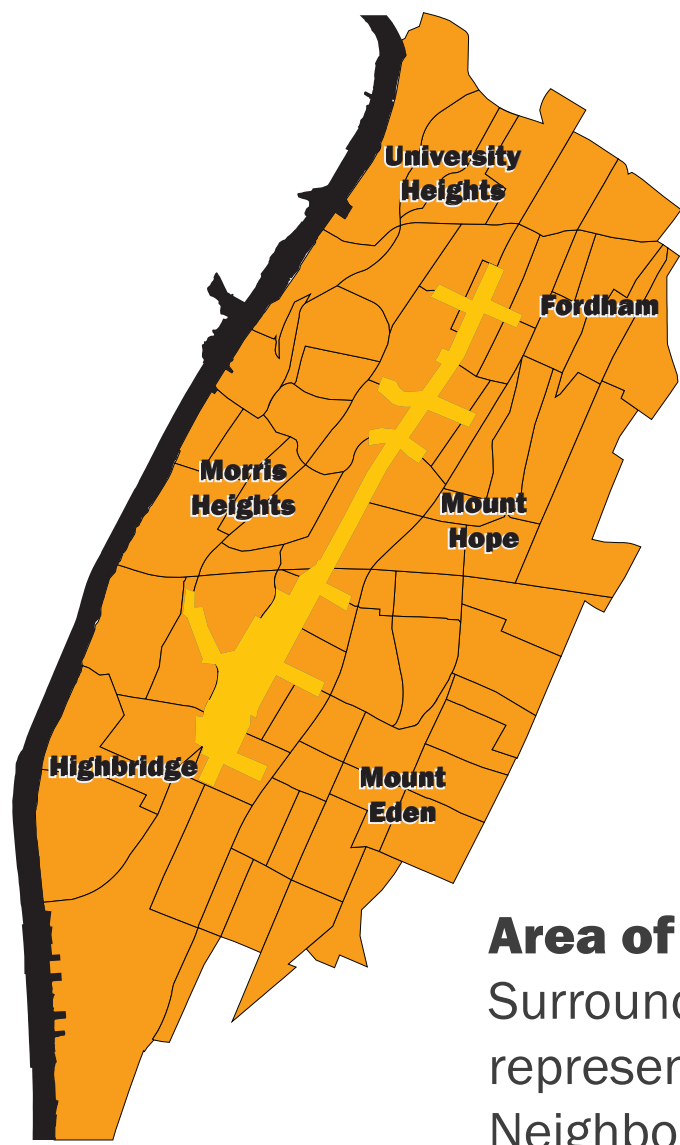


Jerome Avenue Study

Neighborhood Profile



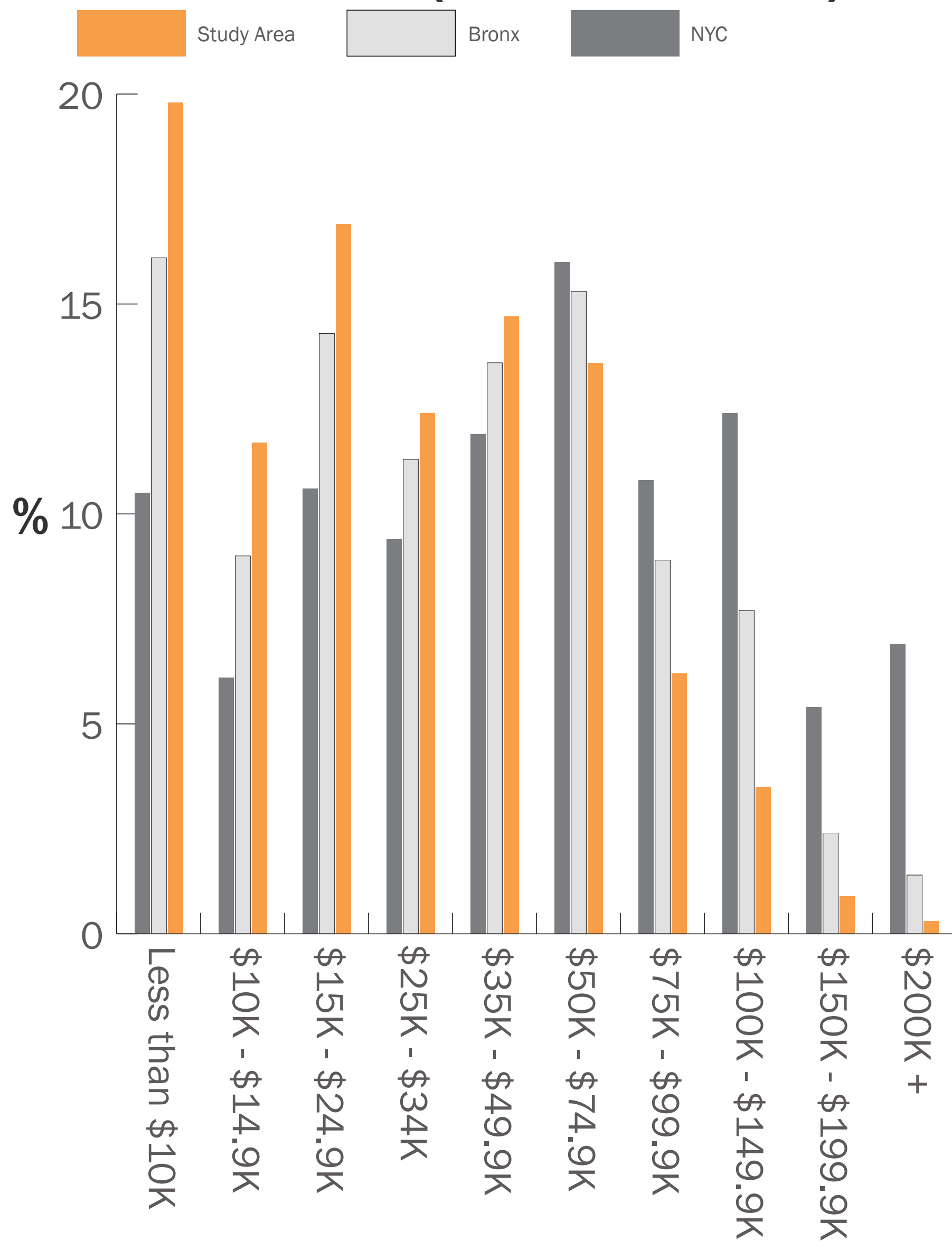
Area of Analysis: 78 Census Tracts Surrounding the zoning study area, representing portions of several Bronx Neighborhoods



