

NEIGHBORHOOD TRENDS & INSIGHTS

Exploring New York City Communities

HUNTS POINT AND LONGWOOD | JULY 2014



Highlights

- P.3** Business establishments up 16% in ten years
- P.3** Hunts Point Markets directly employ 6,000 people
- P.4** Growing population now at 53,400
- P.5** Property values up 61% since 2004



**NYCEDC Economic
Research & Analysis**

Center for Economic Transformation

Hunts Point, the South Bronx neighborhood located on a peninsula of land jutting out into the East River, and Longwood, located just to the west, consisted of farmland and large estates for much of their history. In 1668, Thomas Hunt, the namesake of Hunts Point, acquired the area from his father-in-law, Edward Jessup. The City of New York annexed the land in 1874.¹ In 1898, developer George B. Johnson divided an estate named Longwood into residences designed by architect Warren Dickerson. These residences remain part of the Longwood Historical District today.²

The arrival of the Interborough Rapid Transit (IRT) in 1904 brought growth to the area, with the Longwood district developing as a residential community. Industry arrived in Hunts Point at mid-Century, at the peak of New York's industrial area. In common with surrounding areas of the South Bronx, the neighborhood struggled with crime, depopulation, and arson through the 1980s as middle class residents relocated. Since 1990, however, the area has witnessed a revival. The population has rebounded to about half its 1970 peak, and the Hunts Point Food Distribution Center has taken root and grown. The Fulton Fish Market relocated to Hunts Point in 2005, and improvements such as new parks and the South Bronx Greenway have helped to enhance quality of life for area residents.

The Hunts Point and Longwood neighborhoods lie in the South Bronx, East of Melrose and Morrisania and across the East River from Queens and Rikers Island (see Figure 1). For purposes of this report, Hunts Point and Longwood include the combined boundaries of the NYC Planning

