



EAST TREMONT BRONX

Commercial District Needs Assessment



NYC
Small Business
Services

careers
businesses
neighborhoods

in
partnership
with

Neighborhood Initiatives Development Corporation
(NIDC)



ABOUT EAST TREMONT

Background

Avenue NYC is a competitive grant program created by the **NYC Department of Small Business Services** to fund and build the capacity of community-based development organizations to execute commercial revitalization initiatives. Avenue NYC is funded through the U.S. Department of Housing and Urban Development's Community Development Block Grant (CDBG) Program, which targets investments in low- and moderate-income neighborhoods.

Avenue NYC Commercial Revitalization grants provide multi-year commitments aimed at building the capacity of partner organizations to better understand neighborhood needs, develop impactful programs, and sustain their work in the community for at least three years.

The **Commercial District Needs Assessment (CDNA)** highlights a neighborhood's existing business landscape and consumer characteristics.

This CDNA features the commercial corridors of **East Tremont Avenue, East 180th Street, and Webster Avenue, in East Tremont**, and was conducted in partnership with **Neighborhood Initiatives Development Corporation** between September 2024 and June 2025.

Key issues and opportunities identified through this assessment will help prioritize SBS-supported local investments, and serve as an informational and marketing resource for the neighborhood.

Located in the heart of the Bronx, East Tremont is a neighborhood bordered by Belmont, West Farms, and Claremont Village, with Crotona Park to the South and Bronx Park to the North. The area is primarily residential and is served by the main commercial corridors of East Tremont Avenue and East 180th Street. Many important cultural institutions are located nearby, including the Bronx Zoo, the New York Botanical Gardens, and the Bronx River Arts Center. East Tremont is also home to Walter Gladwin Park, a 15-acre recreational space that complements the surrounding green spaces.

Like much of the Bronx, East Tremont has served as a home for immigrants looking for a better life. Successive waves of German, Italian, Eastern European, and Jewish residents were all welcomed to East Tremont to rebuild their lives and the community. After WWII, many families flocked to the area in search of larger affordable apartments compared to the tenements of the Lower East Side. The construction of the Cross Bronx Expressway in the 1950s has had lasting negative impacts. This major highway bisected the neighborhood and displaced thousands of residents and many shops. When the expressway was completed in 1960, the quality of life in the neighborhood rapidly deteriorated due to the noise, pollution, and dislocation of so many residents and merchants. By 1965, many apartment buildings had been abandoned, scarring the landscape, and increased crime and gang violence led to further deterioration. Despite this disinvestment, the neighborhood's Puerto Rican and Black residents endured and helped bring about a gradual renewal of the community, with new hope and new waves of families seeking and finding a better life in East Tremont.

East Tremont Avenue is the neighborhood's main commercial corridor and is made up of largely one- and two-story buildings, with much of the building stock predating 1950. There are also multiple mixed-use buildings that contain commercial space on the ground floor and residential space above, allowing for a vibrant and bustling corridor. The corridor is primarily home to professional and medical offices, limited-service restaurants, and beauty businesses. East 180th Street has a similar retail mix but is less densely packed, and the most common businesses on this corridor are delis and bodegas. Overall, the commercial strips, surrounded by residential areas, provide almost all the products and services that the community of East Tremont needs.

Neighborhood Demographics

See more on page 12

East Tremont has a population of 55,409 people. 62% of the population are of Hispanic origin, 35% are Black, and 2% are white. 46% of the Hispanic population are Dominican and 35% are Puerto Rican. Historically home to immigrant communities, 32% of people living in East Tremont are foreign born with 21% hailing from Africa and 59% from the Caribbean. 61% of households speak a language other than English at home, and about half of these households primarily speak Spanish. The median household income in East Tremont is \$35,000, which is lower than the Bronx (\$49,036) and New York City (\$79,713).

Future Opportunities

See more on page 5

East Tremont is expected to benefit from current and planned affordable housing developments, which will boost the population and increase demand for local goods and services as well. In addition, the NYC Department of Transportation is in the process of developing a 0.5-mile-long dedicated busway for the Bx36 line, aiming to increase ridership and ease congestion along East Tremont Avenue. This expected residential growth and transportation improvements will help incentivize new businesses to open in East Tremont and fill vacant storefronts along the commercial corridors. Coupled with local community leaders and advocates, East Tremont will remain a resilient and bustling community in the years ahead.