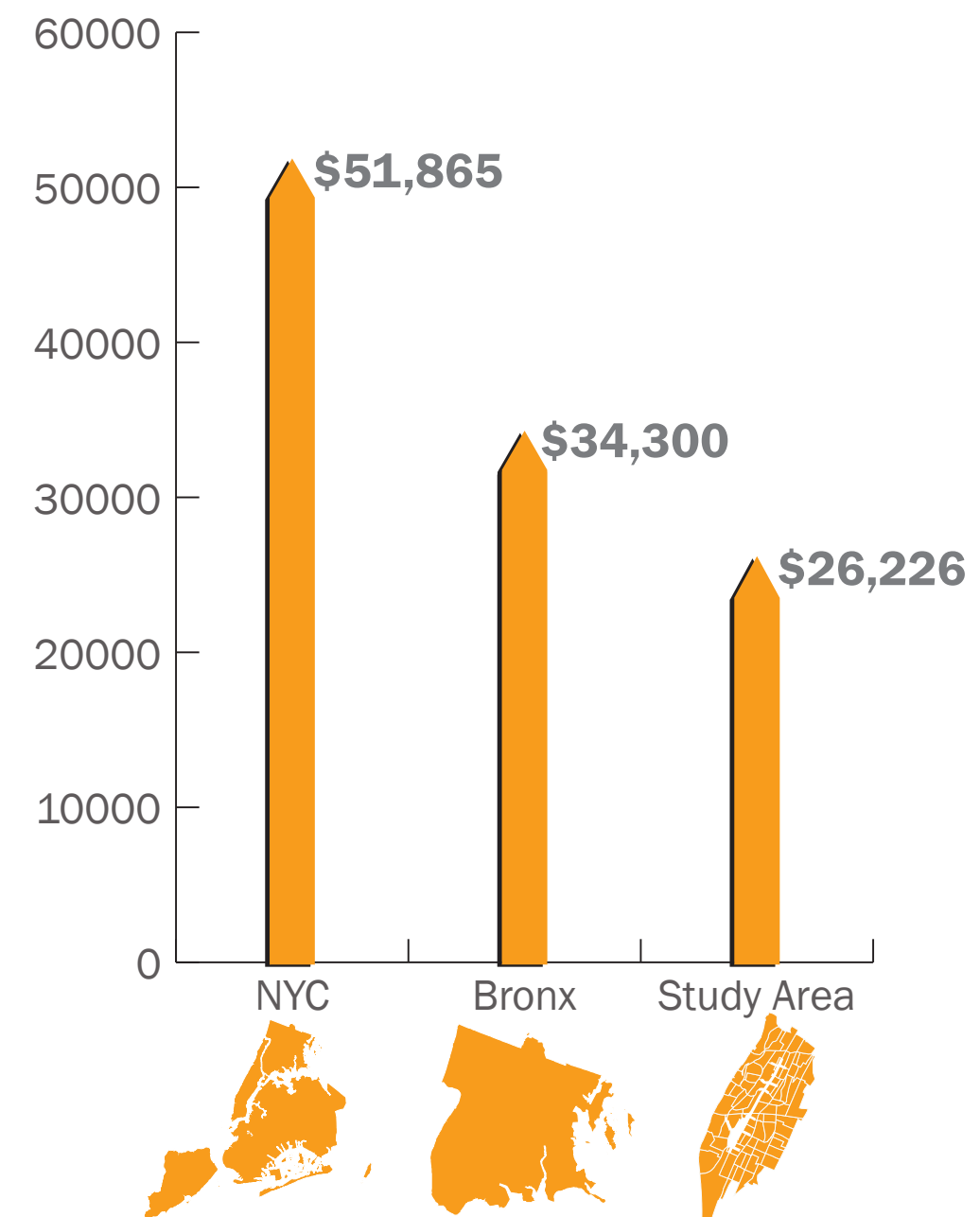
Total Population
345K

*to scale

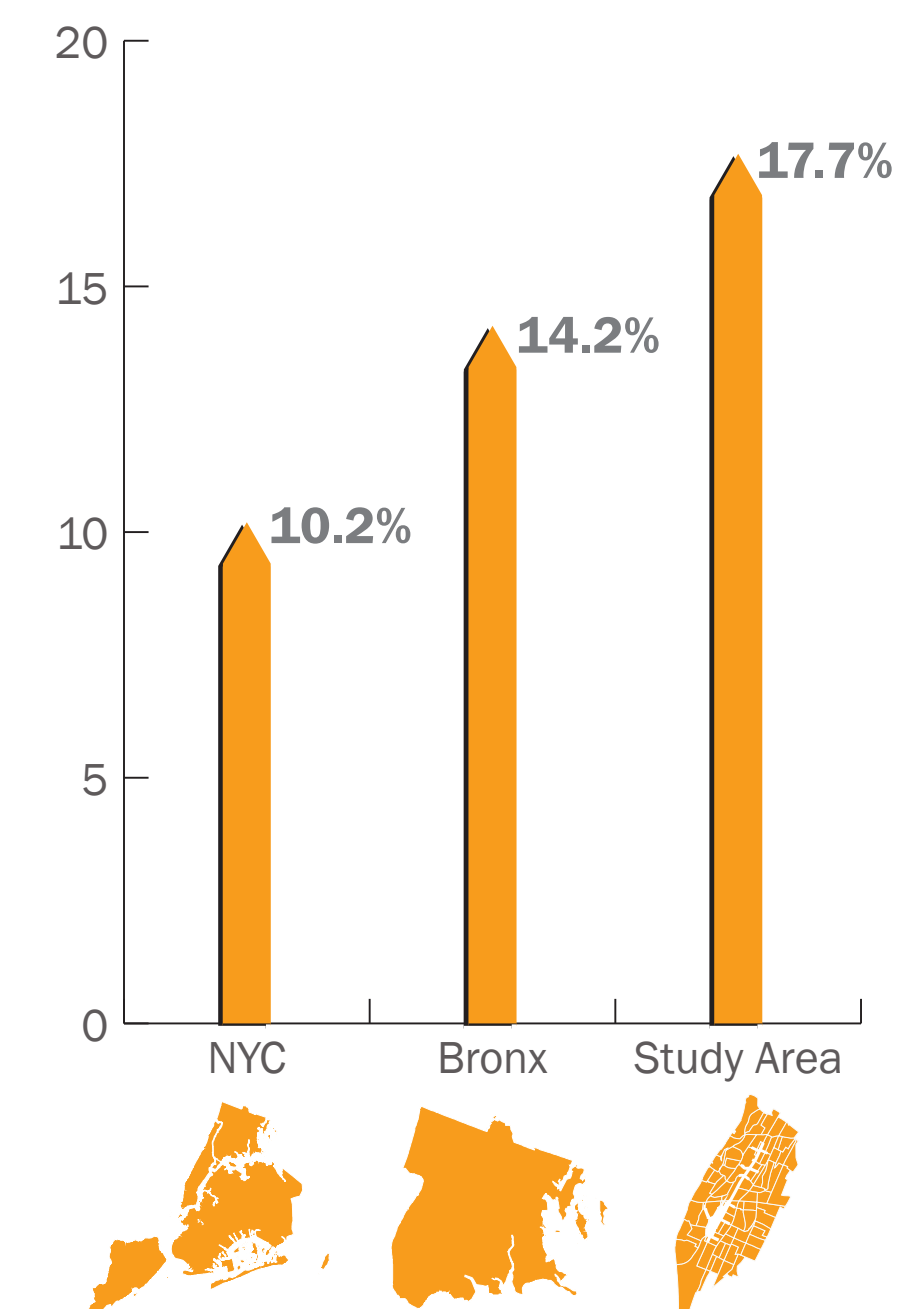
Income Brackets (% of households)



Median Household Income



% Unemployed (Civilian Labor Force)



Nearly **15%** of city's households earn more than **\$150K** per year. Meanwhile, almost **HALF** of the households in the study area earn less than **\$25K**. Conversely, **1/4** of households earn more than **\$50K**.



