



# THE HUB- MELROSE BRONX

## Commercial District Needs Assessment



**NYC**  
Small Business  
Services

careers  
businesses  
neighborhoods



Third Avenue BID  
Street Vendor Project



# ABOUT THE HUB-MELROSE

## Background

Avenue NYC is a competitive grant program created by the **NYC Department of Small Business Services** to fund and build the capacity of community-based development organizations to execute commercial revitalization initiatives. Avenue NYC is funded through the U.S. Department of Housing and Urban Development's Community Development Block Grant (CDBG) Program, which targets investments in low- and moderate-income neighborhoods.

Avenue NYC Commercial Revitalization grants provide multi-year commitments aimed at building the capacity of partner organizations to better understand neighborhood needs, develop impactful programs, and sustain their work in the community for at least three years.

The **Commercial District Needs Assessment (CDNA)** highlights a neighborhood's existing business landscape and consumer characteristics.

This CDNA features commercial corridors of **Third Avenue, 149th Street, Morris Avenue, Melrose Avenue, Courtlandt Avenue, and Brook Avenue in The Hub-Melrose**, and was conducted in partnership with the **Third Avenue BID** between September 2024 and June 2025.

Key issues and opportunities identified through this assessment will help prioritize SBS-supported local investments, and serve as an informational and marketing resource for the neighborhood.

### In This Report

Existing conditions, business data, and qualitative depictions of the neighborhood were gathered from more than **340 surveys** and various stakeholder meetings with neighborhood merchants, shoppers, workers, property owners, and residents.

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Located at the convergence of four major thoroughfares - Third Avenue, Willis Avenue, Melrose Avenue, and East 149th Street - the Hub is a nexus of commercial activity for the Melrose and Mott Haven neighborhoods in the South Bronx. The Hub is one of the oldest commercial districts in the Bronx and continues to serve thousands of commuters and shoppers each day. The area houses multiple institutions, including NYC Health + Hospitals/Lincoln, the district office of Bronx Community Board 1, St. Mary's Park, and several landmark buildings. Rich in transit, the 3rd Avenue-149 Street subway station is less than a 30-minute trip to midtown Manhattan and the Melrose Metro-North station easily connects residents and commuters to the surrounding region.

From the 1850s to WWI, Third Avenue was a predominantly German community and was home to breweries, stores, theaters, and social institutions. The elevated railway built along Third Avenue in 1887 accelerated the area's development as a commercial destination and connected the neighborhood to Manhattan. At the turn of the 20th century, several new waves of immigrants made their home in the area. The period from the 1950s to the late 1970s saw disinvestment in the South Bronx, largely due to systemic racism against Black and Puerto Rican communities. Despite the disinvestment, the community formed neighborhood organizations, such as Nos Quedamos, that were dedicated to reclaiming vacant lots for community gardens and affordable housing. The Third Avenue Business Improvement District (BID) was formed in 1988 and was the first BID in the Bronx.

The intersection of Third Avenue and East 149th Street is the heart of the Hub, and features large, multi-story commercial buildings with densely packed storefronts. Roberto Clemente Plaza sits in the middle of the Hub and serves as a place for gathering, resting, and waiting for the bus. Melrose Avenue also features commercial activity in this busy area, but the corridor transitions to the north with low rise and mixed-use buildings. Melrose Avenue is primarily home to fast casual restaurants and coffee shops, bodegas, and professional services. Courtlandt and Morris avenues are quieter, but the corner of Morris Avenue and East 149th Street is busy next to NYC Health + Hospitals/Lincoln. East from Third Avenue, Bergen and Brook avenues lead to St. Mary's Park, the largest park in the South Bronx.

## Neighborhood Demographics

See more on page 16

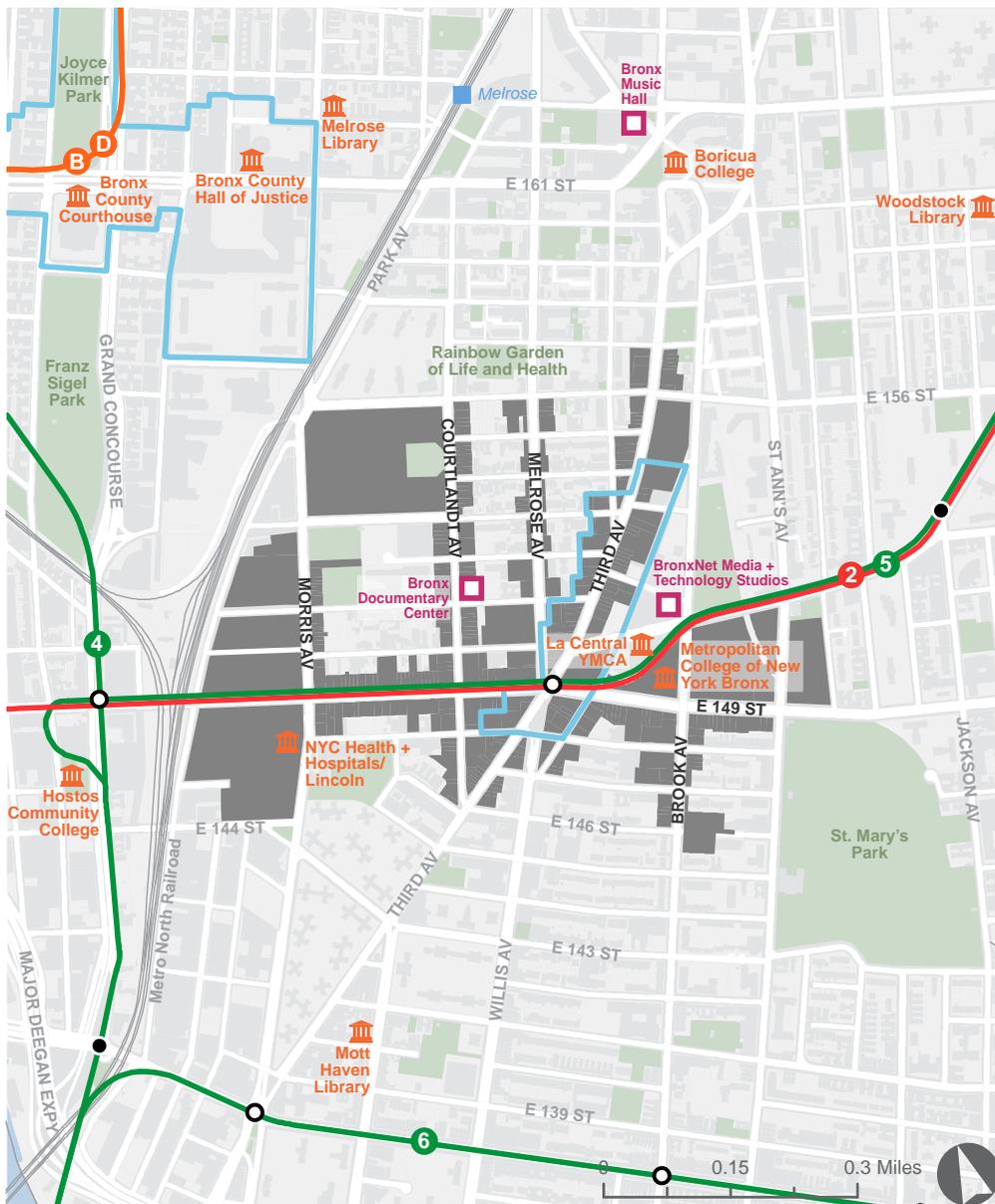
The neighborhood around the Hub has a population of 53,201 people, 62% of whom are Hispanic and 34% are Black. 41% of Hispanic residents in the area are Puerto Rican and 31% are Dominican. Most people living in the Hub-Melrose were born in the United States, and 58% were born in New York State. 24% of the population is foreign-born, 21% of whom are from Western Africa and 43% are from the Caribbean. The median household income in the neighborhood is \$31,394, which is considerably lower than that of the Bronx (\$49,036) and New York City (\$79,713).