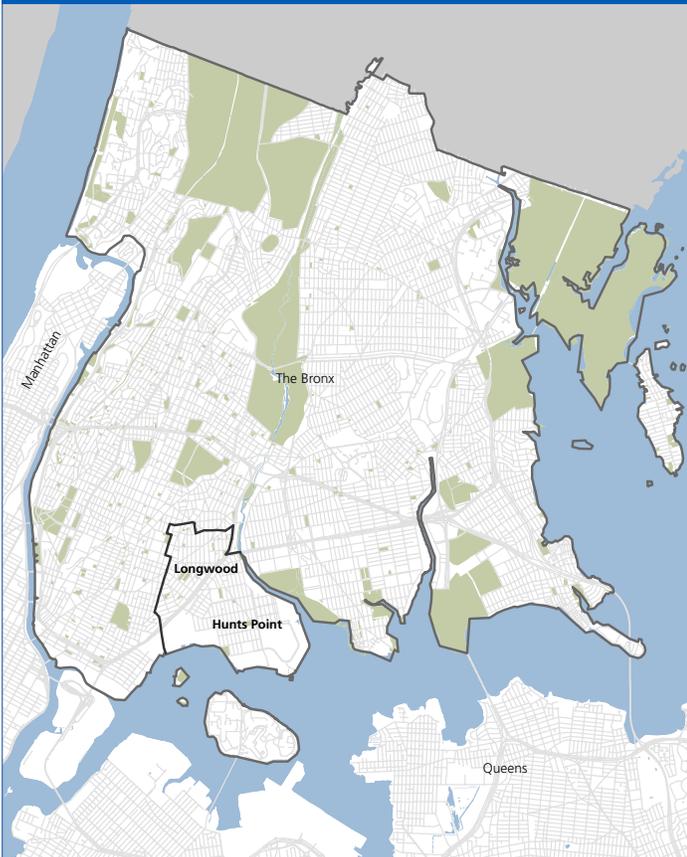


Photo Credit: George Slatin

Longwood Historic District

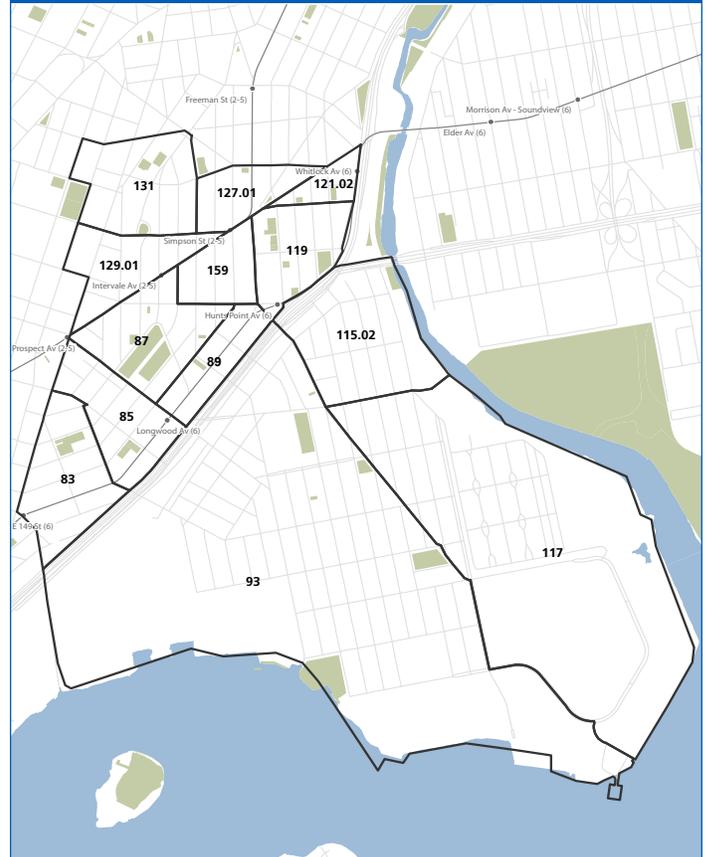
Department's Hunts Point and Longwood neighborhood tabulation areas. The Hunts Point neighborhood is generally considered to be the area on the Hunts Point peninsula southeast of the Bruckner Expressway, and the Longwood neighborhood lies to the northwest of Hunts Point and the Bruckner. The area covered in this report is bordered primarily by Prospect Avenue to the west, Home Street and 167th Street to the northwest, the Bronx River to the northeast, and the East River to the east and south. A map of the relevant Census Tracts is included as Figure 2.³

Figure 1: Hunts Point and Longwood in Context of New York City



Source: Map generated by NYCEDC MGIS

Figure 2: Selected Census Tracts for Hunts Point and Longwood Study Area



Source: Map generated by NYCEDC MGIS

Resident Employment

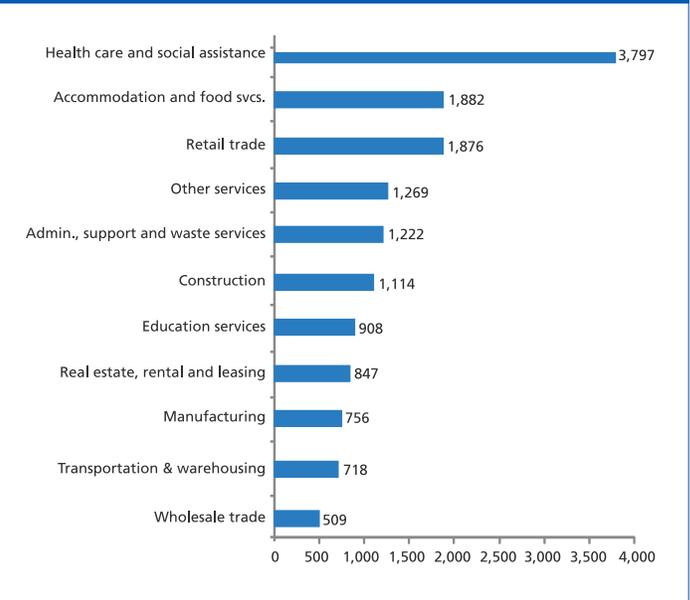
According to the 5-year 2012 American Community Survey estimates, 16,799 residents of Hunts Point and Longwood were employed in 2012. The area's unemployment rate was 16.4%, higher than that of the Bronx as a whole (14.2%) and New York City as a whole (10.2%). Unemployment rates in the various census tracts in the area ranged from 9.4% in Census Tract 131 to 37.7% in Census Tract 159. The neighborhood's labor participation rate of 53.0% was lower than the rates for the Bronx as a whole (59.5%) and New York City as a whole (63.5%).

On average, households in this neighborhood earn less than those in the rest of the borough and City. Median incomes by census tract vary from \$12,688 in Census Tract 121.02 to \$30,723 in Census Tract 93. This compares to a boroughwide median of \$34,300 and a citywide median of \$51,865.

In 2012 the leading sector of employment for Hunts Point and Longwood residents was health care and social assistance, employing 3,797 residents, or 22.6% of employed residents. Accommodation and food services, and retail trade follow with 11.2% each. In line with Hunts Point's position as a food distribution hub, the top industries for employment include manufacturing, transportation and warehousing, and wholesale trade (see Chart 1).

The top occupation of residents in the neighborhood is office and administrative support, with a 14.1% share. This is also the top occupation for residents of the Bronx as a whole, with a 15.2% share.

