

# Port Morris – Harlem River Brownfield Opportunity Area (BOA)

## Community Visioning Session

Tuesday, May 5, 2015, 6:30pm

Mott Haven Bar & Grill  
1 Bruckner Blvd.  
Bronx, New York 10454

Administered &  
Executed by:



Funded by:



Consultants:



# Agenda

## Welcome

- Opening remarks - Phillip Morrow, President & CEO - SoBRO
- Introduction to SoBRO
- Introduction to Brownfields and the SoBRO BOA Team
- Brief Review of the Port Morris-Harlem BOA Scope
  - Existing Plans and SoBRO Timeline

## Open to small groups:

- A) Waterfront (overall concepts and needs);
- B) Transportation Group
- C) Open Spaces / Waterfront Access Points
- D) Residential Housing Needs
- E) Commercial and Retail Needs
- F) Manufacturing Needs
- G) Gentrification

## Reporting Back to larger group

*\* all findings will be summarized and available on the SoBRO website, [www.sobro.org](http://www.sobro.org), and emailed to those who signed in.*

## Questions / Discussion



# About SoBRO

## Our Shared Mission

The mission of the South Bronx Overall Economic Development Corporation (SoBRO) is to enhance the quality of life in the South Bronx by strengthening businesses and creating innovative economic, housing, educational and career development programs for youth and adults.



# SoBRO by the numbers...

## SoBRO's Real Estate Division

boasts **19 SoBRO owned / managed buildings**,  
**manages 5 properties**  
**owned by the City of New York**, and **a public plaza**.



- SoBRO adds over \$1 Billion dollars annually to the economic vitality of the Bronx
- SoBRO impacts the lives of more than 200,000 Bronxites annually and employs 200 area residents
- SoBRO manages all five (5) Industrial Business Zones (IBZ) in the Bronx – Port Morris, Hunts Point, Zerega, Bathgate, East Tremont
- SoBRO administers 3 NYS Brownfield areas – Port Morris-East River, Port Morris-Harlem River, and Eastchester. Additionally, SoBRO has been retained for the EPA Area-wide Study of the Bronx River-Sheridan Expressway Corridor.
- SoBRO is the Real Estate Advisory contractor for the City of New York.
- SoBRO currently has 10 development projects in the pipeline that will bring 700 units of affordable housing



# SoBRO Mission Snapshots

## SoBRO's Youth Services Division

has impacted over 60,000 Bronx youth since its inception in 1996.



SoBRO Youth Services Division provides young people, ages 3-27, with a safe space, to learn, develop, and grow. SoBRO's after-school programs are offered at ten (10) elementary, middle, and high schools in the Bronx.

SoBRO Center-based programs for out-of-school youth combine academic skills and career training with leadership development activities while exposing participants to new ideas, culture, and entrepreneurial skills.



**SoBRO** created NYC's first business incubator 13 years ago:

## The Venture Center



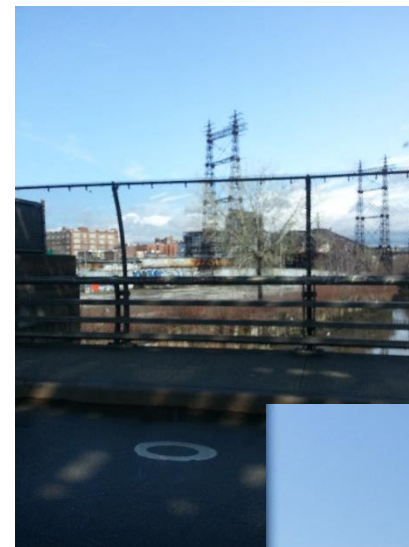
The Venture Center currently houses 35 start up businesses with plans for expansion.

**SoBRO** leads the Bronx in CDFI lending, MBE certifications, and positioning for financing and procuring federal contracts for Bronx-based businesses. In 2014, the SoBRO MBDA Center provided \$200 million in financing to area businesses.