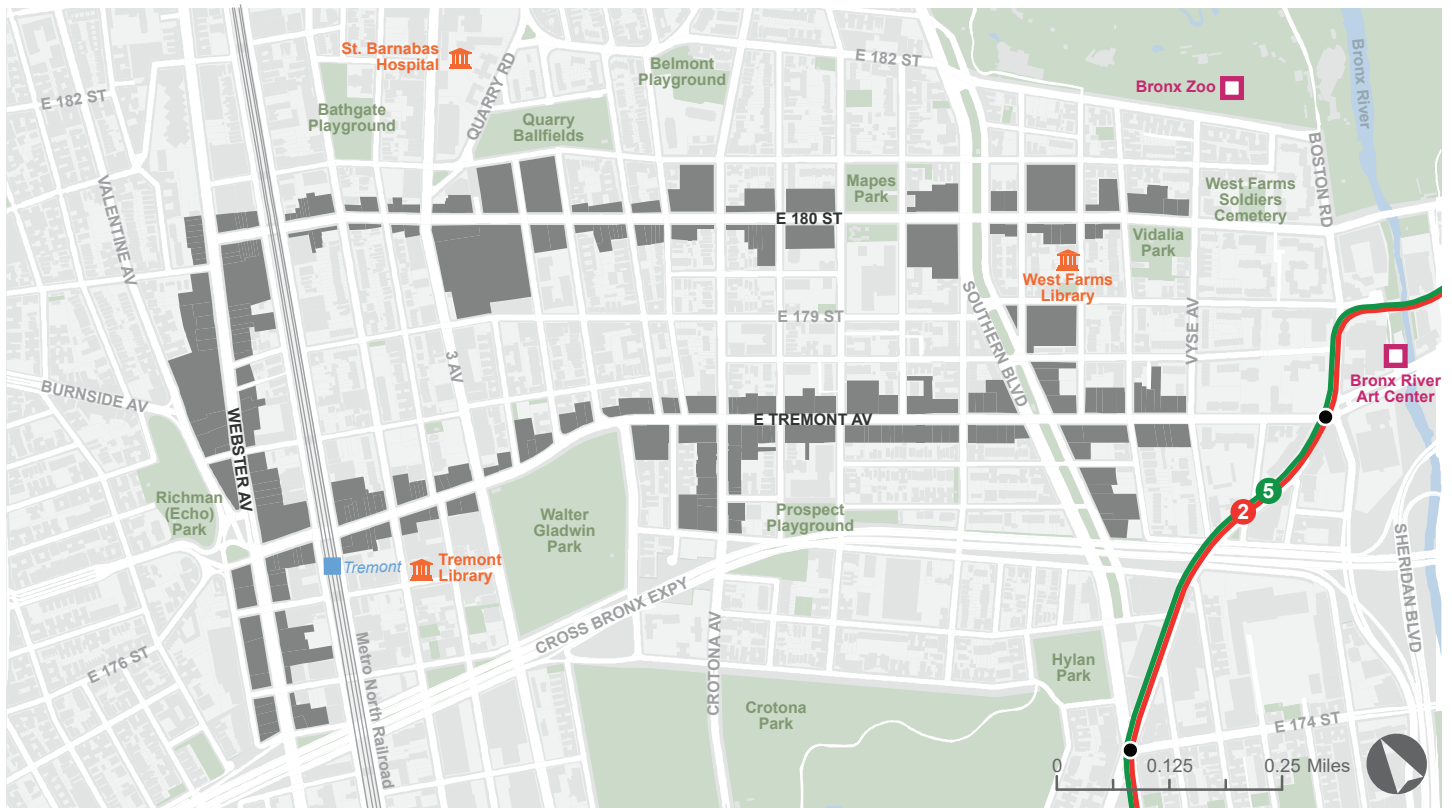
In This Report

Existing conditions, business data, and qualitative depictions of the neighborhood were gathered from more than **555 surveys** and various stakeholder meetings with neighborhood merchants, shoppers, workers, property owners, and residents.

Jump to...

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East Tremont



▲ Points of Interest



▲ Notable Places



Community Groups

Good Shepherd Services

Justice for Families

Mary Mitchell Family and Youth Center

Neighborhood Initiatives Development Corporation (NIDC)

NYREACH

Phipps Neighborhood Center

KEY FINDINGS & OPPORTUNITIES

Strengths

- ▶ East Tremont is a diverse community, and the businesses represent cultures from across the world
- ▶ There is strong engagement of community stakeholders who work together across various sectors to improve the lives of East Tremont residents
- ▶ Easy access to the Tremont Avenue and East 180th Street commercial corridors is provided by multiple buses, trains, and the Cross Bronx Expressway
- ▶ Essential health services, supermarkets, restaurants, clothing, and personal care services allow residents to have almost all of their needs met without leaving the neighborhood
- ▶ High volume of daily foot traffic creates a dynamic environment for businesses to market their goods and services
- ▶ Located in close proximity to large recreational and cultural landmarks, including the Bronx Zoo, New York Botanical Gardens, and Walter Gladwin Park

Challenges

- ▶ Residents and businesses are concerned about crime and safety, including ensuring there is an adequate police presence
- ▶ There is a proliferation of litter and poor sanitation conditions, discouraging shoppers from spending more time on the commercial corridors
- ▶ A concentration of homeless shelters has led to perceptions of unsafe conditions and loitering outside of stores, reducing foot traffic for local businesses
- ▶ Insufficient street lighting makes the neighborhood feel less welcoming and active at night
- ▶ A high number of vacant storefronts disrupt the continuity of the corridor, diminishing street activity and making the shopping experience feel disjointed
- ▶ Many storefront gates are covered in graffiti, making the corridor feel neglected and disorderly





Opportunities

- ▶ Work collaboratively with the NYPD, elected officials, and community stakeholders to increase the sense of safety and address quality of life issues
- ▶ Explore opportunities to increase street lighting along the commercial corridors to make the area more welcoming for shoppers at night
- ▶ Coordinate graffiti removal and work with local artists to paint storefront gates and public murals to beautify the shopping district
- ▶ Engage community stakeholders to organize corridor cleanup events and work with merchants to maintain clean streets
- ▶ Launch community-wide beautification and sanitation campaigns
- ▶ Convene local merchants to form a merchants association to bring businesses together and help them advocate for their collective needs
- ▶ Engage merchants, property owners, and residents to explore the creation of a Business Improvement District that could provide long-term sustainable funding to support the commercial district
- ▶ Host community events along the corridor to engage residents and shoppers to liven the neighborhood and bring more foot traffic to the businesses
- ▶ Work with property owners and real estate agents to fill vacant storefronts with businesses the community desires, such as more healthy and diverse food options, supermarkets, and clothing stores

What's Next?

