



# Greater Morris Park Downtown Revitalization Initiative

## LPC Meeting #4

Tuesday, September 09, 2025



**Downtown  
Revitalization  
Initiative**



# Agenda

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1. Welcome, Meeting Logistics, and Disclosures
2. Project Proposal Updates
  - Summary and Overview of Handouts
  - Evaluation Process
  - Project Proposal Presentations by Sponsors
3. Next Steps
4. Public Comment

Welcome, Meeting  
Logistics, and Disclosures

# LPC Roll Call

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## LPC CO-CHAIRS

Vanessa L Gibson  
Bronx Borough President

Lisa Sorin  
Bronx Chamber of Commerce

Amr Abozaid  
Yemeni American Merchants Association

Megan Guy  
Simone Development Corporation

Viviana Bianchi  
Bronx Council on the Arts

Dr. Camelia Tepelus  
Morris Park BID

Yasmin Cruz  
Westchester Square BID

Anderson Torres  
R.A.I.N. Total Care Inc

Matthew Cruz  
Community Board 10

Frank Vignali  
Morris Park Community Association

Bernadette Ferrara  
Van Nest Neighborhood Alliance

Rob Walsh  
Bronx Economic Development Corporation

William Foster  
Neighborhood Initiatives Development Corporation (NIDC)

Jeremy H. Warneke  
Community Board 11

Francina Frias  
NY Public Library, Morris Park Branch

# Documenting Conflicts

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- Reminder that all LPC Members must **act in the Public Interest** at all times and **disclose any conflicts** or potential conflicts prior to, or as soon as a matter arises where a potential conflict exists.
- A member **may not vote**, or attempt to influence a discussion or vote, where potential conflict exists.
- Members must identify a potential conflict at the first meeting in which the matter giving rise to the conflict is discussed and **sign a DRI recusal form**.
- All received **recusals will be announced** at the beginning of each LPC meeting and each recusal form will be maintained for the duration of the DRI planning process.

# Recusal Forms Received: Are there any others?

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Viviana Bianchi  
Bronx Council on the Arts

William Foster  
Neighborhood Initiatives Development  
Corporation (NIDC)

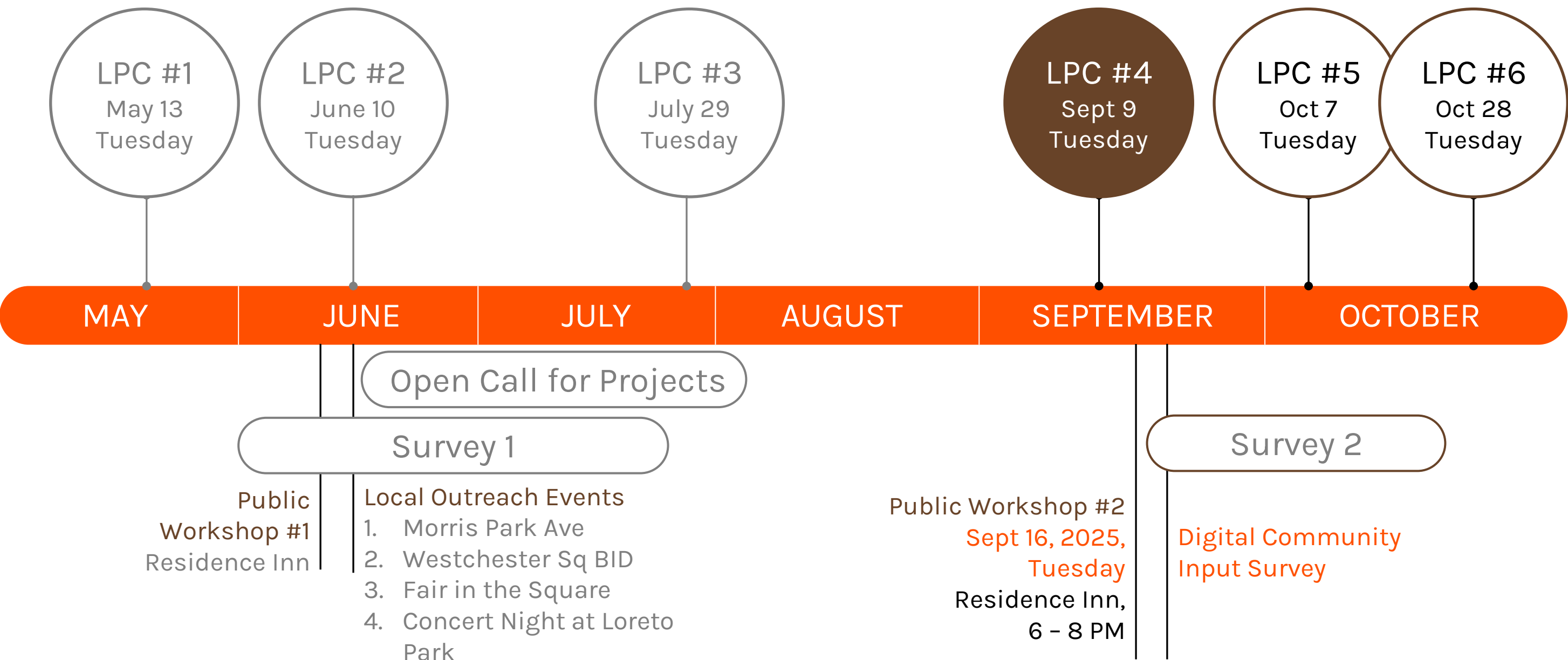
Francina Frias  
NY Public Library, Morris Park Branch

Megan Guy  
Simone Development Corporation

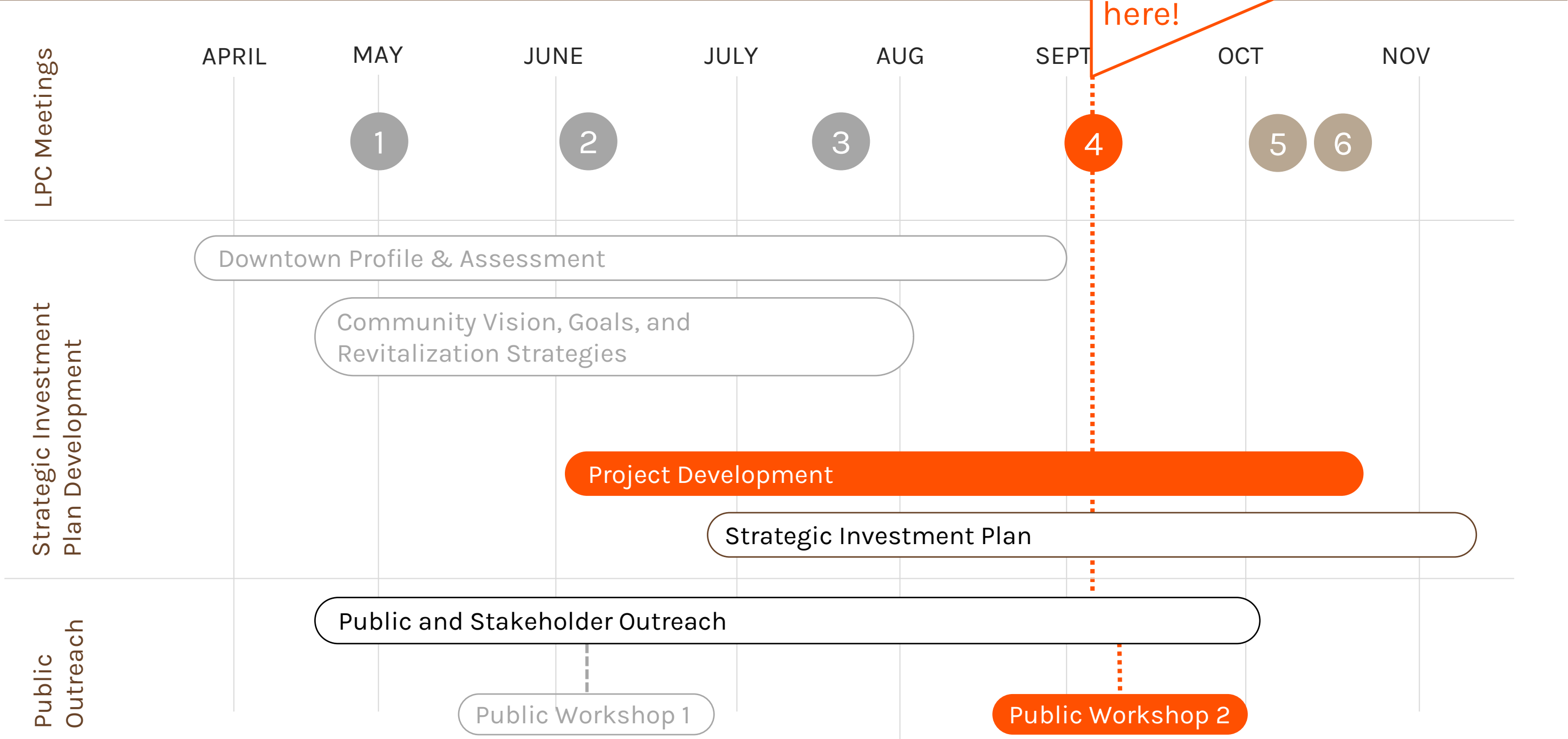
Dr. Camelia Tepelus  
Morris Park BID

Anderson Torres  
R.A.I.N. Total Care Inc

# Engagement Timeline



# Project Timeline



# Agenda

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1. Welcome, Meeting Logistics, and Disclosures
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## Project Proposal Updates

