



Greater Morris Park Downtown Revitalization Initiative

LPC Meeting #3

Tuesday, July 29, 2025



**Downtown
Revitalization
Initiative**

Agenda

1. **Welcome and DRI Process Update**
2. Public Engagement Update
3. Downtown Profile - Key Observations
4. Vision and Goals
5. Call for Projects Update
6. Next Steps
7. Public Comment

Welcome and DRI Process Updates

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

LPC Roll Call

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 of 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 (Bill) Foster
Neighborhood Initiatives Development Corporation (NIDC)

Jeremy H. Warneke
Community Board 11

Francina Frias
NY Public Library, Morris Park Branch

DRI Code of Conduct

- 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**
- At each meeting we ask anyone with a conflict or potential conflict to disclose such as soon as such arises

D.

Disclose conflicts
of interest

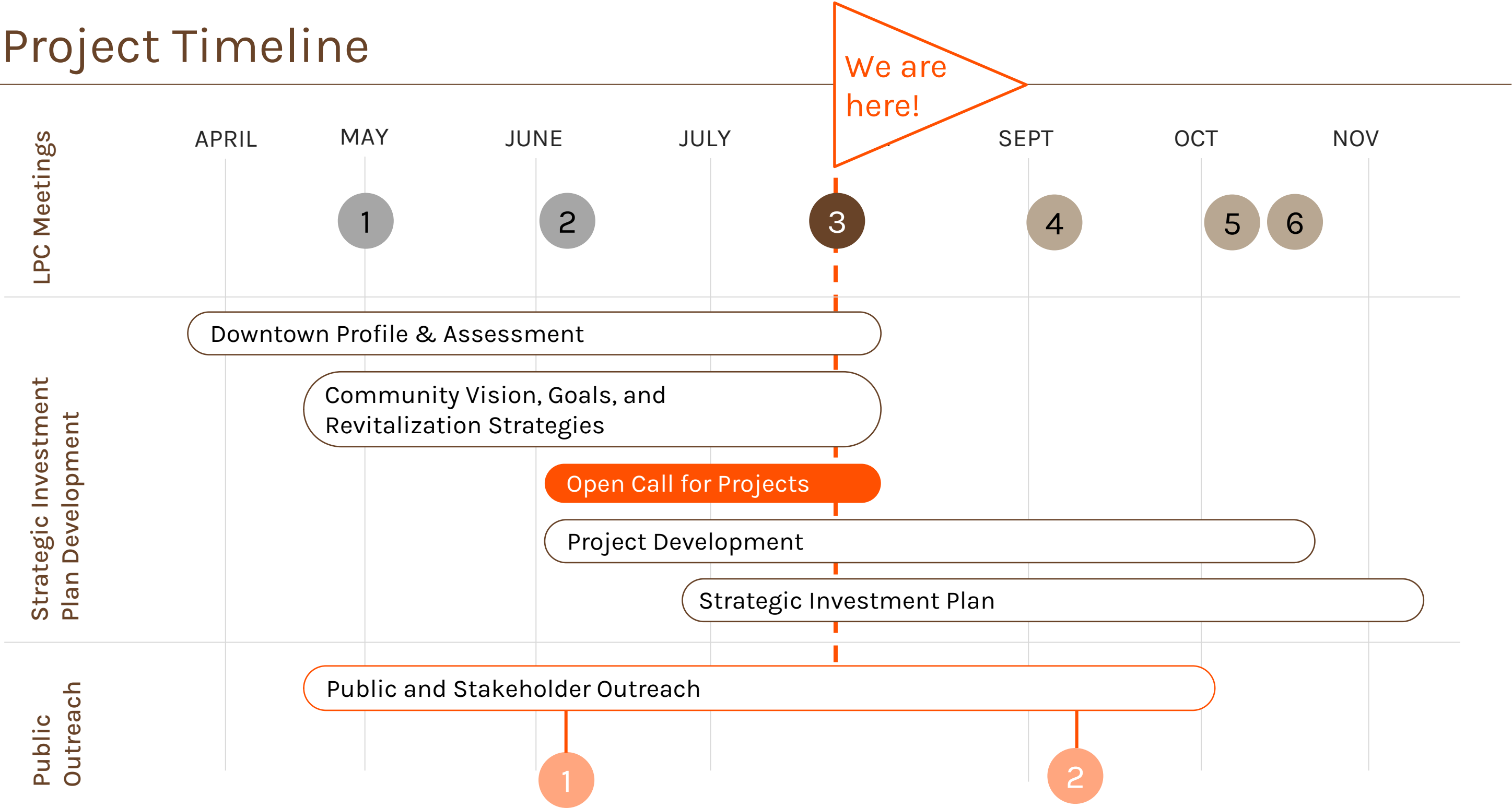
A.

Act in the public
interest

D.

Disqualify as
necessary

Project Timeline



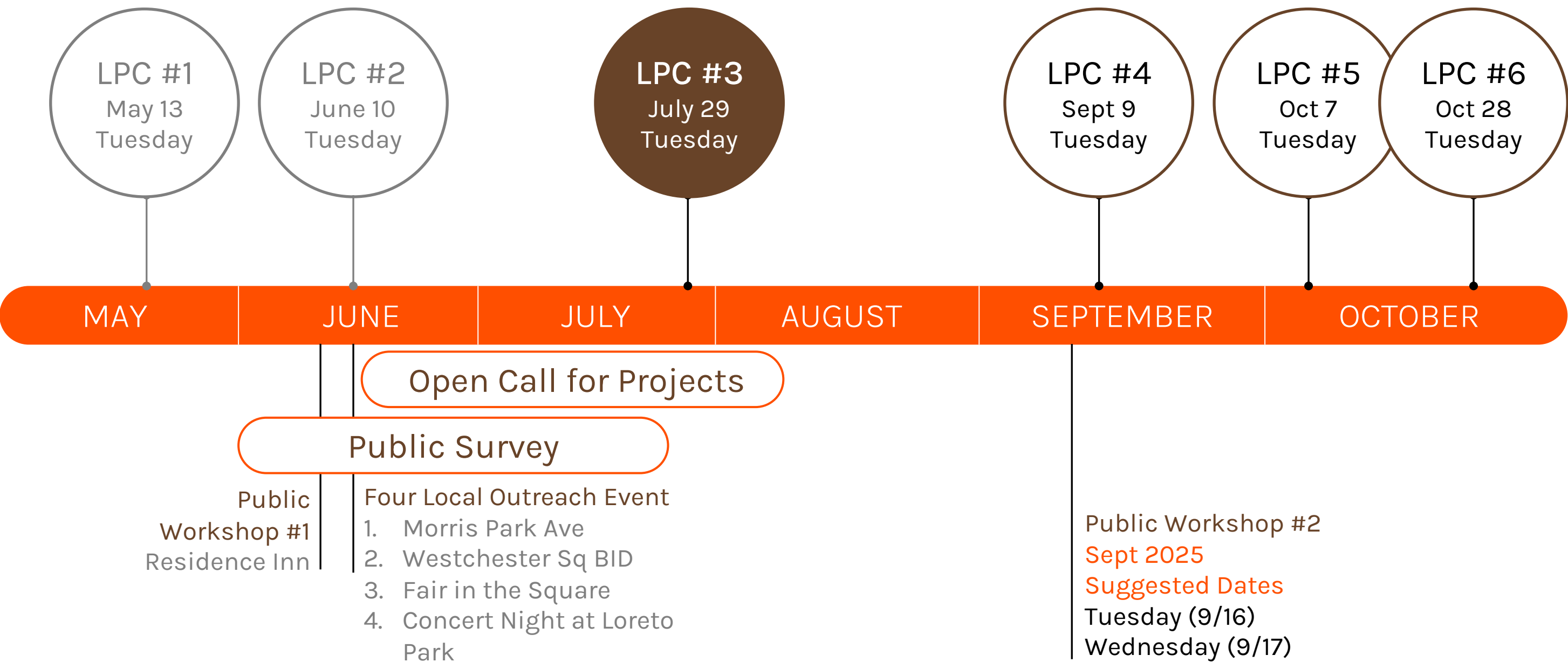
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Public Engagement Updates

- Public Engagement Timeline
- Key Observations

Engagement Timeline



Community Outreach



1. Public Survey

- May 28 – July 25, 2025
- 150 respondents

2. Community Workshop(s)

- June 10, 2025
- Residence Inn at Eastchester Rd.
- 18 participants

3. Public Outreach Events

- Four (4) events at various locations along Morris Park Avenue and Westchester Sq BID
- 150-175 participants

Stakeholder Interviews

Are we missing any stakeholders?

Completed

Business Improvement Districts (BIDs)

- Morris Park Ave. BID
- Westchester Square BID
- White Plains BID

Neighborhood and Resident Association

- Pelham Parkway Neighborhood Association

City Agencies

- NYC Department of City Planning
- NYCC Department of Transportation
- NYC Department of Parks and Recreation

Hutchinson Metro Center

- Simone Development Corporation

Neighborhood and Resident Association

- Van Nest Neighborhood Alliance
- B-PECA (Bronx Park East Community Association)

Tourism & Community Engagement

- Bronx Council for the Arts
- NYPL Library Branches

Merchants & Developments Org.

- Neighborhood Initiatives Development Corporation (NIDC)

Community Board

- Community Board 11

Economic Development

- Bronx Economic Development Corporation (BxEDC)

Local Health, Medical Institutions & Org.

- R.A.I.N. Total Care, Inc.

City Agencies

- MTA NYC Transit

Planned

Medical Mile

- Montefiore Medical Center
- Albert Einstein College of Medicine

Merchants & Developments Org.

- Yemeni American Merchants Association (YAMA)

In Progress

City Agencies

- NYC Economic Development Corporation

Local Health & Medical Institutions & Org.

- Bronx House

Neighborhood and Resident Association

- Indian Village Association

Community Board

- Community Board 10

Medical Mile

- Jacobi Medical Center
- Calvary Hospital
- Bronx Psychiatric Center

Engagement Insights

- Safe and inviting pedestrian environments with greener streets
- Better and frequent buses in the Hutch Meter Center and GMP to connect key nodes, transit, and local destinations
- More opportunities for public art
- Childcare facilities
- Security cameras
- More activity spaces for teenagers

- Lack of pedestrian safety, especially for the aging population
- Ponding and pooling during intense rainfalls
- Streetscapes along Eastchester Road, along with more public parks and amenities.

- Cafés, restaurants, and public places with seating areas specially for teens
- Drug store, grocery stores, gym, public pool and skate park
- Better street lighting
- Improved recreation spaces with new community centers
- More kid-friendly parks and schools
- More family-friendly amenities along the commercial corridors

- Fast-moving traffic with unsafe conditions for bicyclists and pedestrians.
- Missing “third spaces”
- Poorly maintained pedestrian walkways under the existing Amtrak rail line.

Desires

Challenges

Engagement Insights

Most of the community’s desires for public improvements are concentrated on Morris Park Avenue, Westchester Square, White Plains Road.

“More streetscape improvements for pedestrians across Eastchester Road.”

“Better pedestrian safety measures, such as road markings, traffic calming measures, and traffic enforcement cameras.”

“Keep the character of the community peaceful, safe, green, with warm/welcoming architecture.”