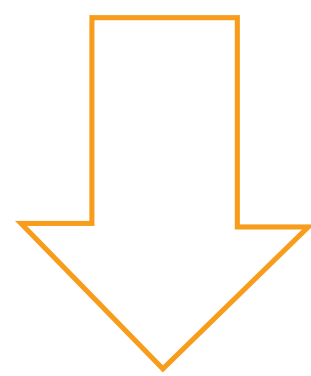
Households by the #'s

*2010 Decennial Census

119,428
Total Housing Units



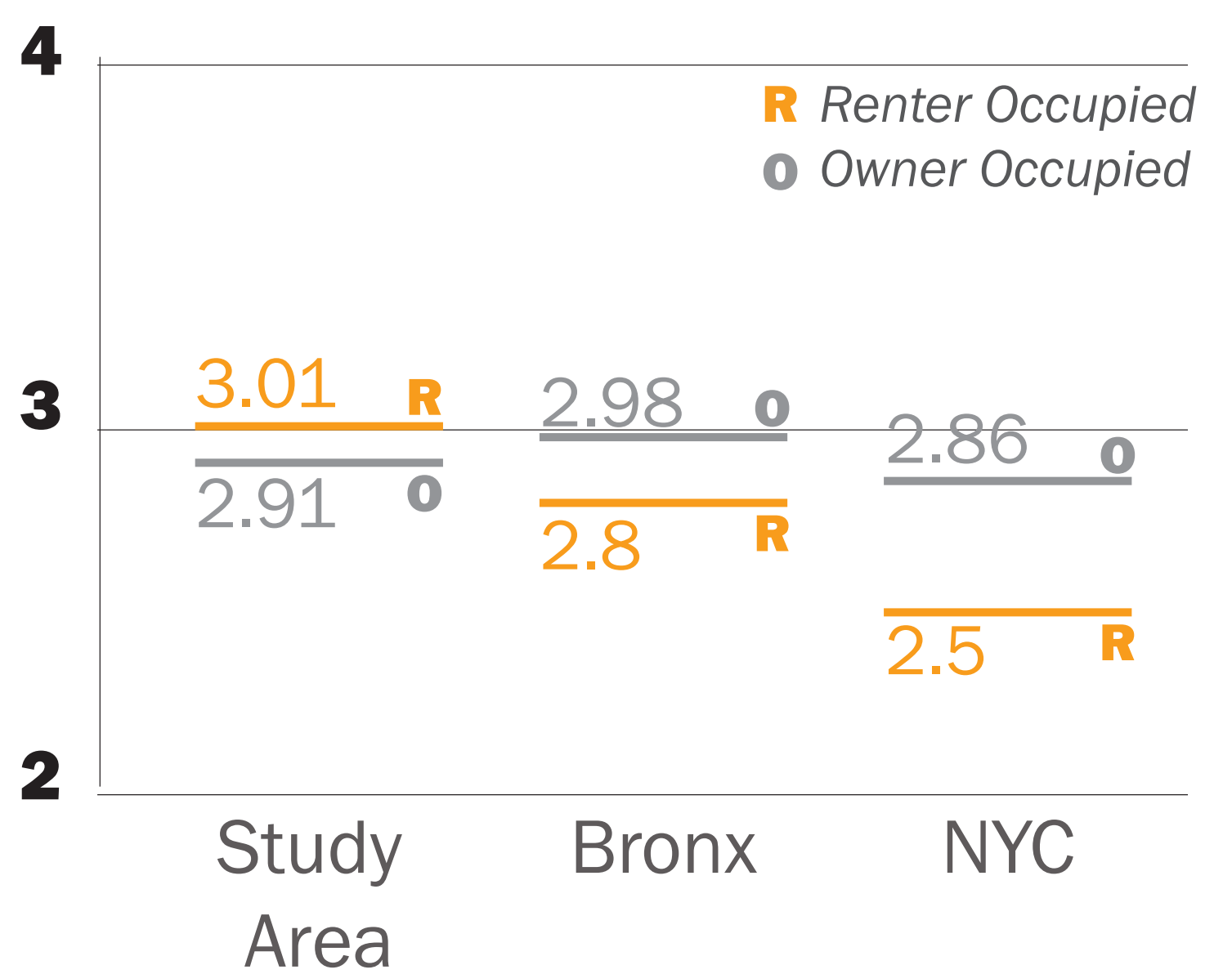
6K
Vacant
113K
Occupied



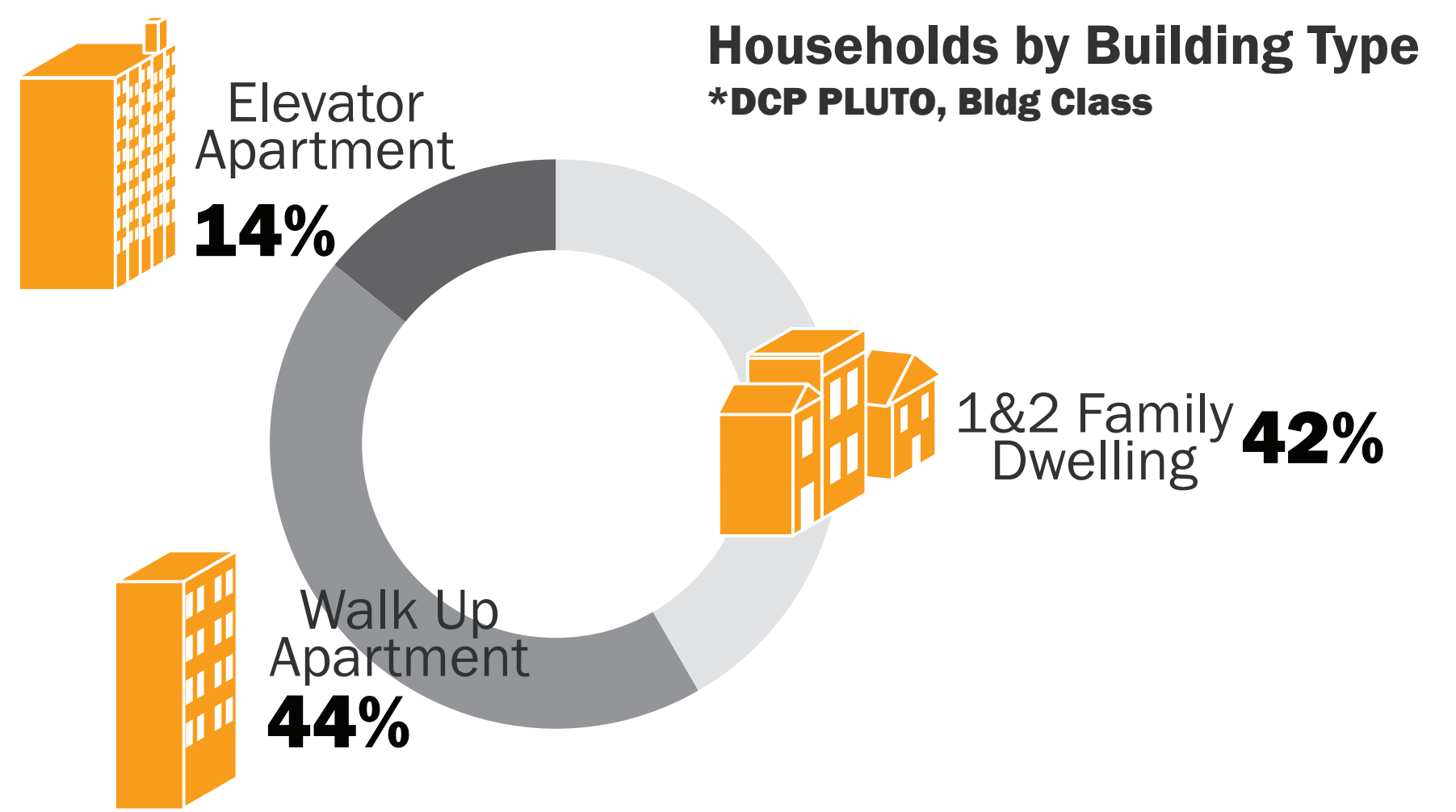
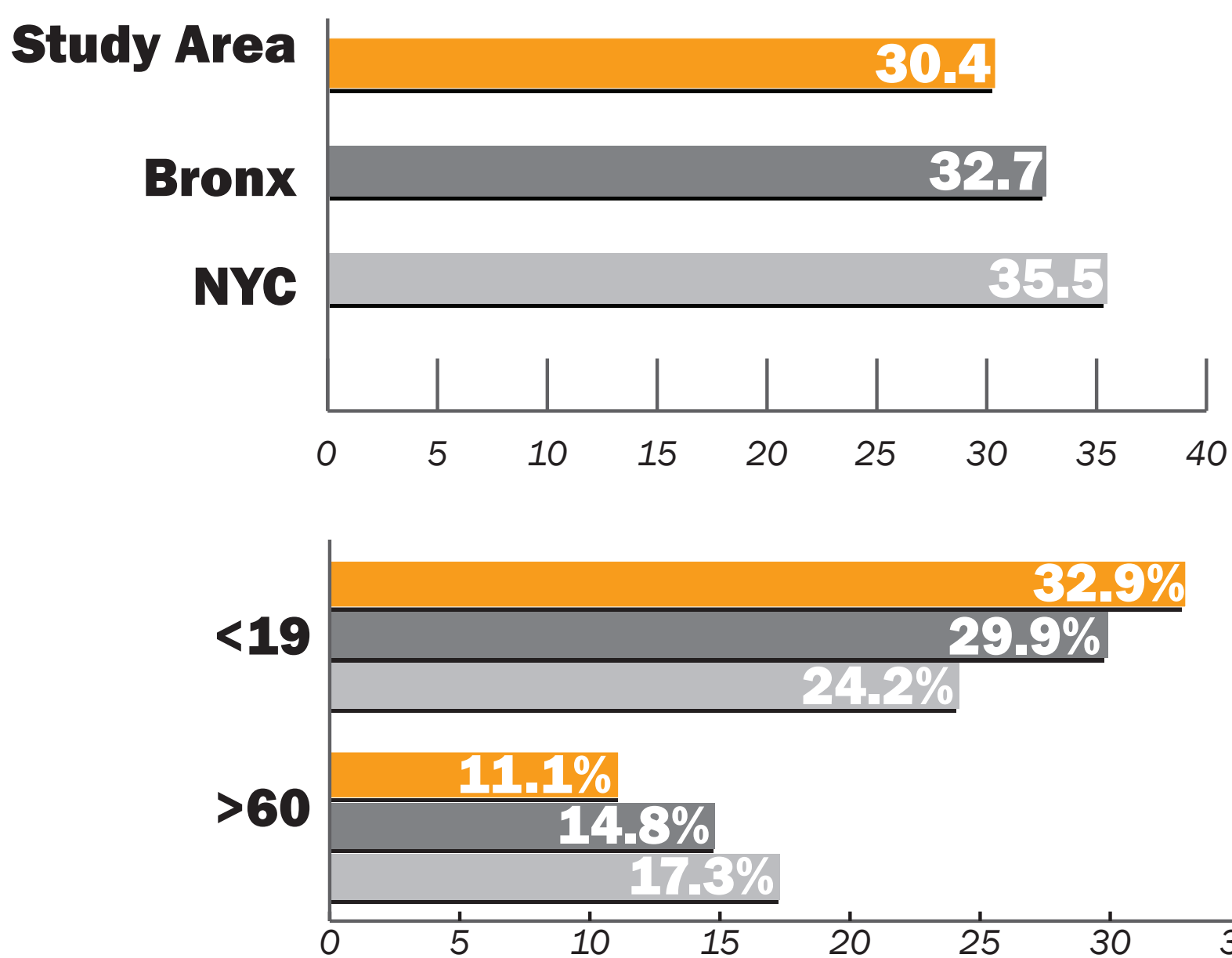
Around **2,500 units**
within the
Zoning study Area

