COMMERCIAL DISTRICT
NEEDS ASSESSMENT

The New Bronx Chamber of Commerce
in partnership with
COMMERCIAL DISTRICT NEEDS ASSESSMENT
THE BRONX
MOTT HAVEN
Commercial District Needs Assessment

NYC Small Business Services
careers
businesses
neighborhoods
in partnership with
The New Bronx Chamber of Commerce
Background

Mott Haven is a neighborhood rich with culture, character, and a commitment to community preservation. Bordering Melrose, Port Morris, and Hunts Point, Mott Haven is located along the Harlem River with primary commercial corridors located on 138th Street, Bruckner Boulevard, and additional side streets. Situated between two of New York City’s busiest retail corridors — 125th Street in Harlem and the Hub in Melrose — Mott Haven has been the historic home for many first-generation immigrant communities dating back to the early founding of the Bronx.

Previously countrysides, the neighborhood now known as Mott Haven was developed as a thriving industrial area in the 1830s by Jordan L. Mott, who went on to build residential buildings for workers, including the area along and around Alexander Avenue, which now forms much of the Mott Haven Historic District. From the 1950s to the 1970s, an economic crisis depleted much of the area’s commercial and housing stock as banks and the real estate industry withdrew investment from the South Bronx on a historically unprecedented scale. The neighborhood experienced significant loss of population and resources, which led to rampant arson, severe infrastructure damage, and deterioration of the community’s built and environmental landscape.

Despite these challenges, Mott Haven residents persevered and worked to preserve their homes and community. The area is rich in cultural history, particularly in influential music and dance styles such as jazz, Latin jazz, salsa, and hip-hop. Following the disinvestment of the 1970s, a new generation of local leaders and organizations helped organize and form grassroots groups to help with community-based recovery and renewal efforts. Mott Haven has since undergone several land use changes and has experienced significant public and private investments for redevelopment in the area. The neighborhood’s industrial past continues to influence the business activity to this day, allowing for a variety of uses such as automotive and warehouse businesses, as other buildings are also repurposed for residential and retail uses.

With close proximity to Manhattan, robust transportation access, and active community and business organizations, this area of the South Bronx is well positioned for continued growth while retaining the community’s culture and traditions.

Neighborhood Demographics

Home to a population of more than 41,000, Mott Haven’s residents identify as 68% Hispanic/Latinx, 27% African American, 3% white, and 2% some other race. 29% of residents are foreign-born, with the majority coming from the Dominican Republic and Central America, in addition to a small but growing West African immigrant population. Spanish and English are the most common languages spoken in the area.

Future Opportunities

Mott Haven is experiencing positive change thanks to the work of numerous community organizations. Historically a low-density neighborhood with a mix of light industrial and residential uses, Mott Haven is quickly developing. A dozen new mixed-income residential towers are currently being built, mostly in the southwestern corner along the Harlem River and next to the bridges that connect to Manhattan. The projected population increase in the next few years will provide an opportunity for the neighborhood’s businesses to capture a new market. These new public and private investments will continue to bring opportunity to the neighborhood and its residents. As merchant organizing continues on each commercial corridor, it is important that these corridors work together to ensure that the neighborhood can retain the existing community and culture while also developing opportunities for new business growth.
## Points of Interest

- **Assessed Commercial Corridors**
- **Parks and Public Spaces**
- **Notable Places**
- **Public Facilities**

### Merchant & Business Groups

- Mott Haven Merchants Association
- Port Morris Local Development Corporation
- South Bronx Alliance
- South Bronx Overall Economic Development Corporation
- South Bronx Unite
- The New Bronx Chamber of Commerce
- Third Avenue BID

### Neighborhood Events

- 1 Bronx Pride Festival
- 40th Precinct Halloween Fest
- Alexander Avenue Open Street & Salsa Saturdays
- Big Bronx Sancochazo
- Big Gay Bronx Brunch
- Community Days of Action
- WinterFest at Graham Triangle
KEY FINDINGS & OPPORTUNITIES