Legend

● Welcoming and Safe Pedestrian Environment

● Celebrating Local History, Arts, and Culture

● Community-Based Spaces

● Thriving Commercial Corridors

● Medical Hub and Metro North Station Area Connectivity



Existing and Planned Investments

- Public Funded Investment
- Public Planned Investment
- Private Funded Investment
- Private Planned Investment



Existing and Planned Public Investments

Funded Project
MTA

- 1. Metro North Rail - Extension with four proposed stations
- 2. ADA Elevators Westchester Sq-E Tremont Av (6) Station

NYC DPR

- 3. Bronx and Queens Roofing Systems Reconstruction
- 4. Loreto Playground Asphalt Multi-Purpose Play Area Construction
- 5. Citywide Energy Efficient Lighting Installation
- 6. Owen Dolen Recreation Center Roof Reconstruction
- 7. Owen Dolen Park Golden Age Center Doors and Windows Reconstruction
- 8. Pelham Parkway Malls Partial Reconstruction

NYC EDC

- 9. Einstein-Montefiore EMBARC Biotech Center

NYCRC

- 10. Bronx Hutchinson Metro Center Loan

NYPL

- 11. Westchester Square Library

NYPD

- 12. 49th Precinct Renovation

DCAS

- 13. Upgrades to Existing Schools Around Bronx Metro-North Rezoning Corridor

Bronx Council Member and NYC Council Speaker

- 14. Jacobi Hospital Overall Health Care Improvements

NIH

- 15. Albert Einstein College of Medicine NIH Grants

NYC H+H, NYC DEP

- 16. Stormwater Drainage Upgrades at Jacobi Hospital

NYC DEP

Cloudburst Project
(Flood-prone Morris Park and Parkchester areas)



Existing and Planned Public Investments

Planned Project

NYC DOT

1. Intersection Improvements
2. (Bassett Avenue/Stillwell Avenue/Eastchester Road)
3. Morris Park Station Plaza Construction
4. Intersection Improvements
(White Plains Road and Unionport Road)
5. Marconi Street Widening & Extension
6. Marconi Sidewalks
7. Hutchinson River Parkway Ramps and Service Road
8. Westchester Square Plaza
9. East Tremont between White Plains Road and
Bronxdale Avenue

NYC DPR

10. Owen Dolen Recreation Center Boiler and Heating Systems Reconstruction
11. Loreto Playground Reconstruction
12. Loreto Playground Public Restroom Building Reconstruction

NYC DCP

13. Marconi Street Bridge Envelope
14. Housing Redevelopment Plan along Metro-North

NYC SCA

- ## 15. Public School 108 Improvements

NYC H+H

- ## 16. Jacobi “Just Home” Patient Housing

NYPD

17. Security Upgrades (new Metro-North stations)
18. Parkchester/Van Nest Station Terracotta Statues



Existing and Planned Private Investments

Funded Projects

- 1. Hutchinson Metro Center Expansion funded by Simone Development Companies
- 2. 1340 Blondell Ave (182-Unit Multi-Family Development; 100% Affordable)
- 3. Metro Center Atrium (Mixed-Use Office/Retail/Hotel)
- 4. The Equestrian at Pelham Parkway (Affordable 130 - Unit Multi-Family Development)
- 5. Morris Park BID - * Waste Receptacles Along Key Corridors(Bronx Metro-North (Corridor-Wide))

Planned Projects

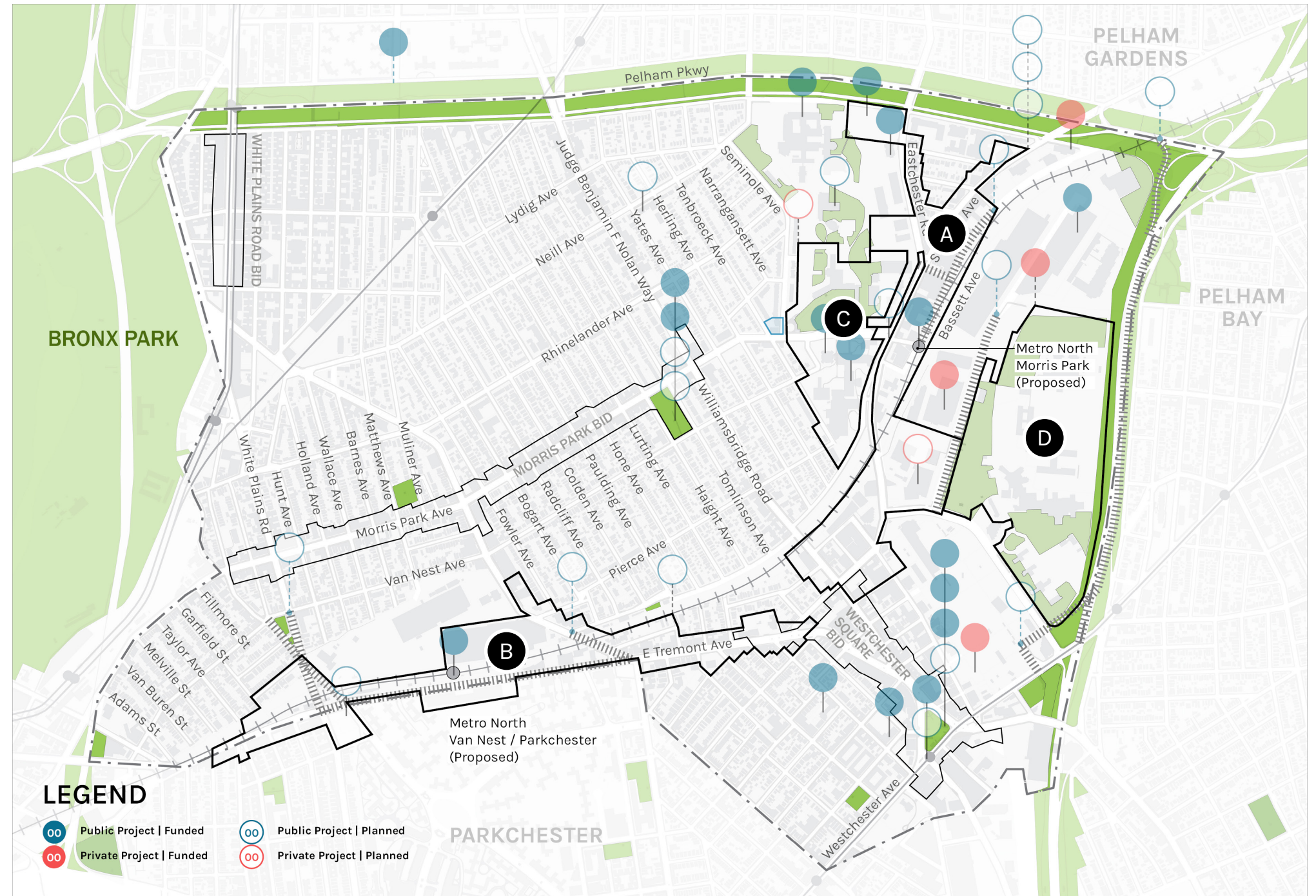
- 1. Simone Development Companies Industrial Logistics Facility Conversion (1720 Eastchester Road)
- 2. Montefiore Einstein Campus Plan / Expansion



Expected Growth and Impact in DRI Boundary

* In planning phase / no funding secured

- A Morris Park Metro-North Station Area**
 - 3,000-4,000 riders per day arriving and leaving Parkchester/Van Nest and Morris Park stations.
 - Up to 7,500 housing units projected, including 1,900 permanently affordable units.
 - 1.2M SF of new commercial space projected.
 - 1.3M SF of new community facility uses projected.
 - Station plaza & pedestrian improvements, Intersection improvements at Stillwell Ave, Eastchester Rd, Wilkinson Ave, and Bassett Ave, Marconi St Extension & sidewalk improvements
- B Parkchester/Van Nest Metro-North Station Area**
 - New residential development
 - New mixed-use development
 - Terracotta statues along the new MNR station
 - Intersection improvements at White Plains Rd, Unionport Rd, and Baker Ave
 - Traffic analysis at White Plains Rd and Baker Ave
- C Montefiore Einstein Campus Plan / Expansion**
 - Expansion plan with new hospital facilities and staff housing*
 - Mixed-use development*
 - Wayfinding and branding* Porous and walkable campus* and Open space programming and improvements*
- D Hutchinson Metro Center Expansion**
 - 1.5M SF of office space and new bio-tech incubator.
 - 40,000 SF of retail space.
 - Up to 10,500 highly paid full-time jobs in medicine, life science, and related technical fields.
 - Expansion plan with new medical, office, educational, retail, and hotel uses*
 - New recreational facilities*



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Downtown Profile – Key Observations

- Demographic Study
- Detailed Observations

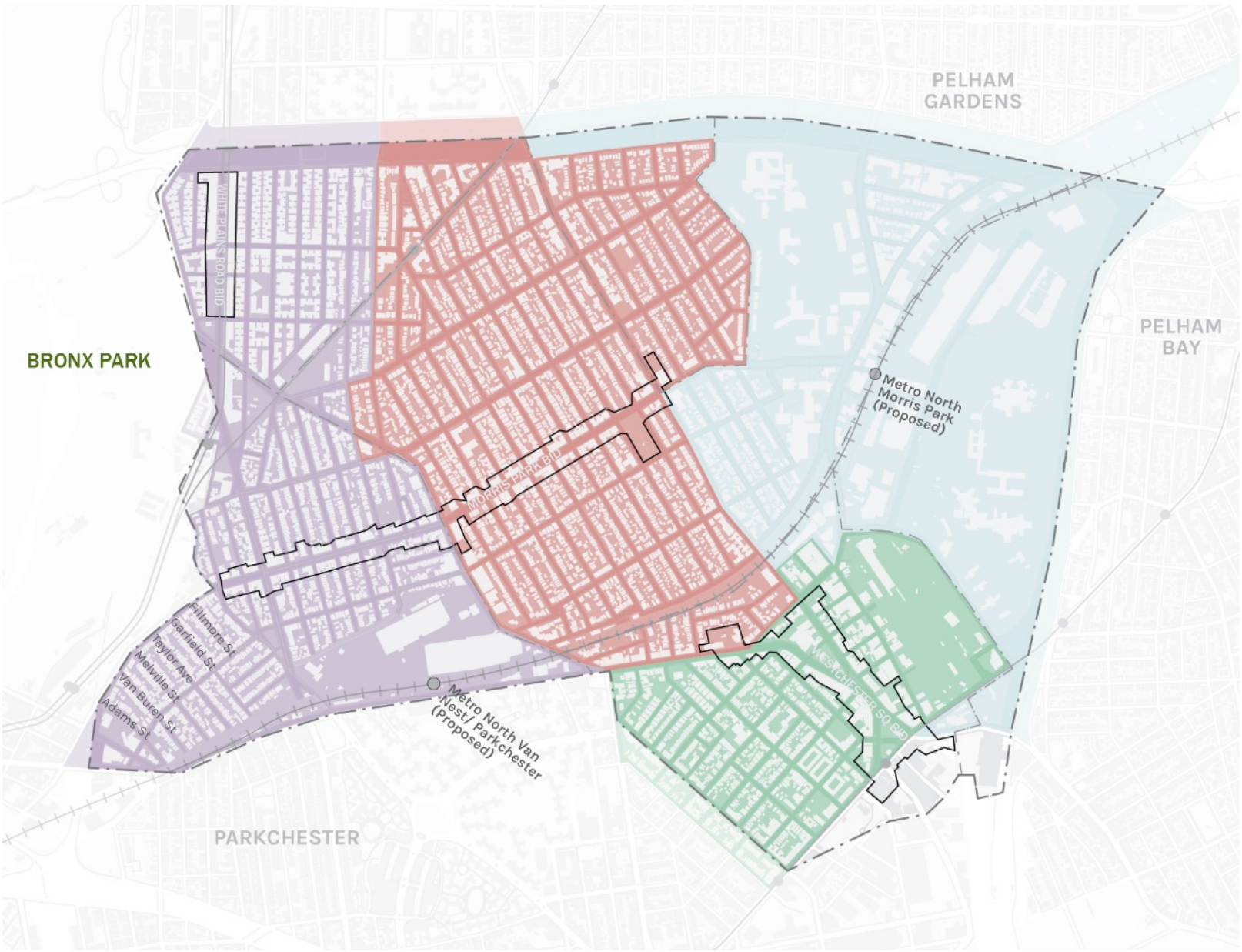
Key Observations

1. Diverse, Changing Neighborhood
2. Healthcare and Educational Hub
3. Strong Commercial Corridors
4. Fragmented Pedestrian Network
5. Limited Green Spaces and Outdoor Public Amenities
6. Lack of Art and Cultural Identity





Diverse, Changing Neighborhood

Greater Morris Park is a mix of neighborhoods, with pockets of long-time homeowners among a predominantly renter population. The study area has residents from a wide and changing range of cultural backgrounds.