To address these key findings and opportunities, Avenue NYC Grants have been awarded by SBS to nonprofit organizations.

For more information, visit: nyc.gov/avenuenyc

BUSINESS LANDSCAPE: EAST TREMONT

Business Inventory

529

Total Number of Storefronts

12.7%

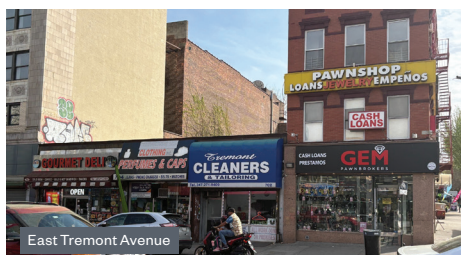
Storefront Vacancy*

*Note: As of June 2025, New York City's commercial corridors have an average storefront vacancy rate of 12.1% and median storefront vacancy rate of 10.9% (LiveXYZ).

Storefront & Retail Mix

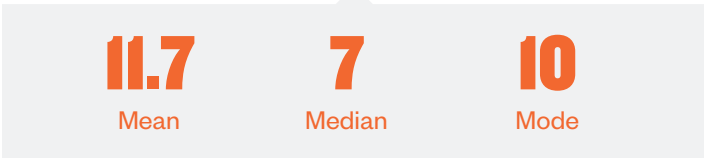
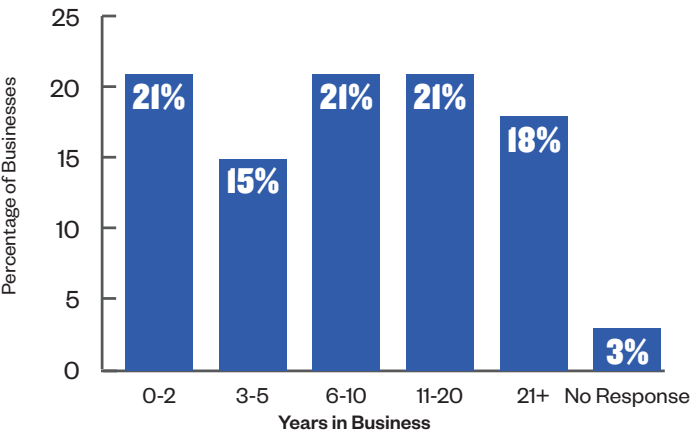


Business inventory and retail mix data were gathered by Neighborhood Initiatives Development Corporation through a comprehensive area inventory of storefront businesses located along East Tremont Avenue and East 180th Street from October to November 2024.



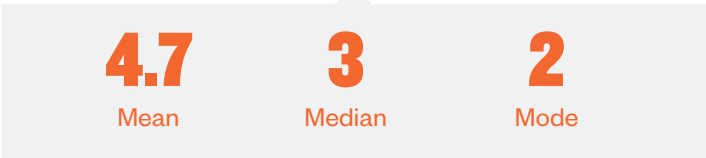
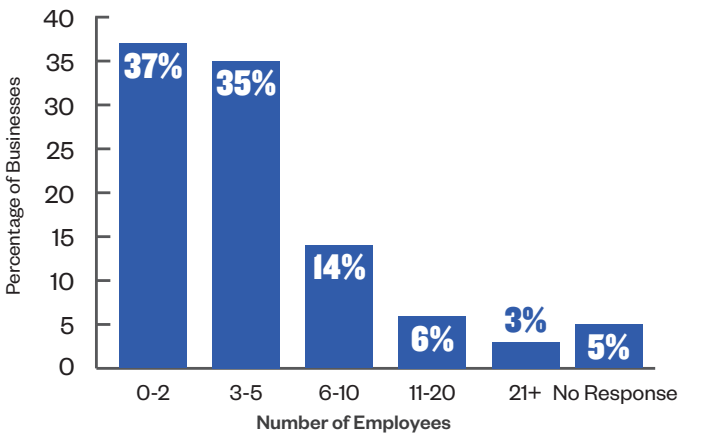
What We've Heard from East Tremont Merchants

How many years have you been in business here?



Note: The mean is the average of all responses, the median is the middle number when all responses are arranged in ascending order, and the mode is the most common response.

How many full-time employees do you have?



Do you own or rent your property?



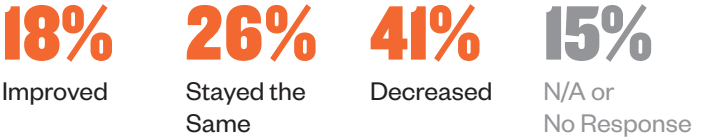
Are you a minority or woman-owned business?



Does your business currently have a website?