Strengths

► Robust public transportation network provides access to the neighborhood’s commercial district via subway, bus, car, and Citi Bike
► Diverse, long-standing community of small businesses, many run by immigrant entrepreneurs, enhances the character of the neighborhood
► Affordable and diverse retail and dining options offer culturally appropriate products and services and are supported by a committed local customer base
► Rich cultural and ethnic identity, evident in the vibrant local street life, public art, and the neighborhood’s musical history

► Relatively low commercial vacancy rate, varied building floor plans, and affordable rents allow for retail variety and provide opportunities for business growth
► Committed community and faith-based organizations have a track record of delivering community services and workforce development to local residents
► Relatively low building density and wide sidewalks, particularly on 138th Street, present a pleasant pedestrian experience and opportunities for merchants to provide outdoor shopping and dining experiences
► Home to multiple playgrounds and open spaces, including St. Mary’s Park, which offer accessible green and play space for the neighborhood’s residents and visitors

Challenges

► Inconsistent coordination and communication between government agencies and local community organizations causes reluctance among merchants to participate in initiatives designed to support the commercial district
► Long-standing businesses face challenges in adapting and growing to better serve a diverse customer base and would benefit from integrating technology and new marketing initiatives
► Inconsistent hours, including late morning opening and early evening closing, for many institutions and retail businesses reduces nighttime foot traffic and can lead to negative perceptions of safety

► Increasing public safety concerns negatively impact the experience of both merchants and shoppers
► Litter, animal waste, and insufficient sanitation along the commercial corridors and in open spaces result in an unpleasant streetscape
► Public spaces lack sufficient amenities to meet people’s needs for resting, sitting, eating, and socializing
► Aging building stock along with a high proportion of storefronts in need of physical improvement make it difficult to attract a mix of commercial tenants
► High traffic intersections and darkly lit corridors, particularly under the Major Deegan Expressway, create street safety challenges for pedestrians
Opportunities

- Celebrate the neighborhood’s unique culture and diversity through community events that encourage residents and visitors to support local businesses
- Maintain clean sidewalks and public spaces along the commercial corridors and encourage community participation in beautification efforts
- Connect merchants to local law enforcement to grow awareness of crime prevention practices and alleviate concerns regarding public safety
- Install and improve lighting on key commercial corridors to address safety concerns and make the corridors more inviting to pedestrians at night
- Advocate for an equitable approach to housing development and support services that addresses the multiple crises of houseless residents, mental health, and substance abuse, which impact the health of the neighborhood and its commercial corridors
- Support merchant organizing efforts and increase communication between businesses, residents, and City agencies
- Develop wayfinding materials along with print and digital guides to direct employees, residents, and visitors to local retail and restaurant options
- Increase and improve tourism opportunities by embracing existing public art and creating opportunities for the growing local artist community
- Create a district marketing strategy that unites the Hub, 138th Street, and Bruckner Boulevard commercial corridors with coordinated placemaking and events
- Ensure the pedestrian safety plans and related funding commitments negotiated as part of the neighborhood jail investment plan are implemented equitably across the neighborhood
- Explore options to develop a community-based organization or business improvement district (BID) with a focus on serving small businesses and improving the public realm on the commercial corridors
- Provide marketing support and opportunities to existing small businesses to increase their reach and highlight unique local offerings

What’s Next?

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

For more information, visit: nyc.gov/avenueny
## BUSINESS LANDSCAPE: MOTT HAVEN

### Business Inventory

<table>
<thead>
<tr>
<th>Total Number of Storefronts</th>
<th>396</th>
</tr>
</thead>
<tbody>
<tr>
<td>Storefront Vacancy*</td>
<td>8.3%</td>
</tr>
</tbody>
</table>

*Note: In 2021, New York City’s 76 Business Improvement Districts reported an average ground floor vacancy rate of 13% and median ground floor vacancy rate of 11% (BID Trends Report, FY21).

