



OFFICE OF THE
BRONX BOROUGH PRESIDENT
VANESSA L. GIBSON

Harlem River Gateway District Downtown Revitalization Initiative Application

New York City Regional Economic
Development Council

Bronx, New York City

New York City has submitted a letter of intent to be
a **Pro-Housing Community**

Contact: Juton M. Horstman,
Director, Planning & Development - Bronx Borough President Vanessa L. Gibson
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Bronx Borough President Vanessa L. Gibson

It is an honor to present our application for the 2024 New York State Downtown Revitalization Initiative for the Harlem River Gateway District. I am committed to building a successful future for the 60,000 residents that call this community home and have long awaited the revitalization of their neighborhood. Their determination to overcome a history of neglect should not be overlooked while the shared community vision for building a sustainable and equitable future should be prioritized.

The revitalization of the South Bronx has already begun. Still, this transformation must ensure long-standing environmental and social injustices are rectified by prioritizing capital projects that will enhance the smart growth of the community and bring new prosperity to existing residents. The Harlem River Gateway District is part of the poorest congressional district in the country with 69% of the community being low-income, but this community is positioned to succeed. Boasting a rich cultural heritage, this neighborhood is emerging as a dynamic hub for residents, businesses, and visitors alike. Key initiatives such as the Lower Concourse Roundtable, the Mott Haven-Port Morris Waterfront Plan, and the Special Harlem River Waterfront District foster sustainable growth, empower residents, and position the area as a model for urban renewal and community-driven revitalization.



Since taking office, I have advocated for the redevelopment of the Harlem River waterfront and made significant investments in cultural institutions such as the Bronx Children’s Museum and the world’s first Hip Hop Museum, set to open in 2025. I have also long championed equitable access to the waterfront and helped to develop the expansion of the recently opened waterfront public park and esplanade at Mill Pond Park and the future Lower Concourse Park, set to open in 2026. These projects will further strengthen – physically and symbolically – the Harlem River Gateway District's renaissance. This includes a significant number of residential developments that have opened, or will be opening soon, across the area.

My vision is to transform the Harlem River Gateway District into a thriving, mixed-use community that seamlessly integrates economic growth with exceptional quality of life for residents. By improving infrastructure, supporting local businesses, and prioritizing sustainable public amenities, the Harlem River Gateway District will be transformed into an interconnected neighborhood that promotes community well-being, drives economic diversity, and sets a new standard for urban revitalization. With the support of funding opportunities such as the DRI, the Harlem River Gateway District is on the cusp of a long-overdue revitalization that will bring environmental, health, social, and economic benefits to the community.

Thank you for your consideration.

Vanessa L. Gibson
Bronx Borough President

Basic Information



REDC Region	New York City
Applying for Which Program	Downtown Revitalization Program (DRI)
Municipality Name	New York City
Downtown Name	Harlem River Gateway District
County Name	Bronx
Applicant Contact	<p>Primary: Office of the Bronx Borough President Name/Title: Juton Horstman, Director, Planning and Development Email: jhorstman@bronxbp.nyc.gov</p>
	<p>Secondary: Bronx Economic Development Corporation Name/Title: Marshall Strawbridge, Director of Outreach Email: mstrawbridge@bxedc.org</p>
Applicant Partners	<p>South Bronx Unite NYC Parks Department Justice Innovation Inc. Bronx Children’s Museum ReBORN FARMS Bronx Works, Inc</p>

Executive Summary

Mott Haven is undergoing a renaissance, marked by improved quality of life, increased job growth, and robust economic development. This revitalization is being driven by recent rezonings and the establishment of the Special Harlem River Waterfront District and Special Mixed-Use Districts, which have paved the way for both new housing development and the preservation of the area's light industrial activity. Rezoning has spurred job growth across various sectors, creating a vibrant, interconnected community that enhances both livability and economic viability.

Key initiatives and supportive policies, in addition to rezonings, like the Mott Haven-Port Morris Waterfront Plan, are fostering sustainable growth and empowering local residents, positioning Mott Haven as a model for urban renewal and community revitalization.

Recent developments, which includes community amenities, such as the Hip Hop Museum at Bronx Point, luxury housing projects like Third at Bankside, new affordable housing developments, and infrastructure improvements like the Exterior Street Reconstruction Project, are catalyzing growth while maintaining a strong focus on affordable housing and community engagement. Mott Haven's rich cultural heritage and strategic location near Manhattan and Queens further establish it as a dynamic hub for residents, businesses, and visitors alike.



East 138th Street

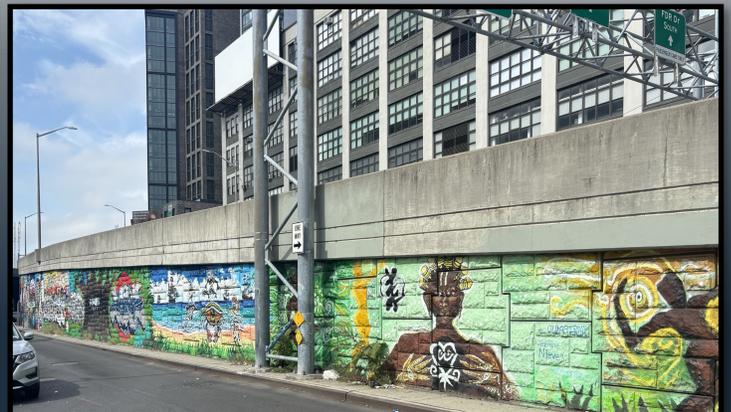


Hip Hop Museum



Source: Google Maps

Brookfield Properties



3rd Avenue Bridge Street Art

Geographic Area & Justification



Study Area

The Harlem River Gateway District area's approximate boundaries are the Harlem River to the west, Harlem River and Bronx Kill to the south, Bruckner Boulevard to the east, and East 149th Street to the north. It includes the neighborhoods of Mott Haven and Concourse.

The Harlem River Gateway District is bordered by the neighborhoods of Melrose, Concourse, and Port Morris in The Bronx, with Harlem in Manhattan across the river to the west and south.

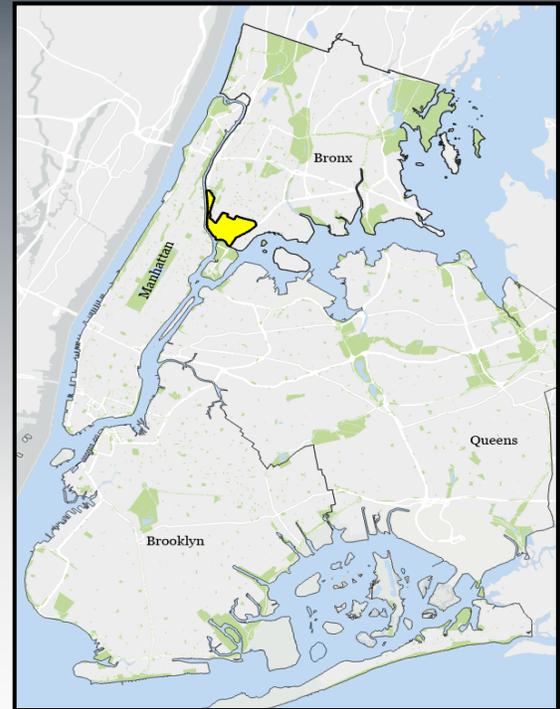
The Harlem River Gateway district is largely composed of Community Board 1, as well as Community Board 4, and covers the ZIP codes 10451, 10454, and 10455. The district lies within New York’s 15th Congressional District, represented by Congressman Ritchie Torres and New York City Council District 8 and 17, represented by Diana Ayala and Rafael Salamanca Jr, respectively. The New York State Senate representative is Jose M. Serrano, District 29, and New York State Assembly representatives are Amanda N. Septimo, District 84, and Landan Dais, District 77.

