



# Greater Morris Park Downtown Revitalization Initiative

## LPC Meeting #2

June 10, 2025



NEW  
YORK  
STATE

Downtown  
Revitalization  
Initiative



# Agenda

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## 1. Welcome and DRI Process Update

2. Public Engagement Update

3. Recent and Planned Investments

4. Draft Vision and Goals Workshop

5. Open Call for Projects

6. Next Steps

7. Public Comment

## Welcome and DRI Process Updates

- LPC Roll Call
- Code of Conduct
- Project Timeline Update

# LPC Roll Call

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## LPC CO-CHAIRS

**Vanessa Gibson**

Bronx Borough President

**Lisa Sorin**

Bronx Chamber of Commerce

**Amr Abozaid**

Yemeni American Merchants Association

**Francina Frias**

NY Public Library, Morris Park Branch

**Viviana Bianchi**

Bronx Council of Arts

**Megan Guy**

Simone Development Corporation

**Yasmin Cruz**

Westchester Square BID

**Dr. Camelia Tepelus**

Morris Park BID

**Matthew Cruz**

Community Board 10

**Anderson Torres**

R.A.I.N. Total Care Inc

**Bernadette Ferrara**

Van Nest Neighborhood Alliance

**Rob Walsh**

Bronx Economic Development Corporation

**William (Bill) Foster**

Neighborhood Initiatives Development Corporation (NIDC)

**Jeremy H. Warneke**

Community Board 11

# DRI Code of Conduct

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- Reminder to refer to the State provided guidelines, standards and procedures for Local Planning Committee (LPC) members to follow throughout the planning process
- LPC members must sign the **DRI Code of Conduct**
- Members should use the Code of Conduct to guide service and actions while on the Local Planning Committee:

**D.**

Disclose conflicts of interest

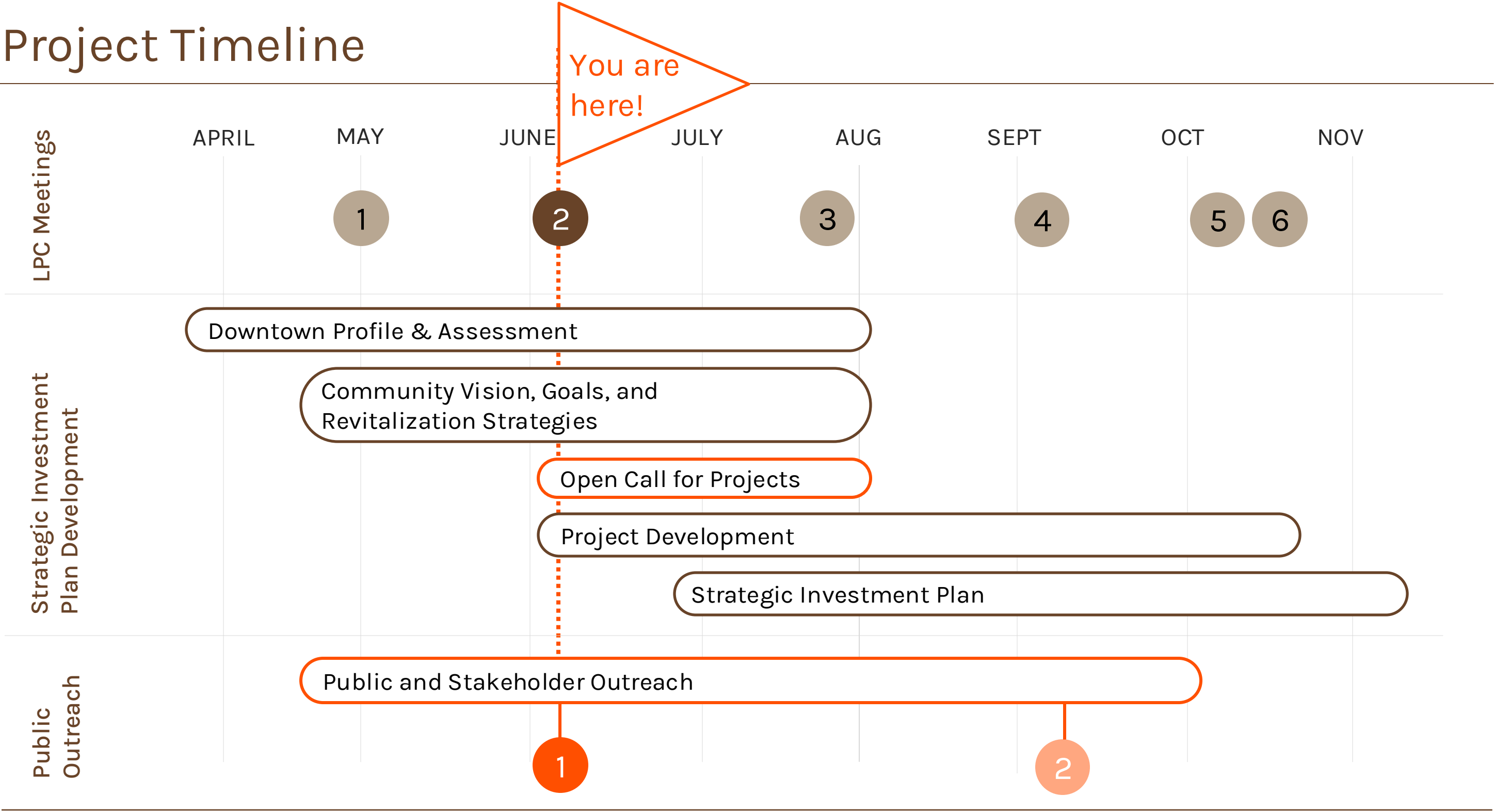
**A.**

Act in the public interest

**D.**

Disqualify as necessary

# Project Timeline



# Agenda

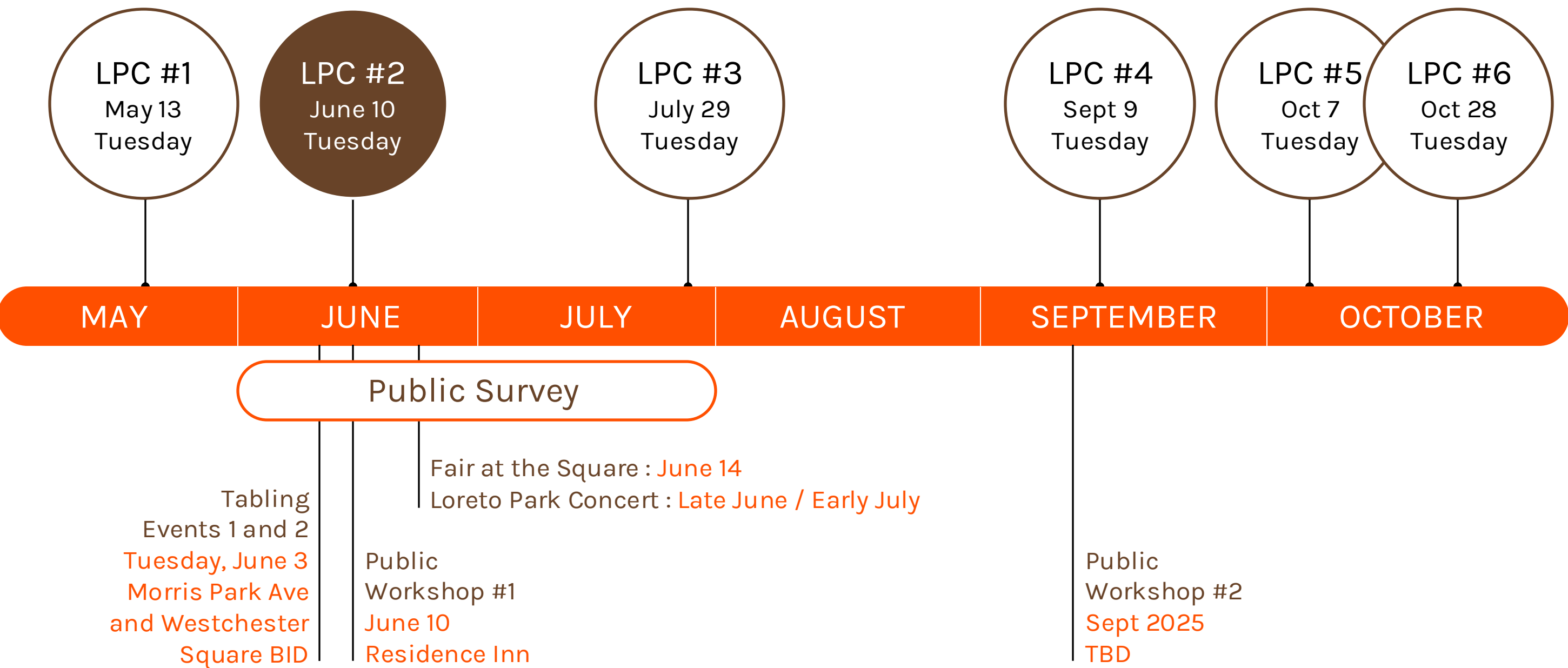
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- 2. Public Engagement Update**
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## Public Engagement Updates

- Timeline
- Stakeholder Interviews
- Tabling Events
- Recurring Themes
- Upcoming Community Events

# Engagement Timeline



# Public Survey

Published on : 28 May 2025

<https://www.surveymonkey.com/r/5HRS7B7>



Responses received thus far : 11

- Requests feedback on community's desires and challenges.
- Feeds into the community Vision for downtown revitalization.



## Greater Morris Park | Survey Plan

Help us determine how to spend \$20M in your neighborhood.

This survey is part of the State's \$20M Downtown Revitalization Initiative (DRI) grant to the Greater Morris Park neighborhood. You can find out more at [www.gmpdri.com](http://www.gmpdri.com).

### Survey Questions

*Note: The following questions are a draft reflecting the discussion regarding revitalization priorities during LPC #1 and the last core team meeting.*

Thank you for participating in this survey. Your responses will help guide the Greater Morris Park Downtown Revitalization Initiative.

For the purposes of this survey, Greater Morris Park refers to the area outlined below, including some or all of Morris Park, Westchester Square, Van Nest, Pelham Parkway, and Little Yamen.





# Stakeholder Interviews

Are we missing any stakeholders?