Over the past year, has your business improved, stayed the same, or decreased?



Does your business currently use social media?



Source: Based on 234 merchant surveys conducted by Neighborhood Initiatives Development Corp. in Fall 2024 and Winter 2025

BUSINESS LANDSCAPE: EAST TREMONT

What We've Heard from East Tremont Merchants and Shoppers

What do you like about the commercial district?



What makes the East Tremont commercial district unique?



What changes need to occur to attract more visitors/shoppers?

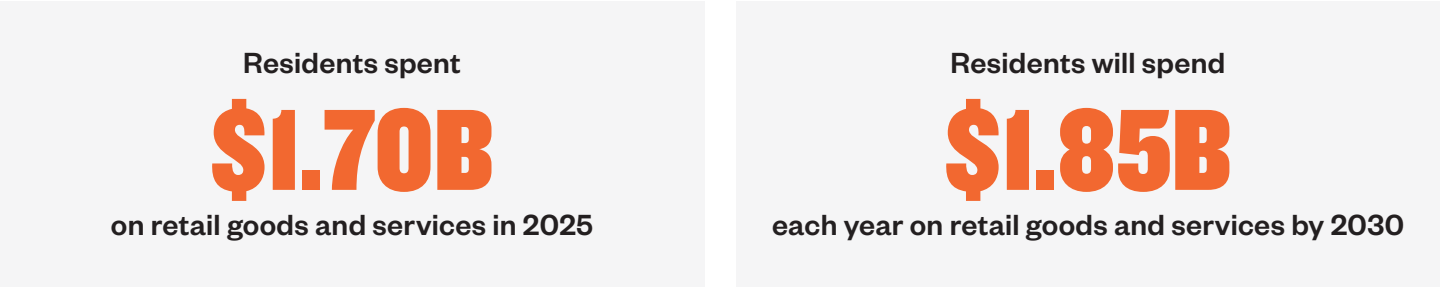
	% Merchant Response	% Consumer Response
▶ Safety	82%	76%
▶ Sanitation, Street Cleaning	51%	61%
▶ Street Lighting	37%	43%
▶ Landscaping/Beautification	29%	34%
▶ Graffiti Removal	28%	32%
▶ Storefront Improvements	25%	28%
▶ Community Events	23%	34%
▶ Merchant Collaboration	22%	27%
▶ Transportation Improvements	20%	36%
▶ More Open Space	10%	26%
▶ Other	12%	8%

What changes would you like to see to improve the commercial district?