## Future Opportunities

See more on page 5

In 2018, the South Bronx was awarded a \$10 million grant from the New York State Downtown Revitalization Initiative, and the Third Ave BID and Bronx Economic Development Corporation are overseeing the portion of this work in the Hub. This investment will bring new public art, security cameras, and wayfinding to the commercial district. The Hub is located near the soon to open Hip Hop Museum and new mixed-use developments along the Harlem River. In addition, new developments on Westchester Avenue feature the La Central YMCA and more than 12,000 square feet of new commercial space. These investments and others will attract new businesses, residents, and visitors to the Hub and continue to make the area a major commercial destination.

## The Hub-Melrose



### ◀ Notable Places



### ▲ Points of Interest

- Assessed Commercial Corridors
- Parks and Public Spaces
- Business Improvement District
- 🏛️ Public Facilities

### Neighborhood Events

40th Precinct Halloween Street & Treat

Bronx Documentary Center Latin American Photo Festival

Bronx Music Heritage Center Melrose Parranda

Destination Tomorrow PrideFest

Mexican Coalition's Dia de los Muertos

Third Avenue BID Back to School Event

Third Avenue BID Winter Wonderland

### Community Groups

Destination Tomorrow

Grace Outreach

Immaculate Conception RC Church

Mexican Coalition

Nos Quedamos

South Bronx Overall Economic

Development Corporation

South Bronx Unite

Women's Housing and Economic  
Development Corporation (WHEDco)

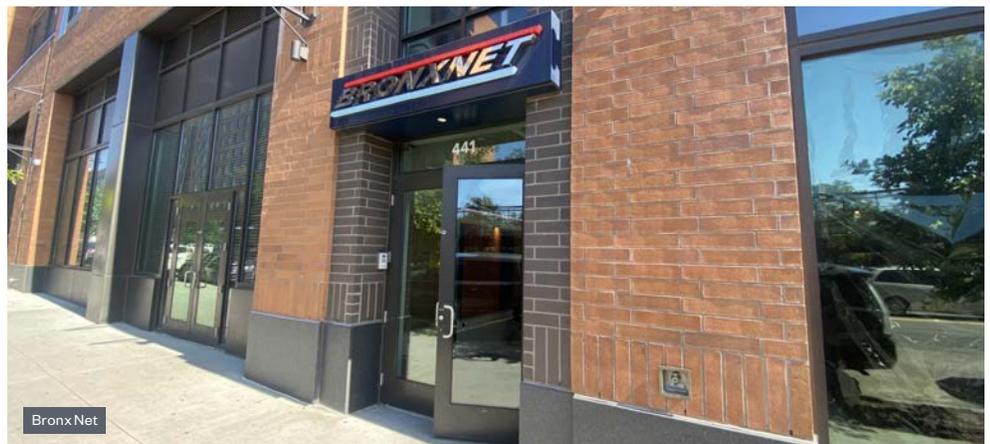
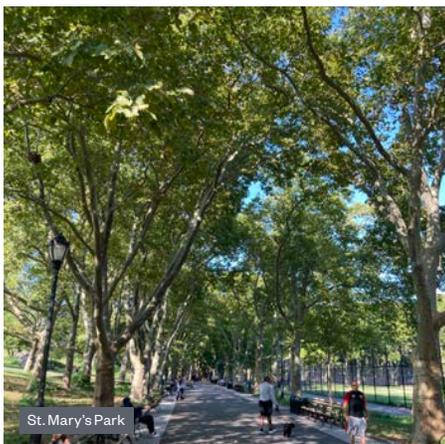
# KEY FINDINGS & OPPORTUNITIES

## Strengths

- ▶ Home to bustling commercial activity seven days per week with a wide variety of stores offering competitive prices and a vast selection of goods
- ▶ The area is rich in a diversity of cultures, from West African specialty stores to Oaxacan delis
- ▶ A vibrant history as one of the oldest commercial corridors in the Bronx and home to multiple landmark historic buildings with distinct architecture
- ▶ Transit options include the 2 and 5 subway lines, seven bus routes, 12 Citi Bike stations, and new bike lanes
- ▶ High concentration of schools, with 12 institutions located in or near the Hub, and home to the second youngest community district in New York City
- ▶ The area is a hub for nonprofit services, including food pantries, immigration services, workforce development programs, Destination Tomorrow - the Bronx's only LGBTQIA+ center, and NYC Health + Hospitals/Lincoln.

## Challenges

- ▶ Crime and safety are challenges, particularly around public drug use, as well as concerns about the oversaturation of social services in the area
- ▶ Sanitation and cleanliness issues, including illegal dumping, improper trash disposal by businesses, and individuals experiencing homelessness, contribute to a disorderly streetscape
- ▶ Many businesses in the area close early, and the absence of late-night restaurants, bars, or cafes in the core of the Hub creates a sense of desolation after dark
- ▶ Older commercial buildings have outdated or unattractive storefronts that could use upgrades
- ▶ Aside from Roberto Clemente Plaza, the area lacks open space and seating, which prevents shoppers from staying and spending more time in the district
- ▶ Dense pedestrian activity, lack of bus shelters, and overcrowding at bus stops leads to congested and blocked sidewalks
- ▶ There are mainly fast-food restaurants available, and the area lacks supermarkets or fresh food options





East 149th Street



Melrose and 3rd avenues



Neighborhood Advisory Committee



Melrose Avenue

## Opportunities

- ▶ Organize community cleanup days with local partners to beautify the corridors, connect the community, and raise awareness about environmental justice
- ▶ Connect property owners with artists and entrepreneurs to activate vacant storefronts
- ▶ Collaborate with businesses to form a plan for lighting at night by keeping storefront gates open and businesses lit throughout the evening
- ▶ Work with the city and property owners to clean random graffiti while cultivating designated areas that celebrate graffiti culture
- ▶ Activate vacant lots by working with the property owner and create new open spaces for seating and passive use
- ▶ Work with the NYC Department of Transportation to expand pedestrian space that enhances walkability and reduces traffic congestion at Third Avenue and East 149th Street, with special attention to improving bus speeds
- ▶ Attract a farmers market to operate in Roberto Clemente Plaza and work with the city to encourage street vendors to sell fresh fruits and vegetables
- ▶ Help property owners fill vacant commercial space on the second floor and encourage new spaces for after-school activities for children and families
- ▶ Convene business owners who are interested in purchasing property to explore cooperative ownership opportunities
- ▶ Explore BID expansion along East 149th Street to provide additional supplemental cleaning and other services
- ▶ Develop and launch a marketing campaign for the district that promotes the variety of stores and commercial offerings
- ▶ Conduct outreach to help minority- and women-owned businesses to become certified as M/WBEs

### What's Next?

To address these key findings and opportunities, multi-year Avenue NYC Commercial Revitalization Grants have been awarded by SBS to nonprofit organizations.