DRI Readiness

The Harlem River Gateway District is currently experiencing a revitalization, driven by citywide policies that have led to strategic rezonings, thoughtful city investments, and community-led planning initiatives. These efforts are actively improving infrastructure and laying the groundwork for further enhancements. With the addition of DRI funding, the ongoing revitalization projects can be accelerated, enabling key capital investments that will support current residents and foster sustainable growth throughout the district.

The Special Harlem River Waterfront District plays a crucial role in these efforts by promoting the creation of parks, public access areas, and a balanced mix of residential, commercial, and industrial development.¹ This framework encourages investment across diverse sectors while addressing environmental inequities, aligning with long-term sustainability, resiliency, and equity goals for the neighborhood.

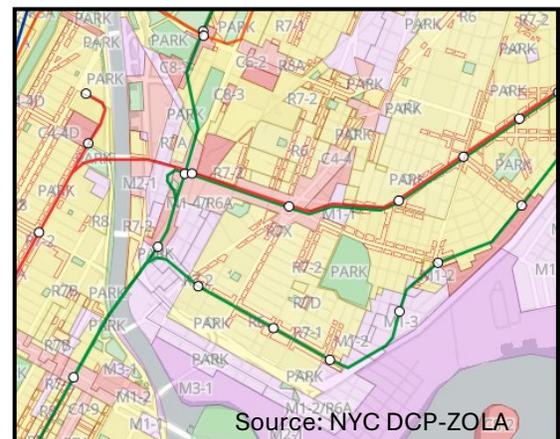
The 2022 Mott Haven Commercial District Needs Assessment identifies specific areas for improvement, highlighting the potential for growth in the local business sector.² With focused DRI funding and ongoing community engagement, this initiative is well-positioned to create sustained economic growth and enhance the quality of life for residents. Further details on projected job creation, housing development, sustainability initiatives, and transportation enhancements will be outlined in the following sections.



Overview of New York City



MX Districts and Commercial overlays



Source: NYC DCP-ZOLA

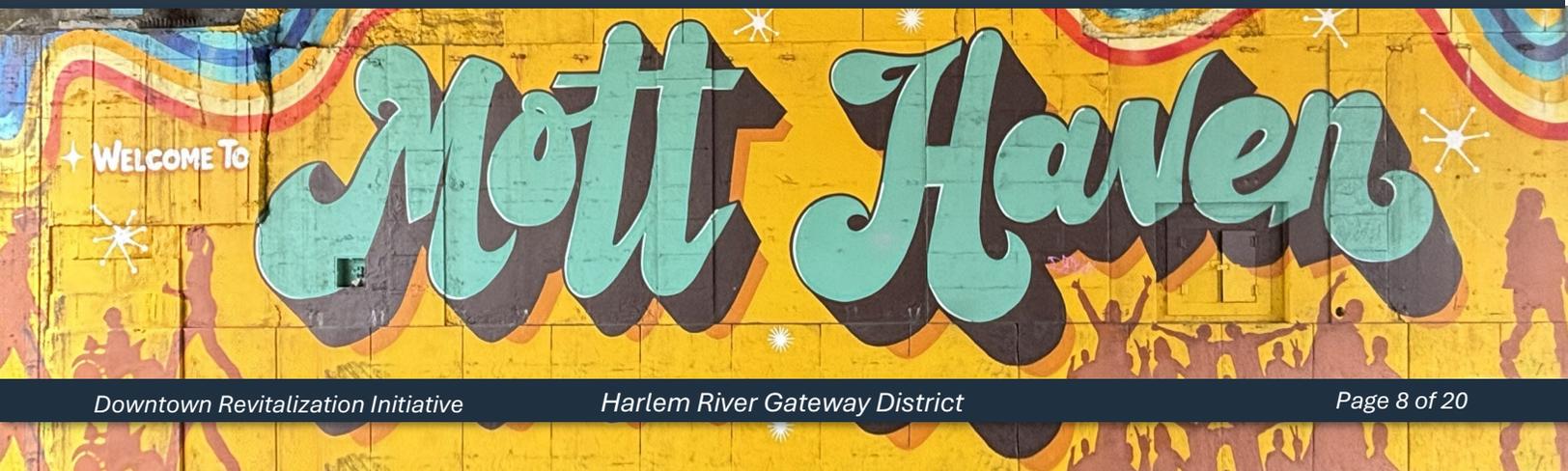
New York City’s Zoning & Land Use Map



Vision Statement

The vision for the Harlem River Gateway District is to transform the area into a vibrant, economically diverse community that exemplifies modern urban revitalization. This transformation will prioritize equitable prosperity, addressing long-standing social and environmental injustices, through sustainable and inclusive growth. The district will serve as a model for how smart development can elevate a community, fostering opportunities for residents of all income levels while creating an inviting environment for new businesses and industries.

A cohesive revitalization plan will focus on enhancing infrastructure and prioritizing the creation of sustainable waterfront spaces and green areas that promote quality of life. By integrating economic growth with environmental stewardship and community empowerment, the Harlem River Gateway District will continue to grow into a dynamic, mixed-use neighborhood where revitalization efforts benefit residents and businesses alike. The rezonings and planned developments represent a timely opportunity to create lasting change, allowing both residents and industries to fully benefit from the renewal of their neighborhood.



Past Investments and Future Potential

New York City has been making significant public investments in Mott Haven to spur growth and enhance community amenities, with several notable projects being developed in conjunction with NYC Economic Development Corporation (EDC). A key initiative is the \$194 million Lower Concourse Investment Strategy³, which funds three major projects in the Harlem River Gateway area through a multi-layered plan:

These investments reflect the city's commitment to revitalizing Mott Haven through targeted capital projects that support housing development while providing indispensable access to the Harlem River.

Bronx Point, which will provide 540 units of permanent affordable housing, situated around 2.5 acres of new, publicly accessible waterfront space and essential community facilities. Phase 1 includes the highly anticipated Hip Hop Museum, which is set to open in 2025 and is expected to become a major cultural attraction drawing visitors from across New York City and beyond.

The Exterior Street Reconstruction and Infrastructure Project, which will completely overhaul 11 blocks along Exterior Street, from East 138th Street to East 149th Street. This project is critical for improving local infrastructure and enhancing the area's accessibility.

Lower Concourse Park, a \$35 million project, which will create a 2.3-acre green space along the Harlem River between 144th and 146th Streets. This new park will feature amenities such as a playground, picnic areas, and a living shoreline to bolster resilience against erosion.