### Storefront & Retail Mix

Business inventory and retail mix data were gathered by the New Bronx Chamber of Commerce through a comprehensive area inventory of storefront businesses located along 3rd Avenue, Alexander Avenue, Brook Avenue, Bruckner Boulevard, Canal Place, E. 132nd Street, E. 134th Street, E. 136th Street, E. 137th Street, E. 138th Street, Lincoln Avenue, Rider Avenue, St. Anns Avenue, and Willis Avenue (January to March 2022).

- Delis / Bodegas: 38
- Full Service Restaurants & Bars: 33
- Vacant: 33
- Beauty / Nail Salons & Barbershops: 26
- Limited Service Restaurants: 23
- Cell Phone, Electronics, & General Merchandise Stores: 22
- Automotive Businesses, Car/Truck Rental, & Gas Stations: 21
- Construction, Shipping, & Wholesale Businesses: 20
- Schools & Day Care Centers: 19
- Doctors, Dentists, & Medical Services: 18
- Government Agencies, Nonprofits, & Houses of Worship: 17
- Coffee Shops, Cafes, Bakeries, & Bookstores: 15
- Laundromats & Dry Cleaners: 14
- Clothing & Shoe Stores: 13
- Supermarkets, Grocery Stores, & Specialty Food Stores: 12
- Tax Services, Insurance, & Travel Agencies: 11
- Pharmacies & Health Stores: 10
- Check Cashing, Money Transfer Services, & Pawn Shops: 9
- Furniture, Antiques, Bikes, & Hardware Stores: 9
- Liquor Stores, Smoke Shops, & Tattoo Parlors: 8
- Other Professional Services: 6
- Self Storage Facilities, Warehouses, & Parking Lots: 5
- Florists & Photography Studios: 5
- Hotels, Event Spaces, & Caterers: 4
- Banks & Credit Unions: 1

![Willis Avenue](image1)

![138th Street](image2)

![Bruckner Boulevard](image3)
What We’ve Heard from Mott Haven Merchants

How many years have you been in business here?

<table>
<thead>
<tr>
<th>Years in Business</th>
<th>Percentage of Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-2</td>
<td>12%</td>
</tr>
<tr>
<td>3-5</td>
<td>27%</td>
</tr>
<tr>
<td>6-10</td>
<td>27%</td>
</tr>
<tr>
<td>11-20</td>
<td>20%</td>
</tr>
<tr>
<td>21+</td>
<td>14%</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Years in Business</th>
<th>Number of Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-2</td>
<td>11</td>
</tr>
<tr>
<td>3-5</td>
<td>8</td>
</tr>
<tr>
<td>6-10</td>
<td>3</td>
</tr>
<tr>
<td>11-15</td>
<td>2</td>
</tr>
<tr>
<td>16+</td>
<td>2</td>
</tr>
</tbody>
</table>

Mean: 8  
Median: 2  
Mode: 2

How many full-time employees do you have?

<table>
<thead>
<tr>
<th>Number of Employees</th>
<th>Percentage of Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-2</td>
<td>55%</td>
</tr>
<tr>
<td>3-5</td>
<td>23%</td>
</tr>
<tr>
<td>6-10</td>
<td>13%</td>
</tr>
<tr>
<td>11-15</td>
<td>8%</td>
</tr>
<tr>
<td>16+</td>
<td>1%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Number of Employees</th>
<th>Number of Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-2</td>
<td>4</td>
</tr>
<tr>
<td>3-5</td>
<td>2</td>
</tr>
<tr>
<td>6-10</td>
<td>2</td>
</tr>
</tbody>
</table>

Mean: 2  
Median: 2  
Mode: 2

Do you own or rent your property?

<table>
<thead>
<tr>
<th>Rent</th>
<th>Own</th>
<th>No Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>94%</td>
<td>5%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Does your business currently have a website?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>No Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>51%</td>
<td>47%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Are you a minority or woman-owned business?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>No Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>56%</td>
<td>43%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Does your business currently use social media?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>No Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>51%</td>
<td>48%</td>
<td>1%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Improved</th>
<th>Stayed the Same</th>
<th>Decreased</th>
<th>N/A or No Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>22%</td>
<td>47%</td>
<td>22%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Source: Based on 148 merchant surveys conducted by the New Bronx Chamber of Commerce in Winter and Spring 2022.
What changes would you like to see to improve the Mott Haven commercial district?