Average Household Size

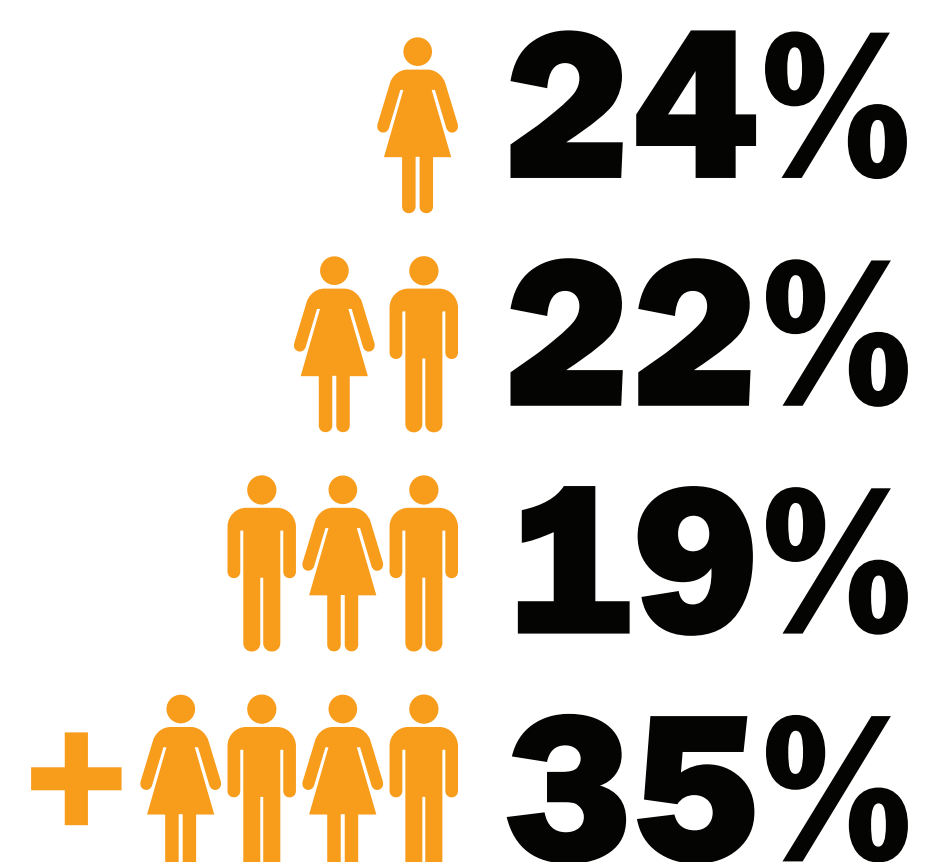
*2012 ACS 5-year estimate



Median Age



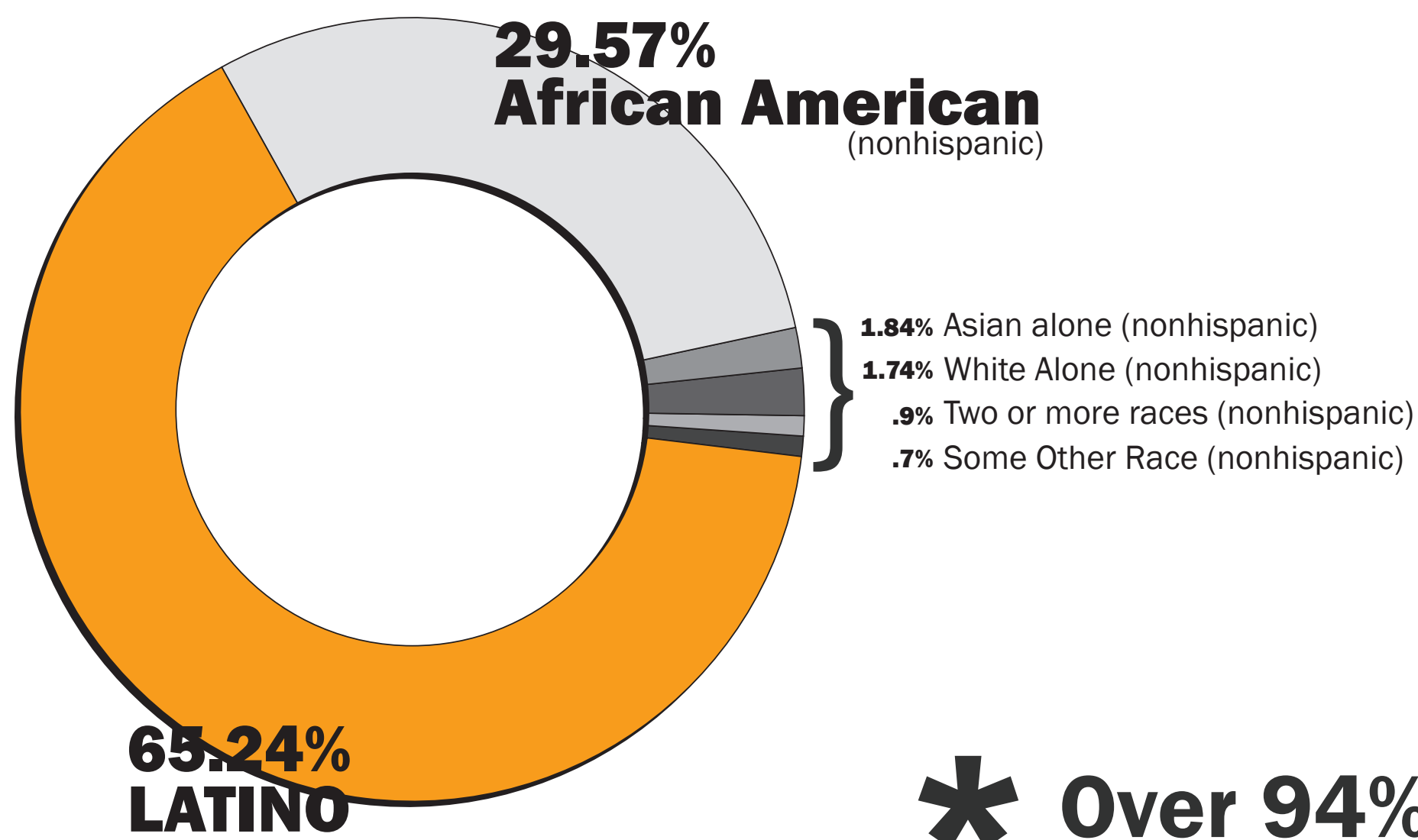
People Per Household (Study Area) *2010 Census



* **The Jerome Avenue Study Area** consists of **larger household sizes** than the City and the Borough. The building stock is predominantly made up of apartment buildings, with some 1 and 2 family homes as well. The Study Area is home to a younger population than the City and Borough, with nearly **1/3 of its population under the age of 19 years** old and just over 11% over 60 years old.