Subareas for Demographic and Economic Analysis



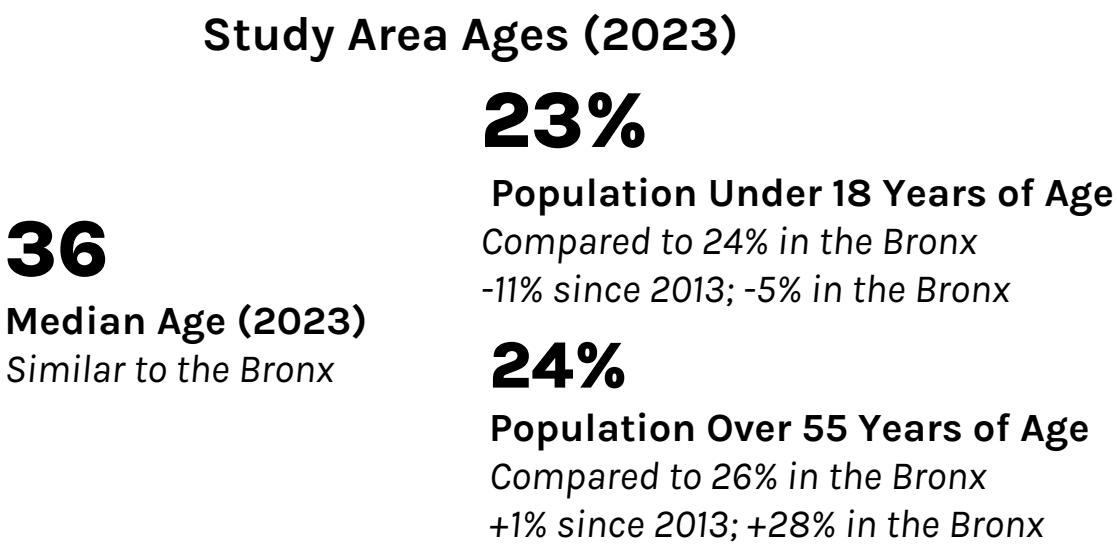
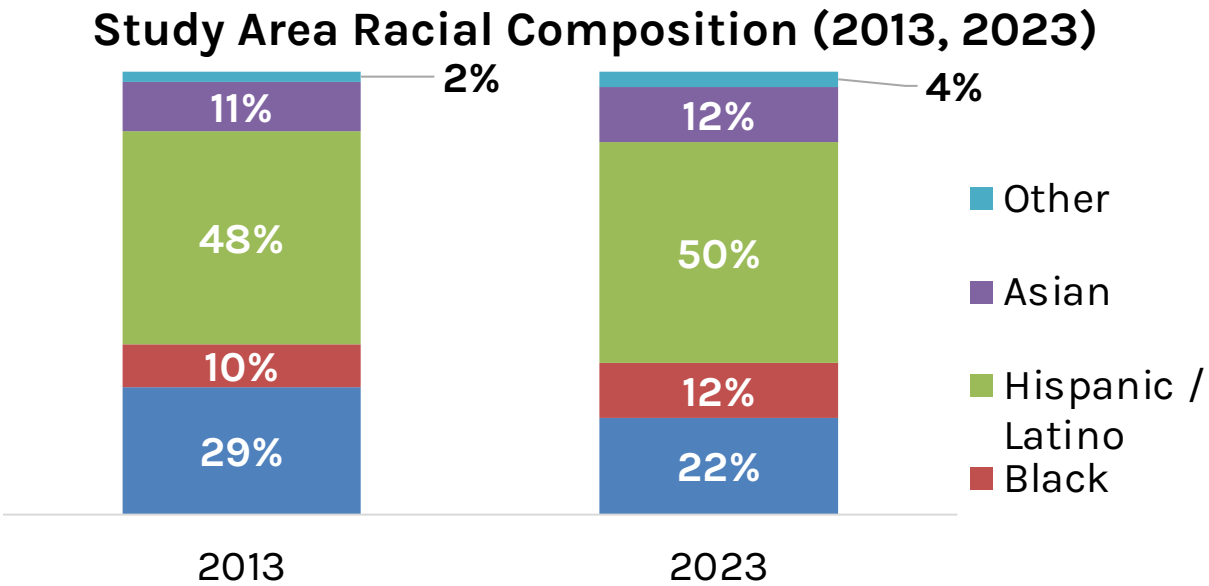
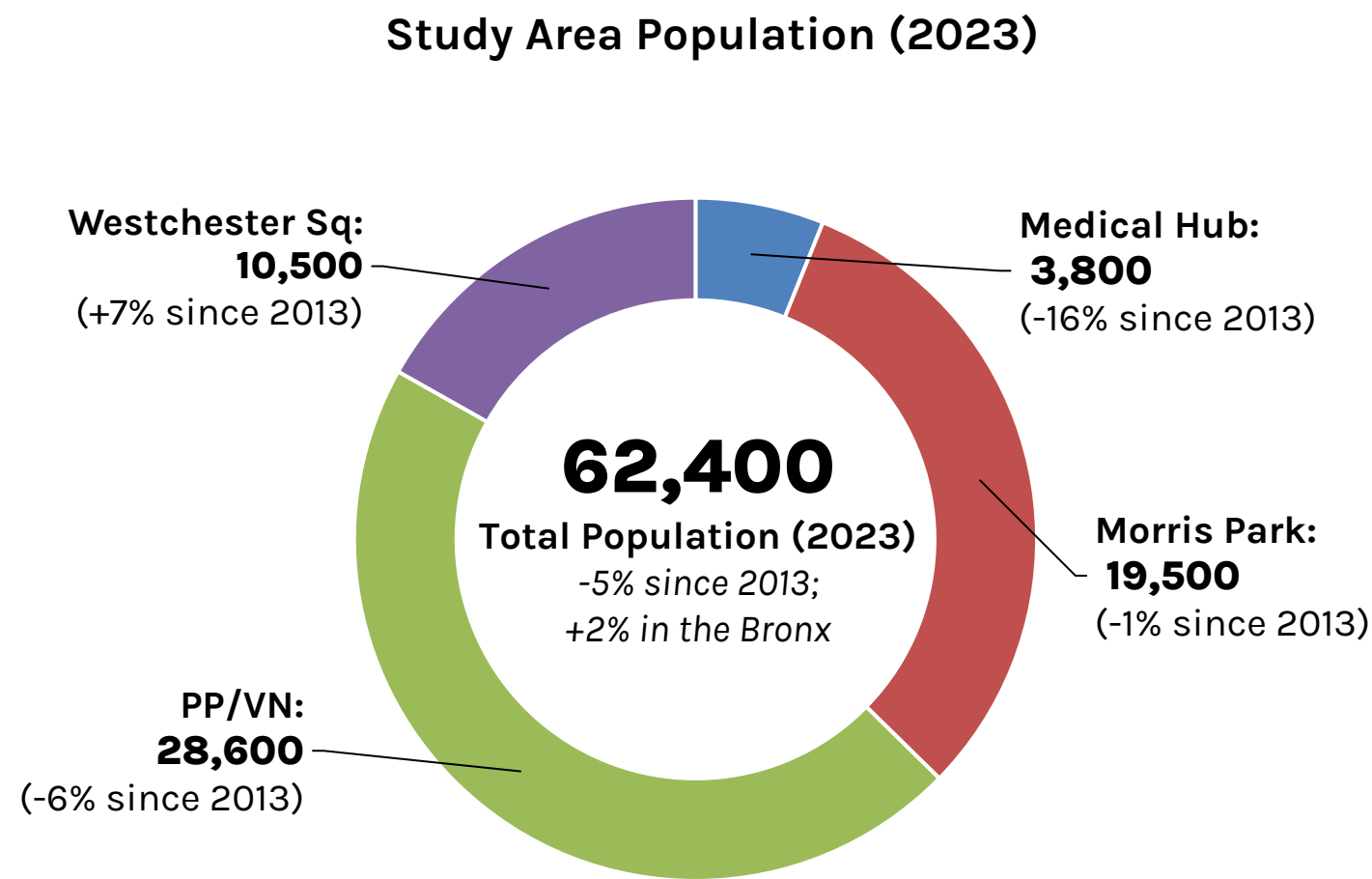
The Greater Morris Park DRI study area contains distinct sections: the Jacobi/Montefiore/Einstein Medical Campus, Hutchinson Metro Center, Morris Park, Pelham Parkway, Van Nest, and Westchester Square. For demographic and economic analysis, these sections are consolidated into four subareas:

-  **Subarea 1:** Medical Hub (MED)
-  **Subarea 2:** Westchester Square (WSQ)
-  **Subarea 3:** Morris Park (MP)
-  **Subarea 4:** Pelham Parkway / Van Nest (PP/VN)

Note: The Medical Hub subarea includes nearly 4,000 residents, primarily concentrated in Census Tracts 286 and 296. While these tracts have a notable residential presence, they are categorized under Medical hub due to the presence of key medical facilities associated with Montefiore-Einstein and Jacobi Hospital.

Population Change

The **total population** has declined slightly in the last decade with only Westchester Square gaining residents. The study area has also **become less white and slightly older**, though is still almost one-quarter children, similar to the Bronx as a whole.

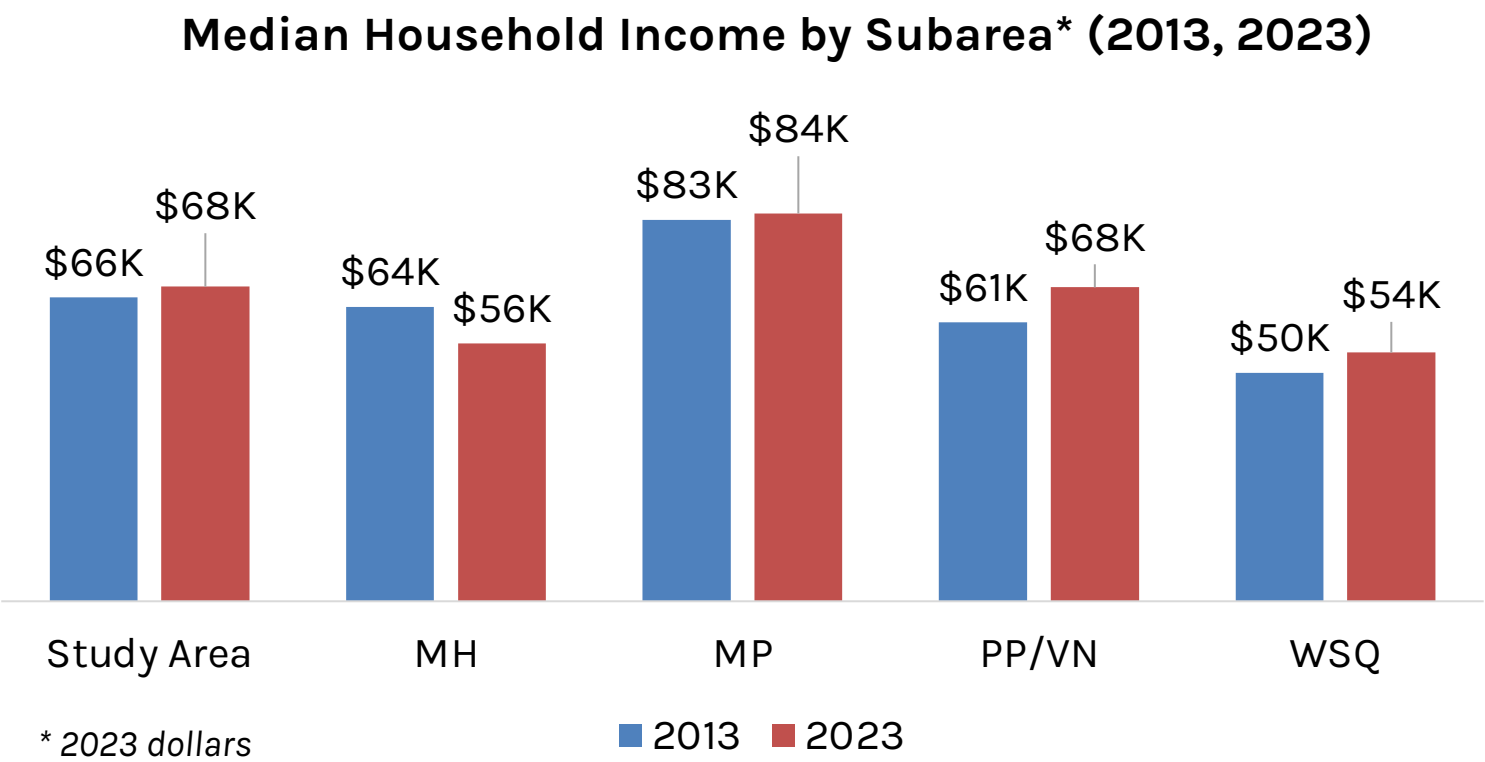
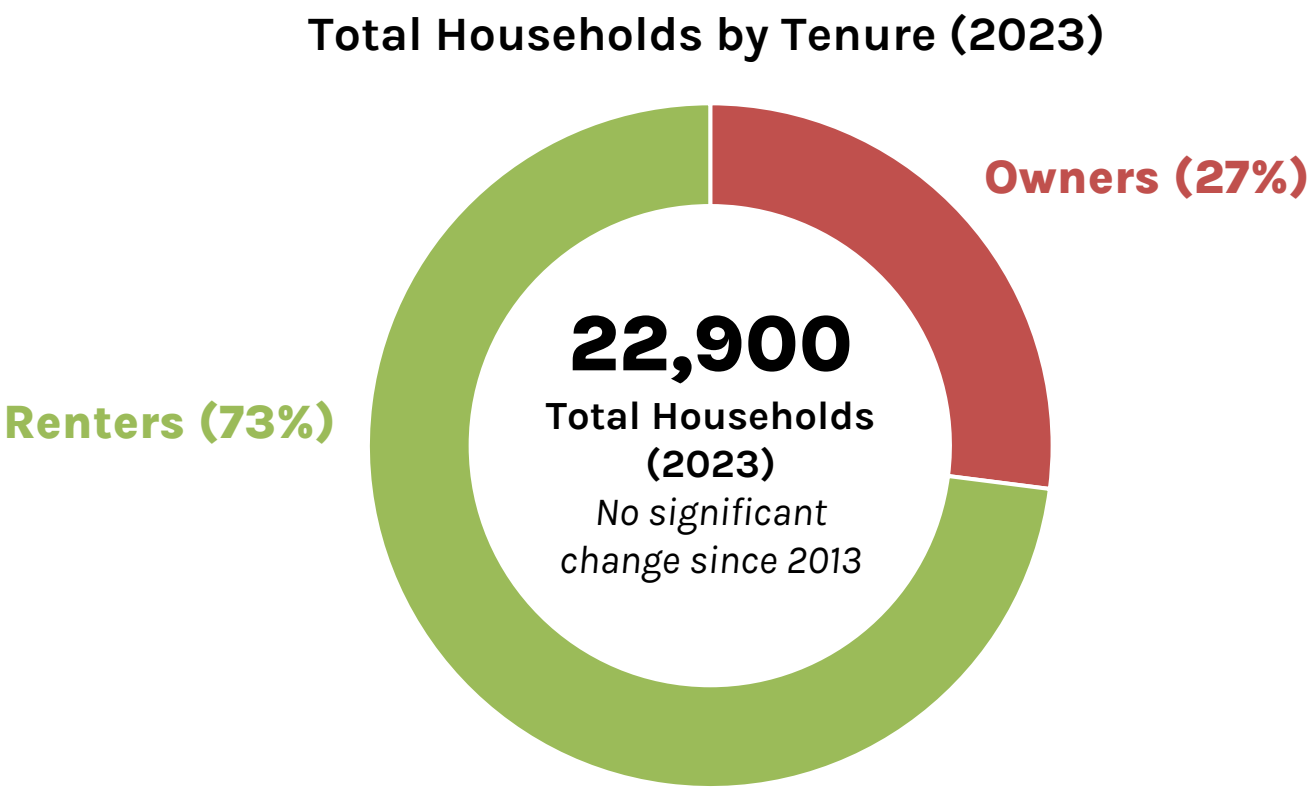