## Completed

### Community Board

- Community Board 11

### Business Improvement Districts (BIDs)

- Morris Park Ave. BID
- Westchester Square BID

### Neighborhood and Resident Association

- Pelham Parkway Neighborhood Association

### City Agencies

- NYC Department of City Planning

## In Progress

### Community Board

- Community Board 10\*

### Business Improvement Districts (BIDs)

- White Plains BID

### Merchants & Developments Org.

- Neighborhood Initiatives Development Corporation (NIDC)
- Yemeni American Merchants Association (YAMA)
- Alliance of Yemeni American Businesses (AYAB)

### Neighborhood and Resident Association

- Van Nest Neighborhood Alliance\*
- Indian Village Association
- B-PECA (Bronx Park East Community Association)

### Economic Development

- Bronx Economic Development Corporation (BxEDC)

### Local Health & Medical Institutions & Org.

- Bronx House
- R.A.I.N. Total Care, Inc.\*

### Medical Mile

- Montefiore Medical Center
- Albert Einstein College of Medicine
- Jacobi Medical Center
- Calvary Hospital
- Bronx Psychiatric Center

### Hutchinson Metro Center

- Simone Development Corporation

### Tourism & Community Engagement

- Bronx Council for the Arts\*
- NYPL Library Branches

### City Agencies

- NYC Department of Transportation\*
- NYC Department of Parks and Recreation
- NYC Economic Development Corporation
- MTA NYC Transit

*Notes:*

*\* scheduled interviews*

# Local Outreach

Tuesday, June 3rd, 2025,

1. Westchester Square BID  
*1 PM - 3 PM*
2. Loreto Park  
*4 PM - 6 PM*

Total visitors

~70 people

- Local outreach events provided direct engagement with residents, workers, shoppers, business owners, children, and youth.
- Interactive activities and discussions invited responses regarding quality of life priorities and challenges.



# Recurring Themes (Desires and Concerns)

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Safe and inviting pedestrian environments.

More and better outdoor spaces + recreation amenities, especially for teens to keep them better engaged after school.

More opportunities for public art.

Fragmented connections to and from key nodes, transit, and local destinations.

Fast-moving traffic with unsafe conditions for bicyclists and pedestrians.

Cafés, restaurants, and public places with seating areas.

Affordable housing

Drug store

Childcare facilities

Poorly maintained and outdated open spaces and playgrounds.

Missing “third spaces”



# Public Workshop #1

## Where:

The Residence Inn, Second Floor Conference Room,  
Metro Center Atrium, 1776 Eastchester Road, Bronx,  
New York, 10461

## When:

Tuesday, June 10<sup>th</sup>, 2025  
5:30 PM – 7:30 PM

## Agenda:

- Welcome
- DRI Presentation
- Visioning Workshop
- Next Steps

**NEW YORK STATE** Downtown Revitalization Initiative

# PUBLIC WORKSHOP

Greater Morris Park will receive \$20 million in funding as the New York City region winners of DRI Round 8. You are invited to attend the first public workshop, share your priorities for revitalization, and learn about what projects we fund.