- Summary and Overview of Handouts
- Evaluation Process
- Project Proposal Presentations by Sponsors



# Project Proposals Update

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Total Project Forms Received: 29  
Projects After Initial Screening: 19

Initial Project Screening	Initial Project Count	Final Project Count
Projects with no change	10	10
Projects Combined	9	4
Single Projects Split into Two	2	4
Projects Not Eligible due to Lack of Site Control	6	0
Project with Eligibility Under Review	1	1
Projects Withdrawn	1	0
Total Project Count	29	19

# Consolidated Project Proposals

	Initial Projects	Applicant(s)		Consolidated Projects
1	Greening and Cleaning Morris Park Avenue	Morris Park Business Improvement District / Camelia Tepelus	1	Beautify and Revitalize Morris Park Avenue with Streetscape and Horticulture Improvements
2	Building Morris Park Avenue Social Corner			
3	Installing Historic Morris Park Metal Banners			
4	Building a New Greater Morris Park Community Resource Hub	East Side House Inc.	2	Building a New Greater Morris Park Community Resource Hub
5	Building a New Community Space to Facilitate Art Painting Program and Teen Sport Night	Van Nest Neighborhood Alliance / Bernadette Ferrara		
6	Enhancing Matthews Muliner Playground	NYC Parks and Recreation	3	Enhancing Matthews Muliner Playground
7	Swimming Pool and Summer Programming at Matthews Muliner Playground	Van Nest Neighborhood Alliance / Bernadette Ferrara		
8	Improving Storefronts in the White Plains Road BID	Neighborhood Initiatives Development Corporation	4	Establishing a Façade Improvement Fund for Small Businesses
9	Morris Park Avenue Properties for the Small Project Fund	Morris Park Business Improvement District / Camelia Tepelus		
Initial Projects Count = 9			Consolidated Projects Count = 4	

# Split Project Proposals

	Initial Projects	Initial Sponsors		New Projects
1	Renovating Bronx Excellence Middle and Elementary School	Excellence Community Schools	1	Renovating Bronx Excellence Middle School
			2	Renovating Bronx Excellence Elementary School
2	Renovating 811 Morris Park Avenue Mixed-use Building	RAIN Total Care, Inc.	3	Renovating 811 Morris Park Avenue Mixed-use Building
			4	Renovating 2405 Tremont Avenue
Initial Projects Count = 2			Split Projects Count = 4	

# Ineligible Projects

Reason for Ineligibility: Lack of Viable Sponsor with Capacity and Site Control

	Initial Projects	Initial Sponsors
1	Montefiore Wayfinding Project	Montefiore Medicine Academic Health System
2	Building New Metro North Station Public Plaza	Montefiore Medicine Academic Health System
3	Establishing New Boys Girls Club Community Center	Bernadette Ferrara
4	Reprogramming Jacobi Medical Center Campus Swimming Pool	Bernadette Ferrara
5	Upgrading and Beautifying Van Nest Park	Bernadette Ferrara
6	MTA Wall Block Beautification	Bernadette Ferrara
Total Ineligible Projects = 6		



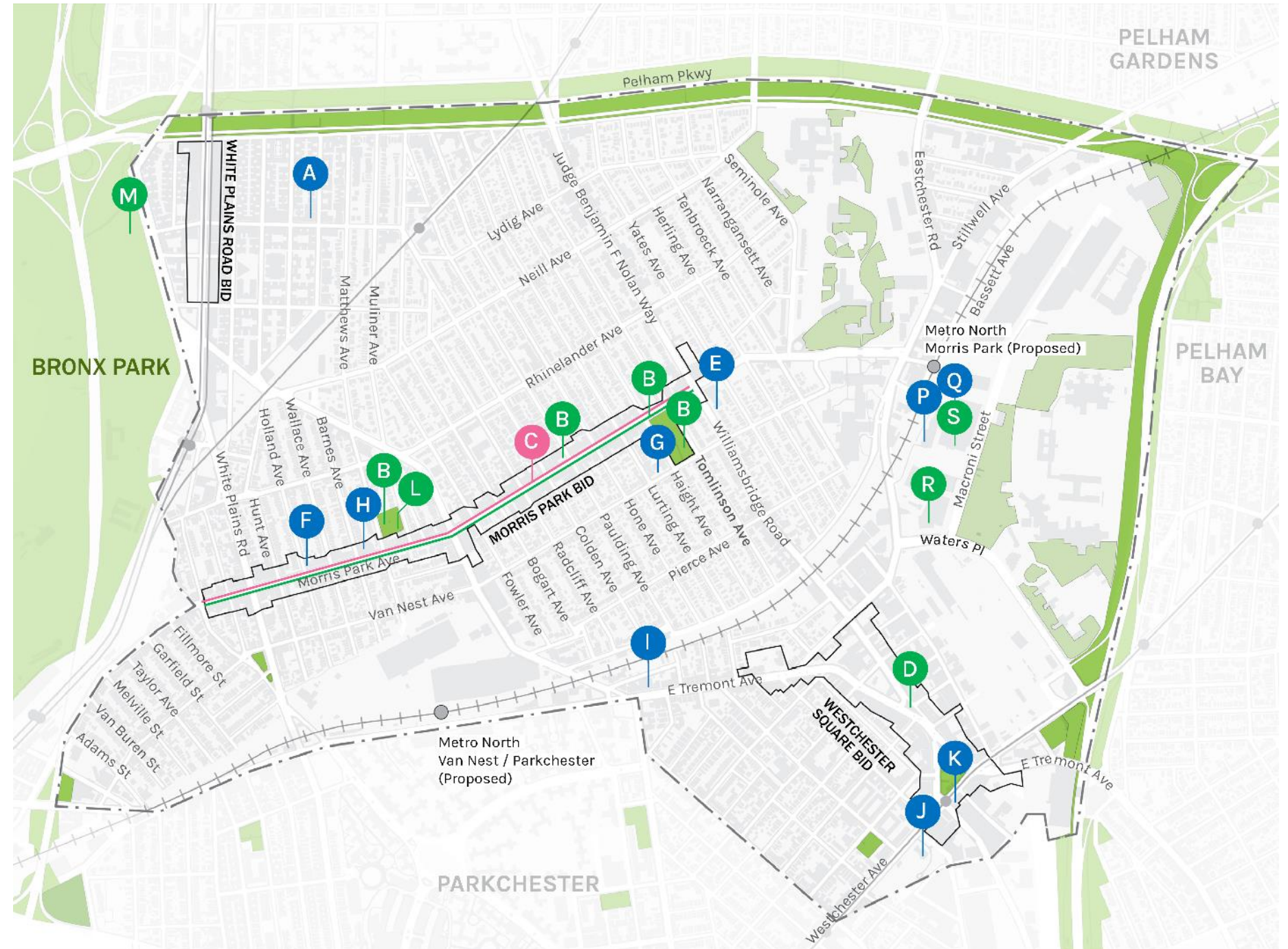
# Project Profiles Under Consideration After Initial Screening

Total Projects: 19  
[18 eligible projects + 1 project outside and adjacent to DRI investment boundary]



# Map of all Eligible Project Proposals

- A. Upgrade and Modernize the Pelham Parkway – Van Nest Library
- B. Revitalizing Morris Park Avenue with Streetscape and Horticulture Improvements
- C. Installing New Gateway Signage on Morris Park Avenue
- D. Transforming Westchester Square into a Cultural Destination
- E. Renovating Bronx Excellence Middle School
- F. Renovating Bronx Excellence Elementary School
- G. Converting the Former St. Francis Xavier into a Greater Morris Park Resource Hub
- H. Renovating R.A.I.N Mixed-Use Office and Resource Building
- I. Renovating R.A.I.N Work Space
- J. Establishing St. Peter's Westchester Square Community Engagement Center
- K. Adapting a Mixed-Use Building in Westchester Sq. into a Community Arts and Wellness Hub
- L. Enhancing Matthews Muliner Playground
- M. Rebuild Ben Abrams Playground
- N. Establishing the Greater Morris Park Public Art Fund
- O. Establishing a Façade Improvement Fund for Small Businesses
- P. Creating a New Hotel Serving Local Hospitals and Businesses
- Q. Enhancing the Pedestrian Experience along Bassett Avenue
- R. Installing Public Art at Marconi Street and Waters Place
- S. Creating a New Public Plaza at the Morris Park Metro-North Station (Metro Center Atrium Site)



# Project Proposal Presentations by Sponsors





## Key Information

Sponsor: The New York Public Library

Budget :

Total Project Cost: \$2,400,000

DRI Funding Request: \$2,200,000

Project Description :

Reconfigure and enhance the library branch for improved visibility, accessibility, and efficiency

## Community Goals Alignment

Strengthens the Greater Morris Park community's resilience and identity by celebrating its history and culture through the revitalization of a dedicated cultural amenity and "third space".