For more information, visit: [nyc.gov/avenuenyc](http://nyc.gov/avenuenyc)

# BUSINESS LANDSCAPE: THE HUB-MELROSE

## Business Inventory

**613**

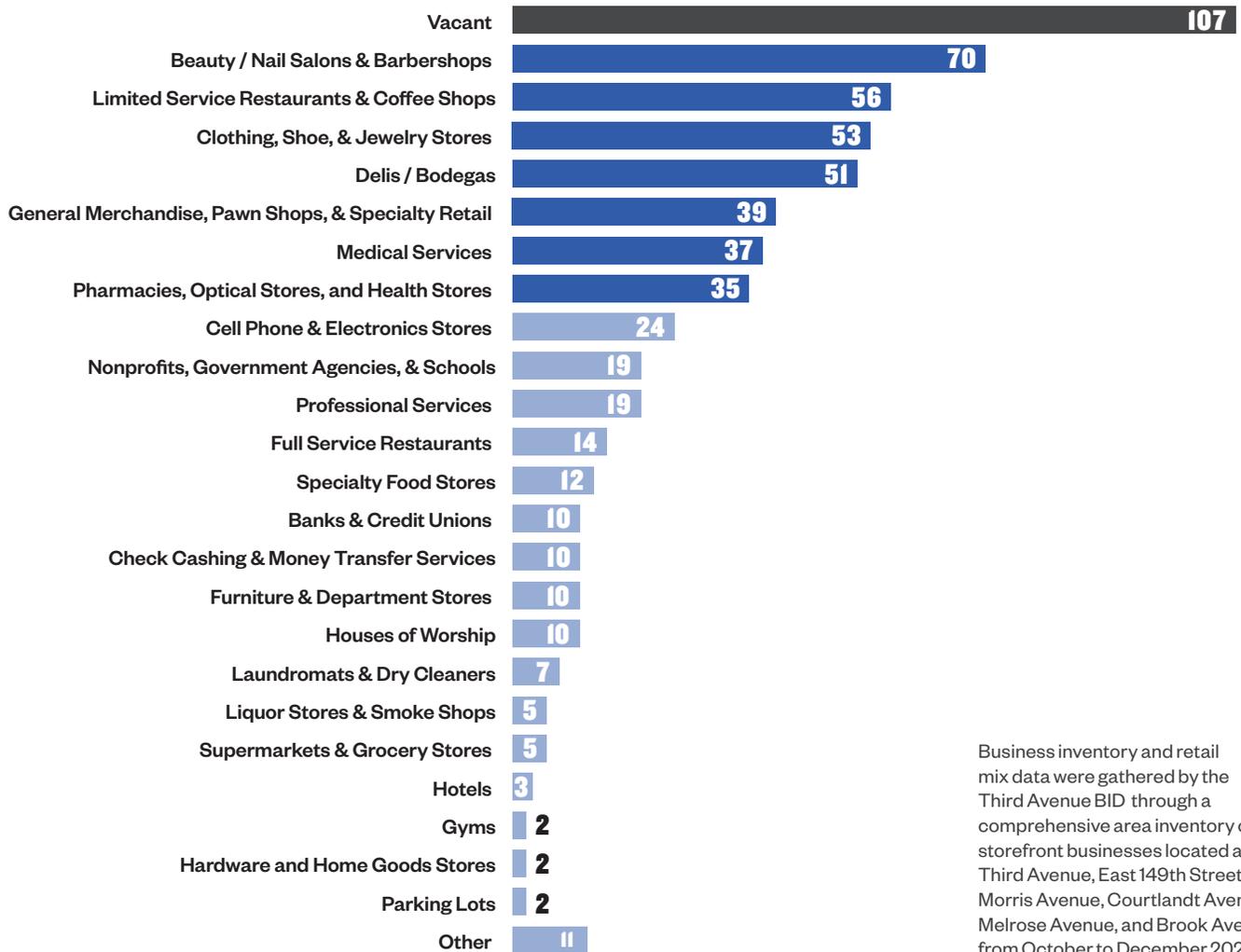
Total Number of Storefronts

**17.5%**

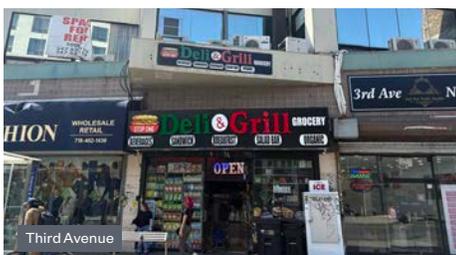
Storefront Vacancy\*

\*Note: As of June 2025, New York City's commercial corridors have an average storefront vacancy rate of 12.1% and median storefront vacancy rate of 10.9% (LiveXYZ).

## Storefront & Retail Mix



Business inventory and retail mix data were gathered by the Third Avenue BID through a comprehensive area inventory of storefront businesses located along Third Avenue, East 149th Street, Morris Avenue, Courtlandt Avenue, Melrose Avenue, and Brook Avenue from October to December 2024.



Third Avenue



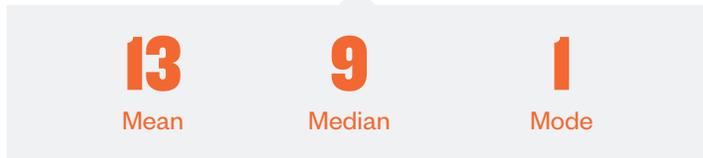
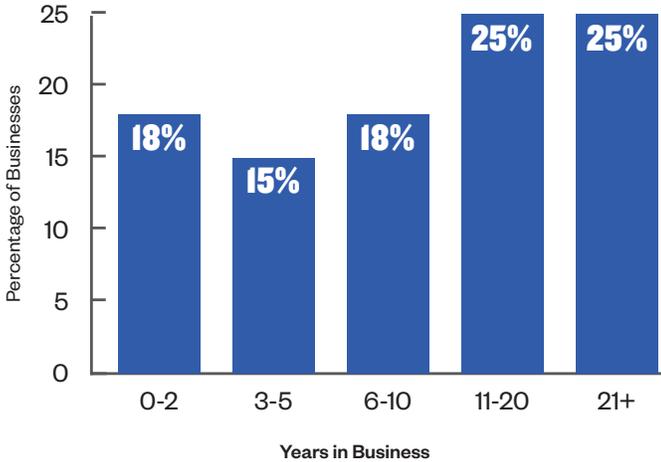
East 149th Street and Brook Avenue



East 149th Street

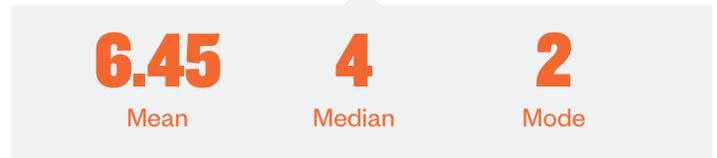
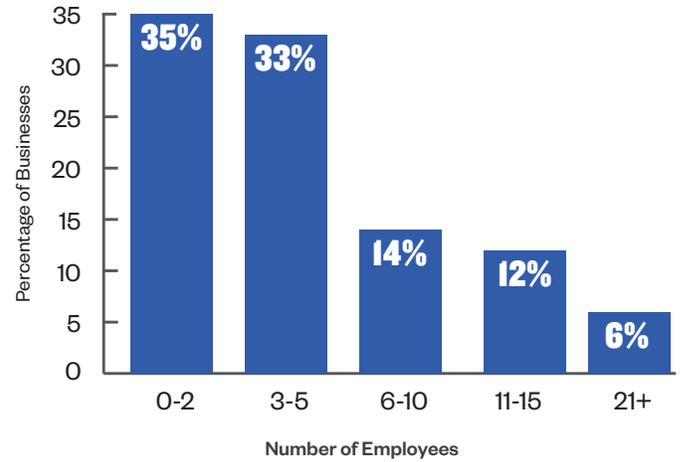
# What We've Heard from The Hub-Melrose Merchants

## How many years have you been in business here?



Note: The mean is the average of all responses, the median is the middle number when all responses are arranged in ascending order, and the mode is the most common response.

## How many full-time employees do you have?



## Do you own or rent your property?



## Does your business currently have a website?



## Are you a minority or woman-owned business?



## Does your business currently use social media?



## Over the past year, has your business improved, stayed the same, or decreased?



Source: Based on 124 merchant surveys conducted by the Third Avenue BID in Fall 2024 and Winter 2025.

# BUSINESS LANDSCAPE

## Street Vendor Study

Street vending has been an integral part of New York City's urban landscape for generations, especially in busy commercial corridors like the Hub. Vendors sell a wide range of goods - from prepared food and cut fruit to books and phone accessories. Many community members depend on these vendors for affordable, culturally relevant products that are often unavailable elsewhere. In the Hub, vendors primarily operate along East 149th Street between Morris and Bergen avenues, as well as along Third Avenue between East 149th and East 153rd streets - areas that make up the district's core and attract the highest foot traffic. In the spring of 2025, organizers from the Street Vendor Project conducted a survey to better understand the vendors' backgrounds, challenges, and most pressing needs. During the time that this data was collected, the number of vendors on the street was significantly lower than earlier in the year due to increased immigration enforcement and vending regulatory enforcement. While most vendors reported that they want to continue vending in the future, those who reported wanting to leave the industry plan to do so because of the constant pressure they face from various forms of enforcement.

