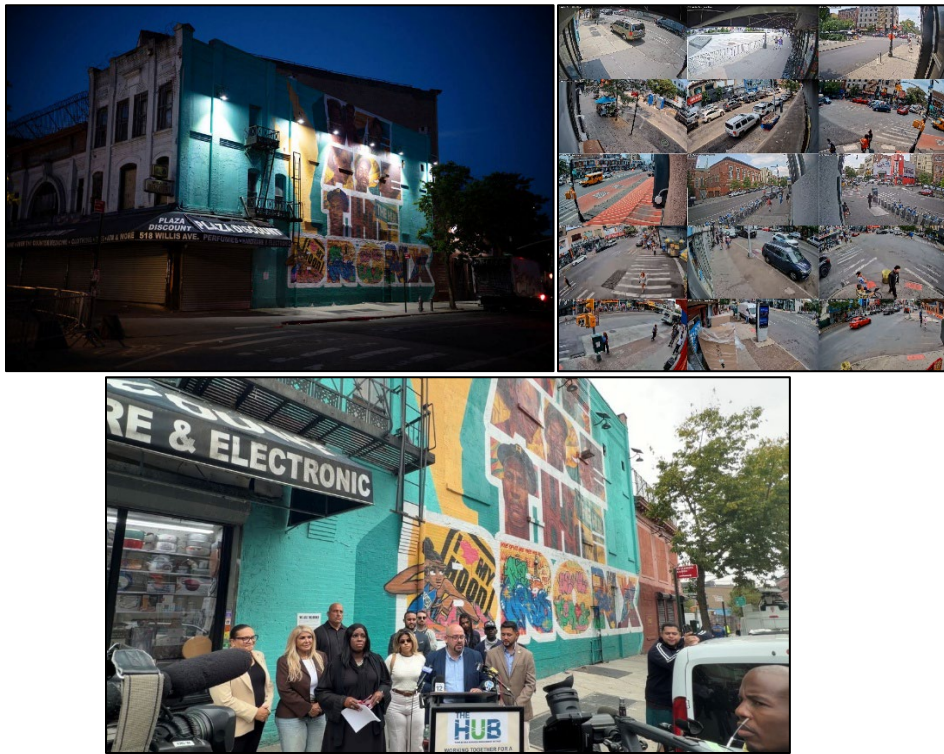




FOR IMMEDIATE RELEASE

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Photos L to R: New Solar Lighting Photo Credit: Green Canvas Productions, New Security Cameras with NYPD Access Photo Credit: Clearscope Technology Solutions and Third Avenue BID Security Announcement Photo Credit: Third Ave BID

Third Avenue BID Unveils New Initiatives and Public Realm Improvements to Revitalize The HUB Amid Economic Resurgence of New Businesses and Institutions

Local officials, business owners, Bronx community groups and more joined near Roberto Clemente Plaza to announce new public safety initiatives

Photos and videos can be found [here](#) (credit to Third Avenue BID)

New York, NY – [The Third Avenue Business Improvement District](#)/The HUB (The BID), home to bustling commercial activity as one of the oldest commercial corridors in New York City, hosted a press conference with local officials and community leaders to announce a trio of new security measures the BID just implemented.

With public safety the top focus according to [the HUB's recent Commercial District Needs Assessment](#) (CDNA) Survey- the roadmap of recommendations to economically enhance the neighborhood- the BID announced new security cameras at 10 locations around the BID in areas with higher volumes of 911 and 311 calls, thanks to funding from the New York State Downtown Revitalization Initiative, along with the installation of 75 solar-powered lights across more than 30 commercial buildings to help New Yorkers navigate the neighborhood by night, thanks to a \$100,000 public realm grant provided by the NYC Dept. of Small Businesses Services.

The BID also announced the hiring of two public safety ambassadors, as part of a pilot, two licensed security professionals who will serve as an extra set of eyes and ears in the neighborhood during peak business hours to engage with local businesses and help address core community issues. The ambassadors will walk the corridor Monday through Fridays from 9 a.m. to 2 p.m. The BID hopes to secure additional funding to hire additional public safety ambassador personnel and expand hours of operation.

The new measures come as **storefront vacancies within the BID boundaries have decreased more than 50%** since 2024, showing a desire for small businesses to open in and around the HUB. With more than 600 storefronts in the neighborhood, new developments and educational opportunities coming to light, the BID is becoming a neighborhood full of more work, live and play opportunities. This includes the new charter school and new affordable housing developments including *La Central Phase 2* and *Haven Court Apartments*.

These security measures also focus on the reactivation of Roberto Clemente Plaza, to create year-round programming. ensure proactive community usage in a safe environment.

"We heard, we studied and we listened when it comes to what business owners, property owners, community groups and other stakeholders are telling us about the district and what is most important to them. They have clearly spoken when it comes to public safety," **said Pedro Suarez, Executive Director of the Third Avenue BID.** "As our HUB has long been one of New York City's oldest and most important commercial corridors that is attracting new investment from commerce and culture to education and housing, the BID is committed to enhancing the HUB through these security initiatives made possible with the generous support of our city and state partners, and for that, we are especially grateful."

"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. 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.**

"The HUB is one of our historic commercial corridors in our borough, and the new initiatives and recommendations announced will help to further revitalize this area and support our local businesses," **said Bronx Borough President Vanessa L. Gibson.** "Investing in the HUB means investing in the future of economic development in the Bronx. From enhanced lighting and new security cameras to expanded beautification efforts and targeted economic development programs, these improvements will strengthen public safety, boost foot traffic, and create a more welcoming environment for residents, workers, and visitors. Thank you to Third Avenue Business Improvement District Executive Director, Pedro Suarez for his commitment to supporting our small businesses and for promoting sustainable economic growth throughout this essential commercial district."

“The Hub has always been the economic heartbeat of the South Bronx, and this plan, built off of community input and involvement, will help it reach its full potential. I’m grateful to have a partner in the Third Ave BID that understands the importance and potential of the Hub and the community who calls here home,” **said NYC Council Member Justin Sanchez.**

“As a resident of the South Bronx, public safety is important to every part of our lives. Whether it’s shopping, sharing a meal with your family, or going to school or an appointment, everyone deserves to have that peace of mind. I am proud to serve the Hub and my community,” **said Justin, one of the new Public Safety Ambassadors.**

The HUB is planning a robust fall calendar of events to integrate the neighborhood and activate spaces in the public realm, including Trick or Streets, Winter Wonderland at the HUB and so much more. For more information, visit <https://www.thirdavenuebid.org/>

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About the Third Avenue BID

The Third Avenue Business Improvement District, the first Bronx BID formed in 1988, 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. For more information on the Third Avenue BID, visit <https://www.thirdavenuebid.org/>.

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