# A Upgrade and Modernize the Pelham Parkway – Van Nest Library

## Project Readiness

Site Control : Owned by NYC. NYPL has authority to conduct improvements per agreement with NYC.

Permits/approvals : NYC DOB (Plumbing, GC, HVAC, FA); potentially PDC (windows)

Timeline : Expected completion ~6 months from agreement execution

Sponsor capacity : NYPL who will manage this project inhouse, holds multiple requirements contracts with various general contractors including MWBEs, and has a robust finance and grants administration team

## Funding sources and uses

Major Task	Amount	Source	Status
Major renovation	\$2,200,000	DRI Fund	Seeking
Additional costs (FFE, signage, permitting)	\$200,000	NYPL	Secured
Total	\$2,400,000		

## Project Impact

Improved public space for community engagement in neighborhood; accessibility and energy efficiency





## Revitalizing Morris Park Avenue With Streetscape and Horticulture Improvements



### Key Information

Sponsor: Morris Park District Management Association (MPBID)

Budget

Total Project Cost: \$785,000

DRI Funding Request: \$750,000

### Project Description

The project will revitalize Morris Park Avenue as the Morris Park “main street”, with streetscape, horticulture, and other public amenities. Work shall include new street trees, tree pit expansions, tree guards, planters, trash receptacles, benches, banners, architectural element(s), and/or other approved public amenities.

### Community Goals Alignment

The project responds to project Goals 3 (Community-Building Spaces) and Goal 4 (Thriving Commercial Corridors) by improving and expanding outdoor community amenities, to encourage social activities, and advance investments that attract new businesses, supporting residents and visitors.



# B Revitalizing Morris Park Avenue With Streetscape and Horticulture Improvements

## Project Readiness

Site Control : MPBID manages an active contract with the City of New York (SBS) for the management of the public space in the BID legal district.

### Permits/approvals

MPBID is experienced in obtaining NYC Parks and DOT license agreements/permits based on the revocable consent standard process.

Timeline : 36 months following contract execution

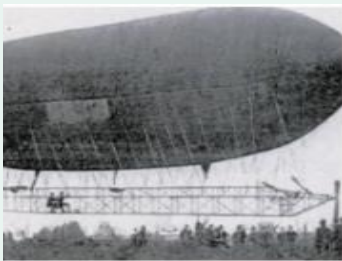
Sponsor capacity : MPBID executed multiple contracts with NYC agencies, NYC Council and NY State agencies for the past 7 years.

### Funding sources and uses

Major Task	Amount	Source	Status
Streetscape, beautification and horticulture investments	\$275,000	DRI Fund	Requested
2 Architectural clocks, flag pole	\$375,000	DRI Fund/others	Requested
Historic banners	\$100,000	DRI Fund/MPBID	Requested
Total DRI Request	\$750,000		

## Project Impact

- Supporting corridor drainage infrastructure through the addition of greenery and new plantings;
- Supporting increased pedestrian socialization considering the lack of plaza space on MPA.





## C Installing New Gateway Signage on Morris Park Avenue



Iconic “Hollywood” Sign



### Key Information

Sponsor: Morris Park District Management Association (MPBID)

### Budget

Total Project Cost: \$195,000

DRI Funding Request: \$195,000

### Project Description

Execution and installation of light installation spelling “MORRIS PARK” in iconic “Hollywood” font letters and placement at visible location to support neighborhood branding and recognition

### Community Goals Alignment

The project responds directly to Goal 2: Celebrating Local History, Arts and Culture by highlighting the unique local identity of Morris Park



# C Installing New Gateway Signage on Morris Park Avenue

## Project Readiness

Site Control : MPBID has a contract with SBS over the management of public space along the Morris Park Ave corridor. We anticipate placing of the installation on private property – for which consent is needed from the private property owner (MPBID member).

Permits/approvals : DOB if private property; DOT and/or NYC Parks if public property.

Timeline : 36 months

Sponsor capacity : MPBID already executed 2 large scale light installations and also had multiple contracts with NY State and NYC agencies

Funding sources and uses

Major Task	Amount	Source	Status
Design and production	\$100,000	DRI Fund	Requested
Installation, electric, permitting	\$45,000	DRI Fund	Requested
Operation, maintenance, incidentals	\$50,000	DRI Fund/MPBID	Requested/ Secured
Total	\$195,000		

## Project Impact

- Public safety;
- Community sense of cohesion and pride;
- Social media recognition and visibility.



## D Transforming Westchester Square into a Cultural Destination



### Key Information

Sponsor : Westchester Square Business Improvement District

### Budget

Total Project Cost: \$5,000,000

DRI Funding Request: \$5,000,000

### Project Description

The proposal is to transform the underutilized traffic island at the intersection of Williamsbridge Road and East Tremont Avenue into a welcoming public plaza. Work will include the installation of a monument feature, distinctive lighting, seating, historical markers, and shading.

### Community Goals Alignment

These improvements will enhance the area's aesthetic, strengthen neighborhood identity, and support the visibility of local business to help transform Westchester Square into a cultural destination in The Bronx and helps advance Goals 1, 2 and 4.



D

# Transforming Westchester Square into a Cultural Destination

## Project Readiness

Site Control : Westchester Square BID will coordinate with appropriate city agencies like DOT for access and installation approval.

Permits/approvals : Permits needed from NYC DOT, NYC Parks and Landmarks Preservation Commission

Timeline : 28 Months with Construction

Sponsor capacity : The Westchester Square BID has a proven record in public space upgrades, holiday displays, and community programs, successfully managing grants and contracts with NYC SBS, City Council, and other funders.

## Funding sources and uses

Major Task	Amount	Source	Status
Design and Engineering	\$300,000	DRI Fund	Requested
Fabrication / Light Pole Installation	\$2,900,000	DRI Fund	Requested
Permitting, Insurance & Signage	\$800,000	DRI Fund	Requested
Construction Labor & Equipment	\$1,000,000	DRI Fund	Requested
Total	\$5,000,000		

## Project Impact

To transform Westchester Square into a vibrant historical and cultural destination through a customized public art installation, antique lighting poles, historical signage and branding which will enhance the aesthetic presence of the square and support local business visibility.

## E Renovating Bronx Excellence Middle School (1744 Williamsbridge Road)



### Key Information

Project Sponsor : Excellence Community Schools (ECS), to benefit Bronx Charter School for Excellence 2

Budget :

Total Project Cost : \$5,160,000

DRI Funding Request : \$3,870,000

Project Description :

The Bronx Excellence 2 Middle School building needs a functional kitchen, and the gymnasium lacks heating, ventilation, and air-conditioning. The building needs an elevator/lift and a sprinkler system.

### Goals Alignment

Upgrading these communal spaces will allow the school to host more events, celebrating arts and culture, promoting a safe pedestrian environment and increasing foot traffic to benefit local businesses.



# E Renovating Bronx Excellence Middle School (1744 Williamsbridge Road)

## Project Readiness

Site Control : We have a long-term lease and prior approval from the owner for the project.

Permits/approvals : The project requires standard building permits, including approvals for kitchen work, HVAC, sprinklers, and gas line.

Timeline : Construction to begin as early as Q3 2026, with 36 months to completion.

Sponsor capacity : ECS has staff dedicated to real estate operations and projects, and a strong track record of managing capital projects.

## Funding sources and uses

Major Task	Amount	Source	Status
General Construction	\$3,190,000	DRI Fund	Requested
Soft Costs	\$1,530,000	DRI - \$240,000 ECS- \$1,290,000	DRI - Requested ECS - Secured
Gym HVAC and Sprinkler System	\$440,000	DRI Fund - \$440,000	DRI - Requested
Total	\$5,160,000	DRI - \$3,870,000 ECS - \$1,290,000	DRI - Requested ECS - Secured

## Project Impact

Bronx Excellence 2 directly serves the children of many of the essential workers who find employment within Greater Morris Park and the Hutch Metro Center and local medical institutions. It is a community-wide benefit to have good public schools for employees to trust, and for families to be able to live, work, and be educated all within the Bronx. The picture below is an example of a completed kitchen renovation at one of our other schools.