36
Median Age (2023)
Similar to the Bronx

Source: ACS 5-Year

Income & Homeownership

While there are more renters than owners in the study area, **owners are almost twice as wealthy compared to renters and most concentrated in Morris Park**. The overall increase in household income in the study area is likely due to both the growing wealth of long-term owners and increase in new, wealthier renters.



63%

Of owners moved into the study area before 2010

71%

Of renters moved into the study area after 2010

Source: ACS 5-Year

\$112,890

Median HH Income of Owners (2023)
*Compared to \$101,090 in the Bronx
+22% since 2013; +4% in the Bronx*

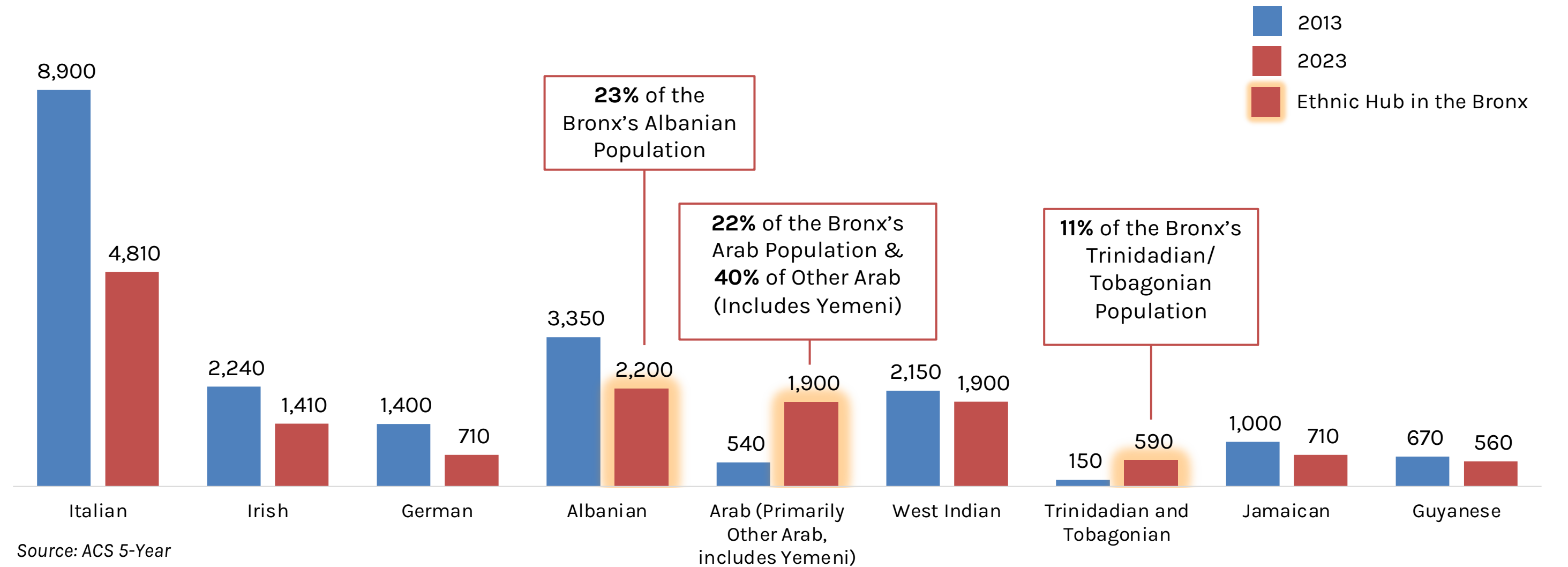
\$56,980

Median HH Income of Renters (2023)
*Compared to \$40,820 in the Bronx
+11% since 2013; +9% in the Bronx*

Cultural Backgrounds

The study area is home to various ethnic and national origin groups with particularly high concentrations of **Italian, Albanian, Arab, and Trinidadian/Tobagonian** residents compared to the Bronx overall.

Growth/Decline of Top 10 Ancestries in the Study Area Today (2023)



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Healthcare and Education Hub

Employment in the study area is dominated by healthcare and education – growing industries that provide jobs at a range of income levels and educational requirements.

Top Industries

Majority of the jobs in the study area are in the **Health Care and Social Assistance industry, followed by the Educational Services and Government.** Health Care and Government jobs are also growing significantly in the study area.

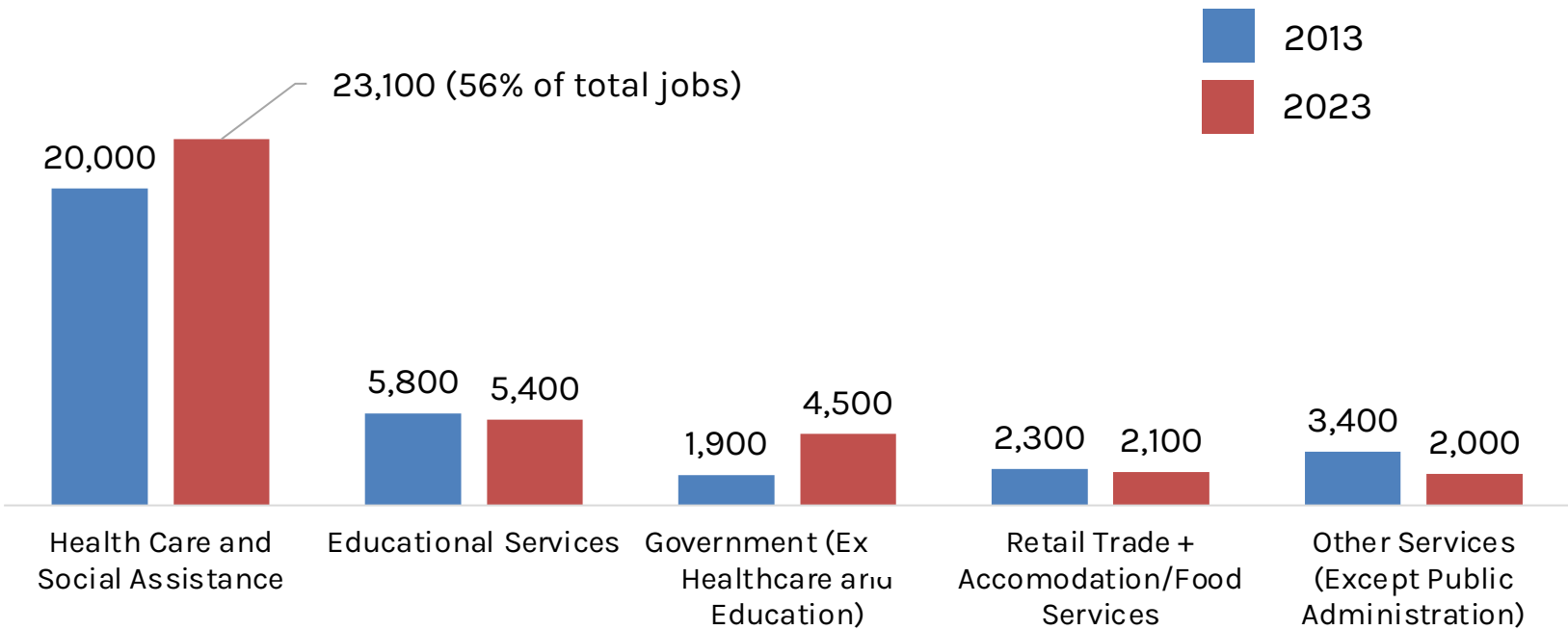
41,000

Total Jobs (2024)
+9% since 2014 compared to
+29% in the Bronx

Total Jobs by Subarea (2023)



Growth/Decline of Top 5 Industries in the Study Area by Job Count* (2023)



* Includes both private and public sector jobs.
Source: Lightcast

22%

Of All Health Care and Social Assistance Jobs in the Bronx (2024)

+15%

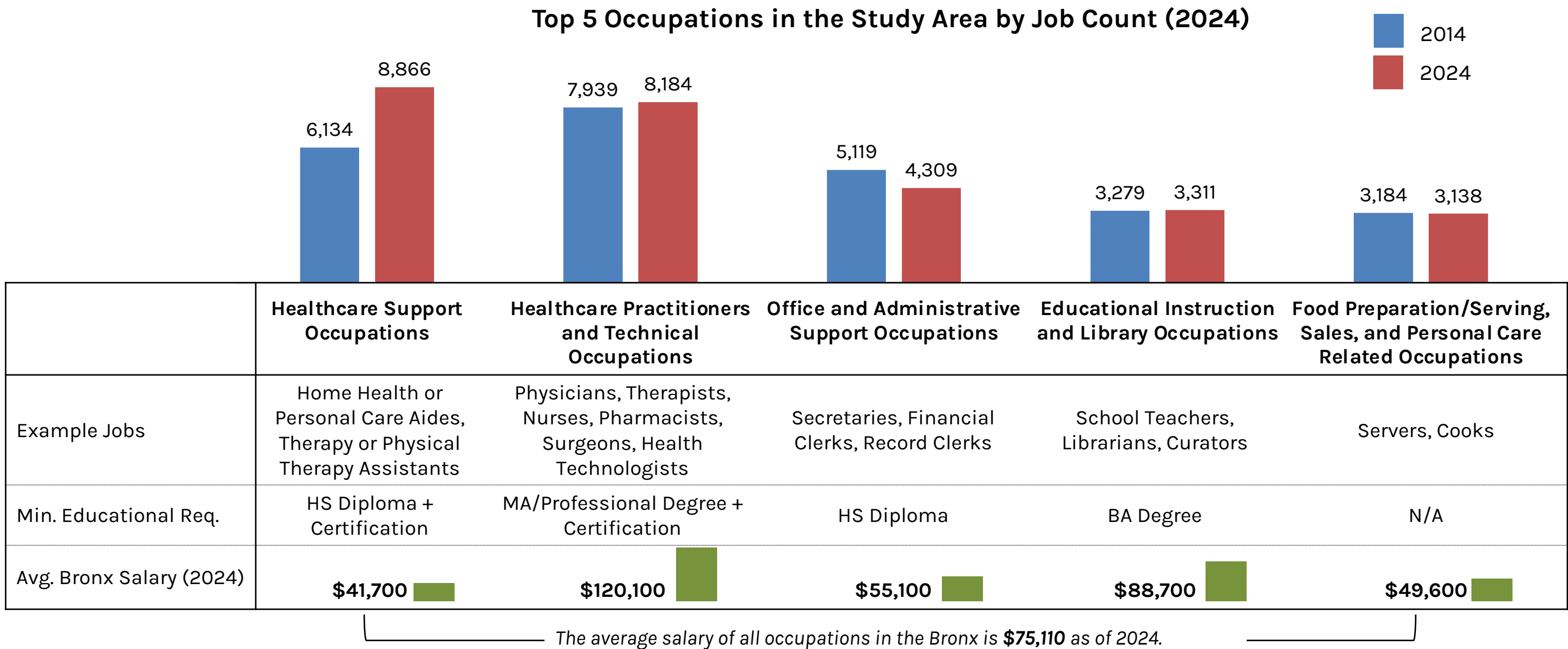
Growth in Health Care and Social Assistance Jobs in the Study Area Since 2014
Compared to +14% in the Bronx

3M SF

Total Office Space in the Study Area (2025)
18% of total office SF in the Bronx

Top Occupations

The most prominent occupations in the study area **vary drastically in salary levels and the educational requirements**, reflecting a diversity of employment opportunities.

