



The HUB/3rd Avenue

200,000 shoppers. Every day.



THE HUB/3RD AVENUE

Too Many Shoppers. Not En

Situated in the shadow of the world-famous Yankee Stadium, the HUB/3rd Avenue is more than just a great place to shop and dine. With 200,000 pedestrians in this business district every day, it is the second-busiest place in New York City after Times Square. And more people are coming every day. In fact, with nearly 3,200 new residential units built here in the past few years, the HUB/3rd Avenue is one of New York City's fastest growing neighborhoods.

As a retailer, you want to be where the shoppers are. The HUB/3rd Avenue brings together a dense residential population, a high visiting population, and a large workforce day-population. That's the HUB/3rd Avenue!

GROWING RESIDENTIAL POPULATION

Over 154,000 people live within a one-mile radius of our district, but that number is growing all the time: within the past few years, nearly 3,200 new apartments and condos have been built in the district, and still more are in planning or construction. The buzz is that the HUB/3rd Avenue is New York City's next big opportunity to buy into a neighborhood where values and quality of life are on the rise. This growth is raising the income demographic of the neighborhood, and helping to attract great new retailers.

YOU'LL BE IN GREAT COMPANY

The HUB/3rd Avenue is home to Planet Fitness, Children's Place, Lucille Roberts, Modell's and Sleepy's. Women seeking



fashion come to shop Nine West, Jimmy Jazz, Dr. Jay's Ladies, Urban Terrain, Ashley Stewart, and Expo 2000. The HUB/3rd Avenue is a destination for clothing and accessories shoppers, but you will find great stores in many other categories, too: beauty, pharmacy, department stores, electronics, furniture, grocery, linens, giftware, and jewelry.

HIGH UNMET CONSUMER DEMAND

Weighing consumer spending versus retail sales within a one-mile radius of the center of the district, there is over \$32 million in retail spending across several retail categories that is being spent by the residents of that radius on sales outside of the radius. This gap between sales in the district and spending by residents of the district represents an

opportunity for retailers to capture a larger share of those sales. We have identified several retail categories in which local spending far exceeds local sales, and they include electronics, furniture/home furnishings, grocery, and restaurants. Moreover, although local sales outstrip local demand in this category, the fact remains that clothing (in all categories—men's, women's,



ough Stores.

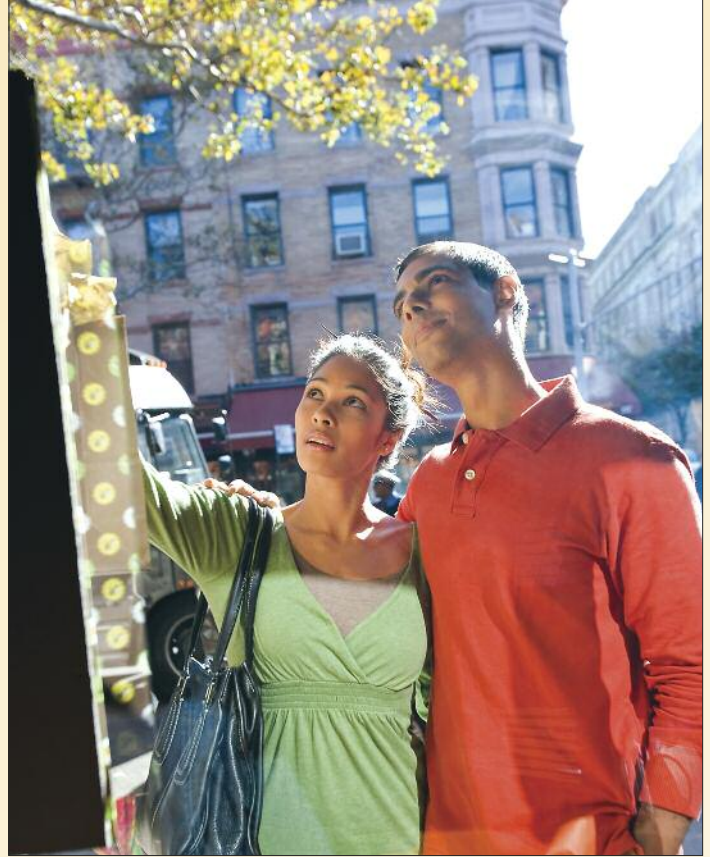
juniors, children's, infants, accessories) is a desirable category at the HUB/3rd Avenue because we're a regional destination for clothing shoppers.