### Key Information

Project Sponsor : Excellence Community Schools (ECS), to benefit Bronx Charter School for Excellence 2

Budget :

Total Project Cost : \$1,520,000

DRI Funding Request : \$1,140,000

Project Description :

The Bronx Excellence 2 Elementary School building needs a kitchen renovation for it to become operational and needs upgrades to the cafeteria and gymnasium.

### Goals Alignment

Upgrading these communal spaces will allow the school to host more events, celebrating arts and culture, promoting a safe pedestrian environment and increasing foot traffic to benefit local businesses.



# F Renovating Bronx Excellence Elementary School (1804 Holland Ave)

## Project Readiness

Site Control : We have a long-term lease and prior approval from the owner for the project.

Permits/approvals : The project requires standard building permits, including approvals for kitchen work, HVAC, and gas line.

Timeline: Construction to begin in Q3 2026, with 36 months to completion.

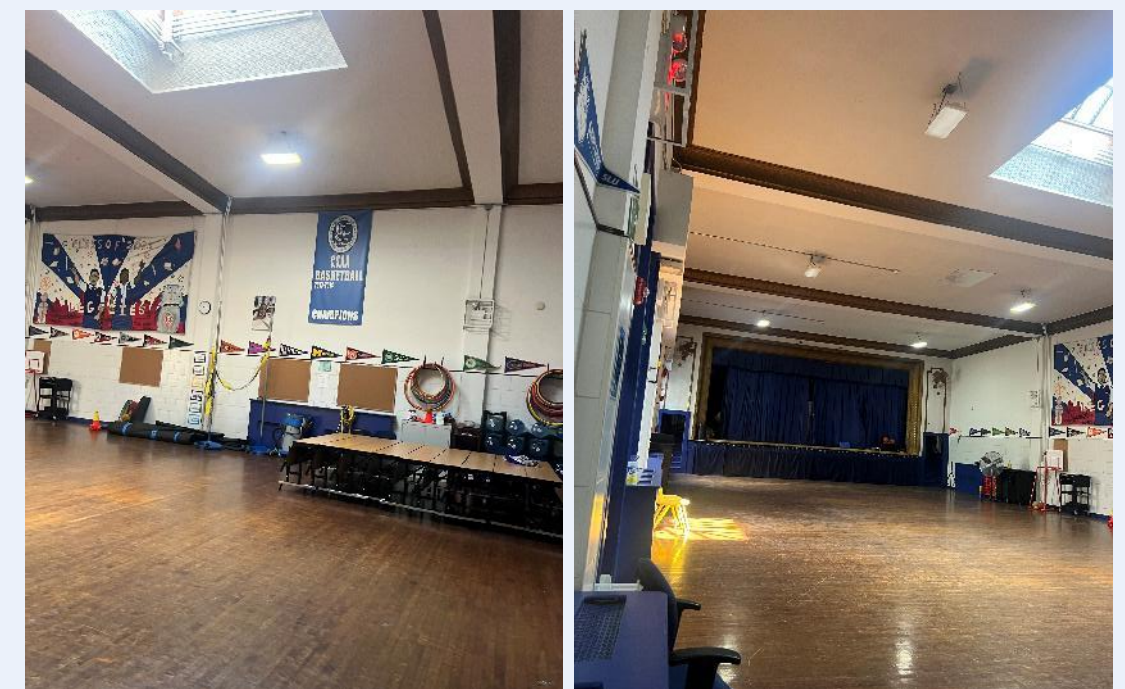
Sponsor capacity : ECS has staff dedicated to real estate operations and projects, and a strong track record of managing capital projects.

## Funding sources and uses

Major Task	Amount	Source	Status
Kitchen Renovation	\$580,000	DRI - \$580,000	DRI - Requested
Soft Costs	\$460,000	DRI - \$80,000 ECS - \$380,000	DRI - Requested ECS - Secured
Gym HVAC, Cafeteria and other General Construction	\$480,000	DRI - \$480,000	DRI - Requested
Total	\$1,520,000	DRI - \$1,140,000 ECS - \$380,000	DRI - Requested ECS - Secured

## Project Impact

Bronx Excellence 2 directly serves the children of many of the essential workers who find employment within Greater Morris Park and the Hutch Metro Center and local medical institutions. It is a community-wide benefit to have good public schools for employees to trust, and for families to be able to live, work, and be educated all within the Bronx. The picture below is an example of a completed gym renovation at one of our other schools.



# G Converting the Former St. Francis Xavier into a Greater Morris Park Resource Hub



## Key Information

Project Sponsor : East Side House Inc.

Budget :

Total Project Cost : \$6,200,000

DRI Funding Request : \$3,500,000

Project Description :

Transforming the vacant Saint Francis Xavier School into a vibrant community hub offering preschool for children with special needs in the morning and workforce development, education, health, and family support services in the afternoon, evening, and weekends.

## Goals Alignment

Revitalizing a historic school into a community hub, the project enhances walkability, celebrates culture, creates inclusive spaces, strengthens commercial vitality, and connects residents to workforce opportunities linked to the medical hub and future transit.



# G Converting the Former St. Francis Xavier into a Greater Morris Park Resource Hub

## Project Readiness

**Site Control :** The Archdiocese of New York owns the site, and East Side House is securing a long-term lease to legally renovate and operate the community hub and engage local partners to support early programming.

**Permits/approvals :** Required permits include NYC Department of Buildings, ADA compliance, fire/life safety, possible environmental clearance, and contractor insurance/bonding.

**Timeline :** The project will begin in Jan 2026, with a 24-36 month timeline. Initial tasks include financing and preliminary design.

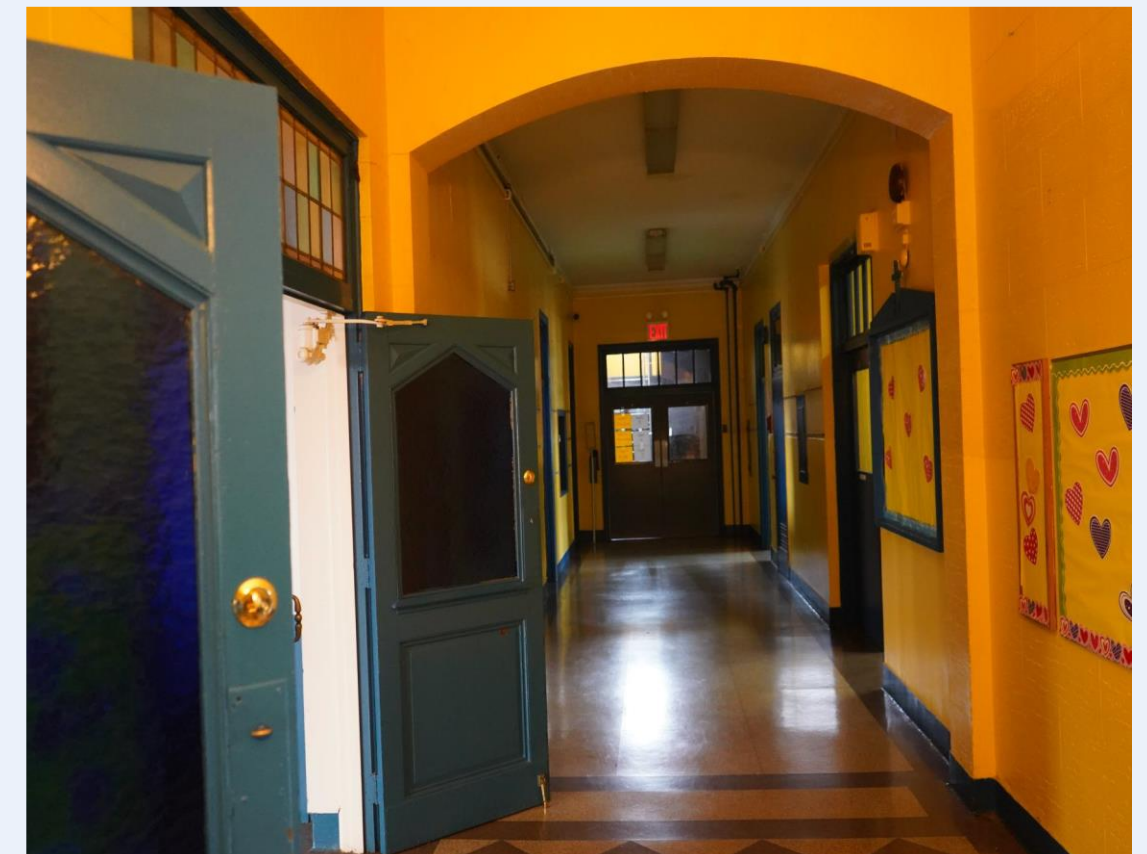
**Sponsor capacity :** 130+ years of community and capital project experience with oversight of \$30M+ in annual grants.