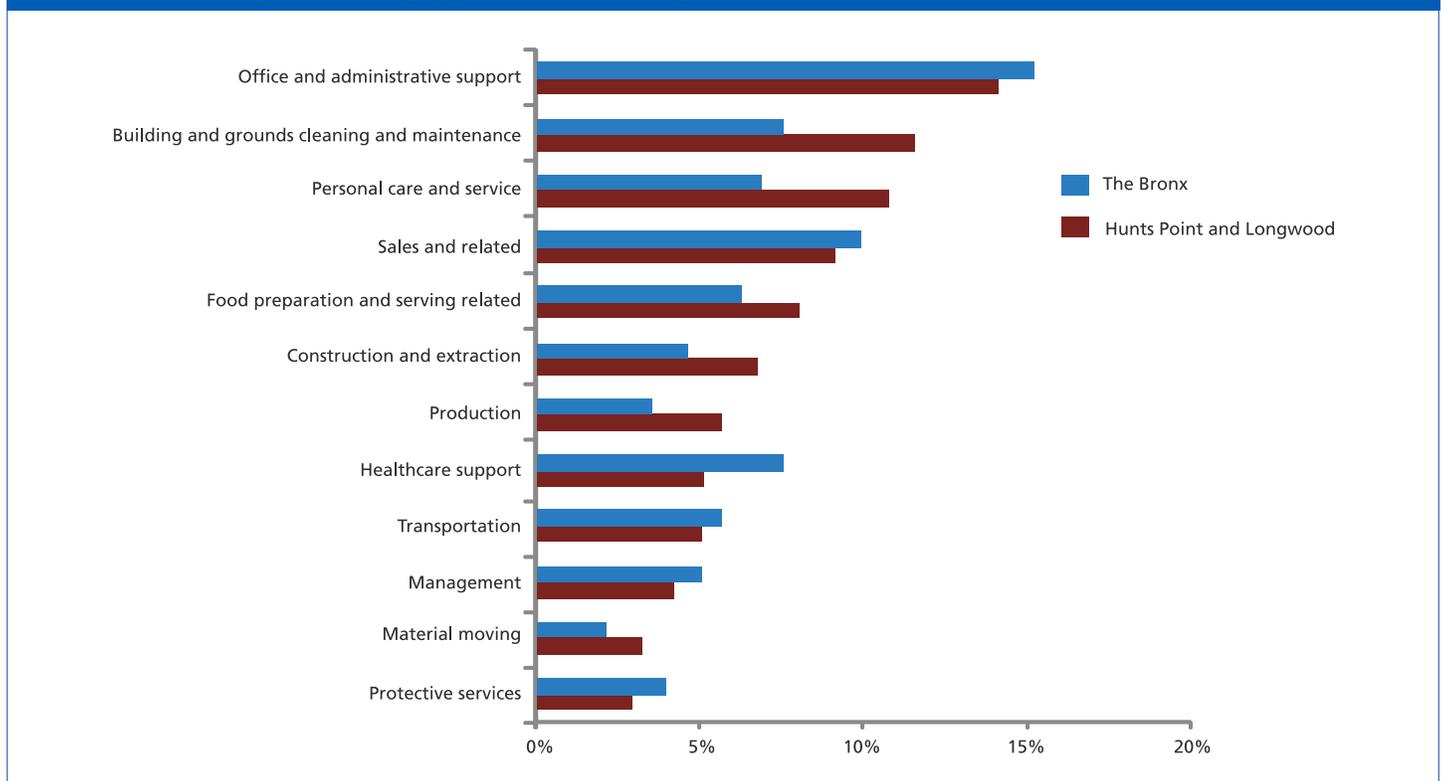
Chart 1: Top Industries Employing Hunts Point and Longwood Residents



Source: U.S. Census Bureau, American Community Survey 5-Year Sample 2008-2012

Other top occupations are building and grounds cleaning and maintenance, 11.6%, and personal care and service, 10.8% (see Chart 2).

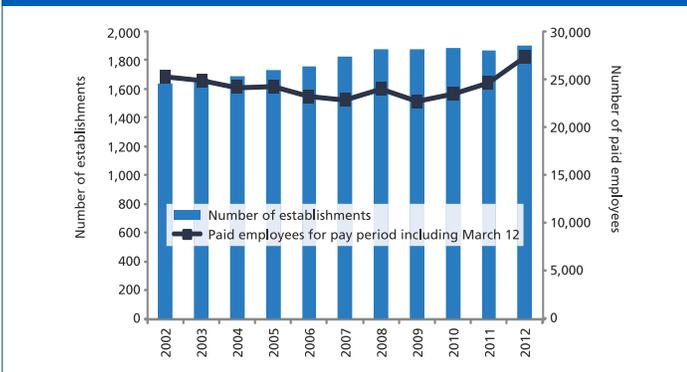
Chart 2: Share of Occupations Employing Hunts Point and Longwood vs. Bronx Residents