- Safety: 92% Merchant, 33% Consumer
- Sanitation, street cleaning: 88% Merchant, 44% Consumer
- Landscaping/beautification: 60% Merchant, 50% Consumer
- Street lighting: 41% Merchant, 25% Consumer
- Merchant collaboration: 35% Merchant, 15% Consumer
- Community events: 26% Merchant, 22% Consumer
- Storefront improvements: 18% Merchant, 21% Consumer
- More open space: 10% Merchant, 21% Consumer
- Transportation improvements: 7% Merchant, 17% Consumer
- Other: 3% Merchant, 2% Consumer
- Parking: 1% Merchant, 37% Consumer
- Graffiti removal: 0% Merchant, 12% Consumer

Source: Based on 148 merchant surveys and 293 consumer surveys conducted by the New Bronx Chamber of Commerce in Winter and Spring 2022.
## Mott Haven Retail Demand

<table>
<thead>
<tr>
<th>Category</th>
<th>2022 Spending</th>
<th>2027 Projected Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supermarkets, Groceries, Produce</td>
<td>$259.1M</td>
<td></td>
</tr>
<tr>
<td>Restaurants &amp; Other Eating Places</td>
<td>$177.3M</td>
<td></td>
</tr>
<tr>
<td>Gasoline</td>
<td>$87.4M</td>
<td></td>
</tr>
<tr>
<td>Cars &amp; Vehicle Purchases</td>
<td>$78.4M</td>
<td></td>
</tr>
<tr>
<td>Home Renovation Services</td>
<td>$70.0M</td>
<td></td>
</tr>
<tr>
<td>Clothing</td>
<td>$68.7M</td>
<td></td>
</tr>
<tr>
<td>Electronics &amp; Computers</td>
<td>$63.7M</td>
<td></td>
</tr>
<tr>
<td>Vehicle Maintenance &amp; Repairs</td>
<td>$41.4M</td>
<td></td>
</tr>
<tr>
<td>Housekeeping Supplies</td>
<td>$34.2M</td>
<td></td>
</tr>
<tr>
<td>Shoes</td>
<td>$28.8M</td>
<td></td>
</tr>
<tr>
<td>Alcoholic Beverages</td>
<td>$26.7M</td>
<td></td>
</tr>
<tr>
<td>Furniture</td>
<td>$26.2M</td>
<td></td>
</tr>
<tr>
<td>Pets</td>
<td>$25.9M</td>
<td></td>
</tr>
<tr>
<td>Personal Care Products</td>
<td>$22.3M</td>
<td></td>
</tr>
<tr>
<td>Child Care</td>
<td>$20.9M</td>
<td></td>
</tr>
<tr>
<td>Home Goods</td>
<td>$19.0M</td>
<td></td>
</tr>
<tr>
<td>Smoking Products</td>
<td>$18.1M</td>
<td></td>
</tr>
<tr>
<td>Prescription &amp; Nonprescription Drugs</td>
<td>$16.1M</td>
<td></td>
</tr>
<tr>
<td>Hardware &amp; Home Maintenance Supplies</td>
<td>$14.1M</td>
<td></td>
</tr>
<tr>
<td>Plants, Flowers, &amp; Garden Equipment</td>
<td>$12.4M</td>
<td></td>
</tr>
<tr>
<td>Major Household Appliances</td>
<td>$11.1M</td>
<td></td>
</tr>
<tr>
<td>Gyms &amp; Health Clubs</td>
<td>$9.8M</td>
<td></td>
</tr>
<tr>
<td>Movies, Theater, Museums, &amp; Entertainment</td>
<td>$9.2M</td>
<td></td>
</tr>
<tr>
<td>Exercise, Sports, &amp; Recreational Equipment</td>
<td>$7.8M</td>
<td></td>
</tr>
<tr>
<td>Jewelry &amp; Watches</td>
<td>$7.0M</td>
<td></td>
</tr>
<tr>
<td>School Books &amp; Supplies</td>
<td>$6.1M</td>
<td></td>
</tr>
<tr>
<td>Books, Magazines, E-Books</td>
<td>$4.6M</td>
<td></td>
</tr>
<tr>
<td>Toys, Games, Arts &amp; Crafts</td>
<td>$4.5M</td>
<td></td>
</tr>
<tr>
<td>Eyeglasses &amp; Contact Lenses</td>
<td>$4.0M</td>
<td></td>
</tr>
<tr>
<td>Laundry, Dry Cleaning, &amp; Tailors</td>
<td>$3.7M</td>
<td></td>
</tr>
</tbody>
</table>