## Funding sources and uses

Major Task	Amount	Source	Status
Program Space Renovation	\$1,850,000	DRI	Requested
Gym Renovation	\$1,650,000	DRI	Requested
Permits + Classroom Construction	\$2,700,000	Pvt Donors and Grants	Anticipated
Total	\$6,200,000		

## Project Impact

The hub restores a historic building, boosts local business vitality, fosters intergenerational connection, expands educational equity, and enhances neighborhood health, safety, and resilience through accessible programs and revitalized community space.





# H Renovating R.A.I.N Mixed-Use Office and Resource Building



## Key Information

Project Sponsor : Regional Aid for Interim Needs Inc.

Budget :

Total Project Cost : \$550,000

DRI Funding Request : \$550,000

Project Description :

The building is home to three nonprofit businesses that provide services and employment opportunities to the diverse local community. This project will increase energy efficiency and ADA accessibility to the building.

## Goals Alignment

The improvements will incorporate sustainable design elements and energy efficient materials that will make the building more resilient to climate change and its impacts, aligning with New York State's sustainability goals.

H

Renovating R.A.I.N Mixed-Use Office and Resource Building

Project Readiness

Site Control : Regional Aid for Interim Needs, Inc. has control of the building as the sole member of RAIN Properties, Inc., who owns the building.

Permits/approvals : None needed

Timeline : 12-18 months following execution of State Grant

Sponsor capacity : The sponsor will have the ability to advance funds to start the project.

Project Impact

RAIN supports local - employment & contributes to a robust local economy. Employment opportunities support workers of all skill levels & income ranges, helping build a more diverse economic base.

Funding sources and uses

Major Task	Amount	Source	Status
Energy Efficiency Improvements	\$350,000	DRI Funds	Requested
ADA Accessibility Improvements	\$200,000	DRI Funds	Requested
Total	\$550,000		



# I Renovating R.A.I.N Work Space



## Key Information

Project Sponsor : Regional Aid for Interim Needs Inc.

Budget :

Total Project Cost : \$500,000

DRI Funding Request : \$500,000

Project Description :

The building will be used as a Workforce Training Facility. This project will design and renovate the building for this use and increase its energy efficiency and ADA accessibility.

## Goals Alignment

The improvements will contribute to the creation of job opportunities and incorporate sustainable design elements and energy efficient materials, aligning with New York State's economic and sustainability goals.



# I Renovating R.A.I.N Work Space

## Project Readiness

Site Control : Regional Aid for Interim Needs, Inc. has control of the building as the sole member of RAIN Properties, Inc., who owns the building.

Permits/approvals : May need permit for wheelchair lift

Timeline : 12-18 months following execution of State Grant

Sponsor capacity : The sponsor will have the ability to advance funds to start the project.

## Funding sources and uses

Major Task	Amount	Source	Status
Energy Efficiency Improvements	\$300,000	DRI Funds	Requested
ADA Accessibility Improvements	\$200,000	DRI Funds	Requested
Total	\$500,000		

## Project Impact

RAIN supports local -employment & contributes to a robust local economy. Employment opportunities support workers of all skill levels & income ranges, helping build a more diverse economic base.



# Establish St. Peter’s Westchester Square Community Engagement Center



## Key Information

Project Sponsor : St. Peter's Episcopal Church

Budget :

Total Project Cost : \$1,500,000

DRI Funding Request : \$750,000

Project Description :

We will expand and improve the existing community space of BAAD!. With this, we will collaborate with BAAD! to provide an afterschool musical theatre program for youth. Additionally, the campus expansion will offer wellness and nutrition events in conjunction with our existing food pantry and soup kitchen.

## Goals Alignment

Our center will provide a welcoming environment for the community to engage in art, culture, family and wellness/nutrition programming. These programs will build community engagement.

# J Establish St. Peter's Westchester Square Community Engagement Center

## Project Readiness

Site Control : St. Peter's Episcopal Church and the Episcopal Diocese of New York have full control of the site.

Permits/approvals : NYC Department of Buildings

Timeline : Expected date of project completion: September 1, 2026

Sponsor capacity : St. Peter's has the full capacity to engage with DOS

Funding sources and uses

Major Task	Amount	Source	Status
Capital Improvements to performance space	\$450,000	DRI Fund/Parish and Diocesan Funds	Seeking Grant/Diocesan grants and loans
Improvements to Community Center	\$750,000	DRI Fund/Parish and Diocesan Funds	Seeking Grant/Diocesan grants and loans
Patio, landscaping and frontage improvements	\$300,000	DRI Fund/Parish and Diocesan Funds	Seeking Grant/Diocesan grants and loans
Total	\$1,500,000		

## Project Impact

We will improve the space and the capacity of the facilities at St. Peter's campus to create a welcoming and safe gathering space as a visible display of the revitalization for the Westchester Square community.







# Adapting a Mixed-Use Building in Westchester Sq. into a Community Arts and Wellness Hub



## Key Information

Project Sponsor : Marina’s Heart Inc.

Budget :

Total Project Cost : \$1,500,000

DRI Funding Request : \$1,500,000

Project Description :

A transformative adaptive reuse creating a cultural and wellness hub, driving community unity, healthy lifestyles, and economic activity through corridor revitalization.

## Goals Alignment

Aligns with DRI by creating jobs, activating public space, boosting economic development, and fostering wellness and small business incubation through workshops and community programs.





# Adapting a Mixed-Use Building in Westchester Sq. into a Community Arts and Wellness Hub

## Project Readiness

Site Control : Marina's Heart inc. has secured site control through a lease with the property broker at \$3,000/month. Formal execution is scheduled for October 2025.

Permits/approvals : Pre-identified approvals required from DOB for roof renovation, electrical, and interior build-out, with DEP review if mechanical/plumbing tie-ins apply.

Timeline : 15-24 months, with design and permitting in the first 6-9 months.

Sponsor capacity : Marina Heart Inc. is a 501(c)(3) in good standing. NYS Grants Gateway pre-qualification is underway.

## Funding sources and uses

Major Task	Amount	Source	Status
Roof Renovation	\$500,000	DRI Fund	Requested
Second Floor Build out (Acoustic Studio)	\$800,000	DRI Fund	Requested
Design, Engineer & Permitting	\$200,000	DRI Fund	Requested
Total	\$1,500,000		

## Project Impact

This project is a cornerstone the DRI needs. We transform underutilized space into a high frequency wellness and culturally rooted community economic ecosystem that drives activity, attracts investment. Secondary benefits include healing impact that extends outward to healthier lives, stronger families, and an example of renewal that resonates far beyond our borders.







# Enhancing Matthews Muliner Playground



## Key Information

Sponsor: NYC Department of Parks and Recreation

### Budget

Total Project Cost : \$8,000,000

DRI Funding Request : \$4,000,000

### Project Description

Reconstruction of Matthews Muliner Playground, including new play equipment, spray shower, sitting area, asphalt paths, subsurface stormwater detention system, security lights, and landscaping.

## Community Goals Alignment

This project contributes to the improvement of outdoor amenities, which foster community-building spaces and improve mental and physical health. This project will create an inviting space for residents and visitors alike.





# Enhancing Matthews Muliner Playground

## Project Readiness

Site Control : This site is NYC DPR property.

Permits/approvals : N/A

Timeline : Approximately three years following execution of State grant.

Sponsor capacity : NYC Parks has the experience to execute this project, given its portfolio of more than 30,000 acres of land, which includes 1,000 playgrounds.

## Funding sources and uses

Major Task	Amount	Source	Status
Hard Costs: Construction	\$5,600,000	DRI Fund & Elected Officials	Seeking
Soft Costs: Design & Procurement	\$2,400,000	DRI Fund	Seeking
Total	\$8,000,000		

## Project Impact

In addition to the community benefits, this project has the potential to increase resiliency through fulfilling the Unified Stormwater Rule.





# M Rebuild Ben Abrams Playground



## Key Information

Sponsor: NYC Department of Parks and Recreation

## Budget

Total Project Cost : \$10,000,000

DRI Funding Request: \$5,000,000

## Project Description

The Reconstruction of this playground, including new play equipment, spray shower, sitting area, asphalt paths, and landscaping will create a welcoming environment for generations to come.

## Community Goals Alignment

This project contributes to the improvement of outdoor amenities, which foster community-building spaces and improve mental and physical health. This project will create an inviting space for residents and visitors alike.



# M Rebuild Ben Abrams Playground

## Project Readiness

Site Control : This site is NYC DPR property.

Permits/approvals : N/A

Timeline : Approximately three years following execution of State grant.