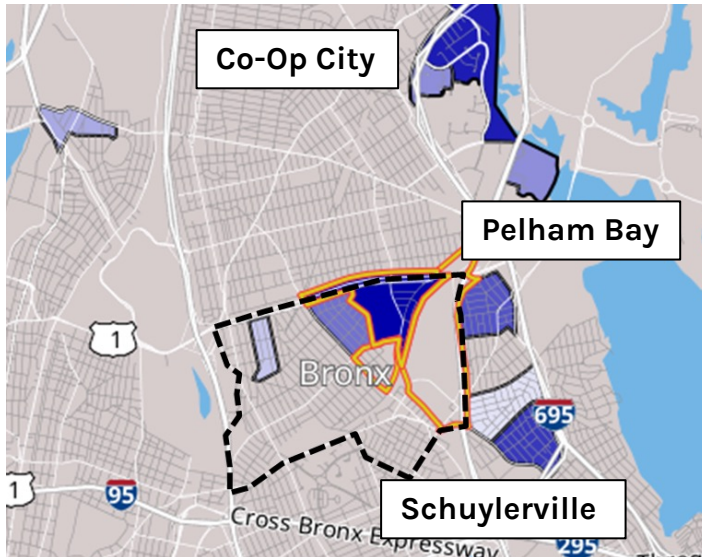
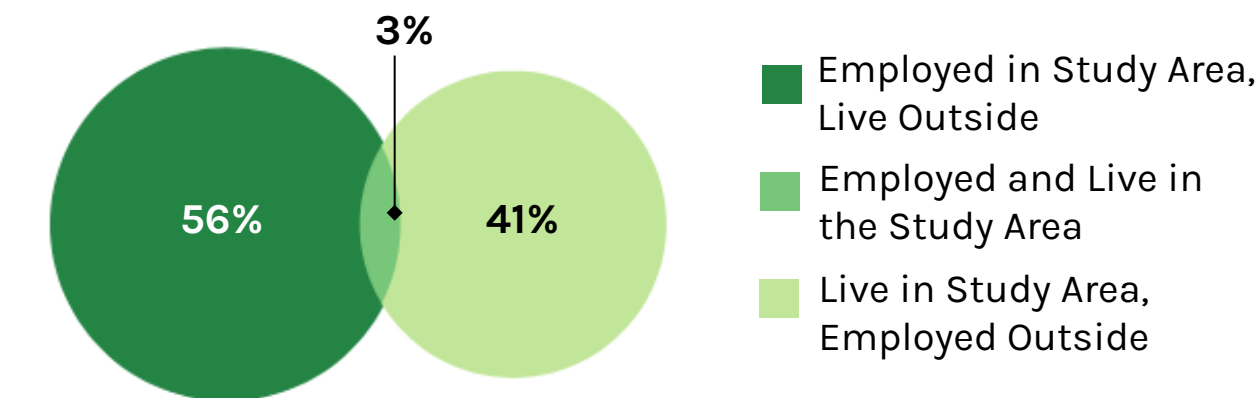


Source: Lightcast

Commuting Patterns

There is a disconnect between the residents and the job opportunities in the study area. **Many employees in the Medical Hub live in other parts of the Bronx**, including Co-Op City, Pelham Bay, and Schuylerville, while **many residents commute to Manhattan, Brooklyn or other parts of the Bronx for work**.

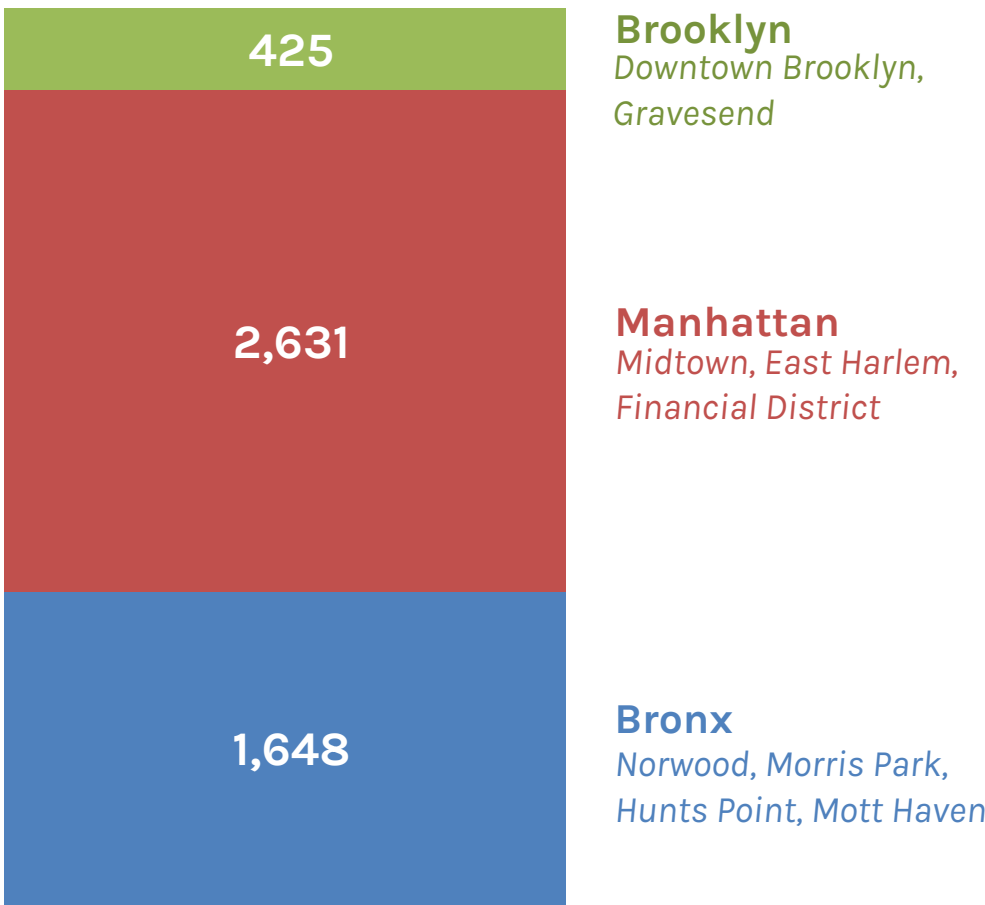
Inflow/Outflow Job Counts in the Study Area (2022)



Top Home Locations of Workers Employed at the Medical Hub (2022)

- Dashed black line: DRI Study Area
- Dark blue square: More concentrated
- Light blue square: Less concentrated

Top 25 Work Destinations of Residents in the Study Area by Borough (2022)



Source: U.S. Census OnTheMap

Key Observations

1. Diverse, Changing Neighborhood
2. Healthcare and Educational Hub
3. Strong Commercial Corridors
4. Fragmented Pedestrian Network
5. Limited Green Spaces and Outdoor Public Amenities
6. Lack of Art and Cultural Identity

Strong Commercial Corridor

Greater Morris Park has a rich mix of local retail, dining, and other small businesses concentrated in three unique districts. Each district also faces challenges related to foot traffic, the quality of public spaces, and connectivity.

Diverse Commercial Corridors

Recent surveys identified strengths & needs across retail corridors in Greater Morris Park:

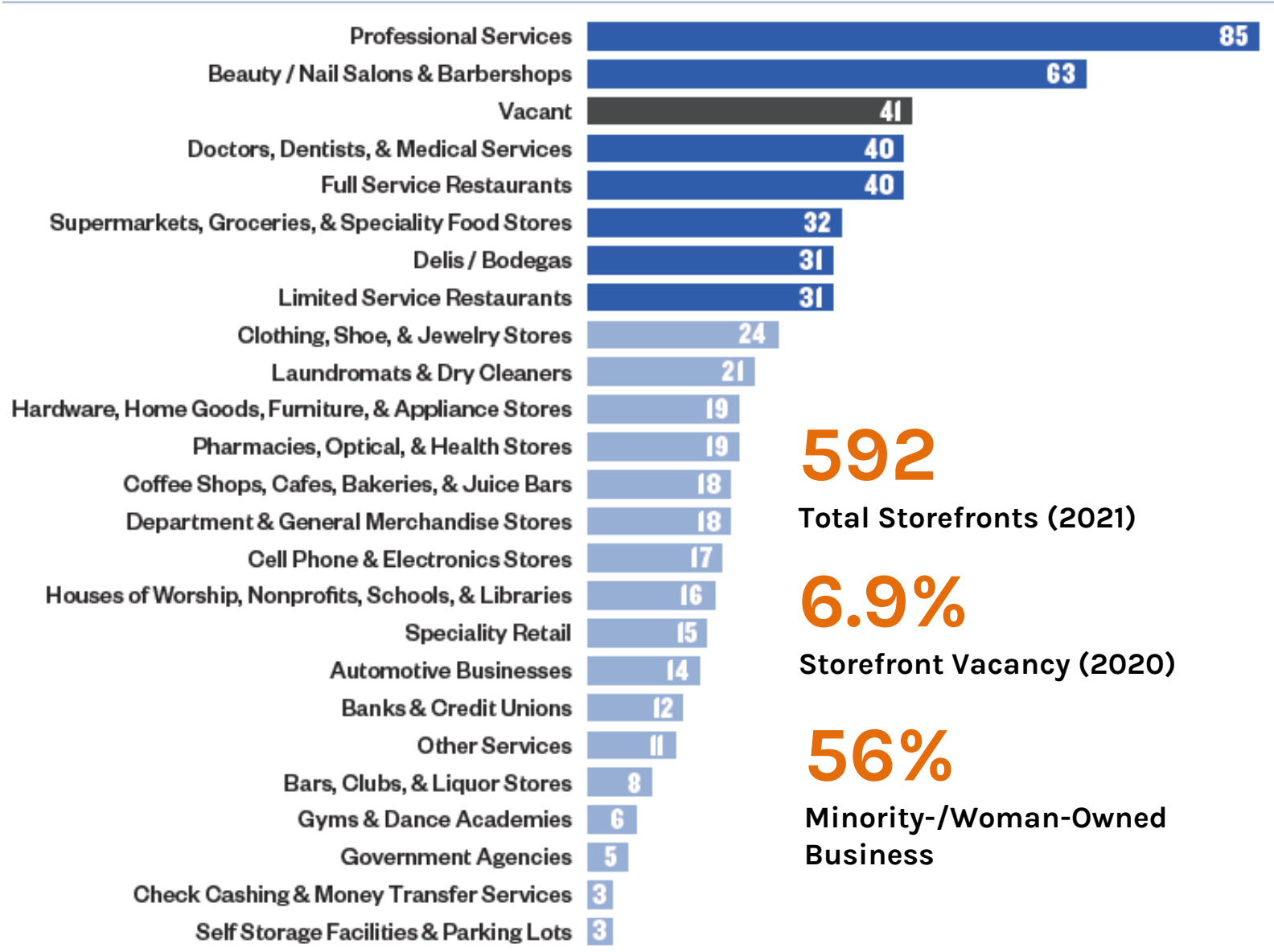
Strengths

- **Diverse retail mix**, with high concentration of dining, personal services, and professional services
- **Culturally relevant** services serving immigrant community
- Has **small-town feel** with regular customer base
- Stable and relatively **low retail vacancy**

Needs

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

Storefront & Retail Mix



592
Total Storefronts (2021)

6.9%
Storefront Vacancy (2020)

56%
Minority-/Woman-Owned Business

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

Key Observations

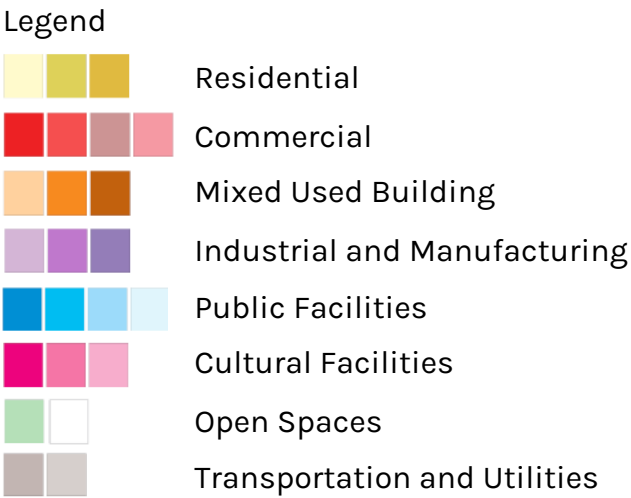
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4. **Fragmented Pedestrian Network**
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Fragmented Pedestrian Network

Greater Morris Park has four major neighborhood nodes with a concentration of pedestrian activity. However, these nodes face challenges related to pedestrian safety, connectivity with each other, and quality of public spaces.