Bronx Point, EDC

The Harlem River Gateway District has also seen an increase in real estate development following the rezonings. In 2023, the Bronx led the five boroughs in new housing construction, with 9,842 units, accounting for 35% of the city's total new housing supply. Community District 1, largely encompassing the Harlem River Gateway District, contributed 27% of the Bronx's new housing, delivering 2,920 units.⁴

Key developments in the area include Brookfield Properties' Third at Bankside and Lincoln at Bankside, a \$950 million mixed-use development project comprising seven residential buildings with 1,379 units, 34,000 square feet of public waterfront access along the Harlem River, 15,000 square feet of retail space, and various community facilities.⁵

Additionally, the Bronx Children's Museum, located at 725 Exterior Street, opened in 2022 after a \$16.8 million investment. This museum serves as an educational and creative hub for the community's youth and is the first children's museum in The Bronx.⁶

Another transformative project, the Bronx Terminal Market Gateway Center, opened in 2009, spanning 17 acres and offering nearly a million square feet of retail space along with parking for 2,600 cars, reinforcing the district's role as a regional retail destination.⁷

The New York Yankees play at Yankee Stadium which is located just outside the study area. The Yankees brought 3.3 million fans to home games at Yankee Stadium in 2024, generating a significant number of visitors to the area. The Yankees-East 153rd Street Metro North station is a major commuting station that saw \$62 million in capital improvements in 2009 and won the 2008 Rail Project of the Year from the Design-Build Institute of America.⁸

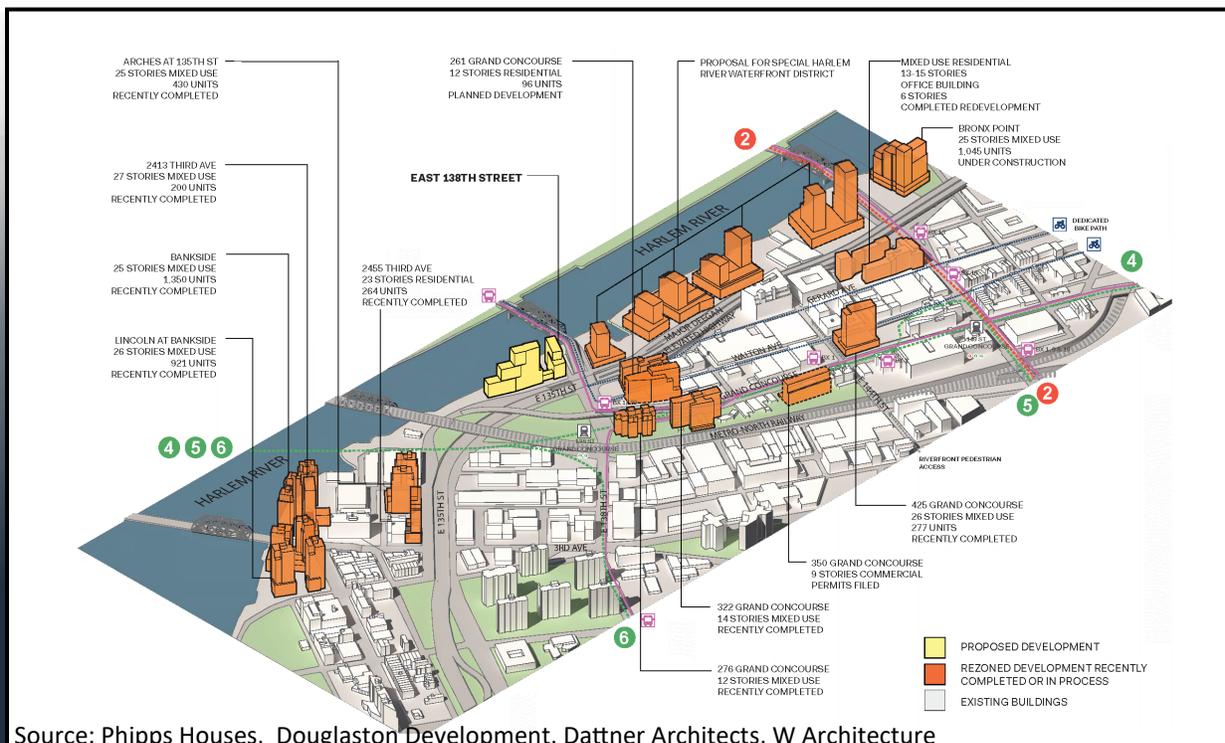
Recent Developments in Harlem River Gateway District Area:



Recent and Impending Job Growth

The Harlem River Gateway District, with a population of approximately 58,000 residents has an employment rate of 93.7%.⁹ This figure does not account for the many commuters who contribute to the workforce in the district's anchor institutions and small businesses. Job accessibility is enhanced by robust public transportation options, including the 2, 4, 5, and 6 subway lines and various bus routes such as the BX1, BX2, BX17, BX19, BX21, BX32, BX33, BXM1, BXM2, BXM3, BXM4, BxM18, and M125. The leading sectors for employment—education, healthcare, and social assistance—account for approximately 32% of local residents' jobs.⁹ The Harlem River Gateway District features a dynamic blend of long-standing family-owned businesses alongside newer enterprises. Key commercial corridors, such as the Hub at Third Avenue, East 149th Street, East 138th Street, and Bruckner Boulevard serve as vital economic engines, providing essential services to local residents.

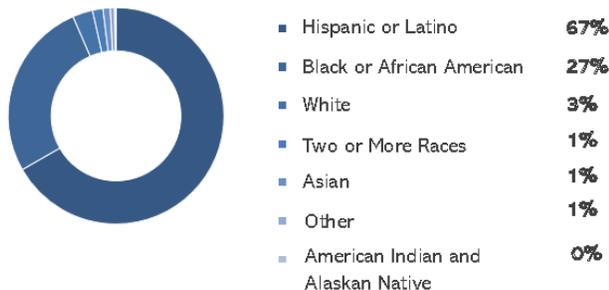
As the area continues to grow, new and upcoming developments will further drive job growth and increase the demand for commercial activity. Notably, newer projects like the Bronx Children's Museum and the highly anticipated Hip Hop Museum will be a regional draw that will bring visitors and enhance tourism in the area that already supports the Yankees. Anchor institutions like Lincoln Medical Center and Hostos Community College provides both essential services as well as being major employers, reinforcing the district's economic foundation. Small businesses—including bodegas, restaurants, and retail stores—are crucial to the local economy, and as new residents move into developments like Bronx Point and Bankside, the demand for diverse local commercial offerings will increase, further stimulating economic activity and job creation in the Harlem River Gateway District.



Jobs and Employment Data

Harlem River Gateway District

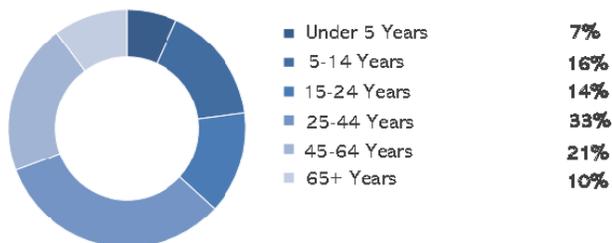
RACE & BACKGROUND



EDUCATIONAL ATTAINMENT



POPULATION AGE



Population

58,064 Harlem River Gateway District

Median Age

32.5 Harlem River Gateway District

INCOME

Median Household Income

\$33,886 Harlem River Gateway District

Pop. Below Poverty Line

28% Harlem River Gateway District

Employment

Population in Labor Force

54% Harlem River Gateway District

Unemployment

6.3% Harlem River Gateway District

LOCAL JOBS & EMPLOYMENT

LOCAL RESIDENTS EMPLOYMENT



Source: Data available through American Community Survey (ACS), 2021-2022

Quality of Life

The Harlem River Gateway district has a long and storied history that reflects the investment and disinvestment that occurred in the South Bronx throughout the 20th century. As for today, these communities are seeing a resurgence of support as is evidenced by the improved infrastructure and new developments that are coming into the area.

Several historic districts are located in the area, including the Mott Haven Historic District, Mott Haven East Historic District, and Bertine Block Historic District. These historic districts reflect the origins of these neighborhoods that date back to the 1830s when Jordan L. Mott established the South Bronx as an industrial hub. His construction of housing for factory workers along Alexander Avenue laid the foundation for what has become a deeply rooted residential community. Mott Haven is home to several parks and recreational spaces, with St. Mary's Park serving as the jewel and the largest park in the South Bronx, alongside Mill Pond Park, Lower Concourse Park, and Pulaski Park.