# What is a Brownfield?

There are many definitions:

- EPA: “real property, the expansion, redevelopment or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant or contaminant”
- NYSDEC: “a brownfield is any real property where redevelopment or reuse may be complicated by the potential presence of a hazardous waste, petroleum, pollutant or contaminant”
- NYC MOER: “any real property within NYC, the redevelopment or reuse of which may be complicated by the presence or potential presence of light to moderate levels of contamination, or any real property that meets the definition of a delegated brownfield site, including, but not limited to, real property containing historic fill material and real property rejected from state programs on grounds that the environmental contamination is not sufficient to warrant state involvement.”





# SoBRO BOA Team

**Jamila Diaz, *Assistant Vice President of Business Services*** at SoBRO, has over six years of experience managing the organization's business assistance and commercial revitalization services, including the Entrepreneurial Assistance Program, Industrial Business Zone (IBZ) Program for all five Bronx IBZs, and merchant organizing. In addition, Ms. Diaz oversees manufacturer real estate placements, and has successfully secured over 1 million sqft of industrial space for Bronx based businesses.

Ms. Diaz is a graduate of New York City's prestigious Coro Leadership Program and specializes in Industrial Business Zone development and small business assistance.

Ms. Diaz holds a Bachelor of Arts degree in Political Science with minors in Sociology and Economics from John Jay College of Criminal Justice, and holds a Certificate in Business Management from Fairfield University.

**Michael C. Brady, *Director of Special Projects and Governmental Relations*** at SoBRO. Brady oversees the agency's environmental and land use program implementation including three (3) NYS Brownfield Opportunity Areas (BOA) – Port Morris, Harlem River; Port Morris, East River; and Eastchester, the EPA Area-Wide Study for the Sheridan Expressway, partnerships with the NYS Department of Environmental Protection, and the Real Estate Advisory Services Program with the City of New York. Additionally, Mr. Brady works in conjunction with SoBRO senior leadership to pursue and achieve strategic objectives pertaining to community and economic development strategies including industrial business zone development, small business services, and youth and adult education programming.

Mr. Brady serves as a member of Bronx Community Board 1, a member of the NYCEDC's Industrial Relation's Council, and a member of the New York City Brownfield Partnership.

Mr. Brady holds a Bachelor of Arts degree from Manhattan College, and a Master of Public Administration from New York University, where he served as a Senior Clark Fellow. Additionally, he holds certifications from Harvard University and Columbia University.

**Neil W. Pariser, is a *Senior Special Projects Consultant*** with SoBRO. Prior to his retirement from SoBRO, Mr. Pariser served as Senior Vice President of the South Bronx Overall Economic Development Corporation (SoBRO). During his 30 years of service at SoBRO, Mr. Pariser directed the planning, acquisition, financing and construction of over 30,000 square feet of retail space and 120,000 square feet of industrial space; oversaw the financing and development of 500 units of affordable housing in the South Bronx; and supervised the planning, financing and implementation of ten commercial revitalization projects. Mr. Pariser is the founder of the Port Morris Local Development Corporation, a member of board of CREDIT, Inc., SoBRO's in-house CDFI, and Vice Chair of the New York City Brownfield Partnership.

Mr. Pariser holds a Bachelor of Arts degree from New York University and a Master of Urban Planning and Public Administration, also from New York University.



# Port Morris – Harlem River

## Brownfield Opportunity Area (BOA)

### About SoBro Consultants



For nearly three decades, Magnusson Architecture and Planning (MAP) has pioneered outstanding building design and urban revitalization projects as the foundation for vibrant and sustainable communities. MAP's top priority is to assist non-profit groups, municipalities, and developers to reshape neighborhoods to improve their residents' quality of life. Decades after the firm was founded in 1986, MAP continues to push the envelope for urban housing and mixed-use design and invent new ways of planning urban neighborhoods.



AKRF offers creative environmental, planning, and engineering solutions for public and private clients. With services across a range of technical specialties, AKRF provides a single-point resource for the most complex, controversial, and time-sensitive projects.

AKRF's scientists, planners, engineers, and technical specialists have worked side by side for decades to help hundreds of clients quickly uncover and solve critical issues. The firm identifies potential challenges early on, ensuring that their projects are completed as smoothly and cost-effectively as possible.