Fragmented Pedestrian Network

- A large part of the GMP DRI area is predominantly residential with one-two family residential or walk-up apartments style units.
- Mixed uses are concentrated in four nodes: Morris Park Avenue, White Plains Road , Westchester Square area, and the Hutch-Metro Center area.

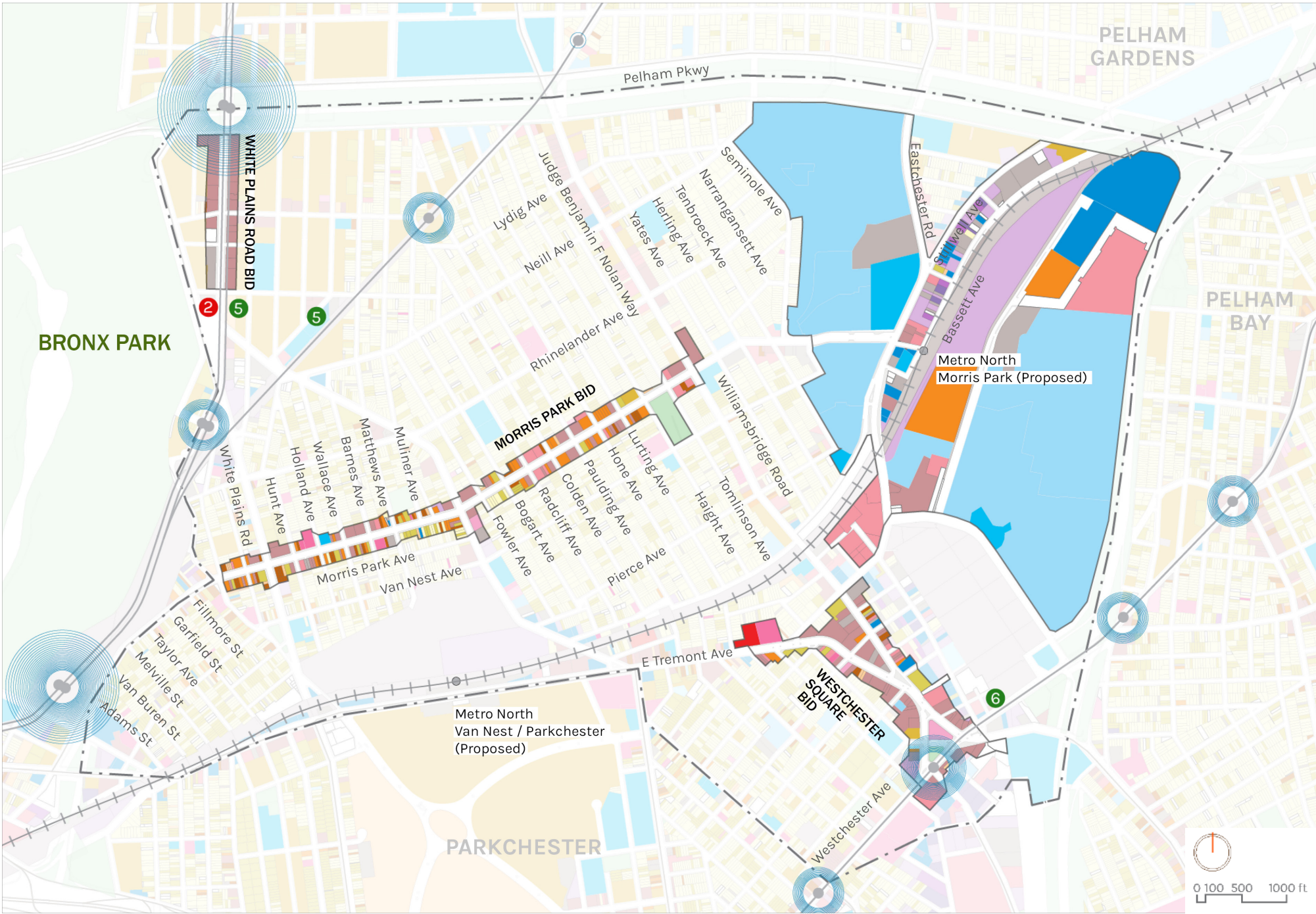


Fragmented Pedestrian Network

- **White Plains Road:** Neighborhood scale retail and commercial node located near the busiest subway station in the area.
- **Morris Park Avenue:** Mixed-use commercial corridor, not directly connected to subway transit.
- **Westchester Square:** Mixed-use with great transit connectivity.
- **Hutch-Metro Center:** Regional healthcare and education node with additional projected growth but limited connectivity to the Greater Morris Park neighborhoods.

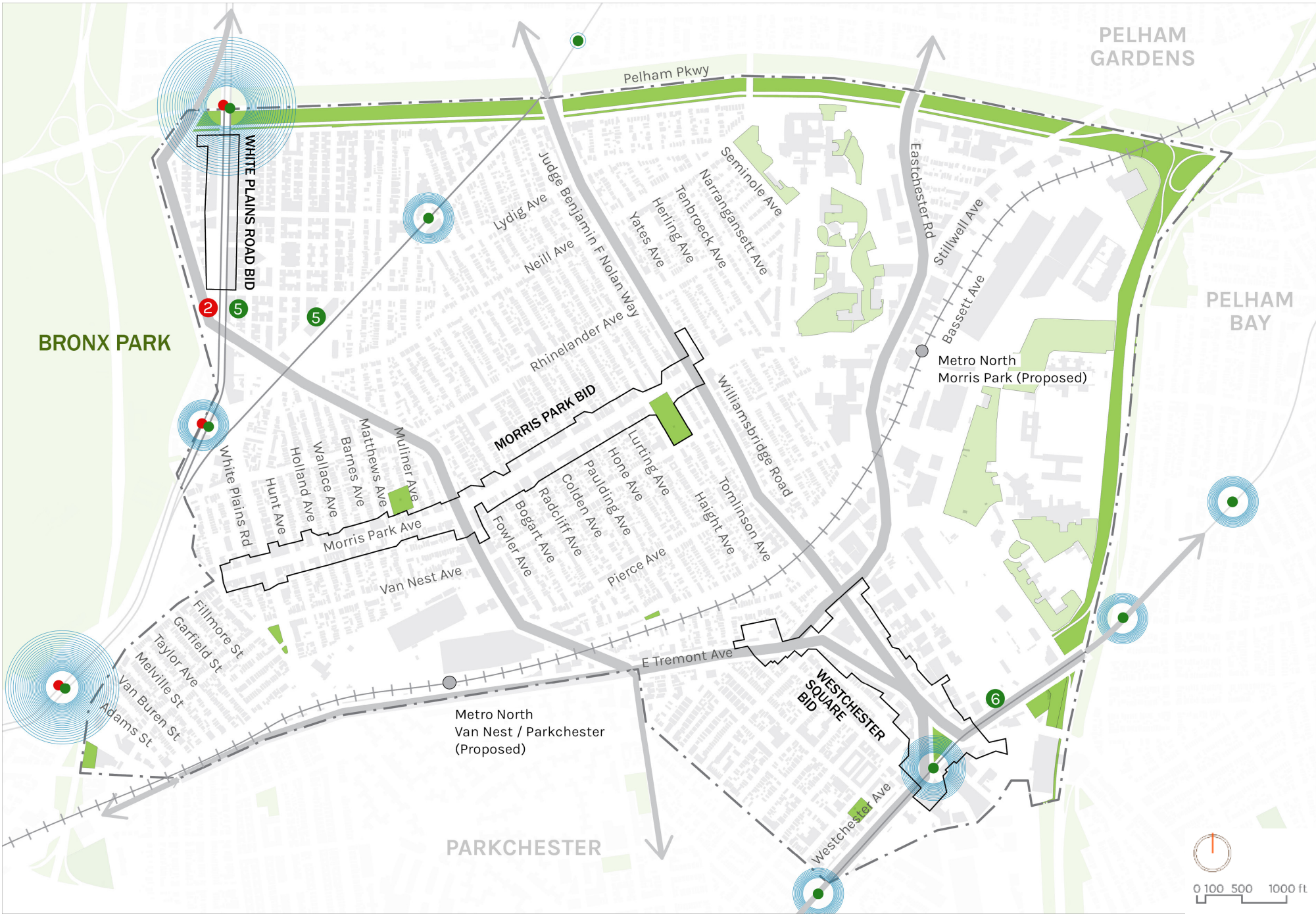
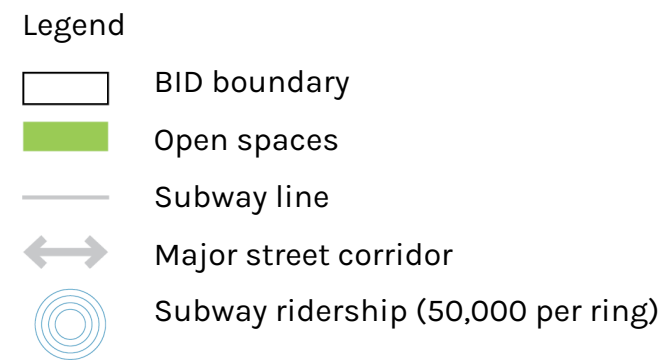
Legend

	Residential
	Commercial
	Mixed Used Building
	Industrial and Manufacturing
	Public Facilities
	Cultural Facilities
	Open Spaces
	Transportation and Utilities



Fragmented Pedestrian Network









- Several wide car-oriented arterials such as Bronxdale Avenue, Williamsbridge Road, Eastchester Road, and Tremont Avenue connect these nodes.
- However, there are limited opportunities for the four nodes to be connected by pedestrian, bicycle, and open space networks.