Initiatives like The Mott Haven Project, a 171-foot banner featuring portraits of community members by artists Quintín Rivera Toro and Sihan Cui, celebrate the neighborhood's diversity and highlight its vibrant community spirit.¹⁰ Similarly, the Mott Haven Oral History Project documents the neighborhood's past through the voices of its residents, offering an oral history walk and listening parties to engage the community and preserve local stories.¹¹

This cultural vibrancy is further reflected in the emergence of new community spaces like the H.E.Arts Center, located in the former Lincoln Recovery Center. This new community hub will offer a range of health, education, and arts programming, enriching the neighborhood's offerings and providing critical services to residents.

In addition to its cultural and recreational assets, the Harlem River Gateway District boasts essential educational and healthcare services. There are numerous public, private, and charter schools in the area, including P.S. 18, P.S. 49, and M.S. 223, which play a crucial



St. Mary's Park

Source: NYC Department of Park & Recreation

role in shaping the future of the community. Healthcare facilities like the Tres Puentes Community Health Center and NYC Health + Hospitals Lincoln Campus ensure that residents have access to necessary medical care. The Mott Haven Library serves as an educational and community hub, offering vital resources and programs that support lifelong learning and personal growth.



H.E.Arts Center Source: South Bronx Unite

Local Supportive Policies

The Mott Haven-Port Morris Waterfront Plan, developed by South Bronx Unite, is a transformative initiative aimed at providing over 100,000 residents with access to a public waterfront that has long been inaccessible. This plan is a New York State Priority Project under the Department of Environmental Conservation's Open Space Plan, is included in the New York City Department of Parks and Recreation's Harlem River Watershed and Natural Resources Management Plan for the Bronx and is consistent with the Vision 2020 and Vision 2030 NYC Comprehensive Waterfront Plan. The proposal addresses climate change impacts on significant maritime industrial areas situated within flood zones while also offering essential open space to an underserved community, countering health issues associated with the prevalence of highways and truck-heavy industries.¹²

The Mott Haven-Port Morris Community Land Stewards, a community land trust project by South Bronx Unite, will serve as the foundation for the waterfront's development and ongoing stewardship.¹³

The Mott Haven Commercial District Needs

Assessment is a comprehensive evaluation that addresses critical challenges in the community. It highlights the business landscape, consumer characteristics, and the unique identity of Mott Haven's commercial corridors. Completed in 2022 and in partnership with local organizations, the assessment includes storefront and retail analysis, merchant and consumer surveys, and an inventory of streetscape conditions affecting the shopping experience. By engaging residents and stakeholders, it prioritizes solutions that foster resilience and empowerment, ensuring that the voices of Mott Haven's diverse population are heard in planning and decision-making processes to promote equitable access to resources and support community growth.²

The "Make Mott Haven... Transformation Plan", produced in 2014, serves as a comprehensive roadmap for revitalizing the Mott Haven neighborhood, addressing specific issues and challenges and leveraging existing assets to drive investment. Developed through extensive community engagement, the plan outlines a multi-faceted strategy to improve housing, education, workforce development, health, and safety. By focusing on the preservation and

rehabilitation of public housing, creating new mixed-use developments, and enhancing existing amenities, the plan aims to foster economic stability and social cohesion.¹⁴

As previously noted, there have been a number of rezonings in the area that have created growth opportunities over the years, including the Port Morris/Bruckner Boulevard Rezoning in 1997 which established the first MX district in the city, the 2009 Lower Concourse rezoning which established the Special Harlem River Waterfront District, and the 161st Street/River Avenue rezoning which created additional density in the nearby Bronx Civic Center corridor in 2009.

In 2017, the Department of City Planning amended and expanded the Special Harlem River Waterfront District to modify the zoning regulations for the future development of the Harlem River. These regulations were aimed at creating a vibrant and interconnected waterfront public access along the entire shoreline while providing a smart-growth plan for future development and providing design flexibility for flood resiliency.¹

The South Bronx Greenway Plan is a transformative project aimed at enhancing pedestrian and cycling infrastructure throughout the South Bronx, improving access to the waterfront, and creating new green spaces for community use. By promoting sustainable transportation and recreational opportunities, the Greenway Plan addresses environmental justice concerns in an area disproportionately affected by industrial activity and air pollution. While the primary focus is not in the DRI study area, portions of this plan can be seen on the west end of the study area along Brucker Boulevard.¹⁵

Additionally, in Spring 2024, the NYC Department of Transportation has been hosting a series of community workshops for the Harlem River Greenway Implementation Plan which will aim to outline a comprehensive strategy to create a continuous and accessible path by identifying a series of short-term and long-term projects along the Harlem River.¹⁶

These plans and policies have laid the foundation for the future of the Harlem River Gateway District and capital support will only enhance this community for the existing and future residents that will live here.

Public Support

Community engagement in the Harlem River Gateway District is robust, marked by active participation in the planning and development processes. Local community boards, particularly Bronx Community Boards 1 and 4, which have hosted and participated in public forums, workshops, and town hall meetings, to provide guidance for initiatives such as the South Bronx Greenway.

The engagement process for planning initiatives has been open and collaborative. A prime example is the End-of-Summer Waterfront BBQ

held in September at 56 Lincoln Avenue and organized by South Bronx Unite. This event brought together community members of all ages to connect at one of the few waterfront access points in the neighborhood, highlighting the community's commitment to revitalizing the Mott Haven-Port Morris waterfront. This event received broad support from numerous community partners reflecting a broad coalition committed to the community's revitalization efforts.¹⁷

The South Bronx Waterfront Community Envision Sessions held in April and May provided a vital

Public Support (Cont.)

platform for residents to shape the future of the Mott Haven-Port Morris Waterfront. These sessions fostered open dialogue and solicited community feedback on activating key locations, specifically the southern end of Lincoln Avenue and the eastern end of East 132nd Street. The enthusiastic participation in these sessions underscores the community's determination to reclaim and transform the waterfront.¹⁸

The City of New York has demonstrated strong public support for the revitalization of the Lower Concourse area, as evidenced by the recent Lower Concourse Roundtable which began in April 2023 and have had follow-up meetings to continue collaborating. This group, hosted by the Mayor's Community Affairs Unit, in collaboration with the NYC Department of Transportation and the NYC Department of

Cultural Affairs, focused on the City's development plans for Mill Pond Park and the surrounding area. The discussion aimed to explore how the area can be made safer, more accessible, provide better wayfinding, and become more aesthetically enhanced. Bronx Borough President Vanessa L. Gibson, alongside DOT Commissioner Ydanis Rodriguez and DCLA Commissioner Laurie Cumbo, emphasized their commitment to ensuring the safety of residents and visitors while promoting the area as a cultural hub. The roundtable highlighted the City's intention to create a holistic blueprint that addresses all aspects, including, climate change and future mobility challenges, to ensure the area continues its smart-growth transformation into a vibrant, interconnected, and thriving corridor for all continues.