Source: U.S. Census Bureau, American Community Survey 5-Year Sample 2008-2012

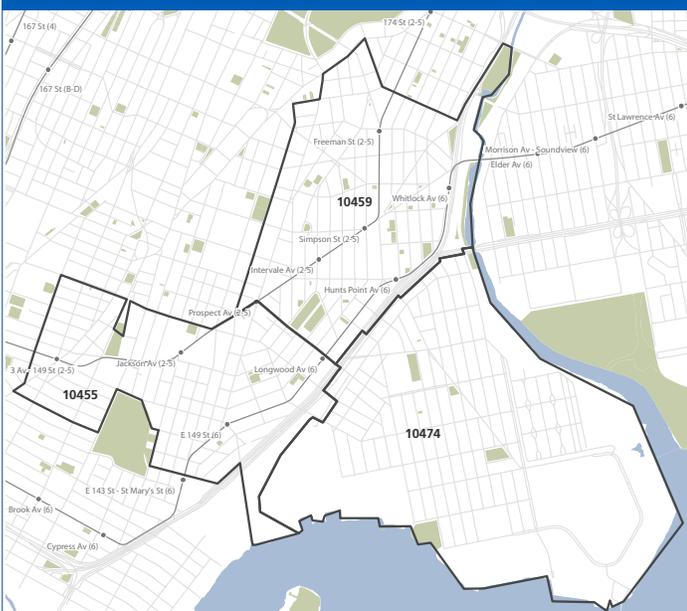
Turning to employers, Hunts Point and Longwood were home to 1,901 business establishments in 2012, according to the U.S. Census Department's Zip Code Business Patterns. (The area encompasses three zip codes: 10455 and 10459, which overlap Longwood, and 10474, which overlays the Hunts Points peninsula [see Figure 3].) This represents an increase of 16.2% from the 2002 count of 1,636. The number of paid employees rose by 8.0%, from 25,240 to 27,268, to reach ten-year peak (see Chart 3).

Chart 3: Establishments and Employees in Hunts Point and Longwood Zip Codes



Source: U.S. Census Bureau, County Business Patterns 2012

Figure 3: Hunts Point and Longwood Zip Codes



Source: Map generated by NYCEDC MGIS

Retail trade was the top sector by number of establishments in 2012 with 466 establishments (see Chart 4). The second-largest sector was wholesale trade (see the discussion on food wholesaling below). The industries that grew the most in terms of number of establishments between 2002 and 2012 were retail trade, adding 83 establishments, and health care and social assistance, adding 62. The fastest growing sectors were educational services, which grew 108.3% from 12 to 25, and the information sector, especially telecommunications, which grew 85.7% from 7 to 13 establishments. In contrast, the number of manufacturing establishments fell from 87 to 74, and those in construction fell from 79 to 71.

The Hunts Point Markets

Early in the morning, trucks roll in and out of the Hunts Point Food Distribution Center, carrying much of the food and beverages that will end up on New Yorkers' tables. Tractor-trailers and rail cars bring large quantities of goods into the wholesale markets and other distributors, and smaller trucks take unbundled orders out to city and regional retail establishments (supermarkets, specialty stores servicing culinary and ethnic niches, bodegas, and restaurants), food service operations (hotels, corporate facilities, institutions, and caterers), and broadline food service suppliers.

The consolidation of the City's public markets in Hunts Point began in the early 1960s under the Lindsay Administration. Development opportunities in Lower Manhattan conflicted with the traffic congestion brought by the markets, and industry needs were shifting as well. Additional space requirements and improved transportation provided an argument for moving markets out of Manhattan. Hunts Point was chosen for its industrial zoning, location, and its access to rail lines and highways.

The Hunts Point Terminal Produce Market opened in 1967. It is home to 47 businesses, directly employs 3,000 people, and generates \$2 billion in annual revenue. In December 2013, the City announced a lease renewal that will keep the produce market at its current spot until at least 2021.⁴ The Hunts Point Cooperative Meat Market opened in 1974 and the New Fulton Fish Market opened in 2005, moving from its long-standing location at the South Street Seaport. The meat market is home to 37 businesses, directly employs 2,400 people, and generates \$1 billion in annual revenue. The New Fulton Fish Market is home to 27 businesses, 650 direct employees, and \$1 billion in revenue.

Today, the Hunts Point Markets are instrumental in feeding New York City and the region. The markets' location and access to regional transportation continue to enable the center to provide a wide assortment of goods on a timely basis. The produce market supplies approximately 60% of the City's produce, and the meat and fish markets supply approximately 50% of the City's meat and seafood.⁵

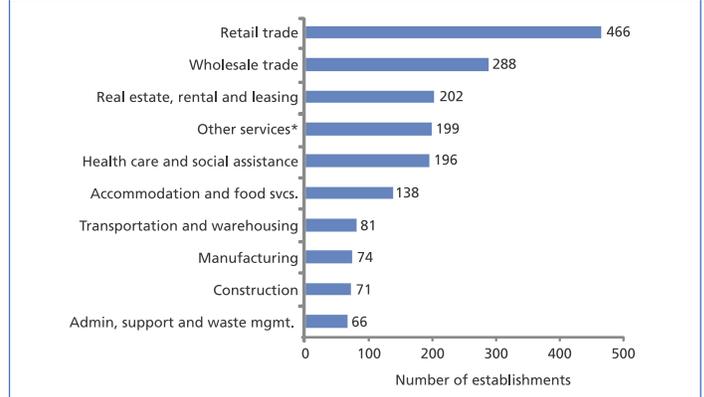


Economy and Business continued

Food manufacturing (including processing and packaging) and food wholesaling make up the commercial core of Hunts Point. There were 209 wholesaling and manufacturing establishments for food and beverages in the three zip codes in 2012, 183 of which were in the Hunts Point peninsula. The majority of these businesses are in or near the City-owned Food Distribution Center, which contains a cluster of three wholesale food markets for produce, meat, and fish, plus other facilities (see callout, previous page: The Hunts Point Markets). In addition to the three markets, other facilities in the Food Distribution Center are leased directly to companies, including Baldor, Dairyland / Chef's Warehouse, Anheuser-Busch, Krasdale, Sultana, and Citarella.