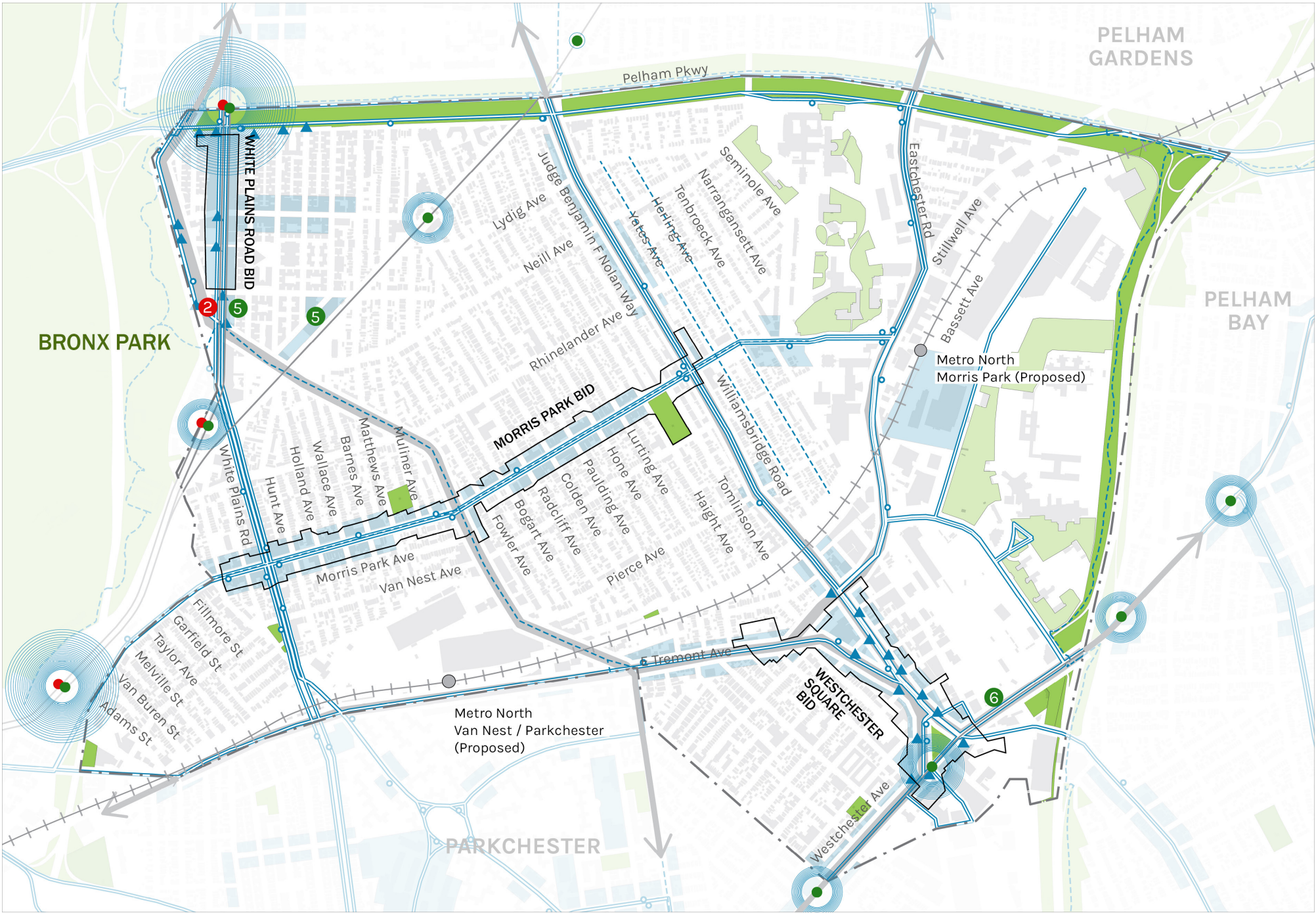


Fragmented Pedestrian Network

- GMP DRI area has an average daily subway ridership of 11,800
Source: MTA Subway Hourly Ridership: 2020-2024
- However, majority of the neighborhood areas are not well connected to public transit: bus routes run along the major arterials and the bicycle network is limited to Morris Park, Bronxdale, Herling, and Yates Avenues.

Legend

-  BID boundary
-  Open spaces
-  Subway line
-  Subway ridership (50,000 per ring)
-  Major street corridors
-  Bus routes
-  Bicycle lanes
-  E-scooter parking corrals



Fragmented Pedestrian Network

- Pedestrian and bicycle safety can be challenge even within the neighborhood nodes, and especially at critical seams where one node might connect with adjacent local destinations.
- E.g. Williamsbridge Rd, the Intersection between Eastchester Road and Waters Pl, the intersection between Morris Park Avenue and Bronxdale Avenue, and the intersection between White Plains Road and Lydig Avenue.

Legend

BID boundary

Open spaces

Subway line

Pedestrian crash

Subway ridership (50,000 per ring)

Major street corridors

Bus routes

Bicycle lanes

E-scooter parking corrals



Fragmented Pedestrian Connection



Corner of Lydig Ave and White Plains Road

Very long pedestrian crosswalks with limited pedestrian refuge and a high rate of pedestrian accidents



Eastchester Road and Bassett Ave

Dingy and dark sidewalk, with uneven and broken condition.



Westchester Square

Unsafe pedestrian crossing with an underutilized plaza and lack of street furniture



Intersection Morris Park Avenue and Bronxdale Ave

High rate of pedestrian crashes with frequent complaints of speeding cars

Key Observations

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6. Lack of Art and Cultural Identity

Limited Green Spaces & Outdoor Public Amenities

Greater Morris Park has limited green cover, publicly accessible open spaces, and public amenities, all of which could encourage social activity and improve quality of life for residents, businesses, and visitors alike.

Key Observation

Limited green space and outdoor public space

- 0.08 acres of open space per 1,000 people compared to the Citywide goal of 2.5 acres per 1,000 people
Source: New Yorkers for Park
- 15% is covered in tree canopy
Source: Regional Planning Association

LEGEND

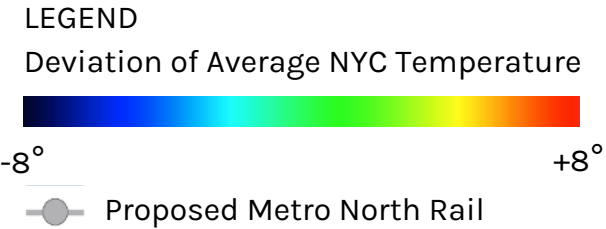
- Community Park
- Parkway
- Neighborhood Park
- Private Green Spaces
- Playground
- Private Recreation Facilities
- Public Recreation Facilities
- Proposed Metro North Rail



Key Observation

Limited green space and outdoor public space

- 90% of the open spaces are paved surfaces contributing to Urban Heat Island Effect making the neighborhood moderately to highly vulnerable to rising temperatures.
Source: NYC Environmental Protection: Types of Green Infrastructure and NYC Health and Mental Hygiene 2020



Parks/ Playgrounds and Third Spaces

Parks/Playground



Loreto Park



Matthews Muliner Park



Pelham Parkway

Third Spaces



Plaza at Westchester Square



Outside Loreto Playground



Morris Park Avenue Sidewalk

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Lack of Art and Cultural Identity

There is very limited opportunity and support for celebrating Greater Morris Park Neighborhoods' rich history and multicultural identities of its diverse communities.

Lack of Arts and Cultural Identity

Public amenities in the GMP DRI are unevenly distributed, with limited connectivity to the surrounding neighborhood.

- Community Services**
 1. Neighborhood Initiative Development Corporation (NIDC) - Youth Social Services Organization
 2. Iyaho Social Services Inc. - Development Disability Services
 3. Inwood House
 4. Bronx Jewish Community Council Inc
 5. Morris Park Community Association
 6. Jewish Board-Family & Children
- Library and Cultural Programs**
 1. Westchester Library
 2. Morris Park Library
 3. Huntington Free Library
 4. John Thompson Library
 5. Samuel Gottesman Library - A. Einstein Medical School
 6. Pelham Parkway - Van Nest Library
 7. Bronx Council on the Arts
 8. Longwood Art Gallery
 9. Renaissance High School for Musical Theater & Arts
 10. BAAD! Bronx Academy of Arts and Dance
 11. Bronx House Inc.
 12. Jon Vincent Eagle Sculpture - Museum
 13. MCF Warpath Boxing and MMA Academy



Existing Art and Cultural Amenities



Fair in The Square, at Westchester SQ BID Hosted by Westchester Square BID



Columbus Day Parade, Morris Park Avenue, Hosted by Morris Park Community Association (MPCA)



Yemeni American Parade, Morris Park Avenue

Lack of cohesiveness in the built environment / storefronts



Intersection of Williamsbridge Rd and St Raymond Ave



Intersection of Morris Park Ave and White Plains Rd



Intersection of White Plains Rd and Lydig Ave

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Vision and Goals

- Vision Statement
- Goals and Strategies

Draft Community Vision Statement

Greater Morris Park will continue to grow and evolve as a thriving neighborhood with its rich history, multicultural community, and eminent healthcare and research employment center to better serve its residents and the New York City region.

New and expanded open spaces and streetscape improvements will connect the neighborhood's key destinations, new Metro-North stations, existing public transit, and local commercial corridors.

Support for local businesses and investment in public amenities will ensure a resilient and beautiful community that celebrates its past while welcoming new neighbors and economic investments.

Goal 1

Welcoming and Safe Pedestrian Environments

Goal

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

Strategies

- Enhance pedestrian experience by adding trees, greenery, and seats along major commercial corridors such as Morris Park Avenue.
- Strengthen pedestrian connections between Hutch Metro Center and local destinations within the Morris Park and Westchester Square BIDs by improving sidewalks, medians, and plazas along Eastchester Road, Marconi Street, Bassett Avenue, and the western section of Morris Park Avenue.
- Improve street lighting and provide security cameras around Hutch Metro Center, Lydig Avenue, White Plains Road, and underpass areas along Eastchester Road and Bronxdale Avenue.
- Improve pedestrian safety along high-traffic corridors such as Morris Park Avenue, East Tremont Avenue, Bronxdale Avenue, and Judge Benjamin F. Nolan Way by introducing traffic calming measures and speeding cameras.
- Ensure the well-being of pedestrians and micromobility riders by creating designated drop-off areas for electric scooters and introducing signage instructing riders to dismount when using sidewalks.

Celebrating Local History, Arts, and Culture

Goal

Strengthen the Greater Morris Park community’s resilience and identity by celebrating its history and culture through public art improvements, signage, and dedicated cultural amenities.

Strategies

- Improve and expand publicly accessible cultural amenities such as the local public libraries.
- Encourage the development of a dedicated intergenerational space for performances, cultural events, and making art projects.
- Showcase local art and celebrate cultural identity in publicly frequented places and pedestrian corridors such as the MTA wall along Morris Park Avenue between Adams Street to Garfield Street.
- Introduce signage and historical markers in Westchester Square, Morris Park, and Van Nest neighborhoods to improve visibility of places of historical and cultural significance.
- Create indoor and outdoor exhibition spaces to showcase artworks, potentially at: Morris Park Library, Matthew Muliner Playground, Loreto Park, Owen F. Dolen Park, and the Bronx Council of the Arts offices.

Community – Building Spaces

Goal

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

Strategies

- Improve and expand playgrounds and open spaces such as Van Nest Park, Morris Park Community Garden, Ben Abraham Playground, and Loreto Park, to serve existing and new residents and visitors.
- Create more event spaces that can accommodate a wider range of community events, especially for children and teenagers.
- Add recreational programming, such as skating rinks, swimming pools, and pickleball courts to serve residents of all ages.
- Encourage social interaction by introducing public seating and street furniture along major pedestrian thoroughfares and frequented public places.

Thriving Commercial Corridors

Goal

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

Strategies

- Invest in storefront façade improvements to support local businesses and employ elements such as color and awnings to create a cohesive visual environment along commercial corridors.
- Improve the experience of local commercial corridors for patrons by investing in signage, planting, art, and traffic safety.
- Encourage the development of neighborhood conveniences such as grocery and drug stores.
- Encourage new businesses and retail that offer the missing “third space,” e.g., cafés, co-working spaces, public plazas, and bookstores.
- Enable local businesses to improve their spaces, invest in modern equipment, and expand.

Medical Hub and Metro-North Station Area Connectivity

Goal

Expand economic opportunities stemming from the medical institutions, employment centers, and new transit stations to better serve the Greater Morris Park residential areas and commercial corridors to the west by eliminating connectivity challenges.

Strategies

- Install wayfinding signage around existing campuses to guide visitors toward Greater Morris Park’s main commercial corridors.
- Improve bus connectivity from the Hutch Metro Center and medical campuses to key commercial centers, transit, and neighborhood destinations.
- Support new development projects that activate street-level uses such as cafés, restaurants, grocery stores, and pharmacies, to meet residents’ needs.
- Create welcoming gateways into the community by investing in the expansion of planned public spaces and programming them with commuter conveniences such as newsstands, coffee shops, and outposts of existing local businesses.
- Connect existing and new residents to employment opportunities in the medical institutions and institutions located in the medical hub and near the Metro-North stations.
- Ensure easy access by local residents to partake in job training and skill-building activities at employment centers.