End-of-Summer Waterfront BBQ

Source: South Bronx Unite



Transformative Project Opportunities

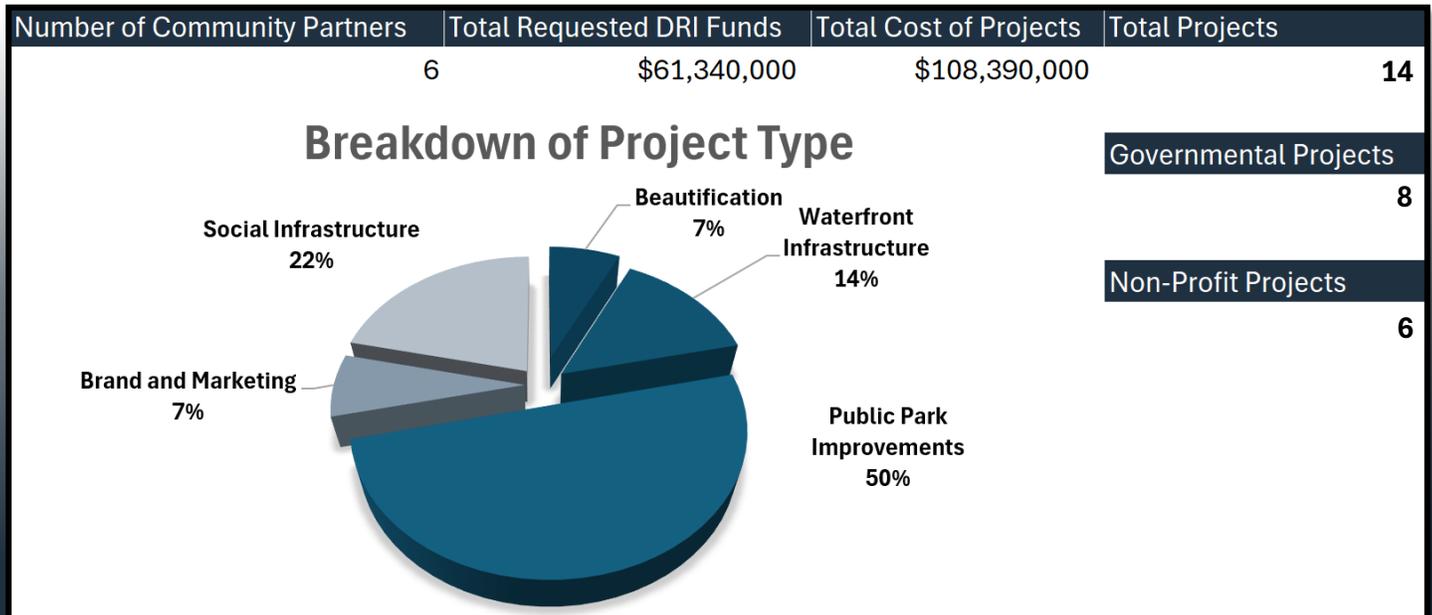
The Mott Haven community stands at a pivotal moment, with numerous transformative projects and partner organizations poised to reshape the neighborhood’s waterfront and public spaces. These proposed initiatives, include revitalizing waterfronts with flood

protection and pollution mitigation to creating dynamic public art installations and upgrading essential recreational facilities. The Bronx Borough President’s Office has been in contact with local partners regarding the following projects:

	Title	Partner	Description	DRI Funding Request
1	Mott Haven Port Morris Waterfront Plan – 132nd Street Pier	South Bronx Unite	Transform East 132nd Street, the NYCDOT street end, into a public green space with flood protection, a pier for waterfront access, and oyster reefs to improve water quality.	\$7,500,000
2	Mott Haven Port Morris Waterfront Plan – Lincoln Ave Street End Pier	South Bronx Unite	The waterfront project at Lincoln Avenue will provide flood protection, pollution mitigation, green space, and oyster reefs to improve water quality while stabilizing the shorefront and rebuilding the existing pier.	\$5,000,000
3	H.E.Arts Community Center	South Bronx Unite	Transformation of the building at 349 East 140th Street into a H.E.Arts, a center to provide health (H), education (E), and arts (Arts) programming.	\$10,000,000
4	People’s Park Playground Reconstruction	NYC Parks	The reconstruction and improvements to People’s Playground.	\$12,000,000
5	St. Mary’s South Playground Reconstruction	NYC Parks	This project will reconstruct structures and utilities at St. Mary’s South Playground, located in St. Mary’s Park.	\$6,500,000
6	St. Mary’s East Playground Reconstruction	NYC Parks	This project will reconstruct St. Mary’s East Playground, located in St. Mary’s Park with new equipment and court areas.	\$7,800,000
7	St. Mary’s Running Track, Fitness Equipment and Synthetic Turf Field Reconstruction	NYC Parks	This project will reconstruct St. Mary’s Running Track, located in St. Mary’s Park.	\$9,200,000
8	Patterson Community Barbeque Pit Area	Justice Innovation Inc.	Construction of a new community barbecue pit area behind 301 East 143rd Street.	\$100,000

Transformative Project Opportunities (Cont.)

	Title	Partner	Description	DRI Funding Request
9	Mitchel Houses Basketball Court Renovation	Justice Innovation Inc.	Reconstruction of the basketball courts and the handball courts.	\$80,000
10	Patterson Houses Water Play Area - 271 East 143rd Street	Justice Innovation Inc.	Enhance the toddler playground by installing functional water play areas.	\$250,000
11	Patterson Houses Water Play Area - 304 Morris Avenue	Justice Innovation Inc.	Enhance the young children's playground by renovating the playground's splash pad.	\$300,000
12	Interactive Installations in Mill Pond Park	Bronx Children's Museum	Installation of an exterior public art gallery at Mill Pond Park	\$350,000
13	Farm & Food Lab	ReBORN FARMS	Redeveloping and improving the long-abandoned space under the Major Deegan Highway, adjacent to NYCHA public housing for access to hyper-locally grown food.	\$2,100,000
14	Bronx Point Early Childhood Learning Center Branding and Marketing Project	BronxWorks, Inc	Marketing plan to increase awareness of the Bronx Point Early Childhood Learning Center by area employment establishments.	\$160,000



Administrative Capacity

For the administration of funds, the office of the Bronx Borough President will be partnering with the Bronx Economic Development Corporation (BXEDC). BXEDC is the primary economic development agency in the Bronx, established in 1981 with the purpose of strengthening Bronx-based businesses and maximizing employment opportunities for Bronxites. It operates in partnership with the Bronx Borough President's office and its two subsidiary organizations the Bronx Tourism Council and the Business Initiative Corporation, centrally positioned in the economic, workforce, and community development landscapes of the borough. BXEDC is also responsible for supporting the 12 Business Improvement Districts in the Bronx in its capacity of representing the Borough President on the District Management Associations.

BXEDC has also served as administrator for the Bronx Empowerment Zone since its inception in 1994. During this time, BXEDC has demonstrated its capacity for mobilizing private, public, and philanthropic sector commitments and administering capital access programs, including its U.S. Small Business Administration Community Advantage Loan Program for small- to -mid-sized businesses and its Bronx Business Loans for businesses located in or moving to the Bronx.

BXEDC also has a history of partnering with public and private funders to provide grants to small businesses and community organizations in the Bronx. For the past two years, BXEDC has partnered with Santander Bank to provide grants to small businesses, and BXEDC launched the Green Action Challenge in 2023 in partnership with the New York Power Authority to award a \$1 million grant to Bronx Community College to make a transformative investment in their campus's environmental sustainability. Additionally, for the past five years, BXEDC has served as the local program administrator for a \$10 million Downtown Revitalization Initiative. BXEDC led the process to define the Bronx Civic Center Strategic Investment Plan, which outlined strategies for revitalization with the potential to create and attract more than 800 jobs and leverage more the \$21 million in public and private funds. The Bronx Borough President and BXEDC's President co-led the committee overseeing the five-month planning process, which involved inclusive local engagement with South Bronx elected leaders, community organizations, residents, businesses, and other stakeholders. This equitable, community-driven process culminated in 15 transformative, ready-to-implement projects including a storefront improvement program for the 161st Street corridor and a capital improvement project in the 149th Street/Third Avenue Hub.