There are also many automotive-related businesses in the area. These businesses perform such activities as auto repair, auto-related wholesaling, and scrap metal salvage (including from automobiles). There were 90 establishments in these industries in Hunts Point and Longwood in 2012, including 49 within the Hunts Point Peninsula. Of these, auto repair and maintenance was the largest group at 66 establishments, including 30 within the Hunts Point Peninsula.

Chart 4: Hunts Point and Longwood Establishments by Industry, 2012



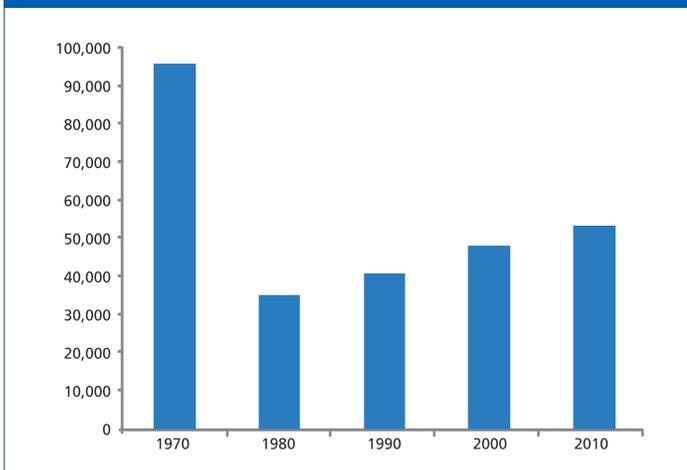
Source: U.S. Census Bureau, County Business Patterns 2012

* Includes such establishments as automotive repair shops, beauty and nail salons, and religious organizations.

Demographics

The Population in Hunts Point and Longwood dropped by nearly two-thirds between 1970 and 1980, from 96,045 to 35,317 according to the U.S. Census Bureau, as residents fled crime and, in many cases, were displaced by arson, building decay, and demolition. The Bronx population reached its nadir in 1981 and then began to recover in the 1980s. Hunts Point and Longwood grew by an average rate of 16.9% per decade between 1980 and 2000. Growth then slowed somewhat from 2000 to 2010, when the population grew 10.7% to reach 53,400 (see Chart 5). The increases have been primarily driven by international immigration and migration from Puerto Rico. 15,412 current residents have migrated to the U.S. since 1980, representing the bulk of the increase in population.

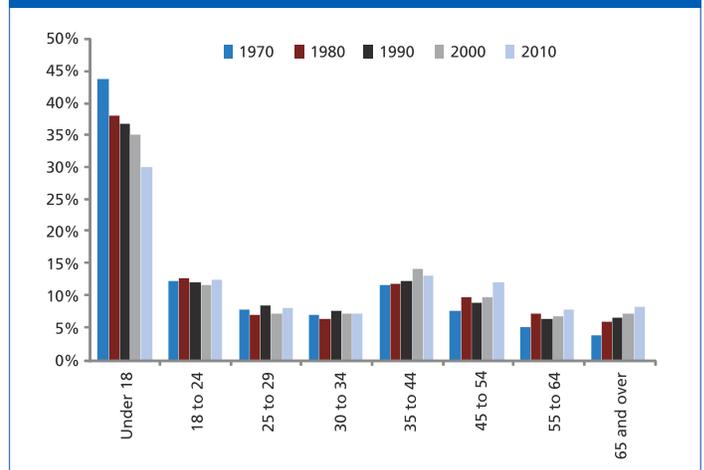
Chart 5: Population of Hunts Point and Longwood, 1970–2010



Source: U.S. Census Bureau (1970–2010 Decennial Census). Accessed through Minnesota Population Center, National Historical Geographic Information System (NHGIS), www.nhgis.org

Residents of the area are younger than those in the borough as a whole. 30.2% of residents were children in 2010 (less than 18 years old), compared to 26.6% in the Bronx as a whole. The neighborhoods' adult population is also younger than the borough's as a whole. 30.0% of adults in Hunts Point and Longwood were aged 18–29 in 2010, compared with 26.3% of Bronx residents as a whole. The age balance in these neighborhoods has shifted over time, however. Children made up 43.9% of the population in 1970, and that percentage has been falling. The population share for each adult age bracket has increased slightly since 1970, with the trend stronger for ages 35 and above. The 45–54 age group showed the highest percentage-point increase, rising from 7.7% to 12.1%. The percentage of those aged 65 and over has doubled from 4.0% to 8.3% (see Chart 6).