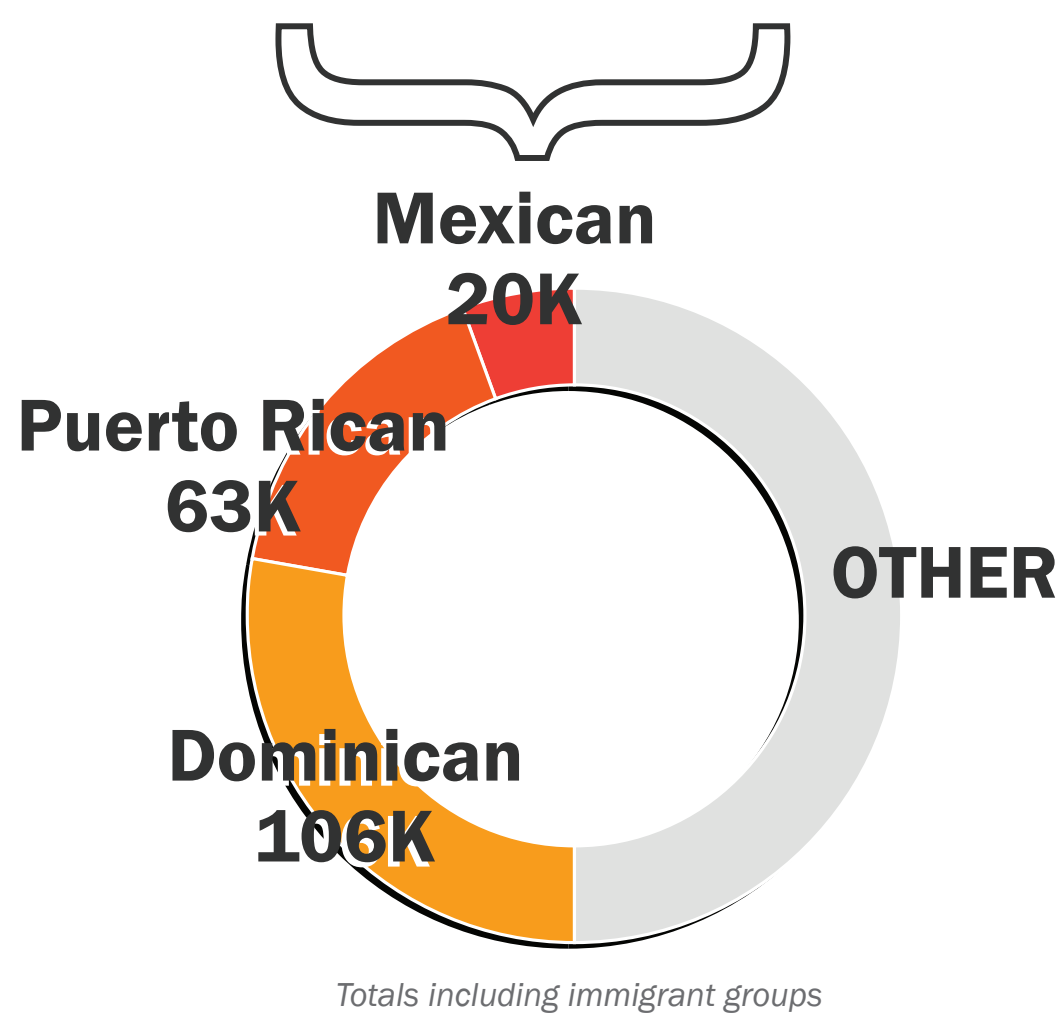


Ethnicity & Immigration



*** Over 94% of the study area is either Latino or African American**

compared to only 51% of the city as a whole
*2010 Census Self- Reported

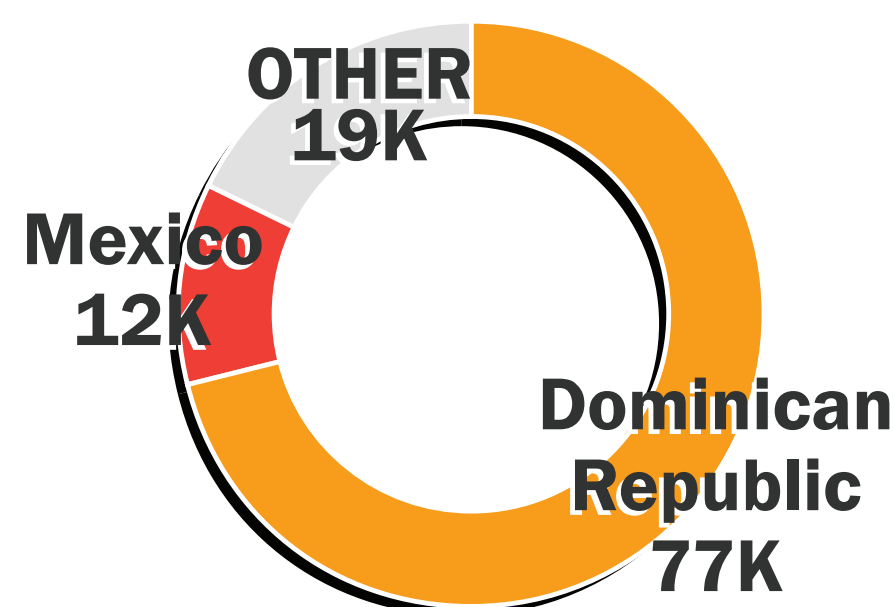


Total Latino Population | 228k

Immigrants from Latin America

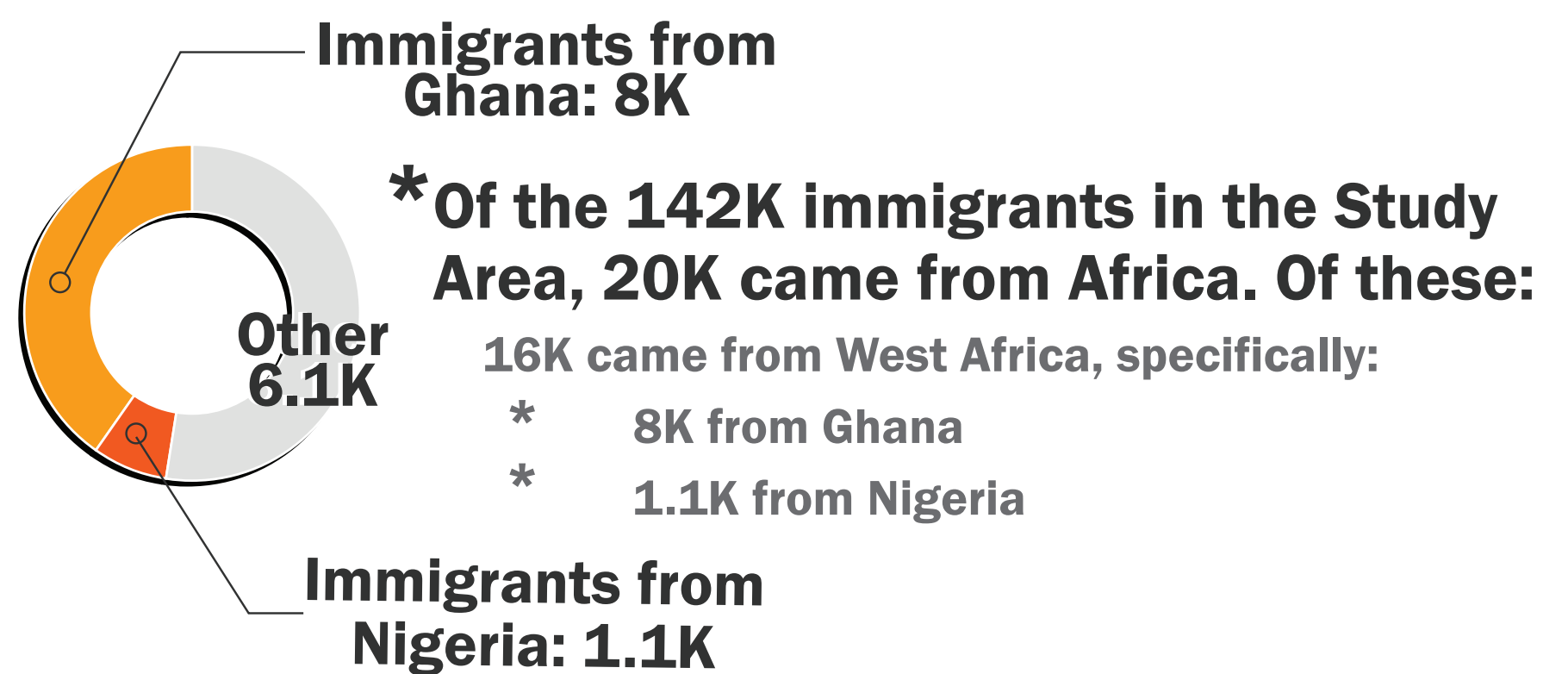
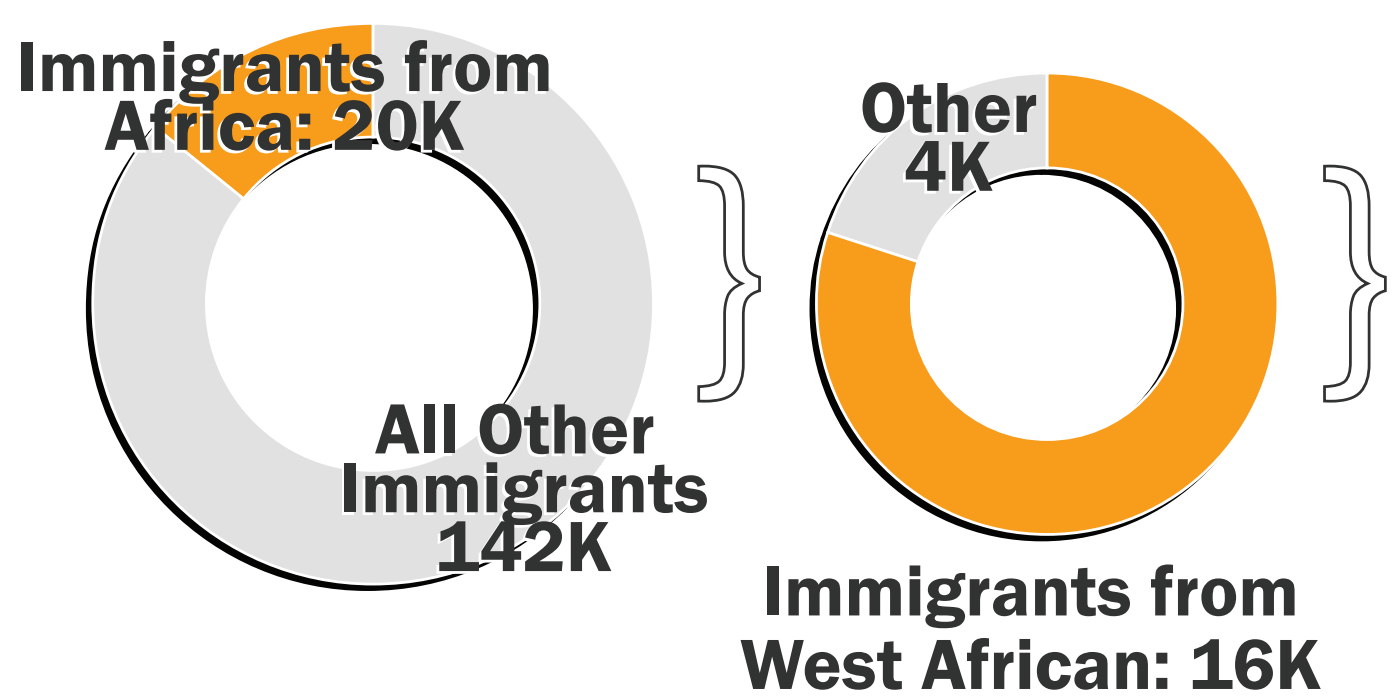
*American Community Survey 2008-2013 Self- Reported

- * 116K Latino Immigrants**
- * 77K Immigrants from the Dominican Republic
- * 12K Immigrants from Mexico



Immigrants from Africa

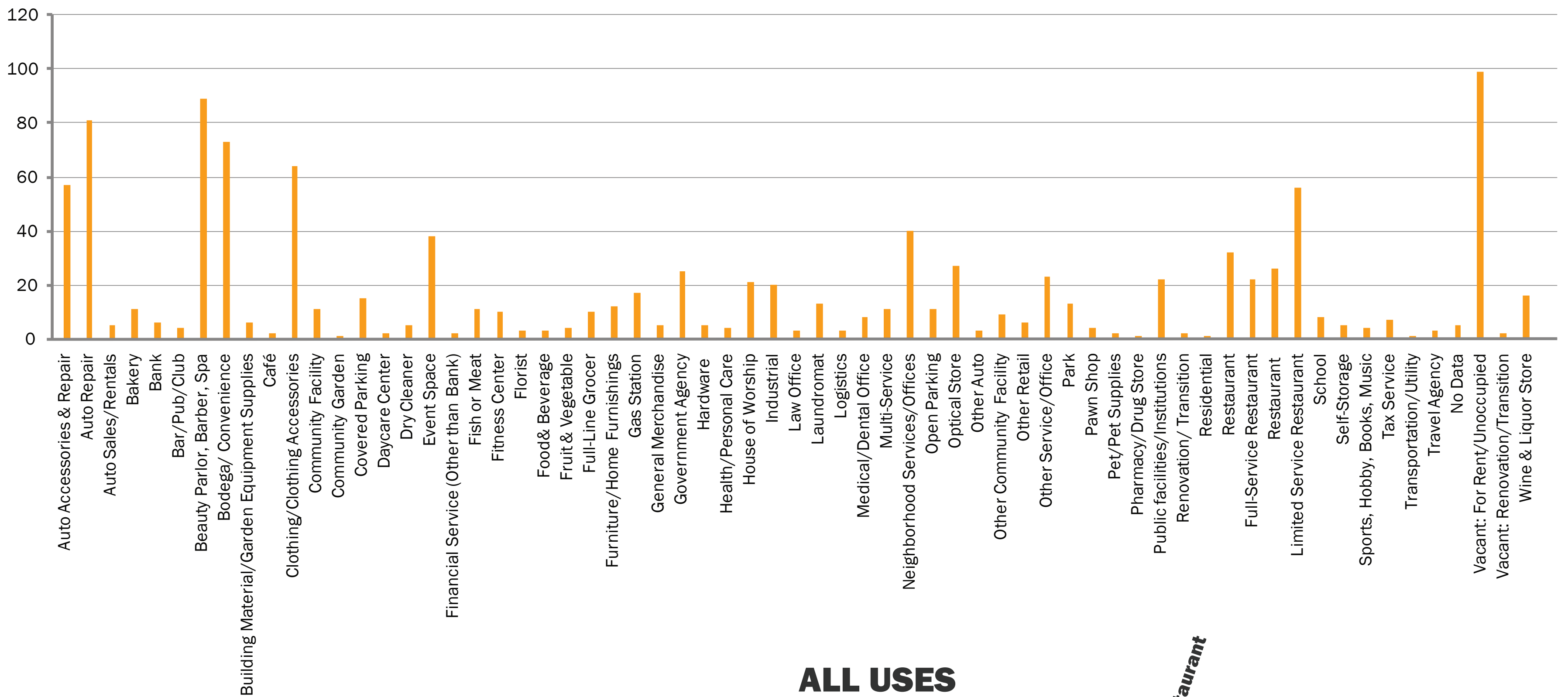
*American Community Survey 2008-2013 Self- Reported