The nature of BXEDC's work and its relationships with the Office of the Bronx Borough President and a broad range of Bronx stakeholders including residents, small businesses, elected officials, private developers, and community-based organizations make this organization uniquely situated to carry out a DRI project. BXEDC is committed to leveraging these relationships to ensure that the Bronx develops and implements a DRI plan that is responsive and accountable to a broad base of stakeholders and leverages their resources and expertise to their greatest potential to ensure successful completion of this project.



Letters of Support

Bronx Children's Museum



RITCHIE TORRES

THE BRONX

September 24, 2024

Mr. William D. Rahm, Co-Chair
Mr. Felix V. Matos, Co-Chair
New York City Regional Economic Development Council
633 Third Avenue
New York, NY 10017

Dear Co-Chair Rahm and Matos,

I am pleased to express my support for Bronx Borough President Vanessa L. Gibson and The Bronx Economic Development Corporation's joint application for Regional Economic Development Council funding through the Downtown Revitalization Initiative (DRI) for the Harlem River Gateway District.

The Harlem River Gateway District is experiencing a resurgence in economic development. As a former industrial hub, the area is seeing a transformation into vibrant commercial and residential spaces. This district's rich cultural history, combined with the momentum of both private and public investments, positions it as a neighborhood full of potential.

With the Harlem River Gateway District now home to a growing mix of small businesses, creative industries, and service-sector jobs. Residents still face significant economic and environmental challenges. Some parts of the district struggle with high vacancy rates and limited commercial activity due to a lack of capital investment even when the larger community is rapidly growing, underscoring the urgent need to provide support for new businesses while continuing to support existing businesses to fully unlock the benefits of targeted development.

Investment from the Regional Economic Development Council through this project will provide the sustained support necessary for the Harlem River Gateway District's continued development and prosperity. This reflects our shared commitment to ensuring that The Bronx's growth extends to the areas where it is most needed. With those remarks, I fully support this application.

Sincerely,



Ritchie Torres
Member of Congress

JOSÉ M. SERRANO
Senator, 29th District

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335 East 100th Street
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NEW YORK
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ALBANY, NEW YORK 12247



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CHAIRMAN
CULTURAL AFFAIRS, TOURISM,
PARKS AND RECREATION

COMMITTEES
AGING
ENVIRONMENTAL CONSERVATION
LIBRARIES
SOCIAL SERVICES
VETERANS, HOMELAND SECURITY AND
MILITARY AFFAIRS
WOMEN'S ISSUES

September 23, 2024

Bronx Economic Development Corporation
851 Grand Concourse #123
Bronx, NY 10451

Re: Harlem River Gateway District DRI Application

To whom it may concern,

As Senator representing the 29th State Senate District, I am writing to express support for Bronx Borough President Vanessa L. Gibson and The Bronx Economic Development Corporation's joint application for Regional Economic Development Council funding through the Downtown Revitalization Initiative (DRI) for the Harlem River Gateway District.

The Harlem River Gateway District is experiencing a resurgence in economic development. As a former industrial hub, the area is seeing a transformation into vibrant commercial and residential spaces. This district's rich cultural history, combined with the momentum of both private and public investments, positions it as a neighborhood full of potential.

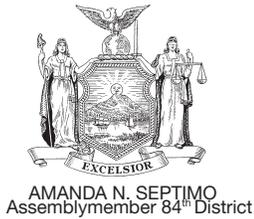
Investment from the Regional Economic Development Council through this proposal would provide the support necessary for the Harlem River Gateway District's continued development and prosperity and ensure that The Bronx's growth extends to the areas where it is most needed.

I support the joint proposal for DRI funding in support of the Harlem River Gateway District. Thank you for your consideration and please reach out to my office at 212-828-5829 with any questions.

Sincerely,

A handwritten signature in cursive script that reads 'José M. Serrano'.

José M. Serrano
29th Senate District
Chair of NYS Senate Standing Committee on Cultural Affairs, Tourism, Parks and Recreation



THE ASSEMBLY
STATE OF NEW YORK
ALBANY

COMMITTEES
Agriculture
Banks
Education
Environmental Conservation
Veterans' Affairs

September 25th, 2024

Mr. William D. Rahm, Co-Chair
Mr. Felix V. Matos, Co-Chair
New York City Regional Economic Development Council
633 Third Avenue
New York, NY 10017

Dear Co-Chair Rahm and Matos,

I am pleased to express my support for Bronx Borough President Vanessa L. Gibson and The Bronx Economic Development Corporation's joint application for Regional Economic Development Council funding through the Downtown Revitalization Initiative (DRI) for the Harlem River Gateway District.

The Harlem River Gateway District is experiencing a resurgence in economic development. As a former industrial hub, the area is seeing a transformation into vibrant commercial and residential spaces. This district's rich cultural history, combined with the momentum of both private and public investments, positions it as a neighborhood full of potential.

With the Harlem River Gateway District now home to a growing mix of small businesses, creative industries, and service-sector jobs. Residents still face significant economic and environmental challenges. Some parts of the district struggle with high vacancy rates and limited commercial activity due to a lack of capital investment even when the larger community is rapidly growing, underscoring the urgent need to provide support for new businesses while continuing to support existing businesses to fully unlock the benefits of targeted development.

Investment from the Regional Economic Development Council through this project will provide the sustained support necessary for the Harlem River Gateway District's continued development and prosperity. This reflects our shared commitment to ensuring that The Bronx's growth extends to the areas where it is most needed. With those remarks, I fully support this application.

Sincerely,

Amanda N. Septimo
Member, New York State Assembly
District 84, South Bronx



LANDON C. DAIS
Assemblyman 77th District
Bronx County

THE ASSEMBLY
STATE OF NEW YORK
ALBANY

COMMITTEES
Banks
Economic Development
Housing
Small Business
Cities

Mr. William D. Rahm, Co-Chair
Mr. Felix V. Matos, Co-Chair
New York City Regional Economic Development Council
633 Third Avenue
New York, NY 10017

Dear Co-Chair Rahm and Matos,

I am writing to express my strong support for your downtown revitalization initiative for the Harlem River Gateway District, spearheaded by the Bronx Borough President: Vanessa Gibson and the Bronx Economic Development Corporation. The proposed allocation of \$10 to \$20 million for capital projects in this area presents a significant opportunity to stimulate economic growth and enhance the quality of life for our community.

The Harlem River Gateway District is undergoing a period of exciting development, with new residential and commercial projects emerging. However, the potential infusion of funds from this initiative would not only accelerate this progress but also provide vital support for new and existing businesses. By investing in the infrastructure and commercial spaces, we can create a thriving environment that attracts entrepreneurs and encourages local investment.

One of the most pressing challenges our community faces is the high vacancy rates and limited commercial activity in the area. These funds can play a crucial role in revitalizing storefronts, enhancing public spaces, and ultimately fostering a vibrant economy. By reducing vacancy rates, we can create more job opportunities and provide essential services that meet the needs of our residents.

Moreover, a revitalized Harlem River Gateway District has the potential to become a cultural and economic hub, drawing in visitors and boosting local businesses. This initiative aligns perfectly with the Bronx's commitment to sustainable development and equitable growth, ensuring that the benefits reach all community members.

I wholeheartedly support your vision for this project and am eager to see how the investment in the Harlem River Gateway District will positively impact our community. Thank you for your dedication to enhancing the Bronx and for your efforts to drive this initiative forward.