Chart 6: Age Distribution of Hunts Point and Longwood, 1970–2010



Source: U.S. Census Bureau (1970–2010 Decennial Census). Accessed through Minnesota Population Center, National Historical Geographic Information System (NHGIS), www.nhgis.org

Demographics continued

The Hunts Point and Longwood area is largely Hispanic, with 73.6% of the population self-identifying as Hispanic or Latino, according to the 5-year 2012 American Community Survey estimates. 22.6% of the population identify as Black or African American. In the Bronx as a whole, 53.5% identify as Hispanic or Latino and 30.3% as Black or African American. A further 1.0% in Hunts Point / Longwood and 0.9% in the Bronx identify as “not Hispanic or Latino” and “two or more races.” The non-Hispanic White population is 1.3% in Hunts Point and Longwood and 10.9% in the Bronx overall.

Among residents identifying as Hispanic or Latino, Puerto Ricans make up by far the largest group, with about 18,000 people, representing 33.8% of the population, followed by Dominicans, with about 10,100 people, or 19.0%. These groups are also the two largest Hispanic / Latino groups in the Bronx as a whole, though these neighborhoods have a larger Puerto Rican share of the population than the Bronx as a whole, where Puerto Ricans make up 22.5% of the population and Dominicans account for 18.1%. In New York City as a whole, the shares are 9.3% and 7.4%, respectively.

The Hunts Point and Longwood area has attracted many immigrants. 11.6% of the population were born in Puerto Rico⁶ and 27.6% were foreign born. (*Foreign born* as defined by the Census excludes those born in U.S. territories such as Puerto Rico.) 38.3% of adults, not including adults from Puerto Rico, were foreign born. By comparison, 8.2% of the population of the Bronx as a whole was born in Puerto Rico, and 33.5% was foreign-born. In the City as a whole, 3.8% was Puerto Rican, and 36.9% was foreign-born. 64.1% of the population speaks Spanish in the home, and 4.3% speaks a language other than English or Spanish in the home.

Residents of this area are less likely to be married, with only 18.7% of households self-identifying as a married couple, compared to 26.8% for the Bronx as a whole and 36.0% for the City as a whole. Residents are

also more likely to have children. 47.7% of households have one or more person under age 18, compared to 40.3% for the Bronx and 31.4% for New York City. 1,040 females aged 15 to 50 had a birth in the last 12 months. 671 of them, or 64.5%, were unmarried, compared to 57.8% in the Bronx and 35.7% in New York City.

On average, Hunts Point and Longwood residents have lower levels of education than the rest of the Bronx and the City. 22.6% have less than a ninth grade education, and 22.4% have some high school education but have not received a high school degree or equivalency. 25.9% have a high school degree or equivalency, and 14.6% have some college with no degree. 14.5% have an associate’s degree or higher, broken down as follows: associate’s degree, 6.3%, bachelor’s degree, 6.0%, and graduate degree, 2.2%. The equivalent figures for the Bronx and City are provided in Table 1.

Table 1: Comparative Educational Attainment

Educational Attainment	NYC	The Bronx	Hunts Point/Longwood
Population 25 years and over	5,568,127	856,624	29,669
Less than 9th grade	10.6%	15.5%	22.6%
9–12th grade, no diploma	10.0%	15.3%	22.4%
High school graduate (includes equivalency)	24.6%	27.3%	25.9%
Some college, no degree	14.7%	17.2%	14.6%
Associate’s degree	6.1%	6.7%	6.3%
Bachelor’s degree	20.1%	11.7%	6.0%
Graduate/professional degree	13.9%	6.3%	2.2%

Source: U.S. Census Bureau, American Community Survey 5-Year Sample 2008-2012

Property and Housing

The Hunts Point and Longwood neighborhoods had approximately 18,600 housing units in 2012, according to the American Community Survey 5-year estimates. Of the occupied housing units, 93.5% were renter-occupied, compared to 80.1% in the Bronx as a whole. The two neighborhoods show relatively high turnover, with 9.9% of households having moved into their current residence in 2010 or later and 54.3% having moved between 2000 and 2009. This compares to 8.5% and 51.4%, respectively, in the Bronx and 9.4% and 49.2% in all of New York City. There are four New York City Housing Authority public housing complexes in the neighborhoods, which together house approximately 1,200 residents: Hunts Point Avenue, Stebbins Avenue-Hewitt Place, East 165th Street-Bryant Avenue, and Longfellow Avenue.⁷

Average property values in Hunts Point and Longwood increased 60.6% from 2004 to 2013, more than across the Bronx as a whole, which saw an increase of 52.2%, but less than the 72.8% change in the City as a whole (see Figure 4). The asking rent per unit in multi-family properties in Hunts Point and Longwood rose from \$1,517 in Q1 2009 to \$1,663 in