Sponsor capacity : NYC Parks has the experience to execute this project, given its portfolio of more than 30,000 acres of land, which includes 1,000 playgrounds.

## Funding sources and uses

Major Task	Amount	Source	Status
Hard Costs: Construction	\$7,000,000	DRI Fund & Elected Officials	Seeking
Soft Costs: Design & Procurement	\$3,000,000	Elected Officials	Seeking
Total	\$10,000,000		

## Project Impact

In addition to the community benefits, this project has the potential to increase resiliency through fulfilling the Unified Stormwater Rule.





# N Establishing the Greater Morris Park Public Art Fund



## Key Information

Project Sponsor :  
Bronx Economic Development Corporation

Budget :  
Total Project Cost : \$1,000,000  
DRI Funding Request : \$1,000,000

## Project Description :

The Bronx Public Art Fund supports community-driven murals, sculptures, and installations to beautify Morris Park, foster local pride, and strengthen cultural identity through artist partnerships and public engagement.

## Goals Alignment

The Bronx Public Art Fund aligns with four key goals by enhancing pedestrian corridors with vibrant art, celebrating local culture, activating community spaces, and enriching commercial areas through creative placemaking.



# N Establishing the Greater Morris Park Public Art Fund

## Project Readiness

Site Control : BXEDC is gathering commitments from property owners who will allow their properties to be used. Applicants to the fund seeking to do art installations on other properties will be responsible for securing site control and demonstrating it in their application.

Permits/approvals : DOT – Use of Public Right of Way Permits

Timeline : Round 1 : 8 months of execution; Round 2: 14 months of execution

Sponsor capacity : BXEDC has the experience, partnerships, and administrative capacity to contract with Department of State, manage public funds, secure permits, and deliver impactful community development and cultural revitalization projects.

Funding sources and uses

Major Task	Amount	Source	Status
Program Administration	\$75,000	DRI Fund	Seeking
Marketing/ Construction Oversight	\$100,000	DRI Fund	Seeking
Site Preparation	\$90,000	DRI Fund	Seeking
Artist Fee/ Artworks	\$735,000	DRI Fund	Seeking
Total	\$1,000,000		

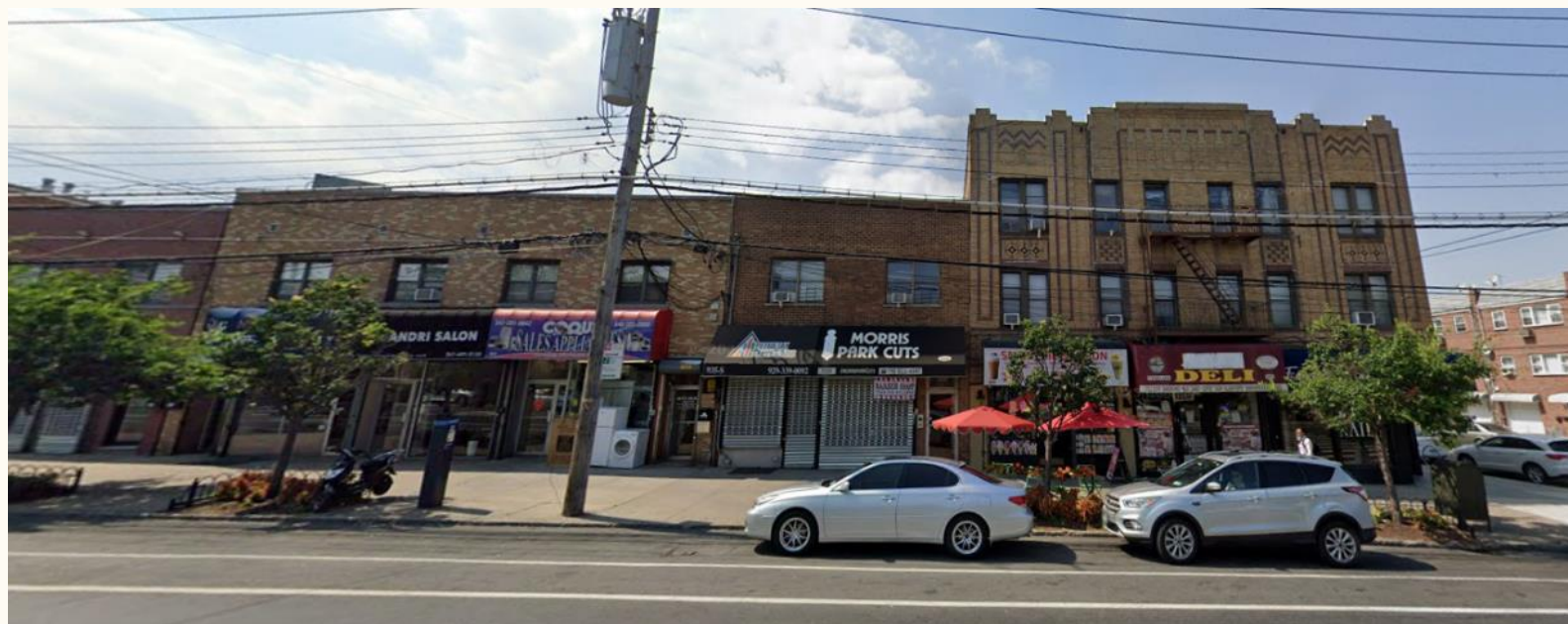
## Project Impact

The Bronx Public Art Fund boosts local business visibility, engages youth, enhances public safety, and fosters civic pride—creating vibrant, inclusive spaces that celebrate culture and attract visitors to Morris Park.

Example of artwork funded by DRI







## Key Information

Project Sponsor : Bronx Economic Development Corporation

Budget :

Total Project Cost : \$ 1,000,000

DRI Funding Request : \$ 1,000,000

Project Description :

The Storefront Improvement Grant helps small businesses upgrade façades, signage, and lighting to boost curb appeal, attract customers, and revitalize commercial corridors through matching funds and design support.

## Goals Alignment

The grant enhances storefronts to improve commercial vitality; supports small businesses; creates welcoming public spaces; and leverages commercial corridors near transit hubs—advancing all five community development goals.



# O Establishing a Façade Improvement Fund for Small Businesses

## Project Readiness

Site Control : Grantees under this project must demonstrate permission from the property owner at the time of application. Property owners themselves would also be welcome to apply directly

Permits/approvals : DOB – Work Permit, LPC – For historic landmark buildings, DOT – Permit for the Use of the Public Right of Way

Timeline : Completion expected 24 months after execution

Sponsor capacity : BXEDC has the experience, partnerships, and administrative capacity to contract with Department of State, manage public funds, secure permits, and deliver impactful community development and cultural revitalization projects.

## Funding sources and uses

Major Task	Amount	Source	Status
Grant Administration	\$100,000	DRI Fund	Seeking
Design Services	\$50,000	DRI Fund	Seeking
Project Fund	\$850,000	DRI Fund	Seeking
Total	\$1,000,000		

## Project Impact

Boosts property values, fosters community pride, supports local jobs, attracts new investment, reduces vacancy, and encourages cultural expression through design—creating ripple effects beyond just visual improvements.

Example of storefront improvement funded by DRI







## Key Information

Project Sponsor : 1776 Unit 2 Owner LLC

Budget :

Total Project Cost : \$64,000,000

DRI Funding Request : \$2,000,000

Project Description :

169-key dual-branded Hilton Hotel with grant-funded façade, streetscape, and public art enhancements that activate Bassett Avenue, strengthen connections, and create local jobs with hiring and internship opportunities.

## Goals Alignment

Activates Bassett Avenue with façade, lighting, and streetscape improvements that strengthen pedestrian connections (Goal 1), integrates public art to showcase cultural identity (Goal 2), enhances the experience of a commercial corridor (Goal 4), and workforce pipelines through local hiring and internships (Goal 5)



# P Creating a New Hotel Serving Local Hospitals and Businesses

## Project Readiness

- Site Control : The Sponsor owns the site
- Permits/approvals : NYC Department of Buildings Building Permit
- Timeline : 30 months following execution of State grant
- Sponsor capacity : Sponsor combines proven project experience, established financing, and in-house management capacity

## Funding sources and uses

Major Task	Amount	Source	Status
Façade/Streetscape Enhancements	\$2,000,000	DRI Fund	Requested
Construction, FF&E	\$51,200,000	Project Sponsor/Bank	Requested
Soft Costs	\$10,800,000	Project Sponsor/Bank	Requested
Total	\$64,000,000		

## Project Impact

The hotel will stimulate guest spending in nearby restaurants and shops, catalyze additional retail investment and elevate Morris Park’s and Bronx’s image as a destination.