LARGE EMPLOYEE POPULATION

More than 37,000 employees work within a one-mile radius of the HUB/3rd Avenue, and form a part of the shopping population. Office workers within that population (and there are many, working in healthcare, government agencies, higher education, and professional services businesses in the district) are known to spend \$6,000/year on retail goods and services near their place of work. If only one-fourth of that workforce are office workers, that would equate to \$55.5 million/year of revenue to the merchants of the HUB/3rd Avenue shopping district.

EASY TO GET HERE

We are served by 4 subway stations, 6 bus routes, and a Metro North train station. If your customers come by car, they will find it easy to park here with lots of curbside parking, several public parking lots, and two public parking garages. That's just the way it is at the HUB/3rd Avenue: lots of choices.



OPPORTUNITY IS KNOCKING

With so many shoppers and so much demand, you would expect that there would not be a lot of available space at grade for new retailers, and you'd be right. But there are some spaces, and many of those are brand-new, in retail-ready, plain vanilla shell condition. More space is available above grade for office uses: these can be a great opportunity for health care professional offices, accountants, attorneys, or other services.

To find out more about the HUB/3rd Avenue, and whether your business could fit here and take advantage of our high shopper traffic, we welcome you to visit our website at ShopTheHUB.com, or call Vincent Valentino to arrange a tour, and to receive a free copy of our market research.

In cooperation with...