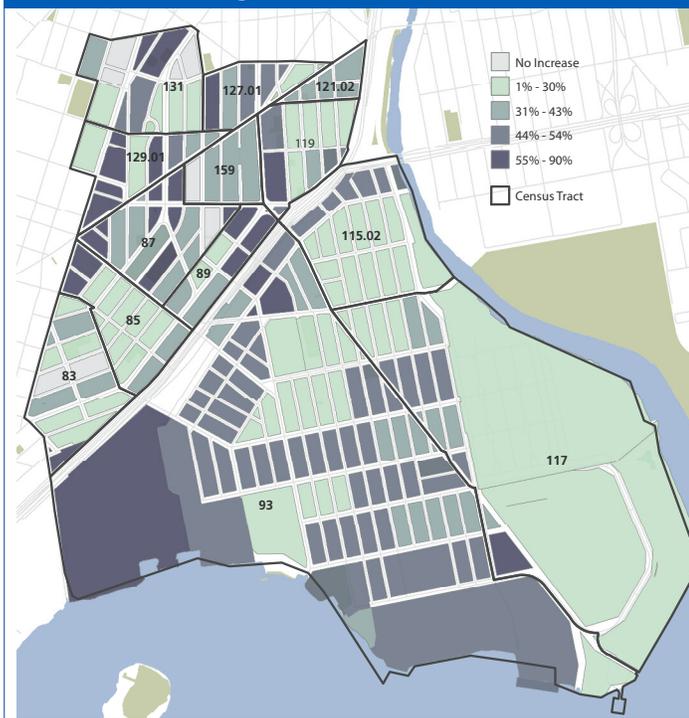
Q1 2014, according to Costar data. By contrast, commercial vacancy rates have been rising and retail rents falling. Retail direct vacancy rates rose from a five-year low of 4.1% in Q4 2010 to 11.6% in Q1 2014. In Q1 2014, the average direct rental rate was \$35.23 per square foot per year, down from a peak of \$49.13 in Q2 2012. For office space, the direct vacancy rate was 26.9% in Q1 2014, up from a five-year low of 18.5% in the second half of 2010. The average direct rental rate in Q1 2014 was \$28.93 per square foot, up from a five-year low of \$12.65 in Q1 2009.⁸

Hunts Point’s transportation access to local and regional networks make it suitable for industrial use and activities that require transportation of materials (see Figure 5 for zoning). Trucks serve the markets as well as other industries. A number of freight train lines are also operational. Rail transportation serves Hunts Point businesses, carrying such commodities as potatoes, onions, and flour. Approximately 2,000 loaded cars enter the Produce Market every year. Planned rail work will improve rail access to the Produce Market and Baldor Specialty Foods. The work includes repair of the principal track that brings railcars in and out of the Food

Distribution Center. Improvements to rail serving the Produce Market, including track rehabilitation, the addition of a rail spur, and a transloading platform for the transfer of cargo from rail to truck are also planned. Outside of the Food Distribution Center, CSX train lines run through the Oak Point Yard on the southwest part of the peninsula, carrying waste and other commodities.

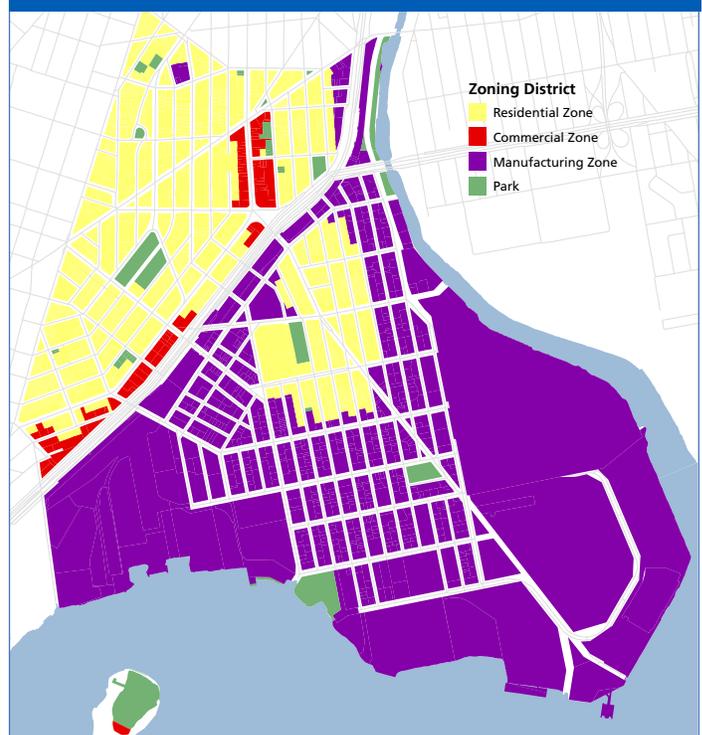
In recent years, Hunts Point has undergone noteworthy improvements in its environment as part of the Hunts Point Vision Plan. The Plan, released in 2005, and was developed by a task force made up of community leaders, business owners, local constituents, elected officials, and government

Figure 4: Change in Average Assessed Values by Block in Hunts Point and Longwood, 2004–2013



Source: NYC Department of City Planning, PLUTO database; analysis and map generated by NYCEDC MGIS

Figure 5: Zoning of Hunts Point and Longwood



Source: NYC Department of City Planning, PLUTO database; analysis and map generated by NYCEDC MGIS

agencies. One such improvement is the South Bronx Greenway, which will improve waterfront access and green space through a network of waterfront access points linked by greenstreet connections for pedestrians and cyclists. Three new waterfront parks built on former brownfield sites or street ends have been completed in the last eight years. Hunts Point Riverside Park was completed in 2007 and provides access to the Bronx River in northeast Hunts Point. Across the peninsula on the southwest side, Barretto Point Park, completed in 2006, offers access to the East River.⁹ In addition, Hunts Point Landing, located within the Food Distribution Center adjacent to the New Fulton Fish Market, opened in 2012.