**WHERE**  
Residence Inn  
(Second Floor Conference Room) Metro Center Atrium, 1776 Eastchester Rd, Bronx, NY 10461

**WHAT TO EXPECT**

1. Welcome
2. DRI Presentation
3. Visioning Workshop
4. Next Steps

**WHEN**  
Tuesday, June 10, 2025  
5:30 PM

**MORE INFORMATION**  
Visit [www.gmpdri.com](http://www.gmpdri.com)



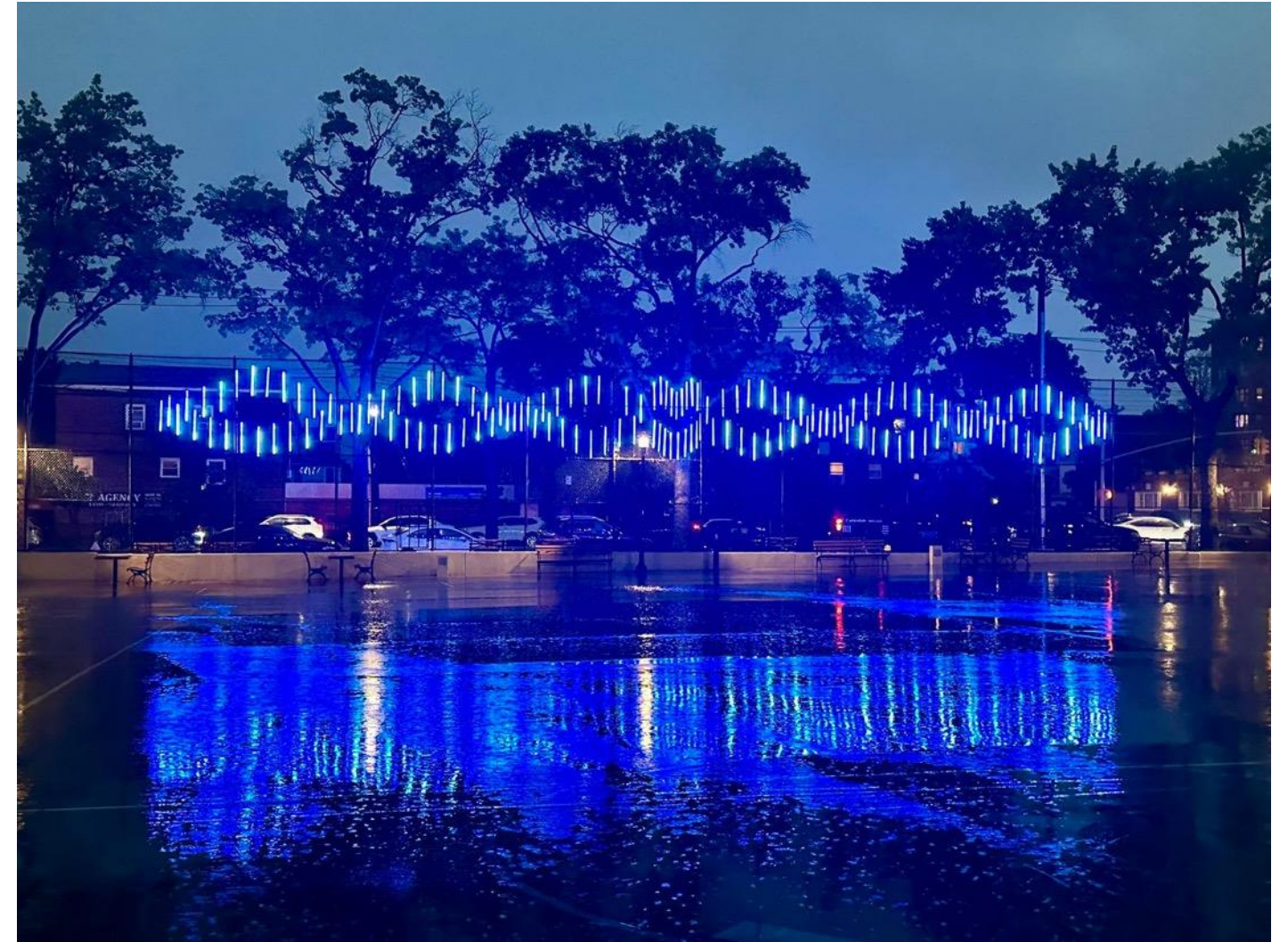
# Local Outreach Events



## Fair in the Square

Venue : Westchester Square BID

When : June 14<sup>th</sup> 2025



## Loreto Park Movie Night

Venue : Loreto Park

When : Late June / Early July



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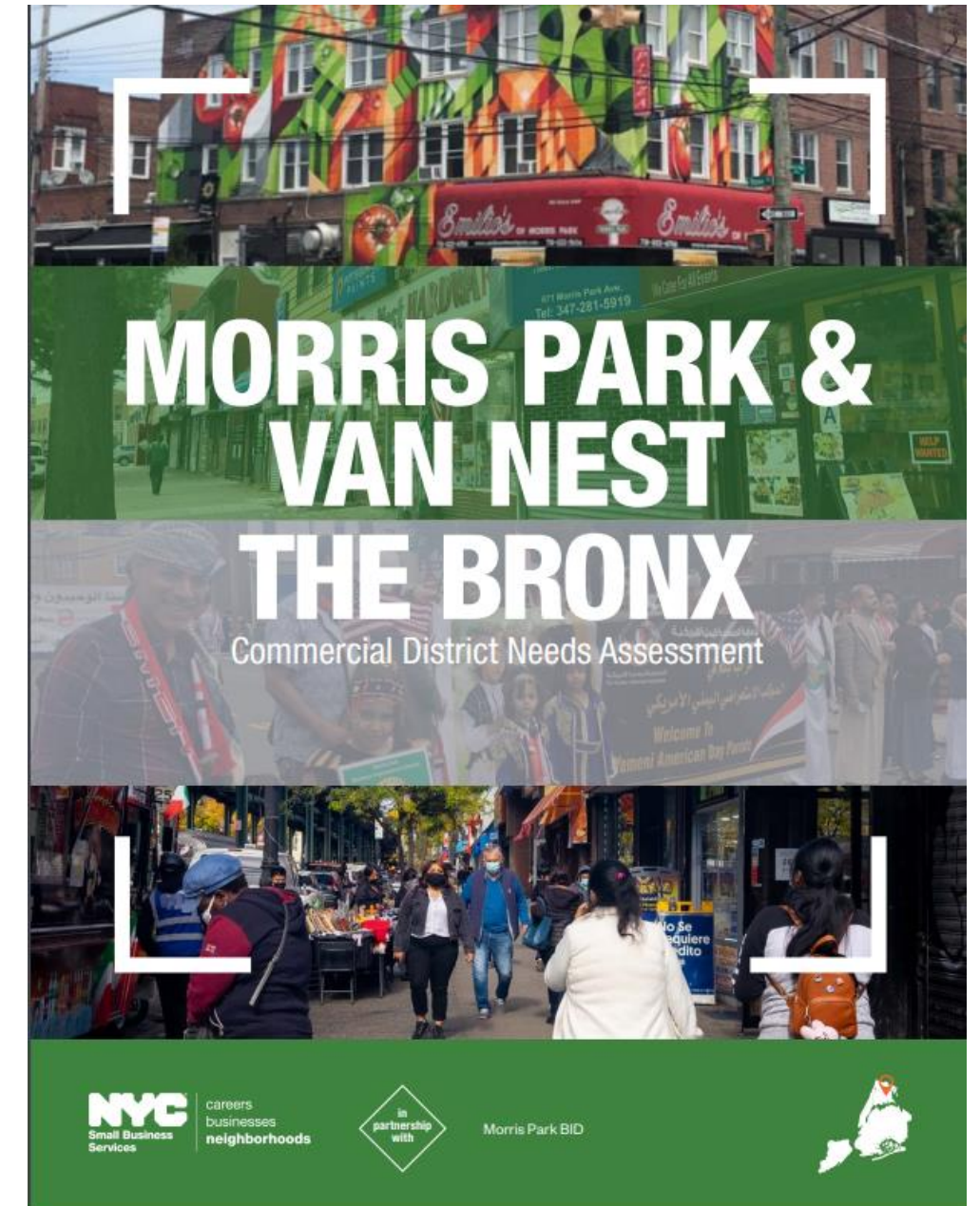
## Recent and Planned Investments