Jerome Avenue Study

Retail Survey

Business by Type | Zoning Study Area

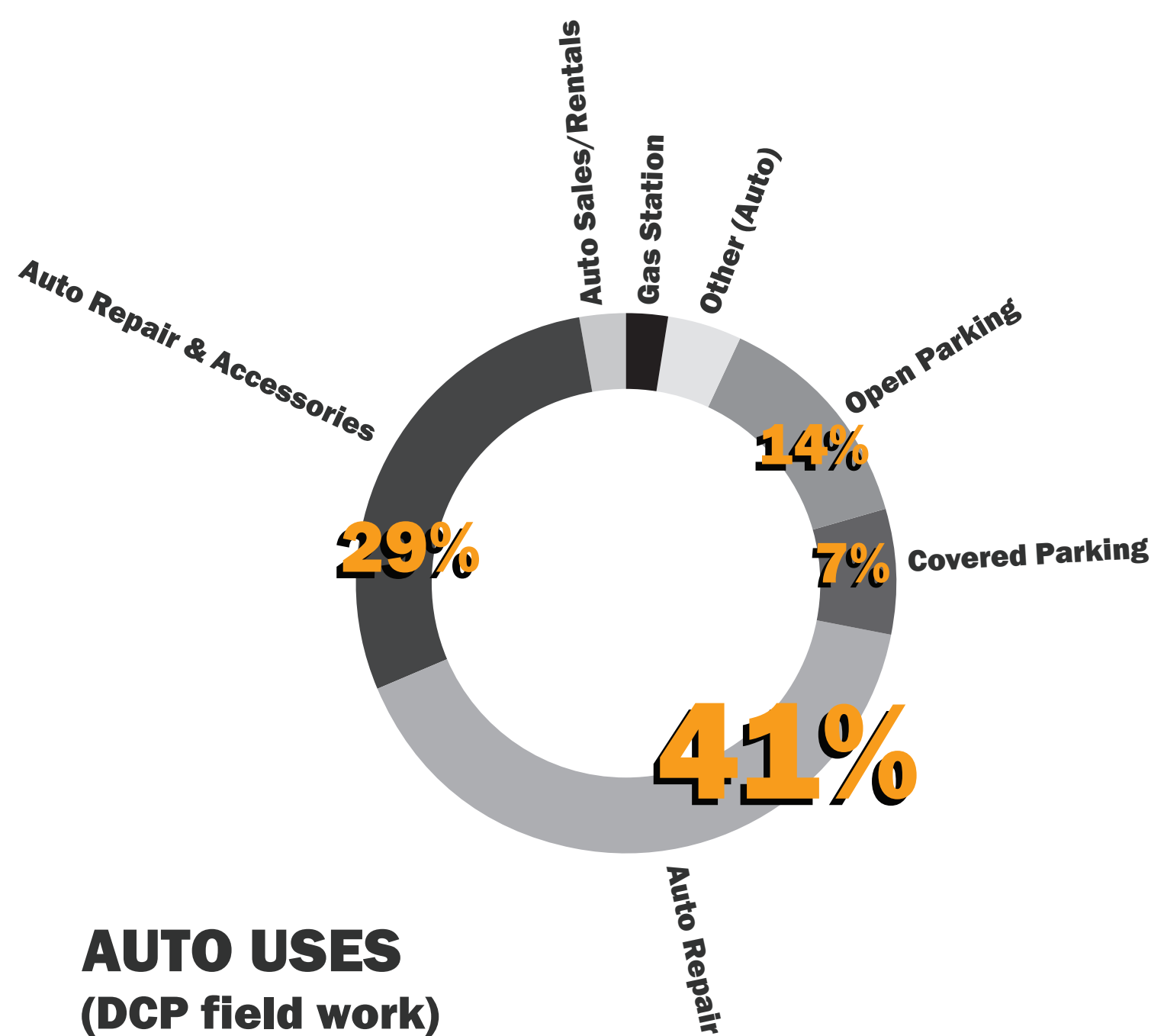
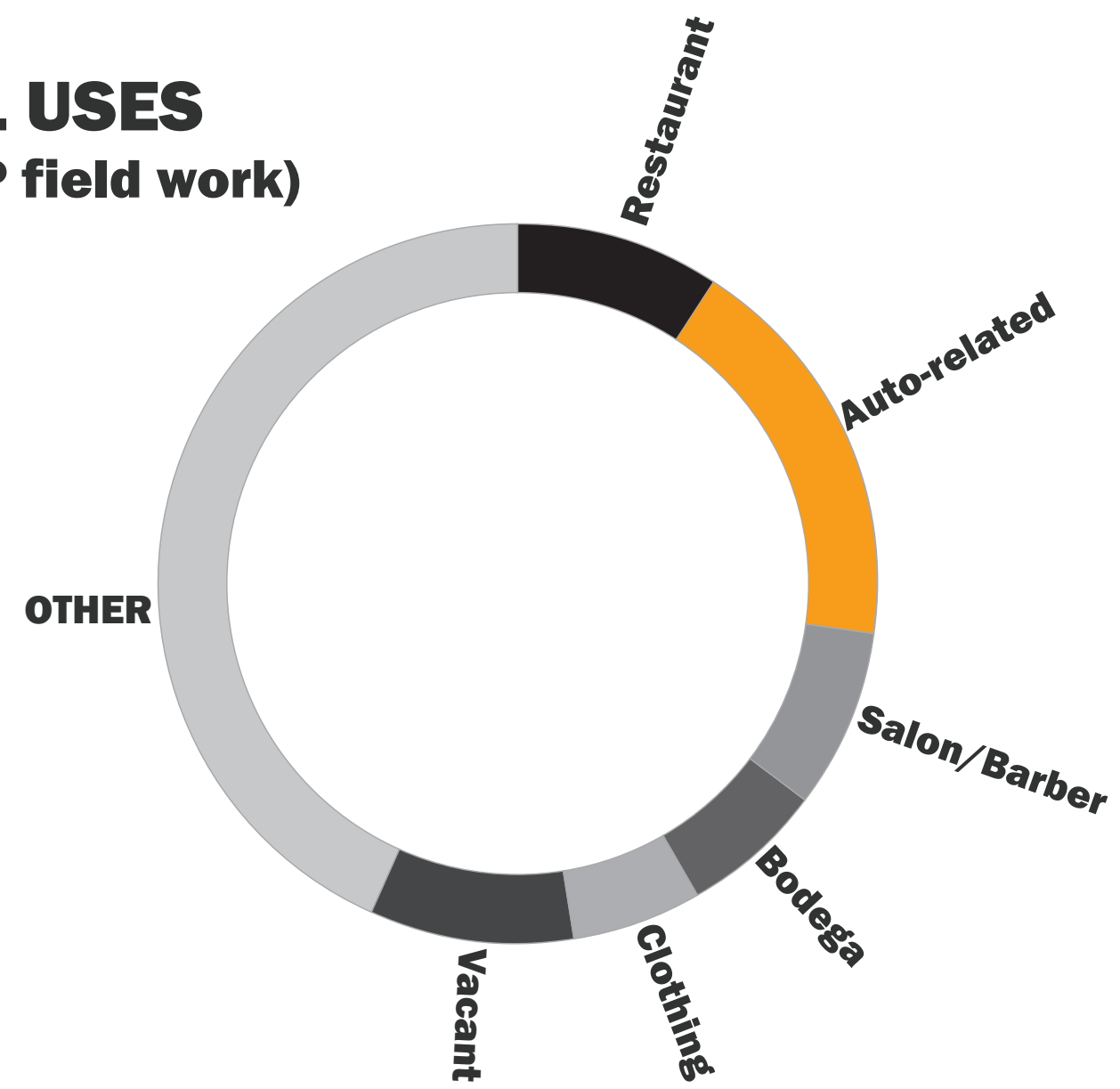


Highlights

Surveyed **894** total lots
Recorded **1,110** unique uses

- 104** restaurants (26 recorded as “full service”)
- 102** vacant parcels/buildings
- 199** Auto-related Uses
 - 57 Auto Accessories/Repair
 - 81 Auto Repair
 - 5 Sales/Rental
 - 42 Parking
 - 5 gas
- 89** Beauty/Barber/Spa
- 73** Bodegas
- 64** Clothing/Accessories
- 38** Electronics/Appliance
- 12** Full-line grocers,
 - 10 “fish or meat”
 - 10 “fruit or vegetable”
- 5** General Merchandise
- 21** “Health/Personal Care”
- 11** “Medical/Dental Office”
- 22** Drug Stores

ALL USES (DCP field work)



AUTO USES (DCP field work)

