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Third Avenue BID Releases Commercial District Needs Assessment to Guide Investment and Revitalization in the Hub

Bronx, NY - January 9th, 2026 - The Third Avenue Business Improvement District (BID) today announced the release of its Commercial District Needs Assessment (CDNA) for the Hub-Melrose area, a comprehensive study identifying key business conditions, opportunities, and challenges across the commercial corridors that define one of the Bronx's busiest retail districts.

The CDNA combines a detailed inventory of storefronts and business types with door-to-door merchant surveys, consumer and shopper surveys, and stakeholder engagement, including focus groups and community input, to capture the lived experiences and priorities of local business owners and residents.

"This assessment gives us a shared foundation for action," said [Your Name, Title]. "By pairing quantitative data with direct feedback from the people who live, shop, and operate here every day, we gain a richer, more accurate picture of district needs - and clearer ideas about how we can support sustainable commercial revitalization."

The CDNA was supported by the Avenue NYC Grant from the NYC Department of Small Business Services, a citywide initiative that helps neighborhood organizations strengthen local commercial corridors through targeted planning and revitalization strategies.

Key findings from the CDNA include:

- An overview of existing business types and retail mix across the Hub-Melrose corridors
- Patterns of commercial vacancy and underutilized space
- Insights from merchant surveys and stakeholder engagement on operational challenges and opportunities
- Recommendations for retail attraction, marketing strategies, public space enhancements, and business support services

The CDNA reflects extensive outreach with business owners, residents, and district stakeholders, and will inform the BID's strategic planning, partnership building, and commercial revitalization programming in the year ahead.

The full Commercial District Needs Assessment is available at:

<https://www.nyc.gov/assets/sbs/downloads/pdf/neighborhoods/avenyc-cdna-thehub-melrose.pdf>

About the Third Avenue BID

The Third Avenue Business Improvement District works to support local businesses, improve public space, and foster economic opportunity along the Third Avenue corridor and surrounding commercial streets in the South Bronx. Through data-driven planning, community engagement, and on-the-ground programs, the BID partners with local stakeholders to build a more vibrant and resilient commercial district.