- Recent studies
- Existing conditions and observations



# Recent Studies

1. Bronx Metro North Station Study (and EIS documents) [NYC Planning Commission](#)
2. Bronx Metro North Neighborhood Plan, based on – Vibrant, Connected and Working Communities [NYC Department of Planning](#)
3. Bronx Psychiatric Center Land Use Improvement Project [Empire State Development](#)
4. Reimagine the Cross Bronx [NYC Department of Transportation](#)
5. Morris Park & Van Nest – The Bronx Commercial District Needs Assessment [NYC Small Business Services](#)
6. Montefiore Einstein – Morris Park, a Transit Connected Campus [Urban Land Institute](#)
7. City Neighborhood – Van Nest, Morris Park, Indian Village, Pelham Parkway, Westchester Square and Pelham Bay [City Neighborhoods – NYC](#)





# Recent and Planned Investments



## Major investments include:

- New Metro-North stations (\$1.6B)
- New mixed-use along MNR corridor (\$500M)
- Stormwater measures along MNR corridor (\$170M)
- Hutchinson Metro Center Expansion (\$2B)
- Jacobi Hospital “Just Homes” Project – Supportive housing for formerly incarcerated patients (\$60M)
- Proposed housing on 633 Mead St and 1605 Taylor Ave
- The Equestrian at Pelham Parkway – Luxury apartments

● Clusters of Recent and Planned Investments

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## Draft Vision and Goals Workshop

- How are Vision and Goals Formed?
- Key Observations from Draft  
Downtown Assessment and LPC  
Visioning Workshop



# DRI Vision, Goals, and Strategies

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## Vision

- Describes desired future conditions and quality of life for future generations.
- Reflects shared community desires, takes into account community input, and is representative of the entire DRI area.
- LPC reviews initial community vision and makes modifications to best reflect the unique characteristics of the DRI area.

## Goals

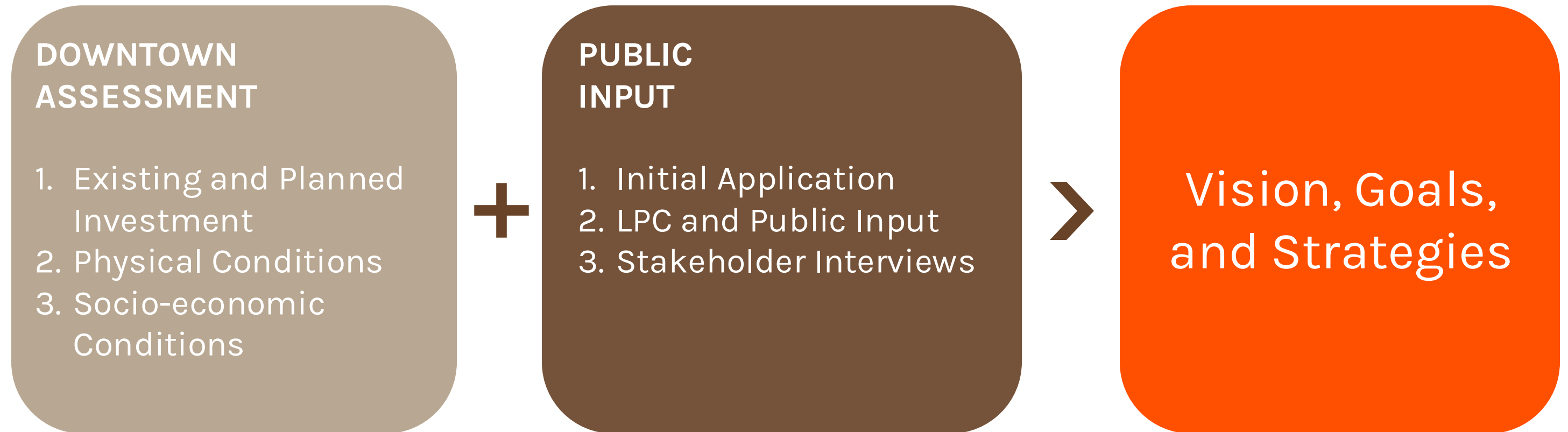
- Established to achieve the community's vision for downtown revitalization.
- Goals are detailed, attainable, and action-oriented with measurable strategies to guide the implementation of the DRI vision.

## Strategies

- Specific actionable items to implement the vision and goals.