*All data from DCP field work



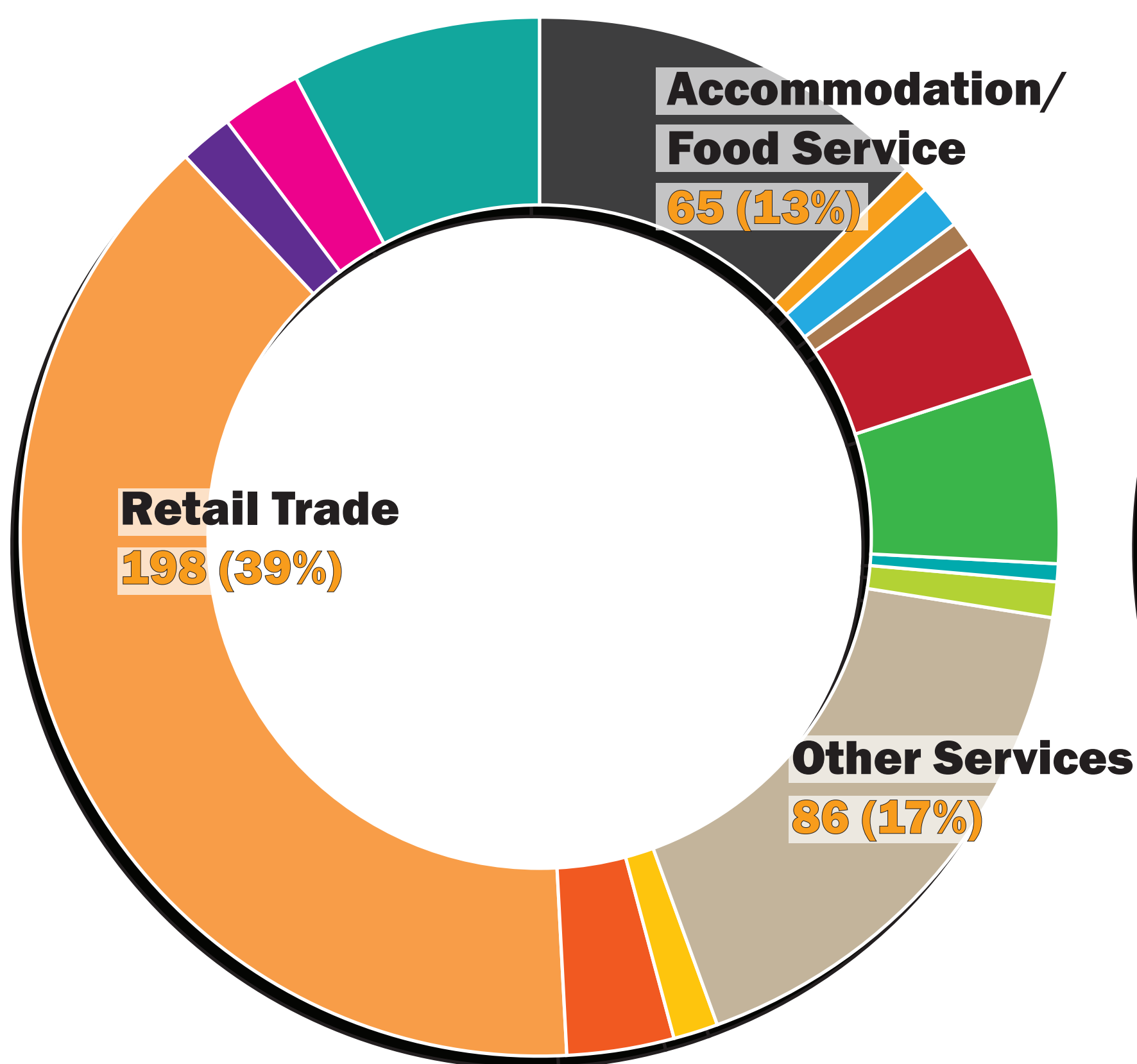
Jerome Avenue Study

Employment Profile

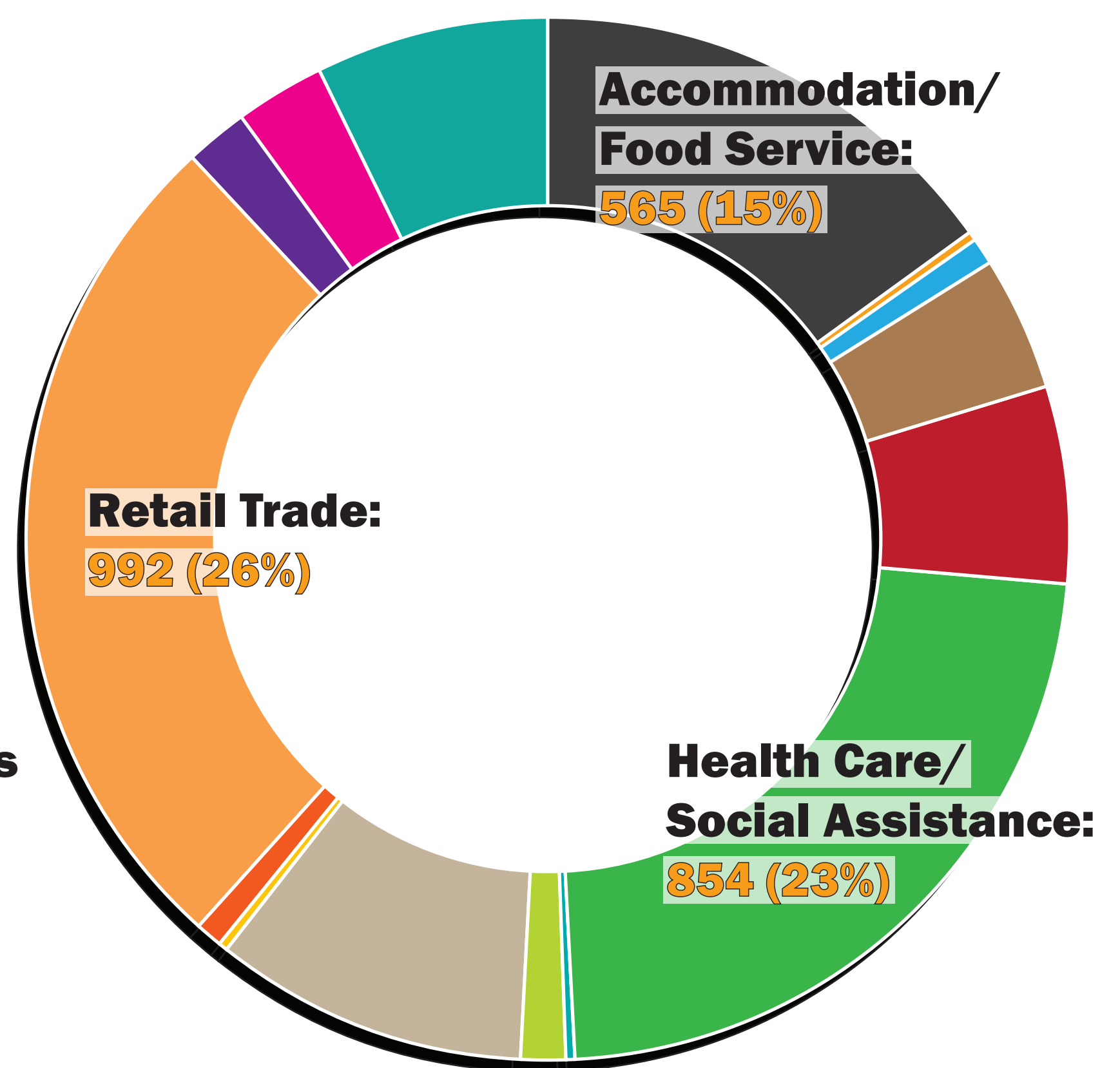
Zoning
Study
Area

Total Firms | 512

Total Employees | 3,755



Total Firms



Total Employees

- All Other
- Wholesale Trade
- Transportation and Warehousing
- Retail Trade
- Real Estate and Rental and Leasing
- Professional, Scientific, and Technical Services
- Other Services (except Public Administration)
- Manufacturing
- Information
- Health Care and Social Assistance
- Finance and Insurance
- Educational Services
- Construction
- Administrative & Support and Waste Management & Remediation Services

Of the **3,755** employees that work within the Zoning Study Area, **over 50%** work in Health Care/Social Assistance or the Retail Trade.

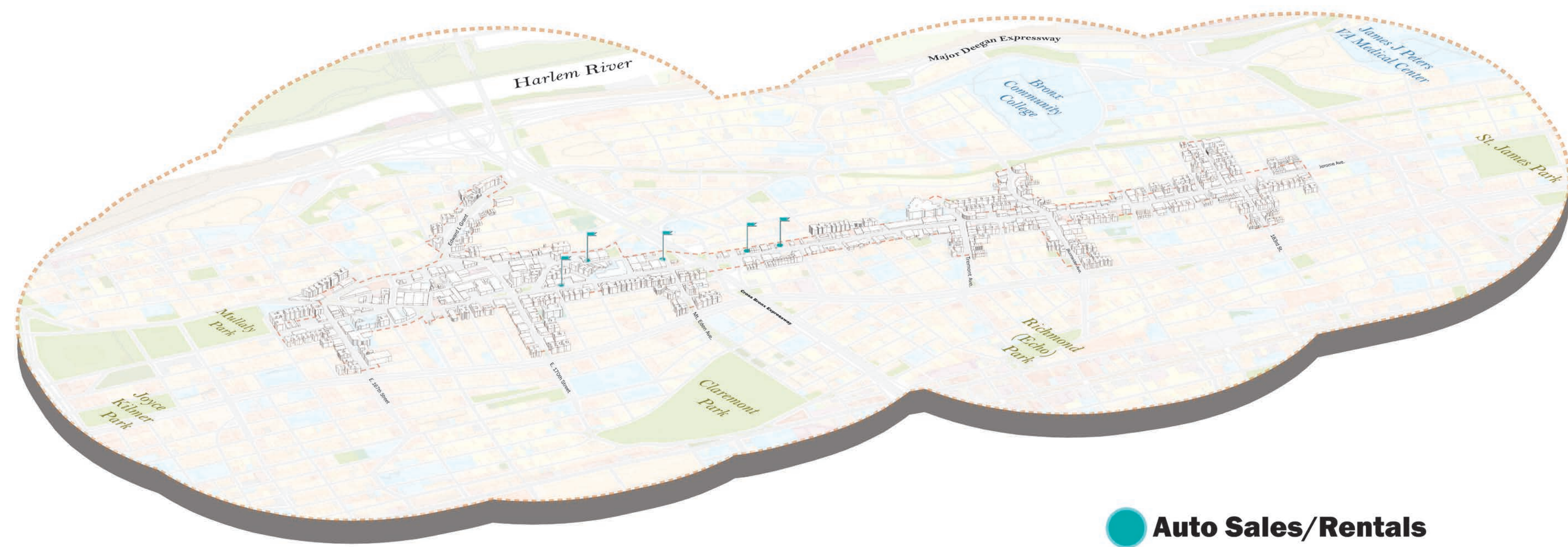
Of the over **500 businesses** in the zoning study area, **just over 15%** are automotive-related