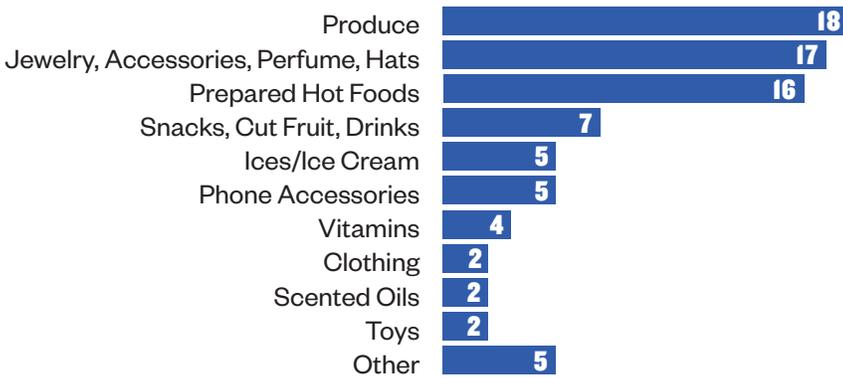
Total  
Number of  
Street  
Vendors

82

Average  
Number of  
Years Spent  
Vending

8.7

### Street Vendor Retail Mix



This information was gathered by the Street Vendor Project in May 2025. The presence of each stationary street vendor (food truck, food cart, pushcart, tables, and stands) and those using no equipment (e.g. selling out of a cooler) was documented through on-the-ground observations. 82 vendors were observed in operation, and 32 vendors were surveyed.

### Vendor Types by Equipment



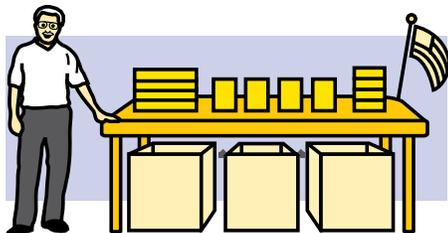
**Food Truck** vendors prepare and sell meals, offering a large selection of products



**Food Cart** vendors prepare and sell meals, offering a large selection of products



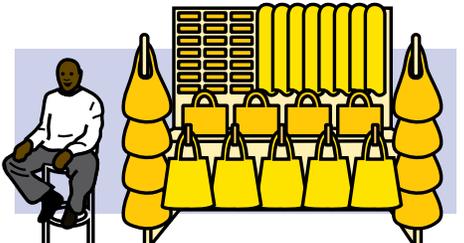
**Pushcart** vendors typically sell a limited selection of prepared foods, drinks, and/or accessories



**Table** vendors sell accessories and/or small merchandise



**Cooler** vendors sell drinks, ice cream, and snacks



**Stand** vendors sell fruits, vegetables, and sometimes drinks, plants, or accessories

Vendor illustrations used courtesy of the Center for Urban Pedagogy (CUP) and excerpted from Vendor Power!, a collaboration of CUP, The Street Vendor Project and designer Candy Chang.

# What We've Heard From The Hub-Melrose Street Vendors

Do you live in this neighborhood?

**81%**

Yes

**19%**

No

Is vending your only source of income?

**91%**

Yes

**9%**

No

Over the past year, has your business improved, stayed the same, or decreased?

**0%**

Improved

**6%**

Stayed the Same

**88%**

Decreased

**6%**

N/A

In the coming year do you plan to

**66%**

Stay

**34%**

Leave Street Vending

What kind of resources would help your business grow?

▶ Legal support	<b>78%</b>
▶ Assistance with regulatory compliance	<b>44%</b>
▶ New equipment (cart, truck, etc.)	<b>44%</b>
▶ Access to financing	<b>31%</b>
▶ Marketing support	<b>13%</b>
▶ Technology improvements (mobile payments)	<b>3%</b>
▶ Other	<b>3%</b>

**94%**

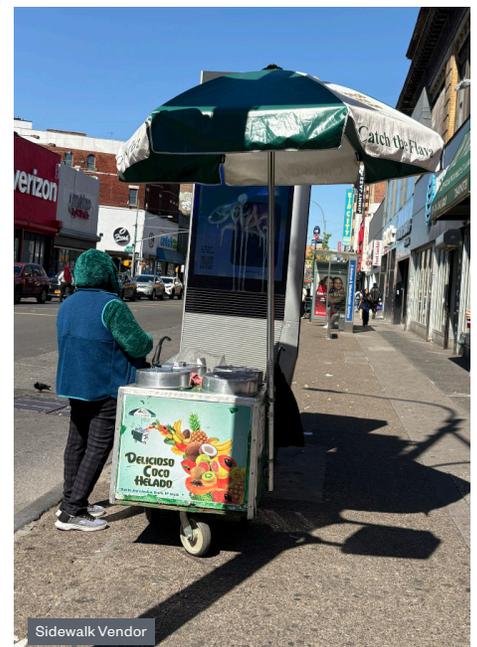
of vendors report the top challenge to their business is a lack of licenses and permits available to vend legally under NYC law



Sidewalk Vendor



Produce Vendor



Sidewalk Vendor

Source: Based on 32 street vendor surveys conducted by the Street Vendor Project in Spring 2025.

# BUSINESS LANDSCAPE

## What We've Heard from The Hub-Melrose Merchants

### What do you like about the commercial district?

"The shopping, you can buy everything here for a good price."

"So many people pass through here, it's the most highly trafficked area in the Bronx."

"Heavy in traffic, good amount of selection from stores and food of every type you can think of."

"The difference of cultures, mom and pop shops, discount stores, even the street vending stands outside."

"The people around, good place to start a business because of community."

"The people in this area are the most friendly people of the Bronx."

"The people, you get a little bit of everything from different communities."

"The amount of people from every race, and tourists too."

"The heavy traffic, the diversity makes it different than other places and I like the people."

"I'm from here, I was raised here, it's a good commute. It's a melting pot of cultures, the diversity."

### Why did you choose to open your business in this commercial district?

"High population, good foot traffic."

"Good location. A lot of competition."

"Great location with transit and density."

"The area was beautiful when we started."

"I like this location because of the hospital."

"Because the neighborhood is a great community."

"Rent was cheap and good foot traffic."

"Living here on Third Avenue and lots of traffic. You don't need to go to Manhattan."

"Walking ease, population, visibility."

## What We've Heard from The Hub-Melrose Merchants and Shoppers

### What changes would you like to see to improve The Hub-Melrose commercial district?

"Paint murals over the graffiti (get local artists to do this), continue reclaiming the plaza with community events, increase police presence in the plaza beyond peak hours, get businesses to come together and demand change from city/borough politicians."

"Too many thefts, need cops present always."

"You would have to re-do the whole area."

"Perhaps a farmers or holiday markets showcasing small businesses."

"Job opportunities."

"Shift street vendors to the plaza. This would clear up sidewalks and make it harder for drug use and other crimes to occur there."

"Graffiti is art and should be used to add vibrancy to the Hub."

"Businesses need to be open earlier and close later."

"More parking for customers."

### What changes need to occur in The Hub-Melrose to attract more visitors/shoppers?

	% Merchant Response	% Consumer Response	% Vendor Response
▶ Safety	73%	77%	50%
▶ Sanitation, Street Cleaning	58%	72%	34%
▶ Landscaping/Beautification	25%	39%	9%
▶ Community Events	20%	40%	28%
▶ Street Lighting	20%	36%	N/A
▶ Graffiti Removal	17%	21%	N/A
▶ Fix Drugs/Homelessness	16%	10%	N/A
▶ Storefront Improvements	16%	33%	N/A
▶ Transportation Improvements	15%	24%	N/A
▶ Merchant Collaboration	10%	18%	N/A
▶ More Open Space	6%	22%	N/A
▶ Other	29%	13%	18%

Source: Based on 124 merchant surveys, 218 consumer surveys, and 32 street vendor surveys conducted by the Third Avenue BID in Fall 2024 through Spring 2025.