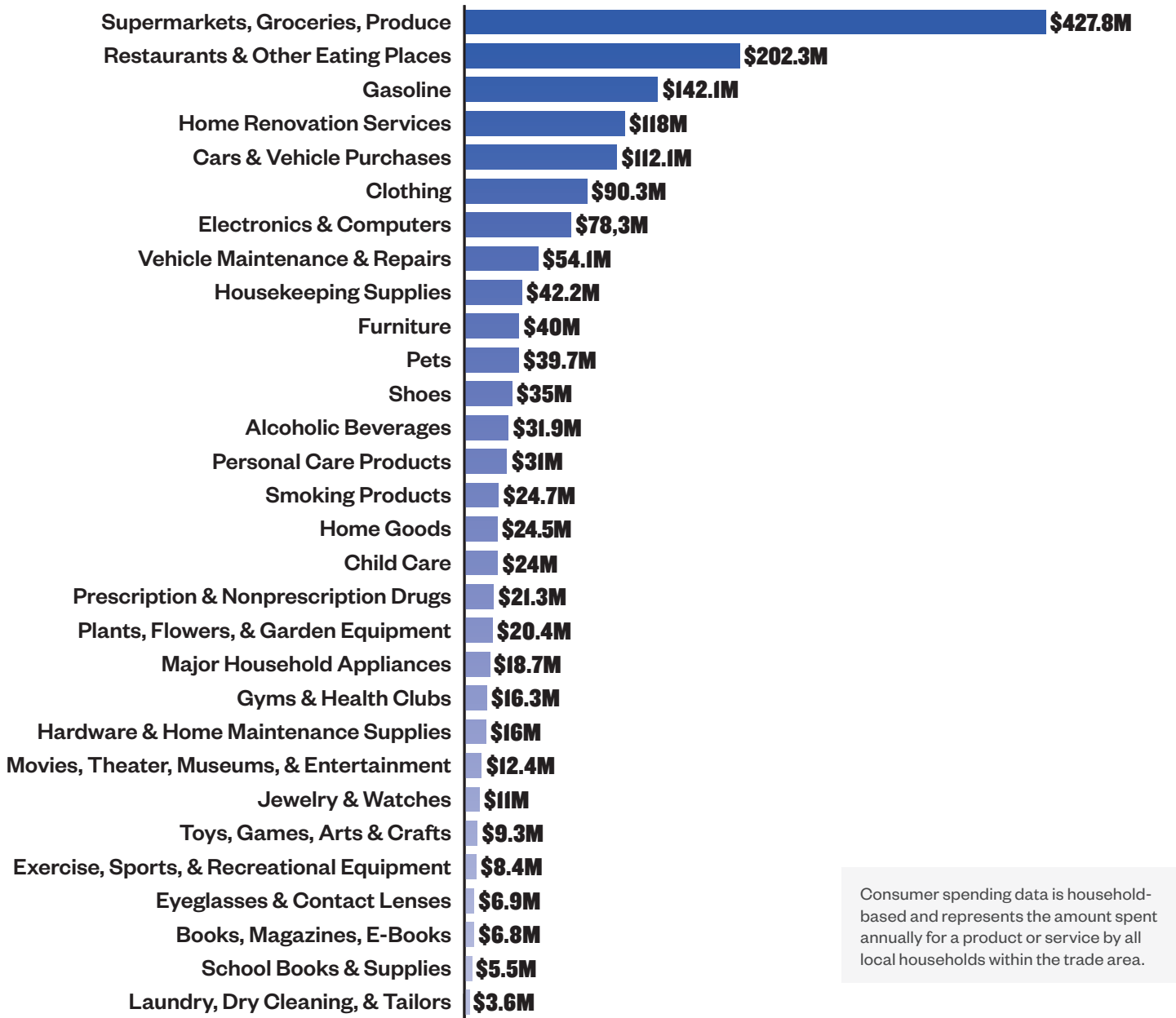


Source: Based on 234 merchant surveys and 526 consumer surveys conducted by Neighborhood Initiatives Development Corporation in Fall 2024 and Winter 2025.

East Tremont Retail Demand



2025 Consumer Spending

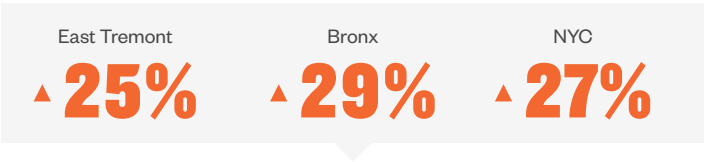


Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

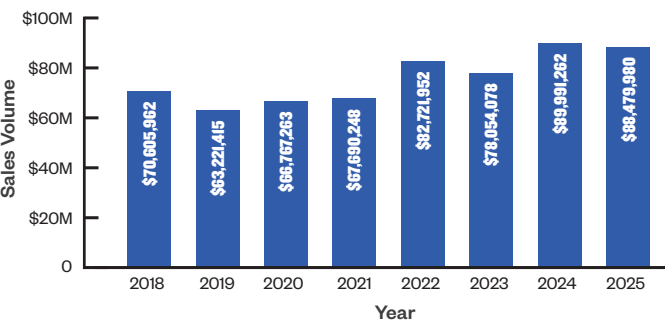
BUSINESS OUTLOOK

Business Trends

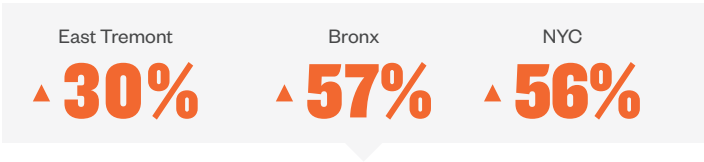
Change in Total Business Sales, 2018-2025



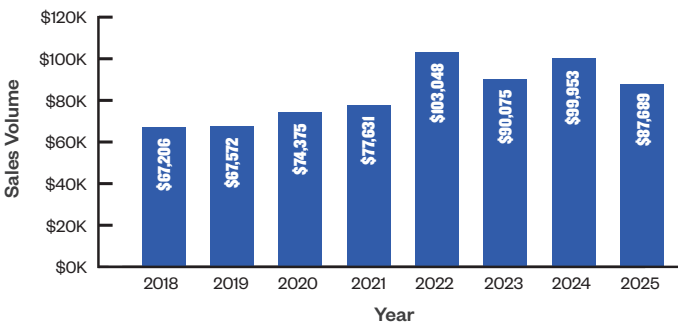
East Tremont Total Business Sales



Change in Median Sales by Business, 2018-2025



East Tremont Median Sales by Business



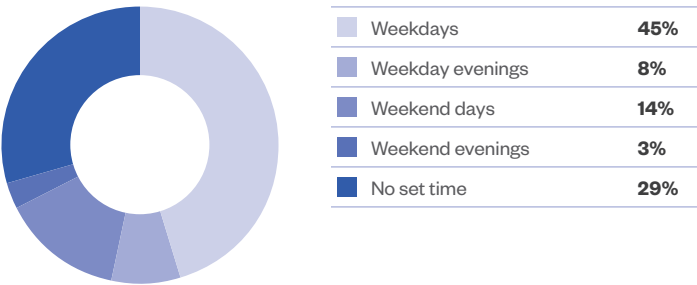
*Year 2025 reflects data gathered up until March 2025. Source: Division of Tax Policy, NYC Department of Finance

What We've Heard from Shoppers

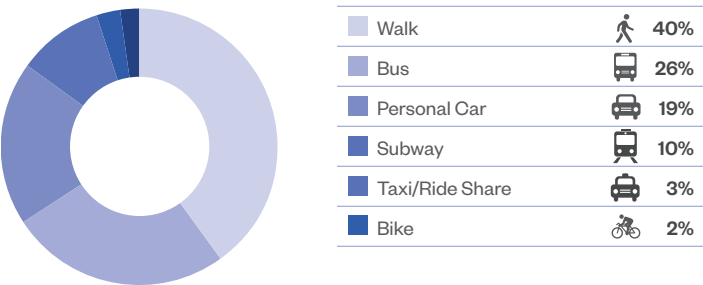
What additional types of businesses would you like to see in East Tremont?