## Q Enhancing the Pedestrian Experience along Bassett Avenue



### Key Information

Project Sponsor : 1776 Eastchester Realty LLC

Budget :

Total Project Cost : \$2,980,000

DRI Funding Request : \$1,500,000

Project Description :

The Bassett Avenue Beautification project enhances safety and walkability with landscaping, lighting, façade treatments, and wayfinding, transforming a stark garage frontage into a greener, connected corridor supporting community identity and commerce

### Goals Alignment

Improves walkability and safety with greenery, lighting, and wayfinding (Goal 1), strengthens corridor identity and commerce (Goal 4), and enhances connectivity linking Hutch Metro Center, institutions, and neighborhood businesses (Goal 5).



# Q Enhancing the Pedestrian Experience along Bassett Avenue

## Project Readiness

Site Control : The site is owned by the Project Sponsor

Permits/approvals : NYC Department of Buildings building permit

Timeline : 10 to 12 months following execution of State grant

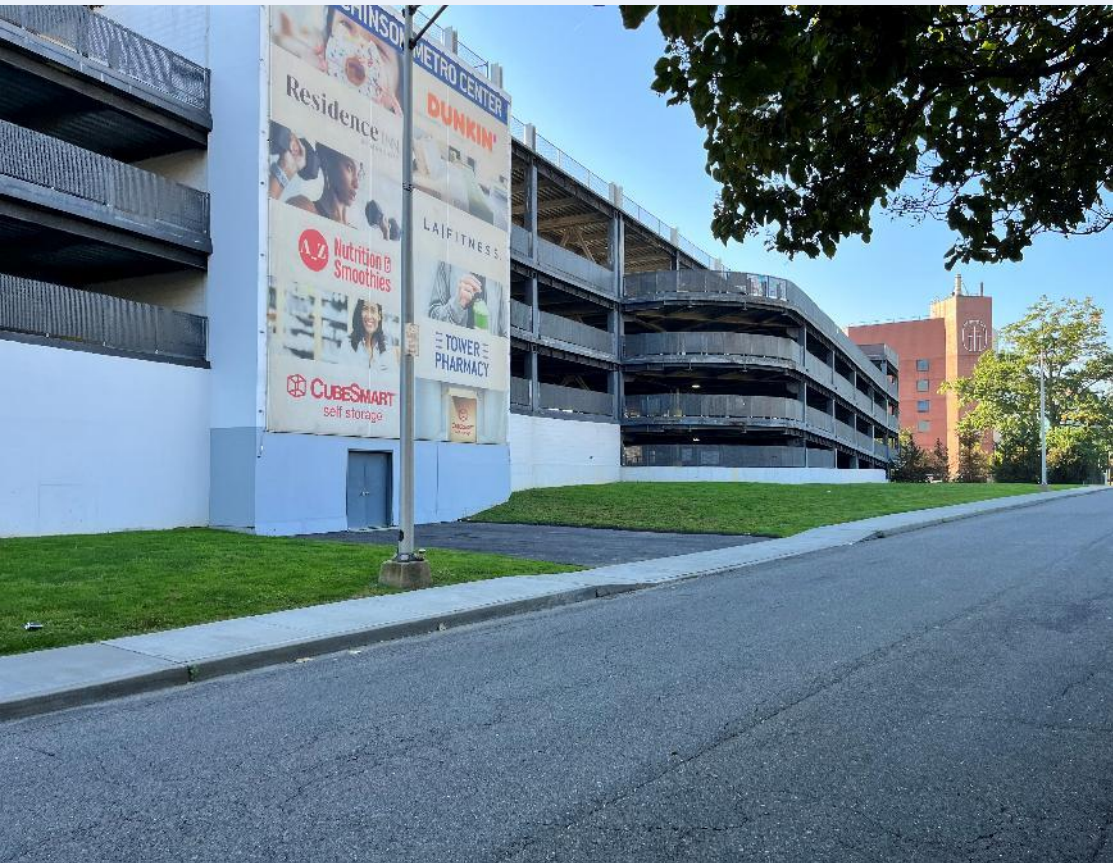
Sponsor capacity : Sponsor combines proven project experience, established financing, and in-house management capacity

## Funding sources and uses

Major Task	Amount	Source	Status
Façade Screening, Landscaping, Lighting	\$1,500,000	DRI Fund	Requested
New Fence, Security Cameras, Wayfinding, Contractor Fees	\$160,000	Project Sponsor	Requested
Design & Permit Fees	\$1,320,000	Project Sponsor	Requested
Total	\$2,980,000		

## Project Impact

Boosts retail activity for Eastchester Rd businesses due to stronger connection to HMC. Landscaping reduces heat, improves air quality, and absorbs stormwater. Façade upgrades strengthen corridor character.





## R Installing Public Art at Marconi Street and Waters Place



### Key Information

Project Sponsor :  
1720 Eastchester Realty LLC

Budget :  
Total Project Cost : \$500,000  
DRI Funding Request : \$250,000

Project Description :  
Prepares and beautifies a key gateway with landscaping, grading, lighting, and signage, improving safety and walkability while laying the groundwork for a future community-driven public art installation

### Goals Alignment

Enhances pedestrian safety and comfort with landscaping, lighting, and wayfinding (Goal 1), prepares for future community art (Goal 2), improves commercial corridor experience (Goal 4), and strengthens medical hub connectivity (Goal 5)

# R Installing Public Art at Marconi Street and Waters Place

## Project Readiness

- Site Control : The Sponsor owns the site
- Permits/approvals : NYC Department of Buildings Building Permit
- Timeline : 10-12 months following execution of State grant (excludes art installation)
- Sponsor capacity : Sponsor combines proven project experience, established financing, and in-house management capacity

## Funding sources and uses

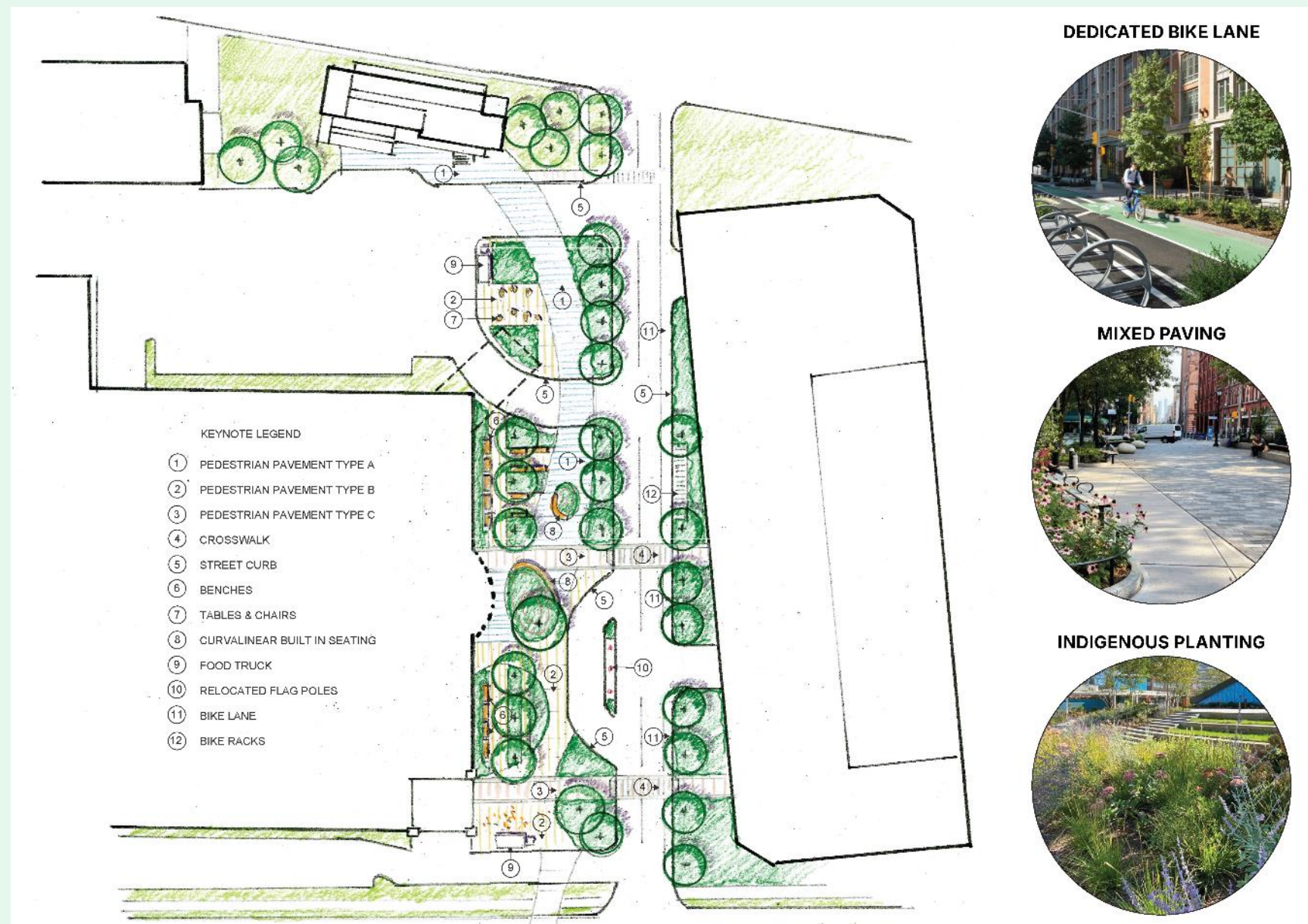
Major Task	Amount	Source	Status
Site Prep	\$250,000	DRI	Requested
Landscaping, Lighting, Wayfinding	\$200,000	Project Sponsor	Requested
Soft Costs (Design Fees, Permit)	\$50,000	Project Sponsor	Requested
Total	\$500,000		

## Project Impact

By encouraging walking to nearby businesses and adding greenery, the project indirectly supports economic activity, sustainability, and long-term neighborhood vitality.