# BUSINESS OUTLOOK

## The Hub-Melrose Retail Demand

Residents spent

**\$1.49B**

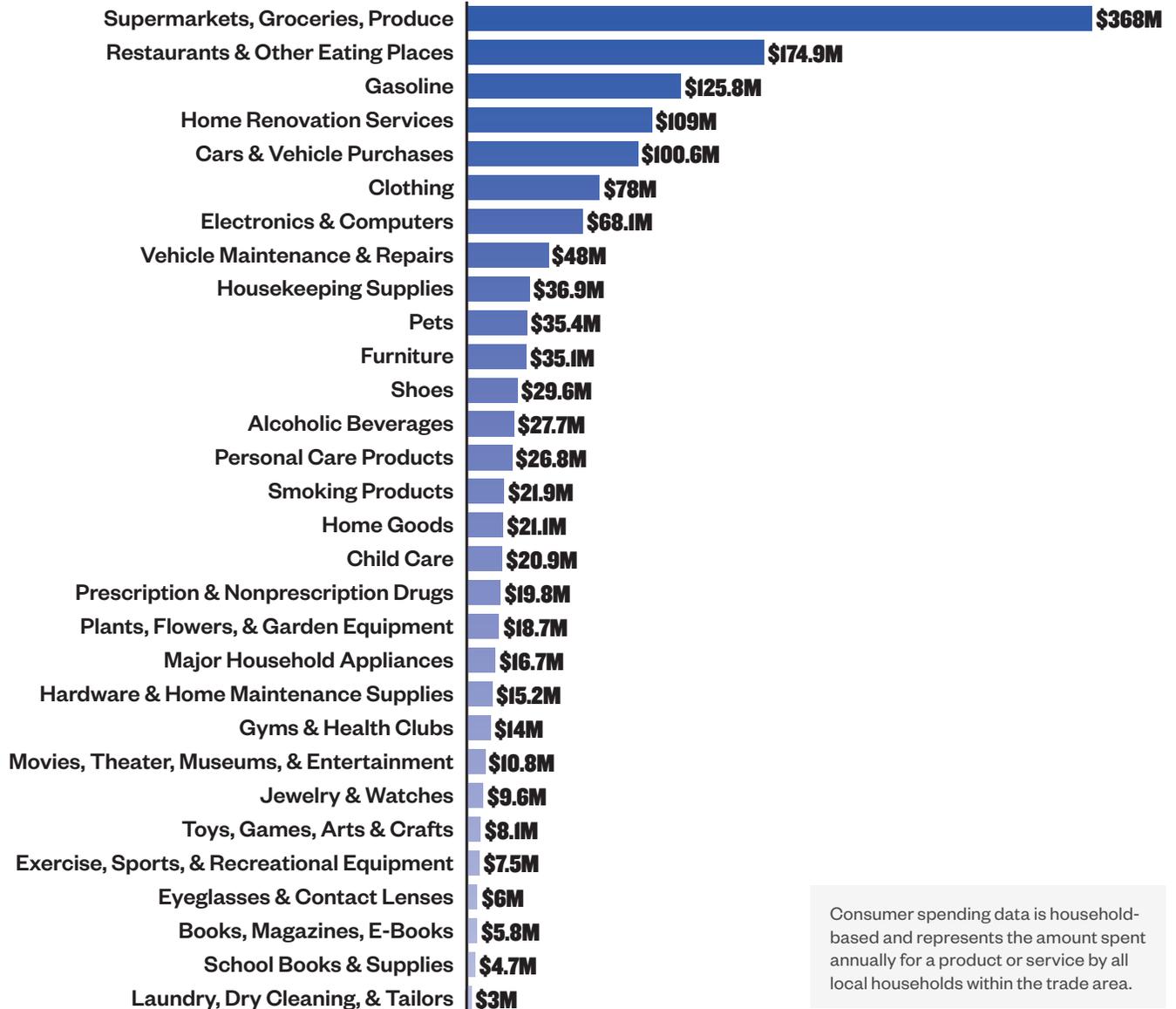
on retail goods and services in 2025

Residents will spend

**\$1.71B**

each year on retail goods and services by 2030

### 2025 Consumer Spending



Consumer spending data is household-based and represents the amount spent annually for a product or service by all local households within the trade area.

Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

# BUSINESS OUTLOOK

## Business Trends

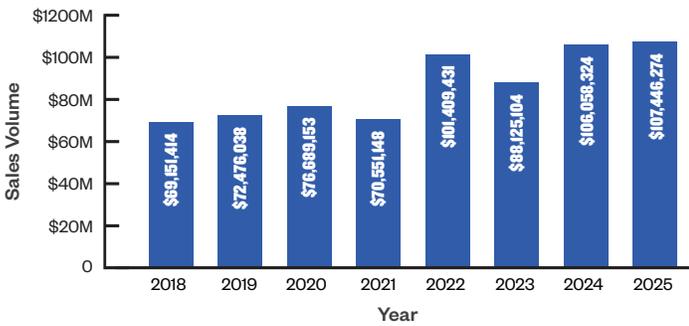
Change in Total Business Sales, 2018-2025



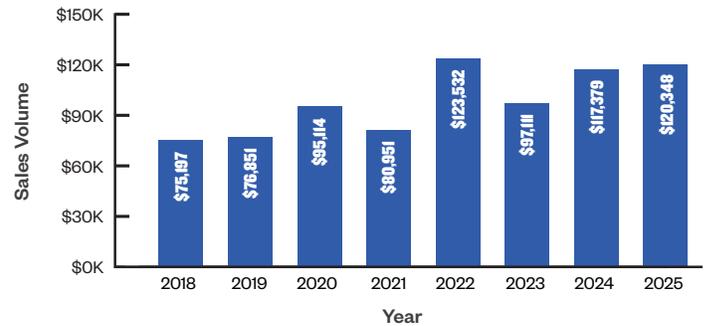
Change in Median Sales by Business, 2018-2025



The Hub-Melrose Total Business Sales\*



The Hub-Melrose Sales by Business\*



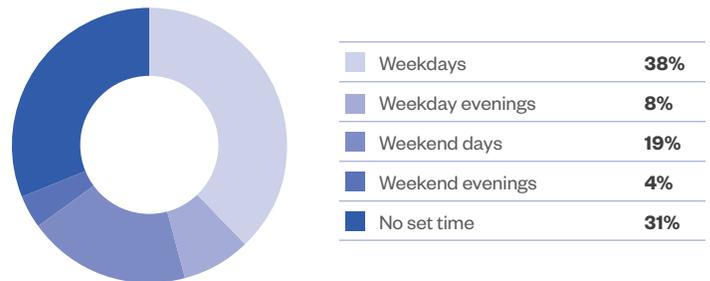
\*Year 2025 reflects data gathered up until June 2025. Source: Division of Tax Policy, NYC Department of Finance

## What We've Heard from Shoppers

### What additional types of businesses would you like to see in The Hub-Melrose?

- ▶ Healthy Food 
- ▶ Department Stores 
- ▶ Clothing Stores 
- ▶ More Diverse Cuisine/Sit-Down Restaurants 
- ▶ Coffee Shops/Cafes 