- ▶ Diverse Food Options
- ▶ Department Stores
- ▶ Supermarkets
- ▶ Clothing Stores
- ▶ Healthy Food

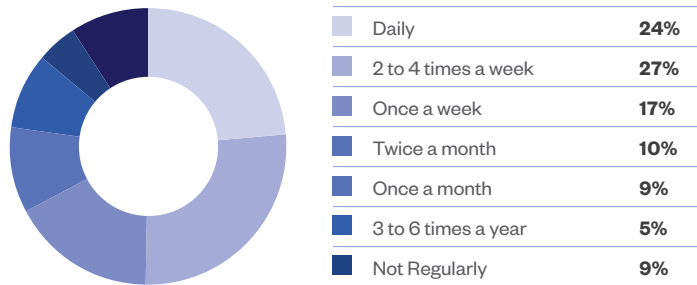
When do you usually shop in East Tremont?



How do you usually travel to East Tremont?

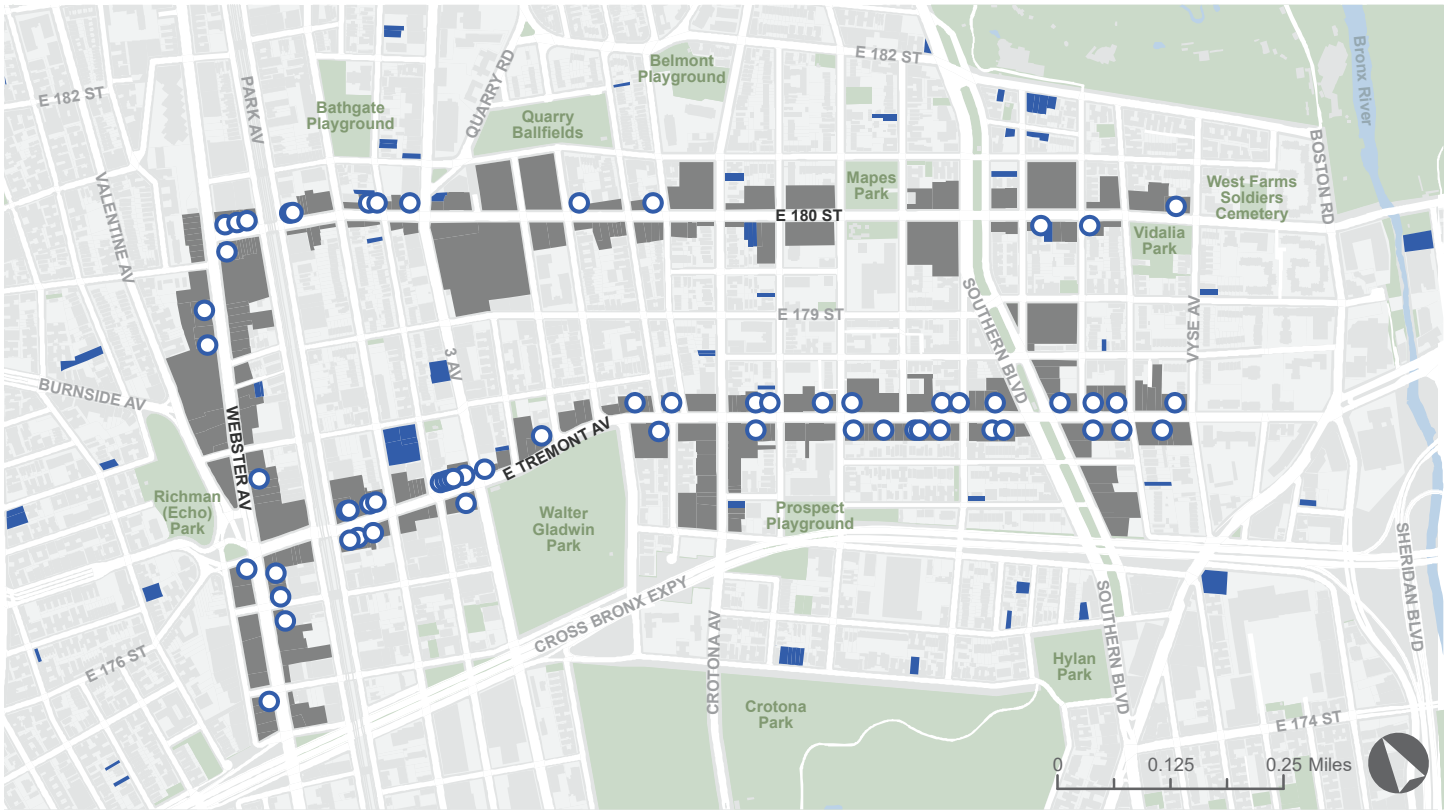


How often do you shop in East Tremont?



Source: Based on 526 consumer surveys conducted by Neighborhood Initiatives Development Corporation in Fall 2024 and Winter 2025.

Storefront Vacancies



- Vacant Lots
- Vacant Storefronts
- Parks & Open Spaces

An analysis of 529 storefronts along East Tremont Avenue and East 180th Street revealed that 22% of storefronts are in poor condition, 61% are in average condition, and 17% are in good condition.