DEDICATED BIKE LANE



MIXED PAVING



INDIGENOUS PLANTING



### Key Information

Project Sponsor : 1776 Eastchester Realty LLC

Budget :

Total Project Cost : \$5,240,000

DRI Funding Request : \$2,750,000

Project Description :

Creation of a third space at the Metro-North entrance, transforming parking into a safe, walkable plaza with greenery, art, retail activation, and community gathering.

### Goals Alignment

Aligns with GMP DRI Goals 1, 2, 3, and 5 by improving pedestrian safety, fostering cultural expression, activating community spaces, and enhancing connectivity with Hutch Metro Center.

S

Creating a New Public Plaza at the Morris Park Metro-North Station (Metro Center Atrium Site)

Project Readiness

Site Control : Sponsor owns the site

Permits/approvals : DOB Permit, MTA Approval

Timeline : 18-24 months following execution of State grant

Sponsor capacity : Sponsor combines proven project experience, established financing, and in-house management capacity

Funding sources and uses

Major Task	Amount	Source	Status
Hard Costs – Plaza Upgrades	\$2,750,000	DRI Fund	Seeking
Hard Costs – Basic Plaza	\$1,810,000	Sponsor	Obligated
Design & Permit Fees	\$680,000	Sponsor	Obligated
Total	\$5,240,000		

Project Impact

Boosting retail activity, supporting community programming, improving wellness through shaded outdoor space, reducing heat island effect with greenery, and repositioning the campus as a more urban, transit-oriented destination.





# Agenda

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1. Welcome, Meeting Logistics, and Disclosures
2. Project Proposal Updates
  - Summary and Overview of Handouts
  - Evaluation Process
  - Project Proposal Presentations by Sponsors
3. Next Steps
4. Public Comment

Next Steps

# Public Workshop #2

Please promote the public workshop

Participants are invited to the second public workshop to learn more about proposed projects, and provide feedback, suggestion, and preferences/prioritization of the proposed projects in an open house setting.



The poster features a background image of a person's hands pointing at a map of Greater Morris Park. A megaphone icon is overlaid on the map. The text is arranged in a clear, readable layout with a mix of bold and regular fonts.

**NEW YORK STATE** Downtown Revitalization Initiative

## COMMUNITY WORKSHOP

NYS has awarded the Greater Morris Park community \$20M as part of its Downtown Revitalization Initiative (DRI). Attend our next public workshop to learn more about the DRI process, review the community projects being considered for funding, and share your priorities for revitalization.

**WHERE**  
Residence Inn by Marriott,  
1776 Eastchester Rd,  
Bronx, NY 10461

**WHEN**  
Tuesday,  
September 16<sup>th</sup>, 2025  
6:00 - 8:00 PM

To find out more about the NYS DRI investment in your community:

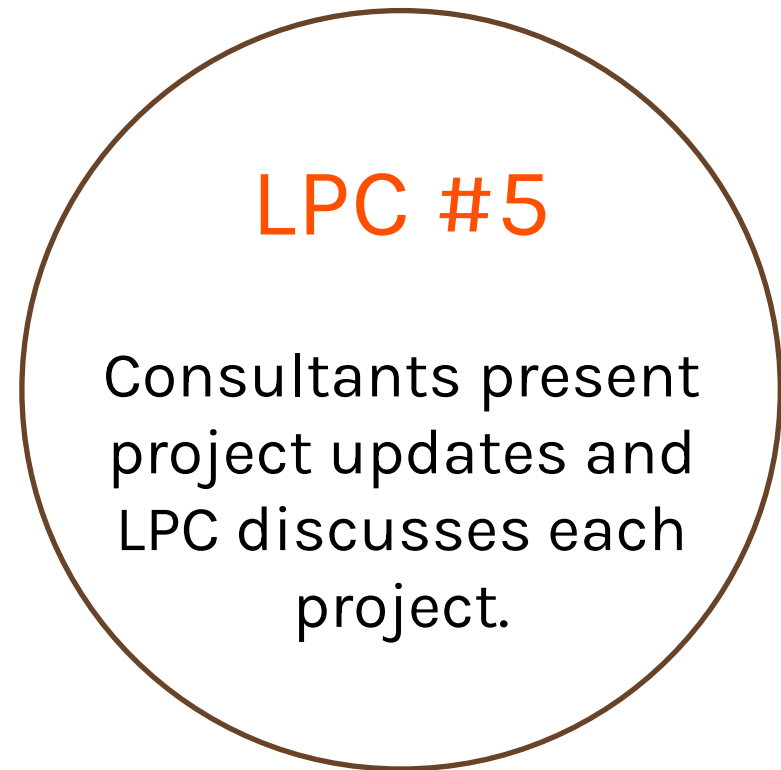


Visit [www.gmpdri.com](http://www.gmpdri.com)

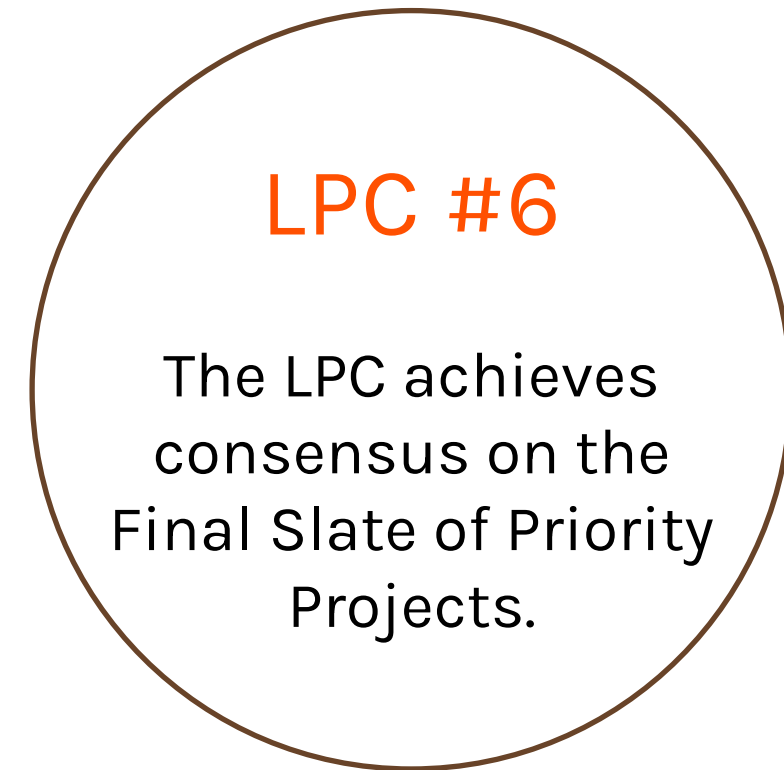


# Upcoming LPC Meetings

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Tuesday,  
October 07, 2025



Tuesday,  
October 28, 2025

# Agenda

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1. Welcome, Meeting Logistics, and Disclosures
2. Project Proposal Updates
  - Summary and Overview of Handouts
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3. Next Steps
4. Public Comment

Public Comments



Thank You!

Website: [www.gmpdri.com](http://www.gmpdri.com)

Email: [gmpdri2025@gmail.com](mailto:gmpdri2025@gmail.com)

Greater  
Morris Park  
Downtown Revitalization Initiative

DRI Process  
Meetings and Events  
Community Vision and Goals  
Call for Projects  
Contact



To access this content in other languages, we recommend using Google Translate by selecting your preferred language through your browser or translation settings.

Latest Information

\$20 Million in funding is available for members of the Greater Morris Park community to propose projects that can revitalize the area's downtowns and commercial corridors.

Several applications were received during the open call between June 13 - August 08. Please join us at our next [community workshop](#) to learn more about these project proposals and share your priorities for revitalization.

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