# How are Vision and Goals Formed?

---



# Draft Goals

---

Community Amenities	Improve and expand outdoor community spaces and amenities like playgrounds, plazas, and parks to encourage inclusive social activities.
Pedestrian Environment	Encourage walkability, especially between neighborhood commercial corridors, existing subway stations, and planned new Metro-North Stations, by enhancing the pedestrian environment and improving safety.
Arts and Culture	Strengthen the Greater Morris Park community’s resilience and identity by celebrating its history and culture through public art improvements.
Local Economy	Advance equitable growth by making investments along the neighborhood commercial corridors that attract new businesses, supporting residents and visitors.
Hutch Metro Center Connectivity	Improve connections between the Hutch Metro Center and medical institutions to the Greater Morris Park residential areas and the commercial corridors.



# Draft Goals

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# Existing Conditions and Observations

## Community Amenities, Greenery and Open Spaces



- Open space is significantly below citywide goal of 2.5 acres per 1,000 people.  
*Source: New Yorker for Parks*
- 15% of the area is covered in tree canopy.  
*Source: Regional Planning Association*
- 90% of the open spaces are paved surfaces.



## Existing Conditions and Observations

# Community Amenities, Greenery, and Open Spaces

Funding and plans include :

- Create more **open space amenities next to the new Metro-North Stations**
- **New recreational facilities** (baseball, soccer, or football field) will be added to the Hutchinson Metro Center
- **Reposition existing open spaces on Montefiore Einstein campus to be more welcoming** and interactive with the surrounding community.



\* LPC#2 Feedback

## Goal

Improve and expand outdoor community spaces and amenities like playgrounds, plazas, and parks to encourage inclusive social activities

## Strategies

1. New recreation and community centers.
2. Seating in the public realm.
3. Invest in more outdoor spaces such as community gardens and increase green cover in the neighborhood.
4. Add new tree pits and trees.
5. Update the playground at Loreto Park.
6. Explore DOT's open street program to add to outdoor community spaces.
7. Renovate existing parks and plazas.



# Draft Goals

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# Existing Conditions and Observations

## Pedestrian Environment



Most pedestrian accidents occur on commercial corridors, roads without proper bicycle lanes and intersections.



- LEGEND**
- Proposed Metro North Rail
  - MTA Subway Line - 5 and 6 line
  - MTA Subway Line - 2 line
  - MTA Bus Routes
  - MTA Bus Stops
  - Shared E Scooter Parking Corrals
  - Subway Ridership Data
  - Each ring represents 250,000 People
  - Pedestrian Crash Data



# Existing Conditions and Observations

## Pedestrian Environment

Funding and plans include:

- Create **walkable passageways to the new Metro-North Stations**
- Promote safe and active pedestrian corridors along **East Tremont Ave** and around the **Hutchinson Metro Center**
- Improve pedestrian safety and wayfinding on **Westchester Square Plaza**
- Montefiore-Einstein Campus:
  - Create more walkable corridors on **Morris Park Ave and Eastchester Ave**
  - Improve **wayfinding and branding**
  - Create a **porous campus with multiple, safe access points** for pedestrians





## \* LPC#2 Feedback

### Goal

Encourage walkability, especially between neighborhood commercial corridors, existing subway stations, and planned new Metro-North Stations, by enhancing the pedestrian environment and improving safety.

### Strategies

1. Better street lighting.
2. Pedestrian safety measures such as road markings, traffic calming measures, and traffic enforcement cameras.
3. The three underpass areas in the GMP DRI are dark and dimly lit, and need attention, especially the one along Eastchester Road.
4. There is need for seating for the elderly along longer pedestrian routes.
5. Bronx Park E by Sagamore and Union Port station needs lighting, beautification, and pedestrian improvements.
6. Bronxdale Avenue has a lot of conflicts between street parking, moving traffic, and bicyclists.

# Draft Goals

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## Existing Conditions and Observations

# History, Arts, and Culture

While recent plans have not focused on supporting the arts and culture community in Greater Morris Park, **the Morris Park BID and the Bronx Council on the Arts continuously support a variety of public art installations and programming.**

“The Pulse” in Loreto Playground is the largest public art light installation in the Bronx.





\* LPC#2 Feedback

### Goal

Strengthen the Greater Morris Park community's resilience and identity by celebrating its history and culture through public art improvements.

### Strategies

1. New historical and wayfinding signage.
2. Public art installations.
3. The neighborhood could benefit from an intergenerational facility to make art projects, for performances, and cultural events.  
E.g., Bronx River Art Center
4. Provide more visibility for existing art installations and cultural amenities.
5. Consider an art fund for public art on building façade (will need agreement with building owners).
6. Improve and expand the Morris Park Library.