Streetscape Observations

- ▶ The improper disposal of residential and commercial trash, combined with heavy pedestrian traffic, leads to significant litter accumulation on nearly every street and dirty tree pits in need of maintenance
- ▶ Graffiti is a pervasive issue in the area, frequently appearing on construction sites and storefront gates, particularly those of vacant businesses
- ▶ Inadequate street lighting exacerbates safety concerns throughout the neighborhood
- ▶ The corridor lacks adequate street furniture, public art, district signage, and amenities that could improve the pedestrian experience and help promote the neighborhood; the scarcity of benches and seating areas limits rest opportunities for pedestrians, especially seniors
- ▶ The presence of auto-related businesses limits parking for employees and shoppers, and discount stores often have merchandise or commercial activity that encroaches on the sidewalk, further limiting pedestrian space



DATA APPENDIX

Study Area Boundaries

Assessed Commercial Corridors

Primary data on East Tremont storefront businesses presented on pg. 6-8 was gathered along the following commercial corridors:

- ▶ East Tremont Avenue between Webster and Vyse avenues
- ▶ Webster Avenue between East 175th and East 180th streets
- ▶ East 180th Street between Webster and Vyse avenues

East Tremont Context Area

Demographic and employment data on pg. 13-15 represents the population within the East Tremont neighborhood context area.

Trade Area

Consumer spending data on pg. 9 corresponds to the 0.75 mile trade area.



Area Demographics

Total Population

52,762	East Tremont
1,419,250	Bronx
8,516,202	New York City

Population Density (per square mile)

59,389	East Tremont
33,338	Bronx
28,165	New York City

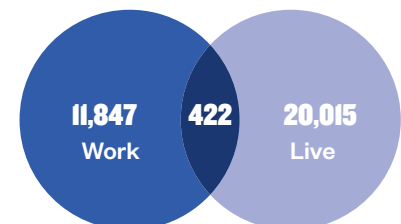
Average Household Size

2.57	East Tremont
2.57	Bronx
2.51	New York City

Car Ownership

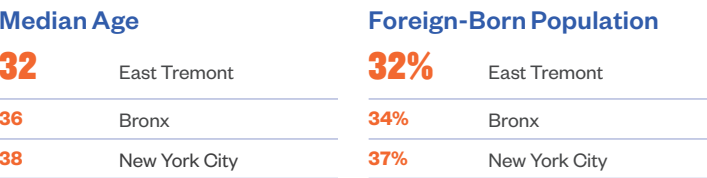
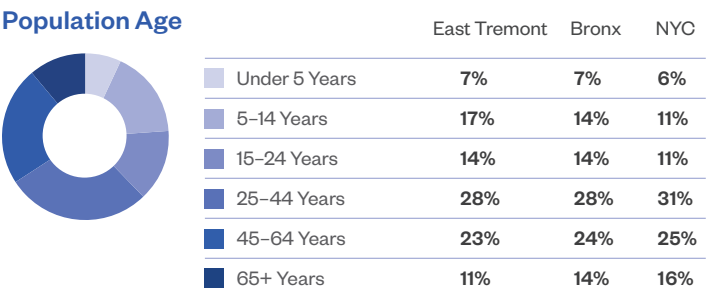
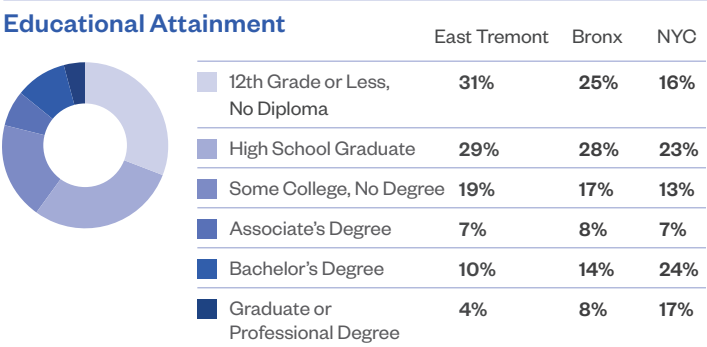
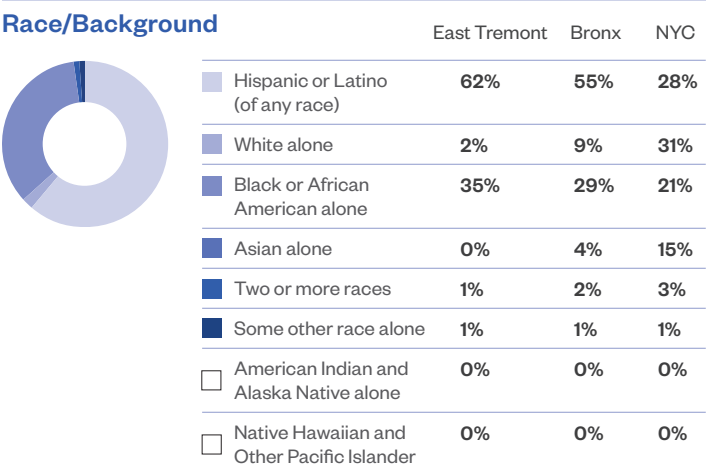
26.4%	East Tremont
39.4%	Bronx
45.1%	New York City