### When do you usually shop in The Hub-Melrose?



### What are the top three ways you travel to The Hub-Melrose?

Walk		52%
Bus		43%
Subway		32%
Personal Car		14%
Bike		6%
Taxi/Ride Share		6%

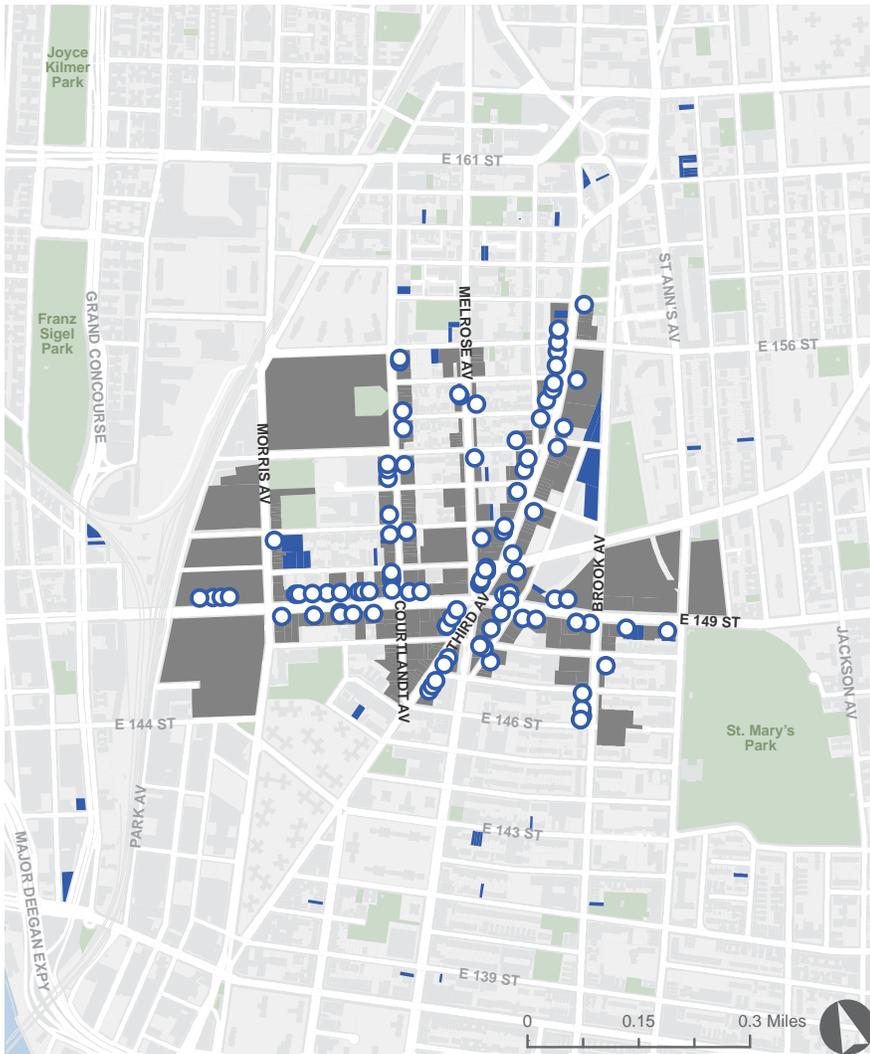
### How often do you shop in The Hub-Melrose?



Source: Based on 408 consumer surveys conducted by the Third Avenue BID in Fall 2024 and Winter 2025.

# PHYSICAL ENVIRONMENT

## Storefront Vacancies



■ Vacant Lots      ○ Vacant Storefronts      ■ Parks & Open Spaces

An analysis of 613 storefronts along East 149th Street, Third Avenue, Morris Avenue, Courtlandt Avenue, Melrose Avenue, and Brook Avenue revealed that 40% of storefronts are in poor condition, 37% are in average condition, and 23% are in good condition.



Litter



Standing Water



Illegal Dumping



Crowded Sidewalks

## Streetscape Observations

- ▶ Sidewalks in the Hub are generally in good condition although there are locations where they are broken and damaged, such as the intersection of Westchester and Third avenues.
- ▶ There are different styles of sidewalks in various locations that appear to be dated to different phases of development; the locations where the styles switch can lead to uneven surfaces.
- ▶ Sidewalks are narrow in several places like the subway entrances at East 149th Street and Third Avenue where street vendors take up a lot of space, leaving people in wheelchairs or walkers with little space to maneuver; a sidewalk bulb-out could help alleviate congestion.
- ▶ There are almost no street trees in the core of the Hub, aside from Roberto Clemente Plaza; the tree pits that are nearby lack guards, plantings, and mulch, leading to unhealthy street trees.
- ▶ Bus stops are very crowded, especially during rush hour, with only a few having benches or shelters, and there are no countdown clocks for any of the bus lines.
- ▶ Traffic along East 149th Street and Third Avenue can be chaotic with buses, cars, and emergency vehicles sharing space, contributing to a noisy, stressful environment.
- ▶ Graffiti is present on buildings throughout the area, but some murals and other public street art contribute positively to the neighborhood.
- ▶ Illegal dumping from businesses and vendors, unhoused individuals going through trash bags overnight, and passersby discarding litter in the street accumulates regularly.
- ▶ Inconsistent lighting from streetlights and buildings makes the area feel desolate at night, contributing to safety concerns.

## Public Space Study: Roberto Clemente Plaza

Roberto Clemente Plaza is located at the intersection of Willis and Third avenues, in the heart of the Hub. Completed after a decade-long study and construction process led by the NYC Department of Transportation, the NYC Department of Design & Construction, and Garrison Architects, the project invested \$16.2 million into the neighborhood. Nearby street improvements were implemented around the same time, including a redesign and build out of the Willis Avenue bike lane in 2019.

More than 50,000 commuters pass through Roberto Clemente Plaza each day. Designed as a “green oasis amidst the chaos,” the plaza features ample seating, trees and greenery, a fountain, and a public art piece honoring the Puerto Rican baseball player Roberto Clemente.

Since its opening, the plaza has hosted a variety of community events including salsa music performances, information fairs by local service providers, and ongoing harm reduction outreach. A hub in the center of the Hub, Roberto Clemente Plaza is a crucial public space along the commercial corridor that would benefit from consistent activation to counteract the quality-of-life issues that impact the neighborhood.



### What is your relationship to this space?

% Space User Responses

▶ Live in neighborhood	<b>51%</b>
▶ Work Nearby	<b>24%</b>
▶ Visitor	<b>14%</b>
▶ Other	<b>10%</b>

### How do you typically use this space?

% Space User Responses

▶ Commuting/Passing through	<b>59%</b>
▶ Eating	<b>37%</b>
▶ Socializing/Meeting friends	<b>37%</b>
▶ Shopping	<b>33%</b>
▶ Other	<b>37%</b>

### When do you typically visit this space?

<b>73%</b>	<b>18%</b>	<b>8%</b>
Day	Evening	N/A or No Response

### What are the top three issues in the plaza?

% Space User Responses

▶ Cleanliness	<b>78%</b>
▶ Safety	<b>69%</b>
▶ Drug use	<b>27%</b>
▶ Landscaping/Beautification	<b>22%</b>
▶ Programs/Events	<b>18%</b>
▶ Physical conditions/Amenities	<b>12%</b>
▶ Other	<b>10%</b>
▶ Lighting	<b>6%</b>
▶ Accessibility	<b>2%</b>

### How often do you visit this plaza?

<b>61%</b>	<b>31%</b>	<b>6%</b>	<b>2%</b>
Regularly	Occasionally	Rarely	First Time

Source: Based on 49 surveys conducted by the Third Avenue BID in Spring 2025

# DATA APPENDIX

## Study Area Boundaries

### Assessed Commercial Corridors

Primary data on The Hub-Melrose storefront businesses presented on pg. 6-9 was gathered along the following commercial corridors:

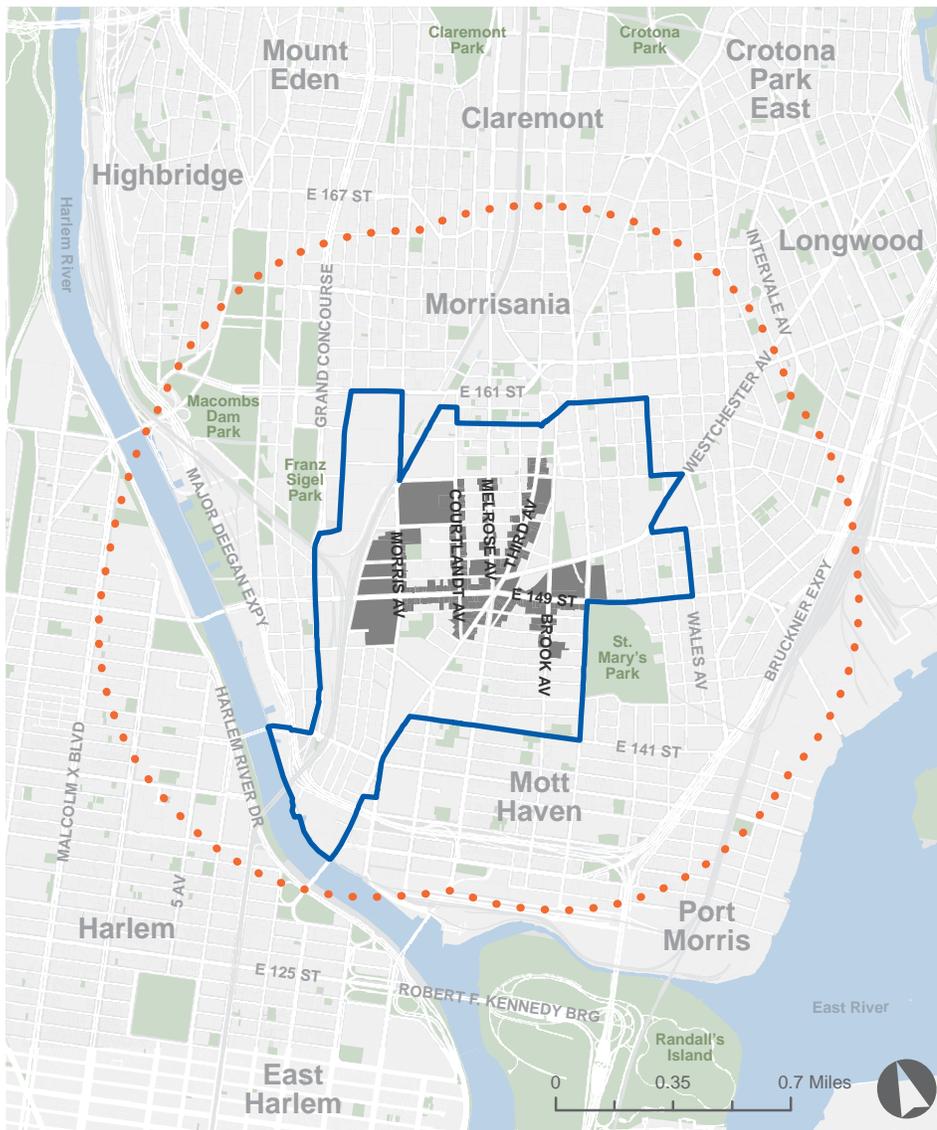
- ▶ E 149th Street between Park Avenue and St. Anns Avenue
- ▶ Third Avenue between E 147th Street and E 157th Street
- ▶ Brook Avenue between E 145th Street and Westchester Avenue
- ▶ Melrose Avenue between E 149th Street and E 156th Street
- ▶ Courtlandt Avenue between E 146th Street and E 156th Street
- ▶ Morris Avenue between E 144th Street and E 156th Street

### The Hub-Melrose Context Area

Demographic and employment data on pg. 16-17 represents the population within the The Hub-Melrose neighborhood context area.

### Trade Area

Consumer spending data on pg. 12 corresponds to the 0.75 mile trade area.



## Area Demographics

### Total Population

<b>53,201</b>	The Hub-Melrose
<b>1,419,250</b>	Bronx
<b>8,516,202</b>	New York City

### Population Density (per square mile)

<b>56,015</b>	The Hub-Melrose
<b>33,338</b>	Bronx
<b>28,165</b>	New York City

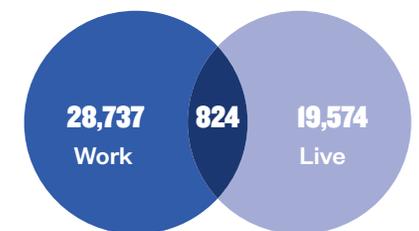
### Average Household Size

<b>2.37</b>	The Hub-Melrose
<b>2.57</b>	Bronx
<b>2.51</b>	New York City

### Car Ownership

<b>23%</b>	The Hub-Melrose
<b>39.4%</b>	Bronx
<b>45.1%</b>	New York City

### Commuting Patterns



**28,737** Work in The Hub-Melrose live elsewhere

**824** Live & Work in The Hub-Melrose

**19,574** Live in The Hub-Melrose, work elsewhere

# Area Demographics

## Race/Background



	The Hub-Melrose	Bronx	NYC
Hispanic or Latino (of any race)	62%	55%	28%
White alone	1%	9%	31%
Black or African American alone	34%	29%	21%
Asian alone	1%	4%	15%
Two or more races	1%	2%	3%
Some other race alone	1%	1%	1%
American Indian and Alaska Native alone	0%	0%	0%
Native Hawaiian and Other Pacific Islander	0%	0%	0%

## Educational Attainment



	The Hub-Melrose	Bronx	NYC
12th Grade or Less, No Diploma	30%	25%	16%
High School Graduate	28%	28%	23%
Some College, No Degree	18%	17%	13%
Associate's Degree	8%	8%	7%
Bachelor's Degree	12%	14%	24%
Graduate or Professional Degree	4%	8%	17%

## Population Age



	The Hub-Melrose	Bronx	NYC
Under 5 Years	8%	7%	6%
5-14 Years	14%	14%	11%
15-24 Years	14%	14%	11%
25-44 Years	29%	28%	31%
45-64 Years	22%	24%	25%
65+ Years	14%	14%	16%

## Median Age

<b>35</b>	The Hub-Melrose
<b>36</b>	Bronx
<b>38</b>	New York City

## Foreign-Born Population

<b>24%</b>	The Hub-Melrose
<b>34%</b>	Bronx
<b>37%</b>	New York City

## Income

### Median Household Income

<b>\$31,394</b>	The Hub-Melrose
<b>\$49,036</b>	Bronx
<b>\$79,713</b>	New York City

### Pop. Below Poverty Line

<b>39%</b>	The Hub-Melrose
<b>27%</b>	Bronx
<b>17%</b>	New York City

## Employment

### Population in Labor Force

<b>54%</b>	The Hub-Melrose
<b>58%</b>	Bronx
<b>63%</b>	New York City

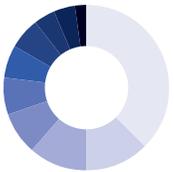
### Unemployment\*

<b>15%</b>	The Hub-Melrose
<b>11%</b>	Bronx
<b>7.70%</b>	New York City

\*Note: As of April 2025, the unemployment rate is 6.1% for the Bronx and 4.6% for New York City (NYSDOL); updated neighborhood-level data for The Hub-Melrose is not available.