Agenda

1. Welcome and DRI Process Update
2. Public Engagement Update
3. Downtown Profile Assessment
4. Vision Statement Review
- 5. Call for Projects Update**
6. Next Steps
7. Public Comment

Call for Projects Update

- Evaluation Process
- Project Proposals
- Initial review

Open Call for Projects

Open Call for Projects will be open from set to closed on **August 08**

1.
Intent to Submit
Proposal Form

Deadline:
July 25, 2025
by 5pm

Submissions Received:
31

2.
Office Hours Held

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

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/On-line/App Components

Public Improvement Projects

State and Consultant Team met with City Agencies (DOT, DPR, MTA, DCP)

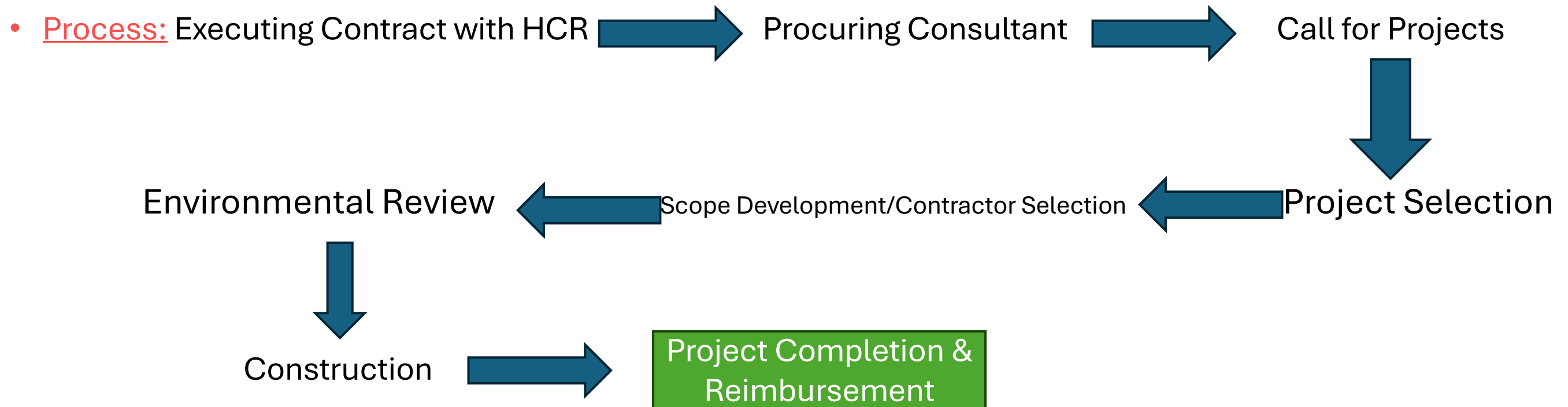
- Agencies shared existing, planned, and desired capital projects
- DRI Team shared with Agencies:
 - feedback from community on potential capital project investments
 - potential capital projects outlined in original GMP DRI application
- Agencies will complete a DRI Project Submission Form for those projects they are seeking DRI funding for

Every Proposed Project needs a project sponsor with the capacity and authority to implement it.

If additional public improvement projects are received from community members, the Team will follow-up with the appropriate Agency to determine if such is a viable project.

DRI Small Project Fund (SPF)

- **Project Sponsors:** Units of Local Government or Not-for-Profits (501(c)(3))
 - Project sponsors must demonstrate need by demonstrating understanding of program requirements, and via letters of intent from interested property owners. Letters should include scope and cost estimates
- **Purpose:** The SPF is a matching reimbursement grant fund intended to support multiple building renovation projects to enhance downtown revitalization in the DRI Target Area.



Eligible Activities and Funding Details

- **Eligible Activities**

- Interior & exterior building renovations
- Upper-story Residential Improvements
- Permanent commercial machinery and equipment
- Soft Costs
- Public art

- **Ineligible Activities**

- acquisition costs, improvement to religious/member-based organizations, municipal buildings
- Furnishings, appliances, and temporary equipment.
- site work or ancillary activities
- inventory, rent or lease expenses, working capital
- In-kind labor and the reimbursement for materials only

- **Funding Limits**

- Building Renovation

- \$25,000 - \$150,000 in Program funds, per building
- 25% Match requirement towards total project cost
- Additional \$25,000 per residential unit up to a per building maximum of \$200,000

- Small Exterior Projects

- 10,000 - \$25,000 in Program funds, per building.
- 25% Match requirement towards total project cost

- Small Business Assistance

- \$10,000 - \$25,000 in Program Funds, per building
- 25% Match requirement towards total project cost
- Capped at \$200,000

- Soft Costs

- Include Architecture, Engineering, and Environmental Testing
- Must be included within per building activity funding limits and may not exceed 18% of the awarded funds

Public Art Fund Vs. Public Art Project

- Public Art Fund: For communities that are interested in public art installations but do not know the type, costs, locations, or process to solicit/select potential art installations.
- Public Art Project: The sponsor has identified the specific type of art and potential locations, obtained statements from interested property owners on whose property the art would be located, and have identified sensible cost estimates on the proposed projects.
- Art Projects Activities:
 - Murals
 - Permanent Banners
 - Sculptures
 - Permanent Structures and Interactive Installation

Project Proposals Update

- Intent to submit forms received: 31
- Complete Project forms received: 00

New Development
and/or Rehabilitation
of Existing Buildings

7

Public Improvement
Projects

12

Small Project Fund

9

Branding and
Marketing

3

Proposed Project Locations

New Development and Rehabilitation of Existing Buildings

1. East Side House's Morris Park Community Hub
2. Revitalizing the Community Through our Schools
3. The Restoration: Bronx Wellness & economic empowerment initiative
4. R.A.I.N. Facility Renovation
5. New Hotel
6. Van Nest NYPL
7. Boys & Girls Club at former Rite Aid location in Van Nest

Public Improvements Projects

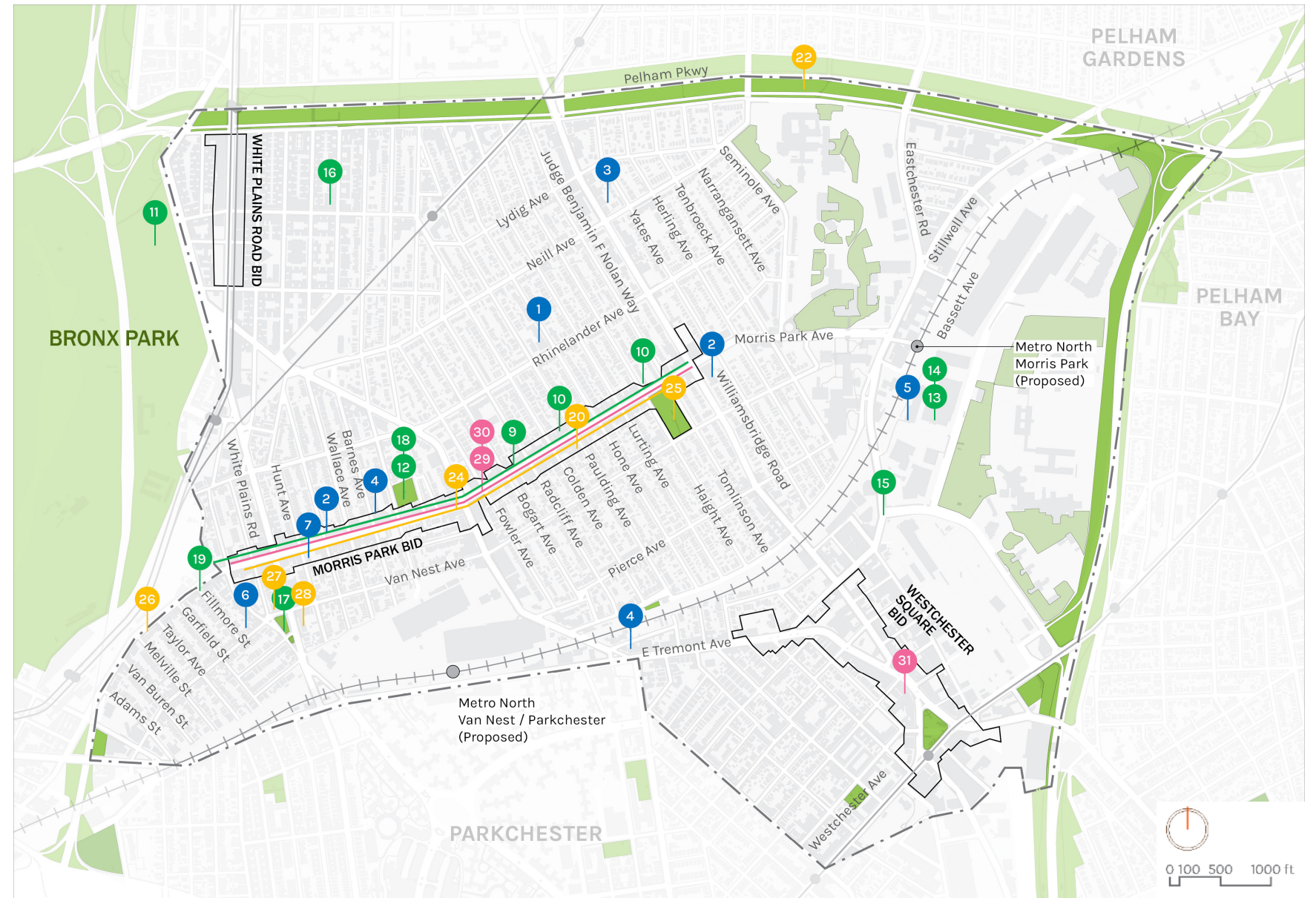
8. The Community Wall (A Public Bulletin Board)
9. Clean & Green Morris Park Avenue
10. Enhanced streetscape infrastructure: 2 architectural street clocks and a flag-pole on Morris Park Avenue
11. Ben Abrams Playground and Restroom Reconstruction
12. Matthews Muliner Playground Reconstruction and Restroom Renovation
13. Morris Park Metro North Improvements (New Pedestrian Plaza and Gateway)
14. Garage Façade Enhancements at 1776 Eastchester Rd
15. Monument Sign and Landscaping at Waters Pl/Marconi St
16. Renovation of Pelham Parkway-Van Nest Library
17. Improve Van Nest Park
18. Reopen summertime pool at Matthews Muliner Playground
19. High Quality Trash Cans on Morris Park Ave between Victor and Adams Streets

Small Project Fund

20. Morris Park Community Mural at 1018 Morris Park and Paulding Avenues
21. Greater Morris Park Public Art Fund
22. Morris Park Gateways at Morris Park Ave and Pelham Pkwy
23. Color Collaboration: Abstract Murals on Storefronts and Public Spaces.
24. Commercial Façades Improvements and Upgrades on Morris Park Avenue
25. Release Pod: "Glass-and-metal booth with a heavy bag to support mental.
26. Van Nest Ceramic Mural on the MTA Wall
27. Art Painting Programs for Youth & Adults at 1684 White Plains Rd
28. Basketball Sport Nights at Gym at 1684 White Plains Road, PS 481 Steam Bridge School

Branding and Marketing

29. Permanent Public Art - "MORRIS PARK" Large Scale Light Installation
30. Historic Morris Park: Metal Banners With Historic Content along Morris Park Ave, Matthews Muliner Playground, and Loreto Playground
31. Highlighting the historical neighborhood of Westchester Square



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Next Steps

Next Steps for Proposed Projects

Project Proposals Due August 8th

- Initial Eligibility Review
- Develop table of all submissions with basic info
- Based on all data summarized to date and potential projects submitted, DRI Investment Area boundary is finalized

Project Development

- State and Consultant team contact each Project Sponsor (clarity, missing info, questions, understand contracting with State, etc.)
- Consultant Team assesses project budgets and feasibility

Project Review

- All Project Sponsors invited to present at LPC#4 (September 9th)
- LPC members ask questions and review each based on how well each project advances community Vision and Goals
- State ensures each project can be implemented within the State eligibility requirements
- All eligible projects are shared at Public Workshop #2 (September date)
- With feedback from public comments, LPC members come to final consensus on a slate of recommended Community Priority Projects @ \$ 26-30M

Proposed Project Considerations

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 and feasibility

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

5. Matching & Leverage

Ideal projects leverage additional public and/ or private investment. For projects with a private sponsor, a minimum match of 25% of the total project cost is required.

6. Site Control and Approval

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

7. Building Decarbonization

All awarded building projects receiving DRI funds are encouraged to incorporate decarbonization strategies to the extent possible.

Upcoming LPC Meetings

LPC #4

Project Sponsor
present their proposal
and LPC requests
clarifications.

Tuesday,
September 09, 2025

LPC #5

Consultants present
project updates
addressing LPC
clarifications.

Tuesday,
October 07, 2025

LPC #6

The LPC achieves
consensus on the
Final Slate of Priority
Projects.

Tuesday,
October 28, 2025

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Public Comments

Thank You!

Website: www.gmpdri.com

Email: gmpdri2025@gmail.com

Greater Morris Park

Downtown Revitalization Initiative

DRI Process

Meetings and Events

Community Vision and Goals

[Call for Projects](#)

Contact



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Submit a Project

The application to submit project proposals will be open from **June 13 – August 08, 2025**. Please reach out at gmpdri2025@gmail.com for any additional requests.

Fill and submit a complete project form by **August 08, 2025 by 5pm**. Please download the form below and submit along with any attachments by emailing gmpdri2025@gmail.com with the subject "GMP DRI Project Proposal".

[Project Form - English](#)

[Formulario del Proyecto - Español](#)

[Project Form - Arabic](#)

If you are interested in submitting a small project (<\$75,000), fill and submit a Small Projects Fund Interest Letter by **August 08, 2025 by 5pm**. Please download the form below and submit along with any attachments by emailing gmpdri2025@gmail.com with the subject "GMP DRI Small Project Letter".

[Small Project Interest Letter - English](#)

[Carta de Interés para Pequeños Proyectos - Español](#)