# SoBRO's Involvement

## Port Morris – Harlem River BOA

- In 2004, SoBRO was awarded a land use and environmental planning grant from the New York State Department of State (NYS DOS) to focus on the **Port Morris** neighborhood of the South Bronx. This area has a long history of heavy industrial use and the need for planning and revitalization efforts.
- In the first phase of **Brownfield Opportunity Area (BOA)** work in Port Morris, SoBRO worked in partnership with the NYC Department of City Planning and local community groups to conceptualize and advocate for a rezoning of the **Lower Concourse**, the western section of Port Morris.
- This 30 block area was successfully rezoned in 2009 from manufacturing to mixed-use with a Special Waterfront District. It now presents significant commercial, residential, and community facility development potential.
- SoBRO has since received two subsequent area-wide planning grants in the neighborhood and is now completing an **“Implementation Strategy”** for the Lower Concourse. SoBRO's current efforts are centered on waterfront development scenarios, waterfront access, green infrastructure, and multi-modal transportation improvements along the Harlem River from 149th Street down to Lincoln Avenue.
- In 2015, SoBRO secured a Brownfield designation for the area which allows for remediation plan implementation, and development tax credits.

# BOA Overview to Date

## Phase 1

Consultant: MAP

*Visioning Study – maximum development to the right of zoning*

- Zoning, bulk, and massing studies
- Waterfront access and open space
- Climate Resiliency

Product: Phase 1 Study Report

Complete / Release:  
November 2014



## Phase 2

Consultant: AKRF

*Market and Feasibility Study*

- Real Estate Development Feasibility
- Economic and Market Analysis
- Transportation Infrastructure
- Marketing to the area

Product: Phase 2 Study Report

Release Date:  
May 14, 2015

## Final Report

Author: SoBRO

*The Final Report and recommendations will be submitted to the NYS Secretary of State in late July. The Final Report will include Phase 1 and Phase 2 findings, fully developed area plans, community input, and recommendations based on those plans.*

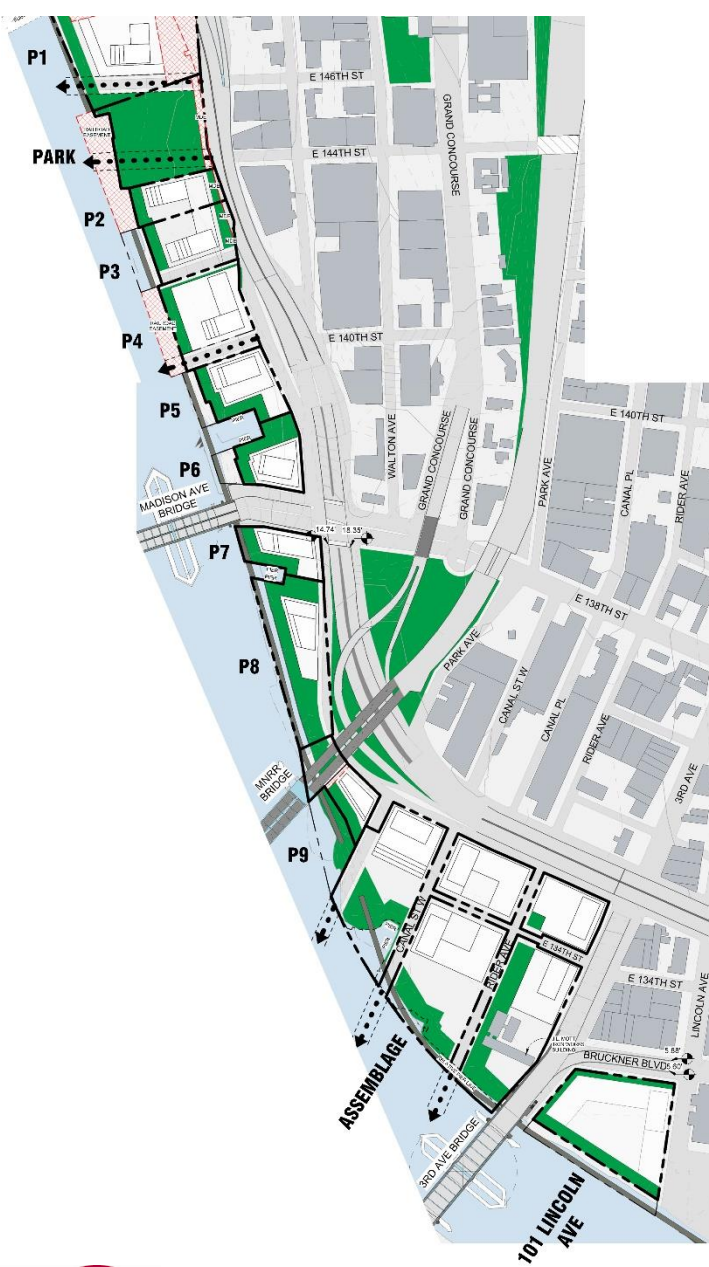
Release Date:  
Late July / Early August