Source: ESRI forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

**2022 Consumer Spending**

Residents spend **$1.19B** each year on retail goods and services.

Residents will spend **$1.47B** each year on retail goods and services by 2027.

Consumer spending data is household-based and represents the amount spent annually for a product or service by all local households within the trade area.
**Business Outlook**

**Business Trends**

**Change in Total Business Sales, 2015-2022**

- **Mott Haven**: 21%
- **Bronx**: 32%
- **NYC**: 17%

**Change in Median Sales by Business, 2015-2022**

- **Mott Haven**: 71%
- **Bronx**: 51%
- **NYC**: 43%

**Mott Haven Total Business Sales**

- 2015: $108,213,937
- 2016: $123,872,953
- 2017: $124,932,53
- 2018: $125,432,958
- 2019: $125,432,958
- 2020: $125,432,958
- 2021: $125,432,958
- 2022: $125,432,958

**Mott Haven Sales by Business**

- 2015: $86,423,637
- 2016: $79,243,296
- 2017: $79,632,753
- 2018: $77,347,598
- 2019: $80,429,697
- 2020: $85,398,349
- 2021: $80,287,287
- 2022: $97,157,570

*Year 2022 reflects data gathered up until March 2022. 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 Mott Haven?**

- Clothing stores & general retail
- Supermarkets & grocery stores
- Coffee shops & cafes
- Restaurants
- Entertainment & nightlife
- Pharmacies

**When do you usually shop in Mott Haven?**

- Weekdays: 18%
- Weekday evenings: 20%
- Weekend days: 22%
- Weekend evenings: 13%
- No set time: 27%

**How do you usually travel to Mott Haven?**

- Subway: 28%
- Walk: 26%
- Taxi/Ride Share: 18%
- Personal Car: 14%
- Bike: 8%
- Bus: 6%

**How often do you shop in Mott Haven?**

- Daily: 18%
- 2 to 4 times a week: 30%
- Once a week: 10%
- Twice a month: 14%
- Once a month: 18%
- 3 to 6 times a year: 4%
- Not Regularly: 6%

Source: Based on 293 consumer surveys conducted by the New Bronx Chamber of Commerce in Winter and Spring 2022.
An analysis of 396 storefronts along 3rd Avenue, Alexander Avenue, Brook Avenue, Bruckner Boulevard, Canal Place, E. 132nd Street, E. 134th Street, E. 136th Street, E. 137th Street, E. 138th Street, Lincoln Avenue, Rider Avenue, St. Ann's Avenue, and Willis Avenue revealed that 32% of storefronts are in poor condition, 38% are in average condition, and 30% are in good condition.

**Streetscape Observations**

- Poor street and sidewalk conditions exist across the commercial district, with many intersections lacking clear pedestrian crossings.
- High vehicle speeds, especially around the on and off ramps to the bridges and highways, create an unsafe environment for pedestrians.
- The Major Deegan Expressway creates a distinct barrier between the rapidly developing Harlem River waterfront area and the rest of the neighborhood.
- Litter and overflowing trash cans create a public health and walking hazard, particularly along 138th Street and adjacent side streets.
- Many outdoor dining structures, especially along 138th Street, are poorly maintained and contribute to sanitation issues.
- The area around Canal Street is prone to flooding, leading to pedestrian accessibility issues.
- Greenery is limited and inconsistent throughout the neighborhood, with some corridors lacking tree pits and plantings, while others have broken or missing tree guards.
- Many streets lack sufficient lighting at night, particularly 134th Street from Lincoln Avenue to Willis Avenue and the area around the Cypress Avenue subway station, leading to a poor sense of safety.
Study Area Boundaries