# Draft Goals

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# Existing Conditions and Observations

## Local Economy

Recent plans highlight the strengths and needs of commercial corridors in the Greater Morris Park area:

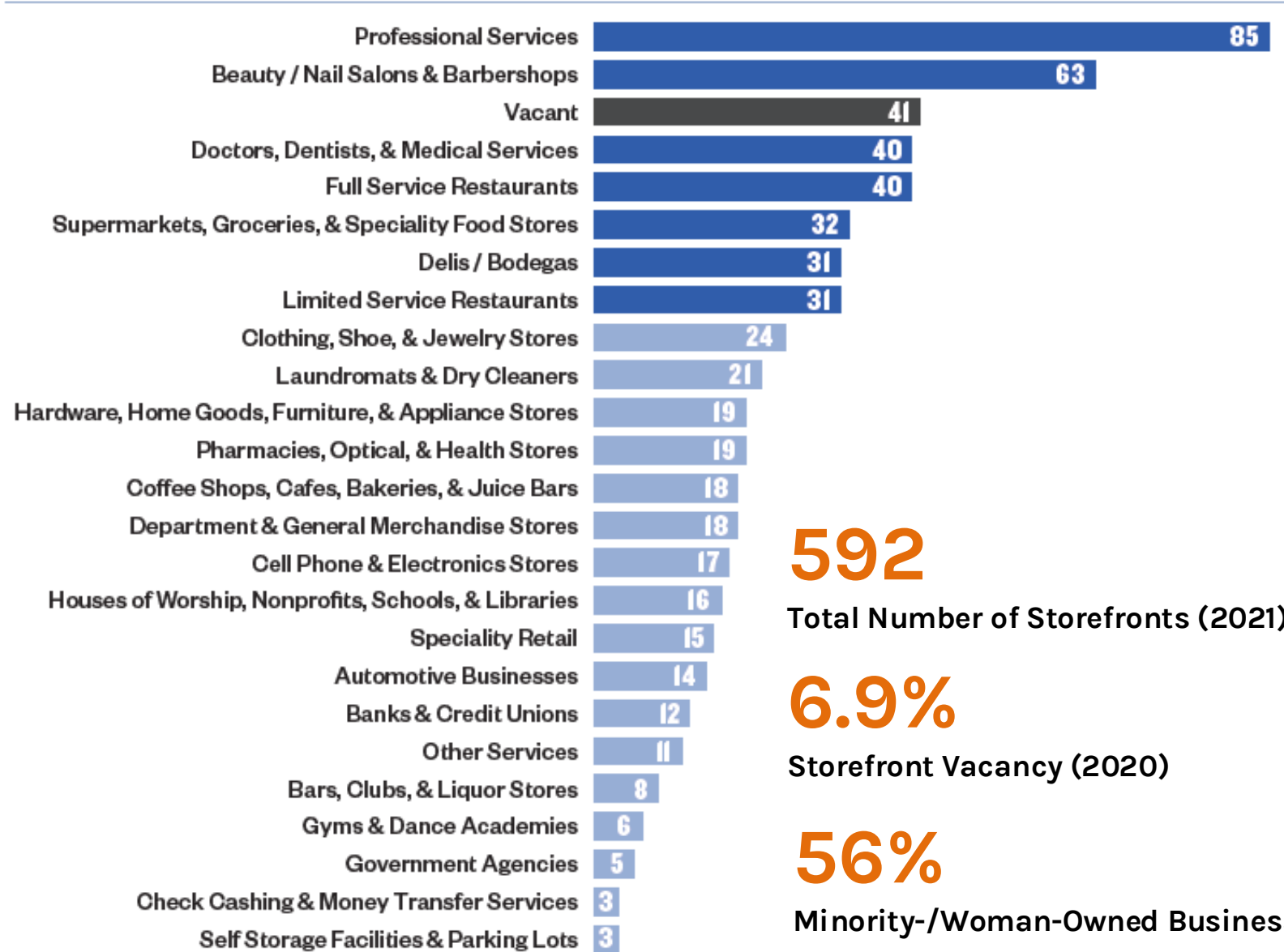
### Strengths

- **Diverse retail mix**, with high concentration of culturally relevant services serving immigrant community
- Has **small-town feel** with regular customer base

### Needs

- **Street infrastructure** improvements
- More **street lighting**
- **Accessibility** enhancements
- **Sanitation** improvements
- **More foot traffic**

### Storefront & Retail Mix



Source: Morris Park & Van Nest – The Bronx Commercial District Needs Assessment



# Existing Conditions and Observations

## Local Economy

Funding and plans include :

- Bring more **community-serving retail** to **E Tremont Ave** and **Hutchinson Metro Center**
- Bring more active **ground-floor retail** on **Bronxdale Ave** and **White Plains Rd**
- **Add 40,000 SF of new retail space** and a **125-room hotel** at **Hutchinson Metro Center**
- Bring more **mixed-use buildings** with **community-serving ground-floor uses** to **Morris Park Ave** and the **westside of Montefiore- Einstein campus**



\* LPC#2 Feedback

### Goal

Advance equitable growth by making investments along the neighborhood commercial corridors that attract new businesses, supporting residents and visitors.

### Strategies

1. Encourage more neighborhood conveniences (e.g., grocery store, drug stores, etc).
2. Invest in storefront façade improvements and consider awnings as a façade element to bring more uniformity to commercial corridors.
3. Invest in cleaning and greening commercial corridors and consider ways to improve areas where there are no BIDs.
4. Wayfinding signage and historical markers across the neighborhood.

# Draft Goals

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\* LPC#2 Feedback

### Goal

Improve connections between the Hutch Metro Center and medical institutions to the greater Morris Park residential areas and the commercial corridors.

### Strategies

1. Streetscape improvements for pedestrians across Eastchester Road.
2. Provide more amenities that attract pedestrians walking from the Hutch Metro Center to the commercial corridor.
3. We need to consider ways that will get visitors and workers from the Hutch Metro Center district to the BID areas to support local businesses.