# Existing Plans for the South Bronx Waterfront

- *South Bronx Initiative*, NYC Economic Development Corporation, 2008
  - <http://www.nycedc.com/project/south-bronx-initiative-plan>
- *The Special Harlem Waterfront District*, Bronx Borough President
  - <http://bronxboropres.nyc.gov/pdf/bronx-bp-waterfront-report.pdf>
- *Mott Haven-Port Morris Waterfront Plan*, South Bronx Unite
  - <http://www.southbronxunite.com/p/a-waterfront-re-envisioned.html>
- *Port Morris Rezoning*, New York City Department of Planning
  - [http://www.nyc.gov/html/dcp/html/port\\_morris/index.shtml](http://www.nyc.gov/html/dcp/html/port_morris/index.shtml)
- *Long Term Prospective* – South Bronx, Rebuild by Design
  - <http://www.rebuildbydesign.org/project/long-term-perspective-south-bronx/>
- *The Haven Project*, New York Restoration Project
  - <https://www.nyrp.org/about/programs/the-haven-project/>
- *Plan for the Bronx Waterfront*, City of New York, 1993
  - <http://www.nyc.gov/html/dcp/html/pub/bronx.shtml>
- *OneNYC*, City of New York, 2015
  - <http://www1.nyc.gov/html/onenyc/index.html>

# Lower Grand Concourse BOA Footprint









## Existing Conditions

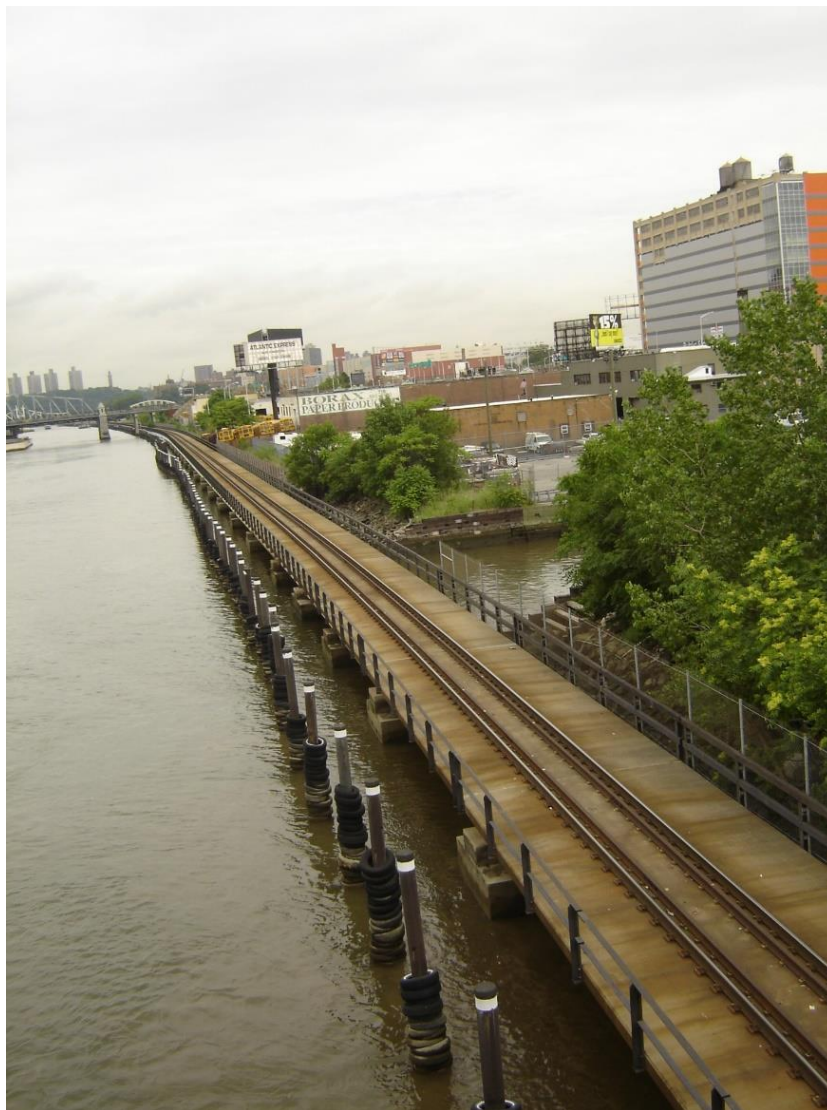
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## Existing Conditions

