

FOR IMMEDIATE RELEASE

Contact:

Pedro Suarez

Executive Director, Third Avenue Business Improvement District

Email: psuarez@thirdavenuebid.org

Phone: (718) 218-5430

Third Avenue BID Completes Commercial Lighting Project to Strengthen Public Safety

Melrose/Mott Haven, Bronx, NY – June 30th, 2026

- The Third Avenue Business Improvement District (BID) announced today the completion of a year-long Commercial Lighting Project. Through a \$100,000 public realm grant from the NYC Department of Small Business Services (SBS), the BID partnered with property owners to install over 75 solar-powered lighting fixtures that will improve lighting at night for approximately 30 storefront businesses. The BID also partnered with Holiday Street Lights Inc for the installation of the fixtures. The project comes on the heels of the recent Melrose Commercial District Needs Assessment, published in February 2026 in partnership with the BID and SBS, which found that public safety was a top priority for the local community. *“Economic development starts with of life for residents, business owners, employees, and shoppers. The installation of the solar-powered light fixtures is intended to provide additional visibility after sunset at no additional cost to local businesses. Additionally, we hope that the added visibility contributes to a greater sense of safety and that local businesses feel confident in expanding their hours of operation to meet the needs of Bronxites in the evening,”* said **Pedro Suarez, Executive Director of the Third Avenue BID**

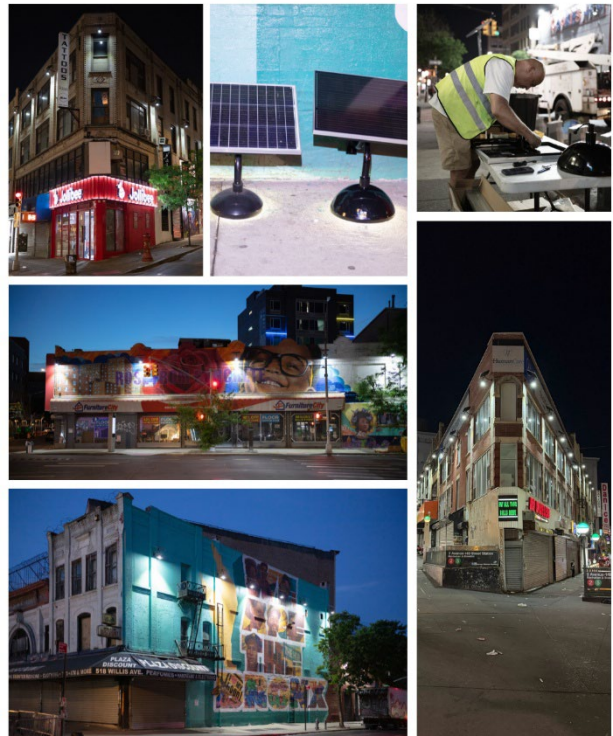


Photo: Green Canvas Productions

“An investment in the public realm is an investment in the health, safety, and success of our neighborhoods and the small businesses that will power New York City’s economy for generations to come,” said **SBS Commissioner Kenny Minaya**. “SBS is proud to support activations like the Third Avenue BID’s Commercial Lighting Project, which improve visibility, strengthen commercial corridors, and create more welcoming public spaces for workers, residents, and visitors alike.” said **Kenny Minaya, Commissioner of NYC Department of Small Business Services**

"A vibrant commercial corridor starts with a welcoming environment where everyone feels safe, and businesses can flourish," said **Bronx Borough President Vanessa L. Gibson**. The investment in improved lighting along Third Avenue is not only boosting public safety but also supporting our local business owners by creating a more welcoming experience for everyone who lives, works, and visits this community. Thank you to the Third Avenue Business Improvement District and the New York City Department of Small Business Services for making this important investment in the future of the Bronx, says **Bronx Borough President Vanessa Gibson**

"A well-lit commercial corridor sends a clear message to residents and visitors alike: this is a neighborhood that is active, cared for, and open for business," said **Council Member Justin E. Sanchez**. "These improvements make it easier for families to shop, employees to get home safely, and small businesses to welcome customers later into the evening all at no additional cost to local business owners. It's a smart investment that strengthens public safety while supporting the continued growth of our commercial corridors." said **Councilmember Justin Sanchez, District 17**

"This is a massive win for our community and a shining example of what happens when city agencies and local businesses unite. Bronx Community Board 1 is absolutely thrilled to celebrate the Third Avenue BID's innovative solar lighting project, which turns the top safety concerns of our residents into immediate, sustainable action. By illuminating these 30 local storefronts, we are not just lighting up sidewalks—we are actively building a brighter, safer, and more vibrant commercial corridor where our small businesses and families can continue to thrive." says **Anthony R. Jordan, District Manager-City of New York - Bronx Community Planning Board #1**

"As a life-long resident of the South Bronx, I am happy to see how the Third Avenue BID has been responsive to our needs. Public safety is a top concern and making sure that I can commute and shop in the district safely during evening hours is critical. Thank you for installing new lighting in the district!" says **Sharon Jenkins, local resident and employee of YMCA La Central**.

"The Third Avenue BID has done a wonderful job supporting property owners and their commercial tenants. We are so grateful that our property received these necessary lighting upgrades, especially as we explore making further improvements to our building for commercial tenants" says **Judi Singer, property owner representative for 2969-2979 Third Avenue**.

"I love the Bronx and am proud of its rich history and culture. As a contractor, we have done so many projects across the city with BIDs and other organizations. This one was special because it was responsive to the needs of the community and part of a larger effort to revitalize the South Bronx. I am proud to have been able to bring this modern, durable, energy-efficient technology to Third Avenue" says **lighting contractor Mike Laino, Holiday Street Lights Inc.**

"As a proud business owner in the Hub, it's tough sometimes to ask for help, but we need support. I am so happy that the Third Avenue BID provided this new lighting to our storefront, especially with the recent public mural that was painted on the side of our building. As a storefront along Roberto Clemente Plaza, we want our employees and customers to feel safe. Thank you for helping our store!" says **Siraj Bhaiyat, owner of Plaza Discount at 518 Willis Ave**.

"We just opened the first Jollibee franchise location in the Bronx on Third Avenue. We decided to open in the Hub because we believe in the community. We are happy to see that the Third Avenue BID is making investments in public safety, especially lighting at night, because we want to stay open later than most

stores in the district. This will help us do just that.” **says Jaime Galvez, general manager of Jollibee franchisee, 2865 Third Avenue.**

“It was an amazing experience getting to photograph this project before, during and after installation. The Third Avenue BID is such a busy district with commercial properties that have amazing architectural detail. It was a pleasure seeing the contractor install the fixtures with such attention and care, making sure to preserve the integrity of these historic buildings.” **says Gregory Hernandez, photography contractor, Green Canvas Productions, M/WBE.**

“As a charter school, the safety of staff, faculty, students, and families is paramount to our families' success. Thank you for making this investment in our community” **says Felipe Bustamante, Chief Operating Officer of Schools at Zeta Charter Schools at 425 Westchester Ave.**

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. Learn more at www.thirdavenuebid.org.