Assessed Commercial Corridors

Primary data on Mott Haven storefront businesses presented on pg. 6-7 was gathered along the following commercial corridors:

- E. 138th St from Canal St W. to Bruckner Expressway
- E. 137 St from Willis Avenue to Bruckner Expressway
- E. 136 St from Willis to Brook avenues
- Canal St W. from E. 135th to E. 138th streets
- Canal Place from E. 135th to E. 138th streets
- Rider Avenue from E. 135th to 138th streets
- 3rd Avenue from Bruckner Blvd to E. 138th St
- Lincoln Avenue from E 132nd to E. 138th streets
- Alexander Avenue from E 132nd to E. 138th streets
- Willis Avenue from E. 132nd to E. 141st streets
- Brook Avenue from E. 122nd to E. 141st streets
- St Ann’s Avenue from E. 132nd to E. 140th streets
- Cypress Avenue from E. 132nd to E. 138th streets
- Bruckner Blvd from 3rd Avenue to Bruckner Expressway

Mott Haven Context Area

Demographic and employment data on pages 12-13 represents the population within the Mott Haven neighborhood context area.

Trade Area

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

Area Demographics

<table>
<thead>
<tr>
<th>Total Population</th>
<th>Average Household Size</th>
<th>Car Ownership</th>
<th>Commuting Patterns</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>41,437</strong></td>
<td><strong>2.66</strong></td>
<td><strong>22.4%</strong></td>
<td><strong>21,803 Work</strong></td>
</tr>
<tr>
<td>Mott Haven</td>
<td>Mott Haven</td>
<td>Mott Haven</td>
<td>1,607 Live</td>
</tr>
<tr>
<td><strong>1,435,068</strong></td>
<td><strong>2.76</strong></td>
<td></td>
<td><strong>46,059</strong></td>
</tr>
<tr>
<td>Bronx</td>
<td>Bronx</td>
<td></td>
<td>Live &amp; Work</td>
</tr>
<tr>
<td><strong>8,419,316</strong></td>
<td><strong>2.60</strong></td>
<td></td>
<td><strong>21,803</strong></td>
</tr>
<tr>
<td>New York City</td>
<td>New York City</td>
<td></td>
<td>Live elsewhere</td>
</tr>
</tbody>
</table>

Population Density (per square mile)

<table>
<thead>
<tr>
<th>Mott Haven</th>
<th>Bronx</th>
<th>New York City</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>33,417</strong></td>
<td><strong>33,711</strong></td>
<td><strong>27,845</strong></td>
</tr>
</tbody>
</table>

Commuting Patterns

- 21,803 Work
- 1,607 Live
- 46,059 Work and Live
- 21,803 Work in Mott Haven, live elsewhere
- 1,607 Live & Work in Mott Haven
- 46,059 Live in Mott Haven and work elsewhere
Area Demographics

Race/Background
- Hispanic or Latino (of any race) 68% Mott Haven, 56% Bronx, 29% NYC
- White alone 3% Mott Haven, 9% Bronx, 32% NYC
- Black or African American alone 27% Mott Haven, 29% Bronx, 22% NYC
- Asian alone 0% Mott Haven, 4% Bronx, 14% NYC
- Two or more races 1% Mott Haven, 1% Bronx, 2% NYC
- Some other race alone 1% Mott Haven, 1% Bronx, 1% NYC
- American Indian and Alaska Native alone 0% Mott Haven, 0% Bronx, 0% NYC
- Native Hawaiian and Other Pacific Islander 0% Mott Haven, 0% Bronx, 0% NYC

Population Age
- Under 5 Years 8% Mott Haven, 7% Bronx, 6% NYC
- 5–14 Years 16% Mott Haven, 14% Bronx, 11% NYC
- 15–24 Years 16% Mott Haven, 16% Bronx, 12% NYC
- 25–44 Years 30% Mott Haven, 28% Bronx, 31% NYC
- 45–64 Years 22% Mott Haven, 23% Bronx, 25% NYC
- 65+ Years 8% Mott Haven, 12% Bronx, 15% NYC

