental sanitation, public safety, street scape and capital improvements, horticulture installations, event planning, and visitor services.



The South Bronx