Jerome Avenue Study

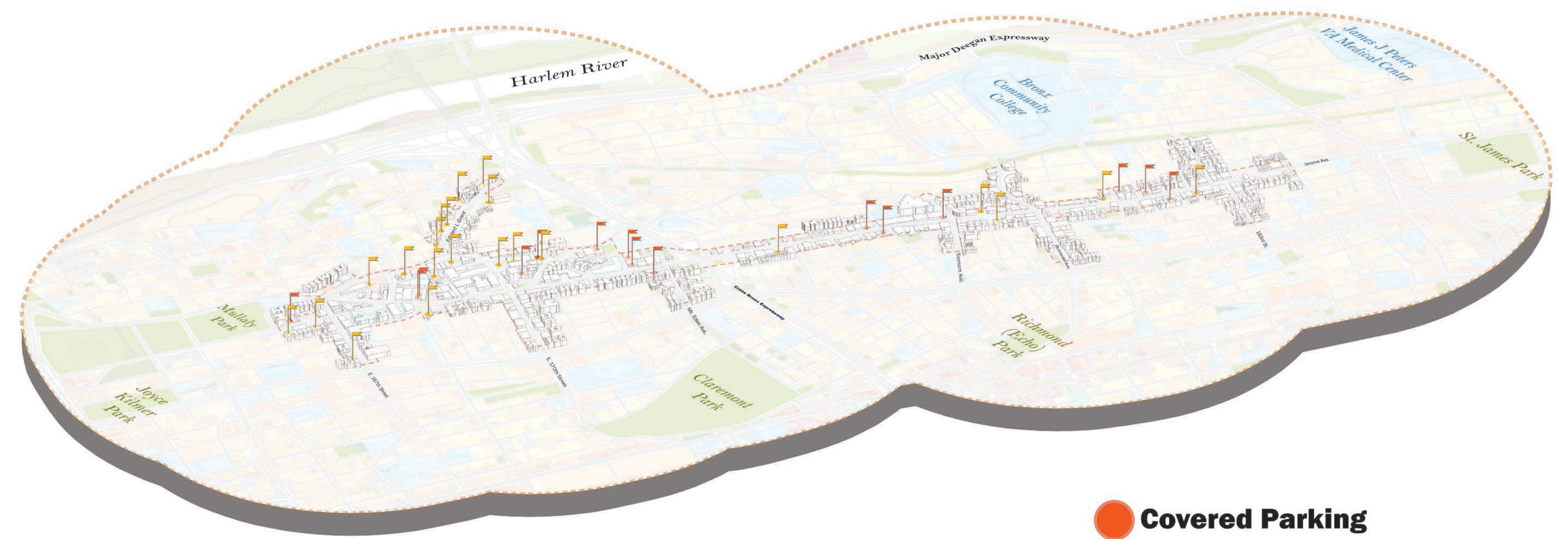
Auto Use Survey

Auto Sales/Rentals



● Auto Sales/Rentals

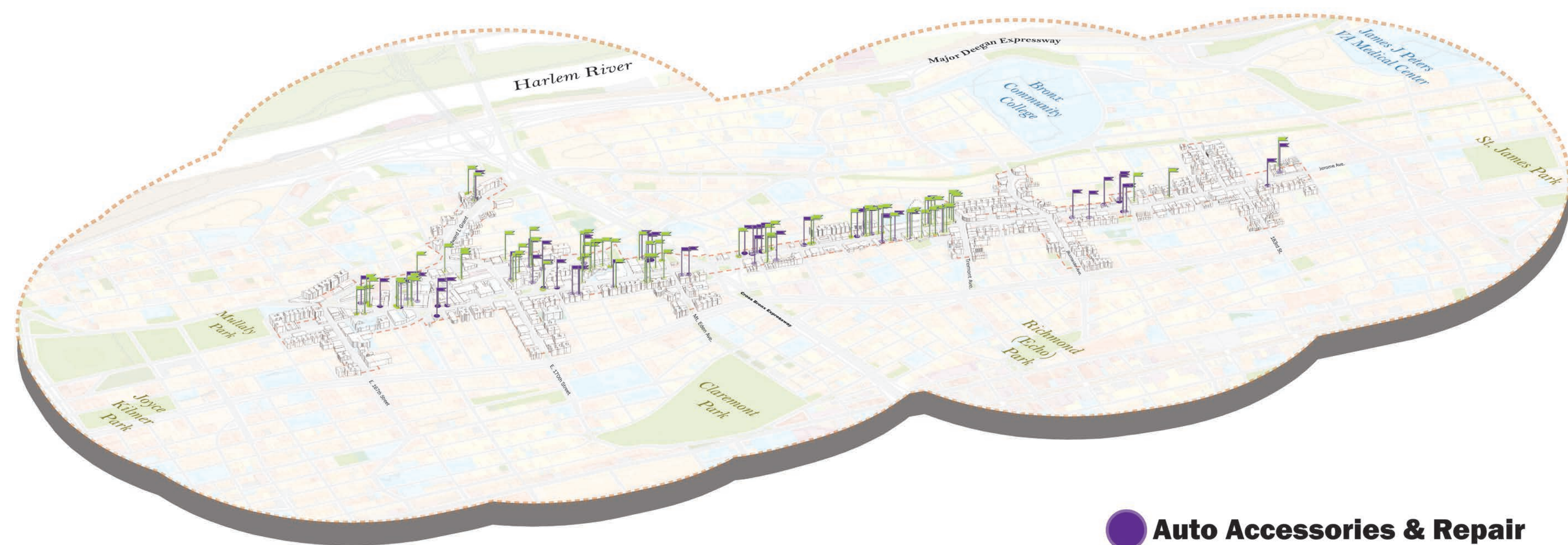
Parking



● Covered Parking

● Open Parking

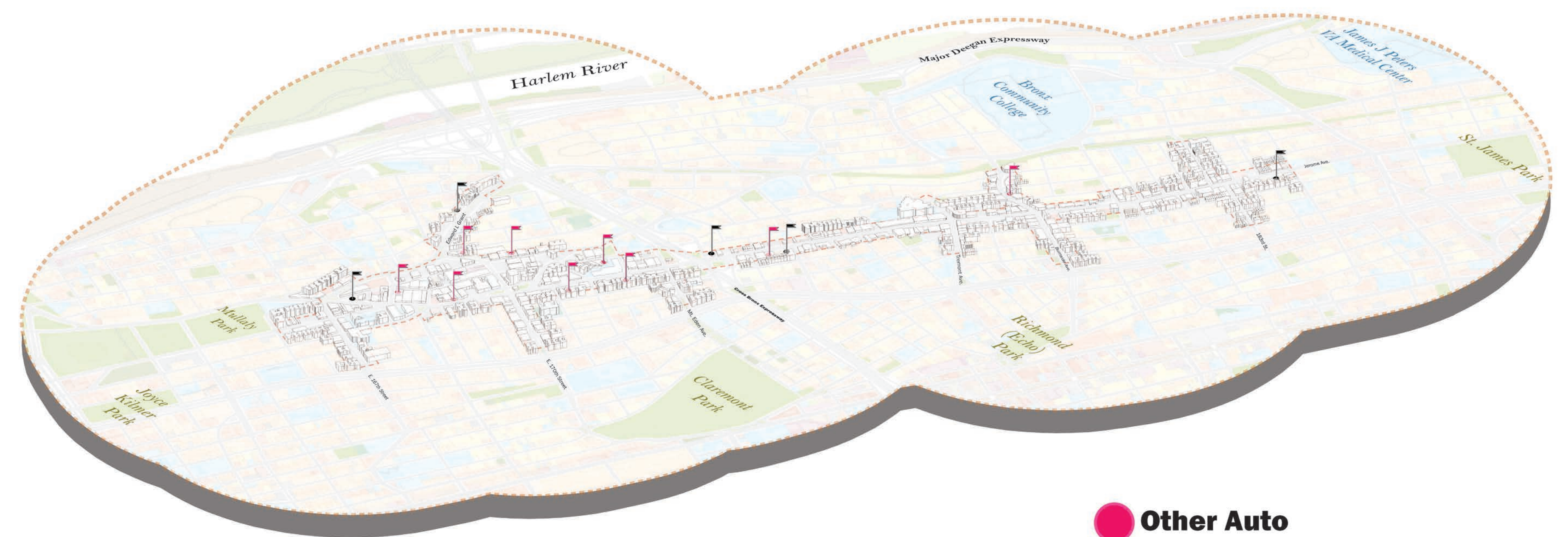
Accessories & Repair



● Auto Accessories & Repair

● Auto Repair

Gas Station/Other



● Other Auto

● Gas Station

*All Locations identified by Department of City Planning staff in the Fall of 2014