Income
- Median Household Income $21,511 Mott Haven, $40,088 Bronx, $63,998 New York City

Educational Attainment
- 12th Grade or Less, No Diploma 39% Mott Haven, 27% Bronx, 18% NYC
- High School Graduate 29% Mott Haven, 28% Bronx, 24% NYC
- Some College, No Degree 17% Mott Haven, 18% Bronx, 14% NYC
- Associate's Degree 5% Mott Haven, 7% Bronx, 6% NYC
- Bachelor's Degree 7% Mott Haven, 13% Bronx, 22% NYC
- Graduate or Professional Degree 3% Mott Haven, 7% Bronx, 16% NYC

Median Age
- 37.0 Mott Haven, 34.2 Bronx, 36.7 New York City

Foreign-Born Population
- 29% Mott Haven, 35% Bronx, 37% New York City

Employment
- Population in Labor Force 56% Mott Haven, 60% Bronx, 64% New York City
- Unemployment* 12.2% Mott Haven, 10.0% Bronx, 6.3% New York City

*Note: As of May 2022, the unemployment rate is 8.0% for the Bronx and 5.7% for New York City (NYSDOL); updated neighborhood-level data for Mott Haven is not available.

Local Jobs and Employment

Local Residents' Employment
- Educational Services, Health Care, Social Assistance 29%
- Accommodation, Food Services, Arts, & Entertainment 17%
- Professional, Scientific, & Technical Services 12%
- Retail Trade 11%
- Other Services 8%
- Finance, Insurance, Real Estate 7%
- Transportation, Warehousing, Utilities 7%
- Construction 4%
- Public Administration 3%
- Manufacturing 2%

Jobs Located in Mott Haven
- Educational Services, Health Care, Social Assistance 46%
- Accommodation, Food Services, Arts, & Entertainment 10%
- Professional, Scientific, & Technical Services 3%
- Retail Trade 15%
- Other Services 2%
- Finance, Insurance, Real Estate 5%
- Transportation, Warehousing, Utilities 9%
- Construction 2%
- Public Administration 7%
- Manufacturing 1%

Mott Haven Transportation

**Average Monthly Bus Ridership (2021)**
- Bx1: 114,809
- Bx2: 119,646
- Bx15: 140,358
- Bx17: 67,187
- Bx21: 107,410
- Bx32: 48,492
- Bx33: 16,045

**Average Weekday Subway Ridership (2021)**
- 138th St.-Grand Concourse: 2,127
- 3 Ave.-138th St.: 4,326
- Brook Ave.: 3,350
- Cypress Ave.: 1,718

**Average Daily Vehicular Traffic (2019)**
- Bruckner Boulevard from Third to Willis avenues: 10,742
- E. 138th Street from Third to Willis avenues: 13,136
- Willis Avenue from Bruckner Boulevard to E. 135th Street: 12,744
- E. 135th Street from Willis to Lincoln avenues: 22,951
- Third Avenue from E. 138th Street to Bruckner Boulevard: 36,397

Source: MTA 2021; NYS DOT, 2019 Annual Average Daily Traffic data.
Recent SBS Neighborhood Investments

- **Commercial Revitalization**, Avenue NYC multi-year grant of $300,000 awarded to the New Bronx Chamber of Commerce, 2021-2024.
- **Open Streets**, Grant of $50,000 awarded to Third Avenue BID, 2021.

Existing Plans & Studies

- **261 Walton Avenue Rezoning**, NYC Department of City Planning, 2021.
- **Park Haven Rezoning**, NYC Department of City Planning and NYC Department of Housing Preservation and Development, 2018.
- **Special Harlem River Waterfront District Expansion**, NYC Department of City Planning, 2017.

Sources

- Metropolitan Transportation Authority, 2021. Average Weekday Subway Ridership and Average Weekday Bus Ridership.
- NYS Department of Labor. May 2022. Unemployment Rate Rankings by County.
- 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.

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.

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