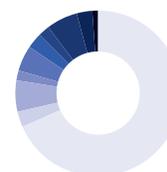
## Local Jobs and Employment

### Local Residents' Employment



Educational Services, Health Care, Social Assistance	36%
Professional, Scientific, & Technical Services	12%
Retail Trade	11%
Transportation, Warehousing, Utilities	8%
Accommodation, Food Services, Arts, & Entertainment	7%
Construction	6%
Finance, Insurance, Real Estate	6%
Other Services	4%
Public Administration	4%
Manufacturing	2%

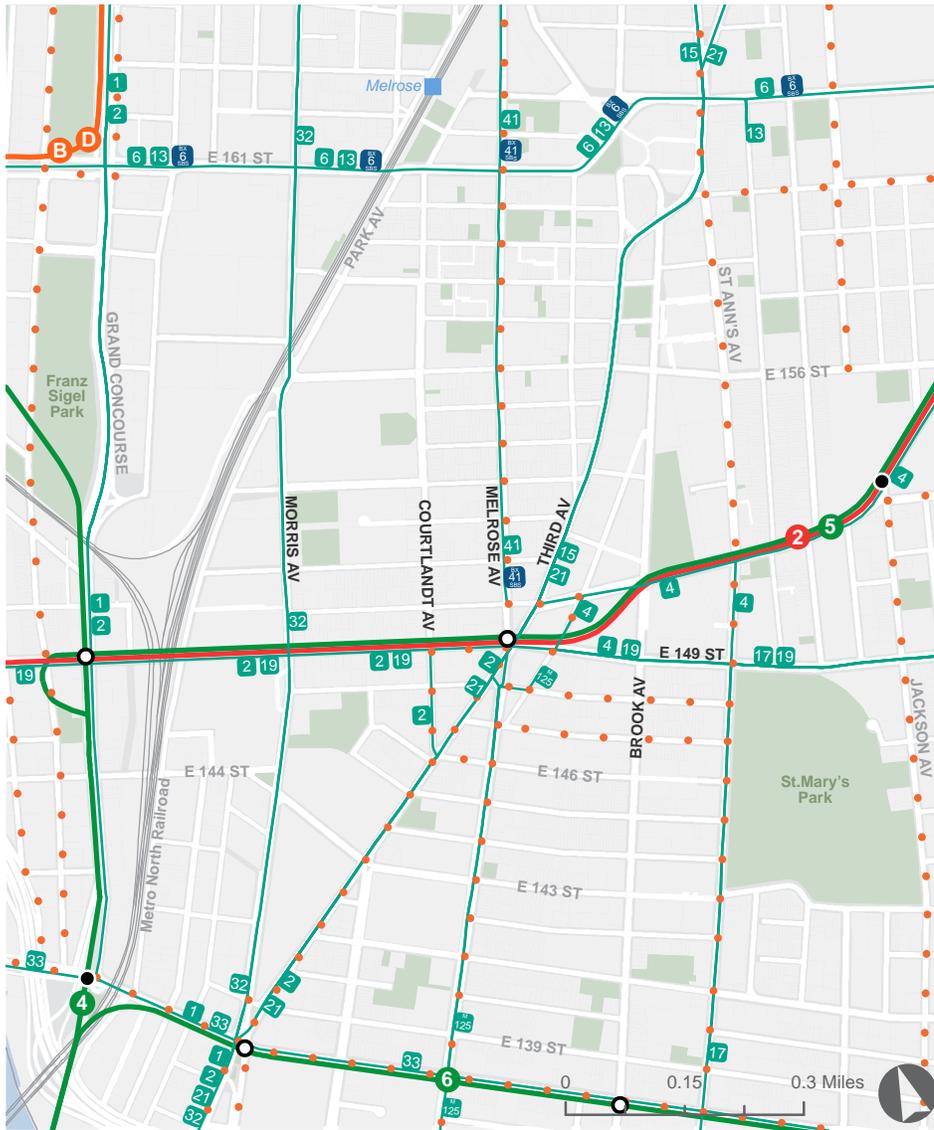
### Jobs Located in The Hub-Melrose



Educational Services, Health Care, Social Assistance	67%
Professional, Scientific, & Technical Services	3%
Retail Trade	6%
Transportation, Warehousing, Utilities	2%
Accommodation, Food Services, Arts, & Entertainment	5%
Construction	2%
Finance, Insurance, Real Estate	3%
Public Administration	6%
Other Services	3%
Manufacturing	1%

# DATA APPENDIX

## The Hub-Melrose Transportation



### Average Weekday Subway Ridership (2024)

**17,977** B D 4 161 St-Yankee Stadium

**12,027** 2 5 3 Av-149 Street

**5,188** 6 3 Av- 138th St

**3,372** 6 Brook Av

### Average Daily Vehicular Traffic (2024)

**16,109** E 149th Street from Morris Avenue to Third Avenue

**4,543** E 150th Street from Melrose Avenue to Third Avenue

**3,839** Bergen Avenue from East 147th Street to Westchester Avenue

**2,194** E 148th Street from Morris Avenue to Third Avenue

**1,930** E 143rd Street from E 144th Street to Morris Avenue

**1,868** E 151st from Morris Avenue to Melrose Avenue

### Pedestrian Counts (2023)

Third Avenue from E 150th Street to E 151st Street

**1,352** Weekday Morning Pedestrians

**5,744** Weekday Afternoon Pedestrians

**2,439** Weekend Pedestrians

### ▲ The Hub-Melrose Transportation



### Average Daily Bus Ridership (2024)

**11,438** BX1, BX2 **4,120** BX13

**7,806** BX19 **3,559** BX4

**6,342** BX6, BX6 SBS **3,147** Bx15

**5,090** BX41, BX41 SBS **2,399** BX17

**4,184** BX21 **897** BX33

Source: MTA 2024; NYS DOT, 2024 Annual Average Daily Traffic data.

## Recent SBS Neighborhood Investments

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- ▶ *Commercial Revitalization*, Avenue NYC multi-year grant of \$300,000 awarded to the Third Avenue BID, 2024-2027.
  - ▶ *Public Realm Lighting Grant*, \$100,000 awarded to the Third Avenue BID, 2025.
  - ▶ *Small BID Support*, Small BID grant of \$75,000 awarded to the Third Avenue BID, 2025.
  - ▶ *Small BID Support*, Small BID grant of \$75,000 awarded to the Third Avenue BID, 2024.
- 

## Current & Planned Developments

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### La Central

- ▶ Housing development with 496 affordable units, rooftop community gardens, and a YMCA.

### The Jacqueline

- ▶ 15 story luxury high-rise with 69 apartments ranging from studios to two-bedroom units.

## Existing Plans & Studies

*The South Bronx: An Economic Snapshot*, Office of the New York State Comptroller, 2024.

## Sources

ESRI and Consumer Expenditure Surveys, Bureau of Labor Statistics. 2025 ESRI Retail Demand Outlook.

Metropolitan Transportation Authority, 2024. Average Weekday Subway Ridership and Average Monthly Bus Ridership.

NYS Department of Labor. May 2025. Unemployment Rate Rankings by County.

NYS Department of Transportation. 2024 Annual Average Daily Traffic, using Traffic Data Viewer.

NYC Department of Finance, Division of Tax Policy, using data from NYS Department of Taxation and Finance. Business sales are reported by tax year, which runs from March 1st to February 28th. Sales data are compiled from sales tax returns, which are rolled up by tax filer within a year, excluding returns with negative sales amounts. For each year, each tax filer is reported according to the address listed on their latest return. Large outliers were removed from the analysis, and the top 5% of filers from Manhattan and the top 1% of filers from the outer boroughs by sales were removed.

Live XYZ, NYC Storefront Data, June 2025. Average and median storefront vacancy rates were determined through an SBS analysis of each commercial corridor in New York City.

NYC Department of Transportation. 2023 Pedestrian Counts and Bicycle Ridership.

U.S. Census Bureau. 2022. OnTheMap Application. Longitudinal-Employer Household Dynamics Program.

U.S. Census Bureau. American Community Survey, 2021 American Community Survey 5-Year Estimates, using NYC Population FactFinder. The Hub-Melrose Census Tracts: 41, 43, 51, 61, 65, 67, 69, 71, 73, 75.

Photo Credits: Wikimedia Commons: Bebo2good1, Deans Charbal. Third Avenue BID: Benjamin Engel. NYC SBS: Eliza Jacobson.

## ABOUT SBS

The NYC Department of Small Business Services helps unlock economic potential and create economic security for all New Yorkers by connecting New Yorkers to good jobs, creating stronger businesses, and building a fairer economy in neighborhoods across the five boroughs.

## ACKNOWLEDGMENTS

We would like to recognize and thank the following individuals and organizations for their contributions to the development of the Hub-Melrose Commercial District Needs Assessment:

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Third Avenue BID  
Street Vendor Project  
The Hub-Melrose Merchants  
The Hub-Melrose Shoppers and Residents