Sincerely,

Hon. Landon C. Dais
Member of the Assembly
77th District, Bronx County

EAST HARLEM OFFICE

105 EAST 116TH STREET

NEW YORK, NY 10029

TEL: (212) 828-9800

FAX: (646) 596-8603

BRONX OFFICE

214 ST. ANN'S AVENUE

BRONX, NY 10454

(347) 297-4922

FAX: (347) 270-1213

LEGISLATIVE OFFICE

250 BROADWAY, SUITE 1880

NEW YORK, NY 10007

TEL: (212) 788-6960

FAX: (646) 596-8603



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THE CITY OF NEW YORK

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COUNCIL MEMBER

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CHAIR

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WELFARE

COMMITTEES

FINANCE

PUBLIC SAFETY

CRIMINAL JUSTICE

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INVESTIGATIONS

RULES, PRIVILEGES &

ELECTIONS

STANDARDS AND ETHICS

9/18/2024

Mr. William D. Rahm, Co-Chair

Mr. Felix V. Matos, Co-Chair

New York City Regional Economic Development Council

633 Third Avenue

New York, NY 10017

Re: Downtown Revitalization Initiative (DRI) for the Harlem River Gateway District

Dear Co-Chair Rahm and Matos,

I am pleased to express my support for Bronx Borough President Vanessa L. Gibson and The Bronx Economic Development Corporation's joint application for Regional Economic Development Council funding through the Downtown Revitalization Initiative (DRI) for the Harlem River Gateway District.

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to provide support for new businesses while continuing to support existing businesses to fully unlock the benefits of targeted development.

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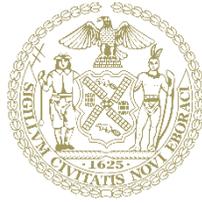
Sincerely,

A handwritten signature in black ink that reads "Diana Ayala". The signature is written in a cursive style with a large initial "D" and "A".

Diana Ayala
Council Member 8th District

DISTRICT OFFICE
1070 SOUTHERN BOULEVARD
BRONX, NY 10459
(718) 402-6130
FAX: (347) 577-1196

CITY HALL OFFICE
250 BROADWAY, SUITE 1747
NEW YORK, NY 10007
(212) 788-7384



THE COUNCIL OF
THE CITY OF NEW YORK
RAFAEL SALAMANCA, JR.
COUNCIL MEMBER, 17TH DISTRICT, BRONX

CHAIRMAN
LAND USE

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OVERSIGHT & INVESTIGATIONS
ECONOMIC DEVELOPMENT
RULES, PRIVILEGES AND ELECTIONS
CIVIL AND HUMAN RIGHTS
SANITATION & SOLID WASTE
MANAGEMENT

September 24, 2024

Mr. William D. Rahm, Co-Chair
Mr. Felix V. Matos, Co-Chair
New York City Regional Economic Development Council
633 Third Avenue
New York, NY 10017

Dear Co-Chair Rahm and Matos,

I am pleased to express my support for Bronx Borough President Vanessa L. Gibson and The Bronx Economic Development Corporation's joint application for Regional Economic Development Council funding through the Downtown Revitalization Initiative (DRI) for the Harlem River Gateway District.

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Investment from the Regional Economic Development Council through this project will provide the sustained support necessary for the Harlem River Gateway District's continued development and prosperity. This reflects our shared commitment to ensuring that The Bronx's growth extends to the areas where it is most needed. With those remarks, I fully support this application.

Sincerely,

A handwritten signature in black ink, appearing to read "Rafael Salamanca, Jr." with a stylized flourish at the end.

Rafael Salamanca, Jr.
Council Member, 17th District, The Bronx



The City of New York
BRONX COMMUNITY BOARD #1

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BRONX, NEW YORK 10455

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ANTHONY R. JORDAN
DISTRICT MANAGER

September 24th, 2024

Mr. William D. Rahm, Co-Chair
Mr. Felix V. Matos, Co-Chair
New York City Regional Economic Development Council
633 Third Avenue
New York, NY 10017

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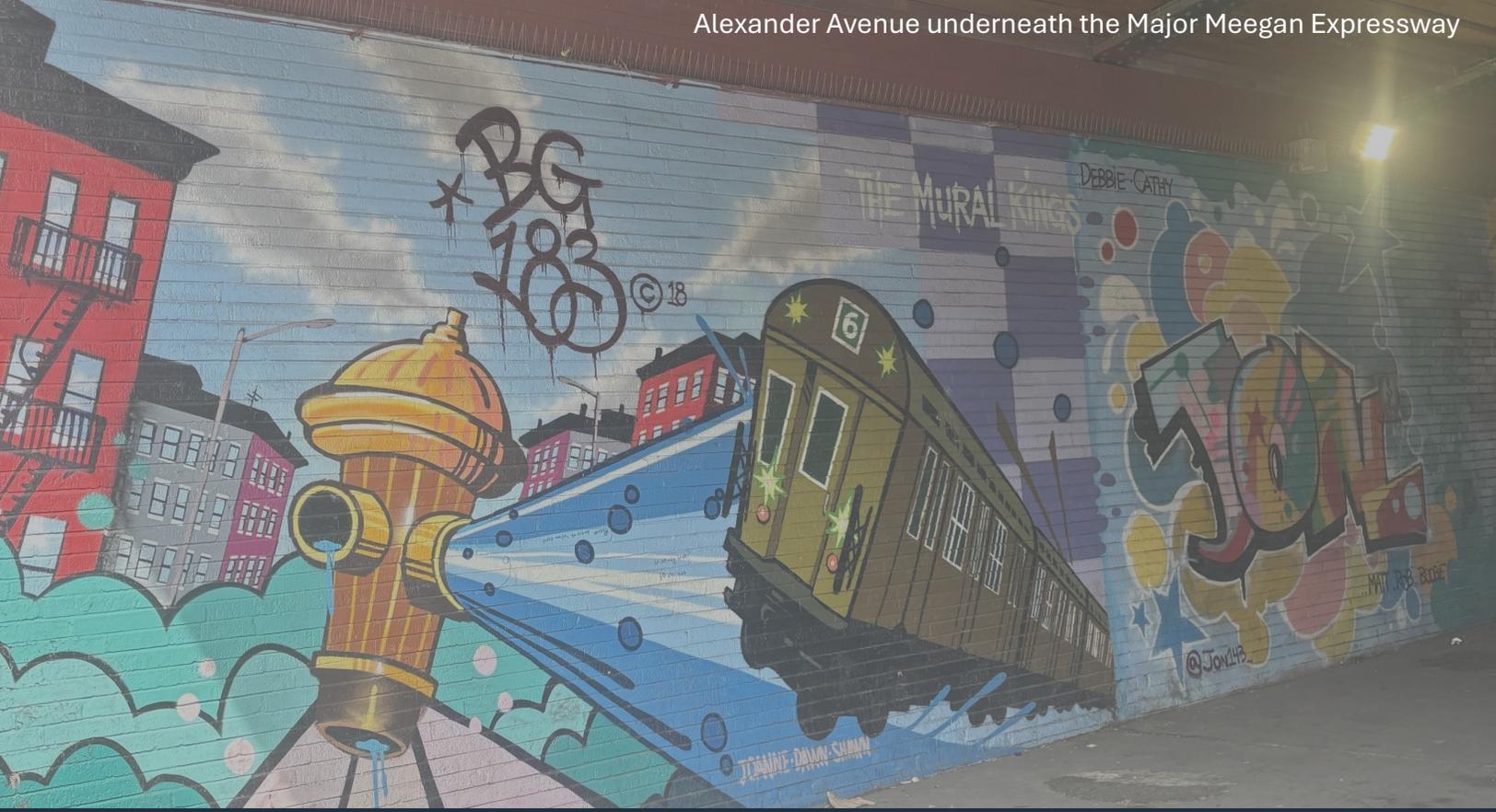
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Investment from the Regional Economic Development Council through this project will provide the sustained support necessary for the Harlem River Gateway District's continued development and prosperity. This reflects our shared commitment to ensuring that The Bronx's growth extends to the areas where it is most needed. With those remarks, Bronx Community Board #1 fully support this application.