The Historic BankNote Building (pictured on cover)

Perched on a hill just visible from the Bruckner Expressway, the imposing industrial BankNote building greets those who enter Hunts Point. Completed in 1909, the 400,000-plus-square-foot complex was built by the American Bank Note Company to host its expanding printing operations. The company printed currency, stamps, stock certificates, and other official documents.¹⁰ Taconic Investment Partners and Denham Wolf Real Estate Services purchased the building in 2007 and have fully renovated its infrastructure and systems. The building is now over 92% leased.

In fall 2014, the NYC Human Resources Administration / Department of Social Services will move into approximately 200,000 square feet of the building. The move is expected to bring 800 full-time employees and 1,500 daily clients to the building. Since the building is built into the side of a hill, it has direct entrances on multiple floors. According to Peter Febo, Taconic’s Chief Operating Officer, these entrances, combined with

the horizontal layout of the building, make the building well suited for a variety of users including those with high levels of public access, freight loading needs, or the need for open and efficient space.

The BankNote as it is known also houses a number of organizations that serve the community, including the John V. Lindsay Wildcat Academy Charter School, an alternative high school; Iridescent, a nonprofit that engages children in science education; Sustainable South Bronx, a nonprofit that does community work, advocates for increasing greenspace in the South Bronx, and provides environment-related jobs training; and FedCap, an organization that provides job training and support to those facing barriers to employment. It is also home to the office of Congressman Jose Serrano; a small business incubator run by the Business Outreach Center Network; and Wine Cellerage, a wine storage and sales firm. There are also many other small businesses, organizations, and artists in the BankNote.

Notes & Sources

- ¹ Robert Bolton, A history of the county of Westchester, from its first settlement to the present time, New York: Printed by Alexander S. Gould, 1848, p. 259 – 262, <https://archive.org/stream/historyof-county02inbolt#page/n5/mode/2up>; Theodore Augustus Leggett and Abraham Hatfield, Early settlers of West Farms, Westchester County, N.Y., New York: 1913, p. 5, <https://archive.org/stream/earlysettlersofw00hatf#page/n5/mode/2up>
- ² City of New York Landmarks Preservation Commission, Longwood Historical District Designation Report, July 1980, http://www.nyc.gov/html/lpc/downloads/pdf/reports/Longwood_-_Historic_District.pdf; John McNamara, History in asphalt: the origin of Bronx street and place names, Harrison, NY: Harbor Hill Books, 1978, p. 147
- ³ This area includes the following Bronx County census tracts: 83, 85, 87, 89, 93, 115.02, 117, 119, 121.02, 127.01, 129.01, 131, and 159.
- ⁴ "Deputy Mayor Steel and NYCEDC Announce Hunts Point Terminal Produce Market Commits to Stay in the Bronx Until At Least 2021," NYCEDC Press Release, December 31, 2013, <http://www.nycedc.com/press-release/deputy-mayor-steel-and-nycedc-announce-hunts-point-terminal-produce-market-commits>
- ⁵ NYCEDC estimates based on information from the market cooperatives
- ⁶ This category in the American Community Survey also includes those born in U.S. Island Areas and those born abroad to American parent(s). These groups are assumed to be negligible to the total due to the large number of Puerto Ricans in New York City. New York City Housing Authority, "NYCHA Housing Developments," accessed June 2, 2014, www.nyc.gov/html/nycha/html/developments/dev_guide.shtml
- ⁷ New York City Housing Authority, "NYCHA Housing Developments," accessed June 2, 2014, www.nyc.gov/html/nycha/html/developments/dev_guide.shtml
- ⁸ Reported retail rents are "triple net," and reported office rents are "full service."
- ⁹ "Hunts Point Riverside Park," Majora Carter Group website, accessed June 2, 2014, <http://www.majoracartergroup.com/services/case-histories/hunts-point-riverside-park/>; David Gonzalez, "A Bronx Oasis With a Gritty, Industrial Past," New York Times, July 15, 2011, <http://www.nytimes.com/2011/07/17/nyregion/barretto-point-park-a-secret-oasis-in-the-bronx.html>
- ¹⁰ The Real Deal, "City's Human Resources Administration inks 175K SF lease in Bronx's Hunts Point," January 11, 2013, <http://therealdeal.com/blog/2013/01/11/hra-inks-175k-square-foot-lease-in-bronxs-hunts-point/>; Christopher Gray, "Streetscapes: The American Banknote Company Building; A Bronx Hybrid: Mill, or an Arsenal?" The New York Times, September 13, 1992, <http://www.nytimes.com/1992/09/13/realestate/streetscapes-american-banknote-company-building-bronx-hybrid-mill-arsenal.html>



Hunts Point Terminal Produce Market

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