NYC Small Business Services



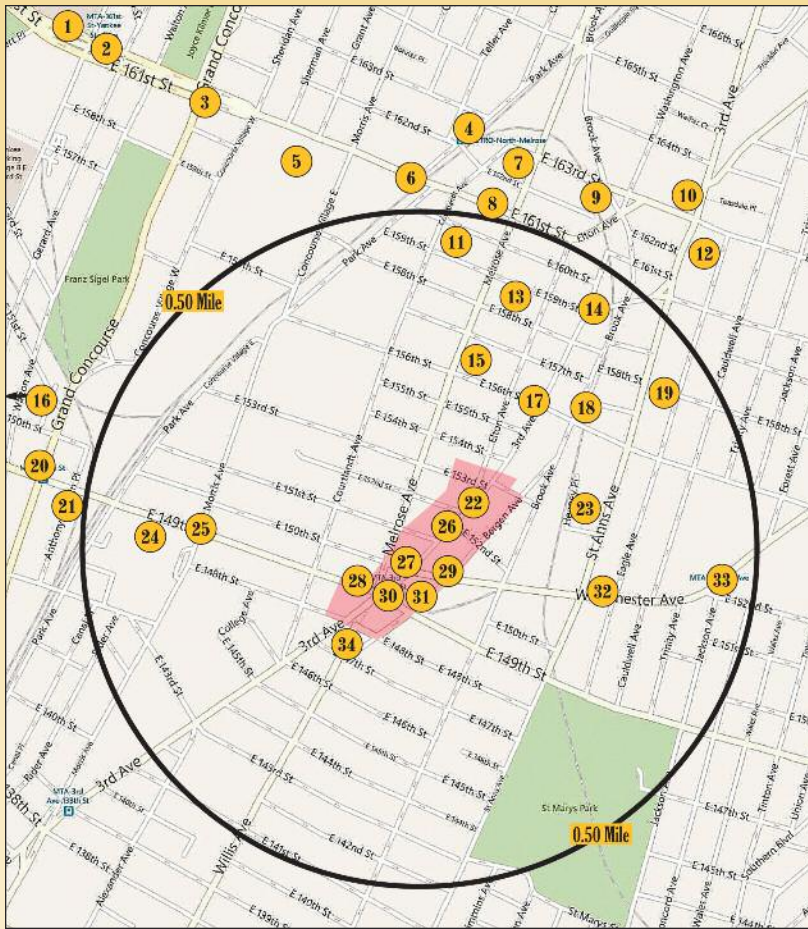
SOBRO

South Bronx Overall
Economic Development Corp.
555 Bergen Avenue
Bronx, NY 10455

**For more information call
Jamila Diaz at 718.732.7531**

SoBRO.org

The HUB/3rd Avenue – Essential Facts & Figures



THE HUB/3RD AVENUE

- 22. Bx55 bus along Third Avenue 13,400 riders/day
- 26. Bx15 bus along Third Avenue 12,000 riders/day
- 27. 200,000 Pedestrians average daily foot traffic
- 28. Bx1/2 bus along Third Avenue 38,600 riders/day
- 29. Bx4/4A bus along Westchester Ave 15,300 riders/day
- 30. 3 Av/149th St Subway (2/5 train) 24,000 weekday boardings

TRANSPORTATION & ACCESS

- 2. 161st Subway (B/D/4 train) 26,600 weekday boardings
- 3. Grand Concourse & 161st Street 19,000 vehicles/day
- 4. Metro-North Train 43,000 daily ridership
- 8. 161st Street & Melrose Avenue 12,100 vehicles/day
- 17. Third Avenue & 156th Street 12,500 vehicles/day
- 20. 149th St Subway (2/5 train) 13,400 weekday boardings
- 25. 149th Street & Morris Avenue 12,200 vehicles/day
- 32. Westchester Ave & Saint Ann's Ave 17,000 vehicles/day
- 33. Jackson Av Subway (2/5 train) 5,100 weekday boardings
- 34. Bx41 bus along Melrose Avenue 19,000 riders/day

NEW RESIDENTIAL DEVELOPMENTS

- 6. 177 new residences Crossroads Plaza
- 7. 252 new residences Courtland Corners
- 9. 750 new residences Melrose Commons North
- 10. 689 new residences Northrose Residences
- 11. 125 new residences Courtland Avenue Apartments
- 12. 600 new residences Saint Ann's Terrace
- 13. 165 new residences Peter Cintron Apartments
- 15. 110 new residences Palacio Del Sol
- 18. 222 new residences Via Verde
- 19. 107 new residences La Terraza

ADDITIONAL DESTINATIONS

- 1. Yankee Stadium 3.6 million visitors/year
- 5. Concourse Plaza 228,000 SF shopping center
- 14. NYPD 42nd Precinct
- 16. Gateway Center 900 fee off map 1,000,000 SF open-air mall
- 21. CUNY Hostos Community College 6,500 students
- 23. Parking Garage 3000 Third Avenue
- 24. Lincoln Medical Center 420,000 annual outpatient visits
- 31. College of New Rochelle 1,200 students

Demographics & Spending Data

East 149th Street & 3rd Avenue	1 mile	2 miles
Population (2011)	154,285	611,760
Households (2011)	53,560	218,930
Population growth 2011 to 2016 (est)	0.68%	0.51%
Population density (per square mile)	49,135	48,707
Average household size (persons)	2.83	2.72
Median age (years)	30.9	31.9
Average household income	\$35,047	\$36,817

Retail Spending (in million of dollars)

Total consumer demand within area	\$658.7	\$3,009.3
Total retail sales within area	\$625.9	\$3,203.9

Consumer Demand (in million of dollars)

Demand for clothing stores	\$27.6	\$140.4
Demand for shoe stores	\$4.2	\$19.4
Demand for jewelry/luggage stores	\$3.1	\$18.0
Demand for furniture stores	\$10.9	\$47.7
Demand for home furnishing stores	\$8.2	\$38.6
Demand for electronics stores	\$19.6	\$97.3
Demand for specialty food stores	\$21.6	\$95.4
Demand for full-service restaurants	\$48.6	\$252.6

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