Sincerely,

Anthony R. Jordan
District Manager



Appendix

Bronx Children's Museum



Detailed Project List

Mott Haven Port Morris Waterfront Plan – 132nd Street Pier (South Bronx Unite)

1

DRI Funding Request: \$7,500,000

Total Project Cost: \$15,000,000

This site is located at East 132nd Street where it meets the East River and is a NYCDOT street end. It is already being used as an ad hoc fishing site. The water area is in a level B flood zone, and FEMA designated CDRZ – Community Disaster Resilience Zone. The proposal will provide green infrastructure-based flood protection from coastal storms and sea level rise as well as pollution mitigation and direly needed green space.

Beginning at Locust Avenue, 132nd Street will be redesigned into a permanent public open space with increased natural areas. Additionally, construction of a pier will create waterfront access and connection to a bio barge, which have additional greenery and programming for the community. The project will also entail establishing oyster reefs to enhance water quality and support the health of local waterways at the 132nd Street pier.

Mott Haven Port Morris Waterfront Plan – Lincoln Ave Street End Pier (South Bronx Unite)

2

DRI Funding Request: \$5,000,000

Total Project Cost: \$10,000,000

This site is located on Lincoln Avenue where it meets the Harlem River and is south of the Major Deegan Expressway. The waterfront projects are in a level B flood protection from coastal storms and sea level rise as well as pollution mitigation and direly needed green space. It will also entail establishing oyster reefs to enhance water quality and support the health of local waterways at Lincoln Avenue Street end and stabilizing the shorefront and rebuilding the existing street end pier on Lincoln Avenue.

H.E.Arts Community Center (South Bronx Unite)

3

DRI Funding Request: \$10,000,000

Total Project Cost: \$44,000,000

Through years of community-led engagement sessions and planning on how the building at 349 East 140th Street should be transformed and used, we arrived at the idea of H.E.Arts, a center to provide health (H), education (E), and arts (Arts) programming. Expanding on the rich history of the building and reversing its existing state of deterioration, the Mott Haven Port Morris Community Land Stewards (The Land Stewards) is converting the 22,750 square foot building into a community-controlled asset that would serve as a vital anchor and tool for local economic empowerment and self-determination.

People's Park Playground Reconstruction (NYC Department of Parks and Recreation)

4

DRI Funding Request: \$12,000,000

Total Project Cost: \$12,000,000

This project will reconstruct People's Park Playground. The reconstruction will include new play equipment, new spray showers, new seating area, new passive recreation area and safety surfacing and security lights. This project will upgrade water and electrical utilities at the site. This project will reconstruct the handball courts. This project will also reconstruct the multipurpose area, to include the reconstruction of the basketball courts.

St. Mary's South Playground Reconstruction (NYC Department of Parks and Recreation)

5

DRI Funding Request: \$6,500,000

Total Project Cost: \$6,500,000

This project will reconstruct St. Mary's South Playground, located in St. Mary's Park. The reconstruction will include new play equipment, new spray showers, new seating and safety surfacing and security lights. This project will upgrade water and electrical utilities at the site.

St. Mary's East Playground Reconstruction (NYC Department of Parks and Recreation)

6

DRI Funding Request: \$7,800,000

Total Project Cost: \$7,800,000

This project will reconstruct St. Mary's East Playground, located in St. Mary's Park. The reconstruction will include new play equipment, new spray showers, new seating, new safety surfacing and security lights. This project will upgrade water and electrical utilities at the site. This project will reconstruct the basketball courts and the handball courts.

St. Mary's Running Track, Fitness Equipment and Synthetic Turf Field Reconstruction (NYC Department of Parks and Recreation)

7

DRI Funding Request: \$9,200,000

Total Project Cost: \$9,200,000

This project will reconstruct St. Mary's Running Track, located in St. Mary's Park. The reconstruction will include a new running track area, reconstruct the adult fitness area and reconstruct the synthetic turf field. This project will upgrade water and electrical utilities at the site and security lights

Patterson Community Barbeque Pit Area (Justice Innovation Inc.)

8

DRI Funding Request: \$100,000

Total Project Cost: \$100,000

Patterson Houses Community Barbeque Pit: Located behind 301 East 143rd Street, Bronx, adjacent to the playground near the Children's Pride Patterson Community Center, the proposed community barbecue pit area will increase a much-desired amenity to Patterson residents. As it stands, there is one small BBQ area behind 320 Morris Avenue, Bronx that is mostly accessible to Patterson residents who are south of East 143rd Street, Bronx. Adding a secondary community BBQ area will reduce potential conflicts and provide a space for the community to host intergenerational activities, thereby promoting a safe and harmonious outdoor community living environment.

Mitchel Houses Basketball Court Renovation (Justice Innovation Inc.)

9

DRI Funding Request: \$80,000

Total Project Cost: \$80,000

This project will reconstruct St. Mary's East Playground, located in St. Mary's Park. The reconstruction will include new play equipment, new spray showers, new seating, new safety surfacing and security lights. This project will upgrade water and electrical utilities at the site. This project will reconstruct the basketball courts and the handball courts.

Patterson Houses Water Play Area (271 East 143rd Street) (Justice Innovation Inc.)

10

DRI Funding Request: \$250,000

Total Project Cost: \$250,000

This project aims to enhance the toddler playground by installing functional water play areas. The water play area enhancement at the toddler playground would replace outdated elephant sprinklers that have damaged sprinkler heads with new equipment that features smart water sensors.

Patterson Houses Water Play Area (304 Morris Avenue) (Justice Innovation Inc.)

11

DRI Funding Request: \$300,000

Total Project Cost: \$300,000

The young children's playground contains a splash pad that has poor drainage and is therefore rarely open during the summer. The Center proposes to renovate the splashpad to ensure proper drainage and functionality. These improvements will provide young children with safe, free, and engaging spaces to play and stay cool during the summer months.

Interactive Installations in Mill Pond Park (Bronx Children's Museum)

12

DRI Funding Request: \$350,000

Total Project Cost: \$700,000

This project will reconstruct St. Mary's East Playground, located in St. Mary's Park. The reconstruction will include new play equipment, new spray showers, new seating, new safety surfacing and security lights. This project will upgrade water and electrical utilities at the site. This project will reconstruct the basketball courts and the handball courts.

Farm & Food Lab (ReBORN FARMS)

13

DRI Funding Request: \$21,000,000

Total Project Cost: \$23,000,000

ReBORN aims to create ReBORN Farm and Food Lab, a modular urban farm, market, and learning space under the Major Deegan Highway at 135th Street in the Bronx. Utilizing retrofitted shipping containers, the project will house hydroponic and aeroponic farms, a marketplace for fresh produce, and an education lab. The farm will serve as a community hub, promoting food sovereignty and healing through a co-creative process with local residents. By collaborating with nearby NYCHA campuses, Hostos College, and other local institutions, ReBORN will celebrate the Bronx's cultural innovation and engage the community in shaping the project's development and offerings.

Bronx Point Early Childhood Learning Center Branding and Marketing Project (BronxWorks, Inc)

14

DRI Funding Request: \$160,000

Total Project Cost: \$160,000

BronxWorks seeks to implement a marketing plan for the Bronx Point Early Childhood Learning Center, targeting local businesses and families with children ages 3 to 5. The plan will outline engagement strategies, guide outreach efforts by business and constituent consultants, and involve a design consultant to create outreach materials for increasing awareness among area employers and residents.

References

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2. <https://www.nyc.gov/assets/sbs/downloads/pdf/neighborhoods/avenyc-cdna-motthaven.pdf>
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17. <https://www.southbronxunite.org/events-2>