## Draft Community Vision Statement

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Greater Morris Park will continue to grow and evolve as a multicultural neighborhood with a rich history, thriving community, and eminent medical employment center serving the New York City region.

New and expanded open spaces, and streetscape improvements will better connect the neighborhood's key destinations, public transit, and local commercial corridors.

Support for local businesses and investment in public art will ensure a resilient, beautiful, and thriving community that celebrates its past while welcoming new neighbors.

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- 5. Open Call for Projects**
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## Open Call for Projects

- Launch For Open Call for projects
- Eligible Projects
- Ineligible projects and Activities
- Project Components /  
Characteristics of a Strong DRI  
Project



# Launch of Open Call for Projects

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Open Call for Projects will be open from **June 13 – August 08**

**1.**

## **Intent to Submit Proposal Form**

Requires contact information, project name, project type, and a brief description.

**Deadline:**  
**July 25, 2025**  
**by 5pm**

**2.**

## **Office Hours (Tentative)**

**July 9** - 10 AM – 11:20 AM  
**July 10** - 3 PM – 4:20 PM  
**July 15** - 2 PM – 3:20 PM  
**July 22** - 1 PM – 2:20 PM

**Additional project development meetings will be set up with the consultant.**

**3.**

## **Full Project Proposal Submission**

**Deadline:**  
**August 08, 2025**  
**by 5pm**

# Eligible Project Types



## Public Improvement Projects

- Streetscape & pedestrian improvements.
- Complete streets & road diets.
- Recreational trails.
- Parks & plazas.
- Permanent public art.
- Green infrastructure & Waterfront improvements.



## Rehabilitation of Existing Downtown Buildings

- Redevelopment of real property for mixed-use, commercial, residential, not-for-profit, or public uses.
- Redevelopment should result in employment opportunities, expanded housing choices, and/or other community benefits.



## Small Project Grant Fund

- A locally-managed matching small project fund (up to \$1,000,000) for small downtown projects, such as:
- Façade improvements,
  - Building renovations,
  - Permanent public art.



## Branding and Marketing

- Downtown branding and marketing projects that target residents, tourists, investors, developers and visitors.
- Should result in physical signs.
- May include minor digital/online/app components.

# Ineligible Project Types and Activities

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- Planning activities
- Temporary art projects
- Operations and maintenance or deferred maintenance
- Pre-awards costs
- Property acquisition
- Training and other program expenses
- Expenses related to existing programs



# Project vs. Idea

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While both ideas and projects may seek to advance the vision, goals, and economic revitalization of the Greater Morris Park DRI area, **only projects can be funded.**

## Ideas

### **Lack key components to advance to implementation**

Example: The community wants to improve its downtown by having a community center and history museum, but no entity exists to acquire the land, build, and operate the new facility.

## Projects

- Have a Project Sponsor with the capacity, authority, and financing to implement a capital investment.
- Projects can be managed and maintained by the Sponsor after completed.
- Projects must be an eligible capital investment with a clearly defined scope and budget.

# Project Components

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## 1. Timing

Projects must be able to break ground within two years or sooner of receiving DRI/NYF funding.

## 2. Project Size & Scale

Projects must be large enough to be truly transformative for the downtown area.

## 3. Project Sponsors

Sponsors may be public, not-for-profit, or private entities with the capacity and legal authority to undertake the proposed project.

## 4. Financing

Projects should have financing commitments largely secured or be able to demonstrate a clear path to securing sufficient financing.

## 5. Matching & Leverage

For projects with a private sponsor, there is a minimum match the requirement of 25% of the total project cost.

## 6. Site Control

The project sponsor must have site control or be in the process of acquiring site control.

## 7. Building Decarbonization

Any DRI/NYF funding provided for projects will be made available on a reimbursement basis only after expenses are incurred or in some cases, after a project has been successfully completed in its entirety.

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## Next Steps



# Looking Ahead

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## Consultant Team

- Develop the Downtown Profile
- Launch Open Call for Projects
- Complete Stakeholder Interviews
- Host Public Workshop #1

## LPC Members

- Spread the word about Open Call for Projects, Public Workshop #1, and Local Outreach Events.
- Attend LPC Meeting #3 (July 29, 2025). We will confirm the venue by email.

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## **7. Public Comment**

**Public Comment**

# Thank You!

Visit: [www.gmpdri.com](http://www.gmpdri.com)  
Contact us at: [gmpdri2025@gmail.com](mailto:gmpdri2025@gmail.com)

Greater Morris Park  
Downtown  
Revitalization Initiative

DRI Process


Meetings


Call for Projects

Contact

Greater Morris Park will receive \$20 million in funding as the New York City region winners of DRI Round 8.

The Governor's Downtown Revitalization Initiative (DRI) is a New York State grant program that invests in downtown economic development. After submitting a winning application, the Greater Morris Park community will work with the State to develop a Strategic Investment Plan (SIP) that identifies community priority projects that could benefit from DRI funding and help achieve the local community's vision for its downtown. A call for project submissions to be funded by the \$20M grant will be released shortly.





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Downtown  
Revitalization  
Initiative



PUBLIC  
WORKSHOP

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WHERE

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WHAT TO EXPECT

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WHEN

Tuesday, June 10, 2025  
5:30 PM

MORE INFORMATION



Visit  
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June 10, 2025

Greater Morris Park DRI | LPC Meeting #2

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