Commuting Patterns

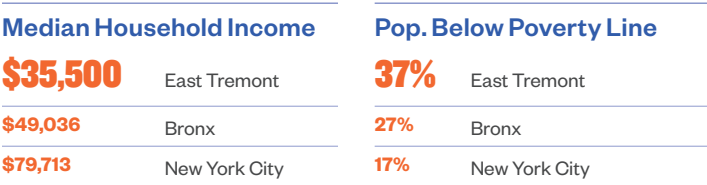


11,847	Work in East Tremont, live elsewhere
422	Live & Work in East Tremont
20,015	Live in East Tremont, work elsewhere

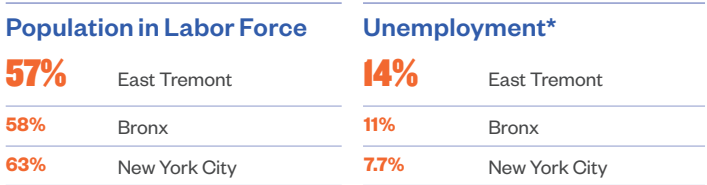
Area Demographics



Income



Employment



*Note: As of April 2025, the unemployment rate is 6.1% for the Bronx and 4.6% for New York City (NYSDOL); updated neighborhood-level data for East Tremont is not available.

Local Jobs and Employment



DATA APPENDIX

East Tremont Transportation



▲ East Tremont Transportation

Bus Routes	Bicycle Lanes	NYC Subway
Average Weekday Bus Ridership (2024)		
9,070		
BX9		
7,806		
BX19		
7,653		
BX36		
6,190		
BX40/42		
5,090		
BX41 SBS		
4,477		
BX11		
4,184		
BX21		
3,147		
BX15		
2,399		
BX17		
Pedestrian Counts (2023)		
East Tremont Avenue between Prospect and Clinton avenues		
786		
Weekday Morning Pedestrians		
2,140		
Weekday Afternoon Pedestrians		
1,115		
Weekend Pedestrians		
Average Weekday Subway Ridership (2024)		
3,117	25	West Farms Sq-E Tremont Ave
Average Daily Vehicular Traffic (2024)		
11,846		East Tremont Avenue from Webster Avenue to Southern Boulevard
7,363		East 180th Street from Webster Avenue to Boston Road
4,088		Arthur Avenue from East Tremont Avenue to Crotona Park North
1,924		Marmion Avenue from East Tremont Avenue to Crotona Park North
1,403		Mapes Avenue from E 182nd Street to E Tremont Avenue

Source: MTA 2024; NYS DOT, 2024 Annual Average Daily Traffic data.

Recent SBS Neighborhood Investments

▶ *Commercial Revitalization, Avenue NYC* multi-year grant of \$300,000 awarded to Neighborhood Initiatives Development Corporation, 2024-2027.

Existing Plans & Studies

Sustainable Communities in the Bronx: Leveraging Regional Rail for Access, Growth & Opportunity, NYC Department of City Planning, 2014.

Sources

ESRI and Consumer Expenditure Surveys, Bureau of Labor Statistics. 2025 ESRI Retail Demand Outlook.

Metropolitan Transportation Authority, 2024. Average Weekday Subway Ridership and Average Monthly Bus Ridership.

NYS Department of Labor. May 2025. Unemployment Rate Rankings by County.

NYS Department of Transportation. 2024 Annual Average Daily Traffic, using Traffic Data Viewer.

NYC Department of Finance, Division of Tax Policy, using data from NYS Department of Taxation and Finance. Business sales are reported by tax year, which runs from March 1st to February 28th. Sales data are compiled from sales tax returns, which are rolled up by tax filer within a year, excluding returns with negative sales amounts. For each year, each tax filer is reported according to the address listed on their latest return. Large outliers were removed from the analysis, and the top 5% of filers from Manhattan and the top 1% of filers from the outer boroughs by sales were removed.

Live XYZ, NYC Storefront Data, June 2025. Average and median storefront vacancy rates were determined through an SBS analysis of each commercial corridor in New York City.

NYC Department of Transportation. 2023 Pedestrian Counts and Bicycle Ridership.

U.S. Census Bureau. 2022. OnTheMap Application. Longitudinal-Employer Household Dynamics Program.

U.S. Census Bureau. American Community Survey, 2019-2023 American Community Survey 5-Year Estimates, using NYC Population FactFinder. East Tremont Census Tracts: 379, 231, 395, 375.04, 373, 371, 369.01, 365.01, 365.02, 363, 359, 367, 369.02, 361.

Photo Credits: Wikimedia Commons: Hugo L Gonzalez, RoySmith. Neighborhood Initiatives Development Corporation: Brandon Kime. NYC SBS: Eliza Jacobson.

ABOUT SBS

The NYC Department of Small Business Services helps unlock economic potential and create economic security for all New Yorkers by connecting New Yorkers to good jobs, creating stronger businesses, and building a fairer economy in neighborhoods across the five boroughs.

ACKNOWLEDGMENTS

We would like to recognize and thank the following individuals and organizations for their contributions to the development of the East Tremont Commercial District Needs Assessment:

Bronx Borough President Vanessa Gibson
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East Tremont Merchants
East Tremont Shoppers and Residents