17



**Existing Conditions**



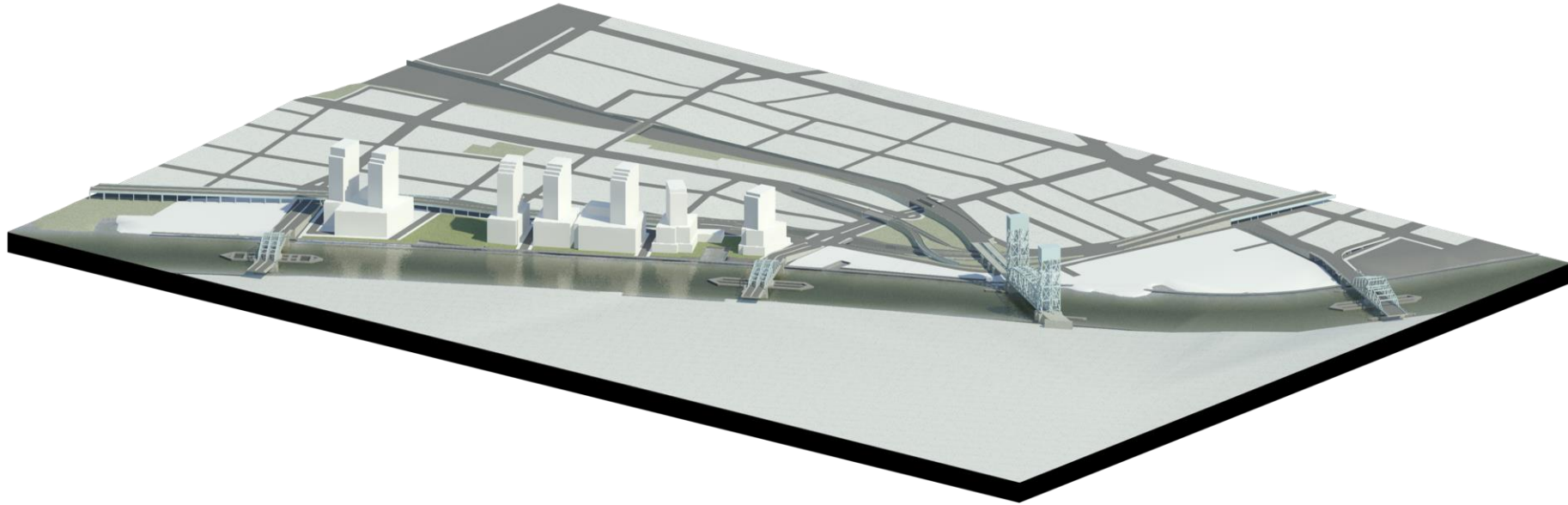


**Existing Conditions**



**Existing Conditions**



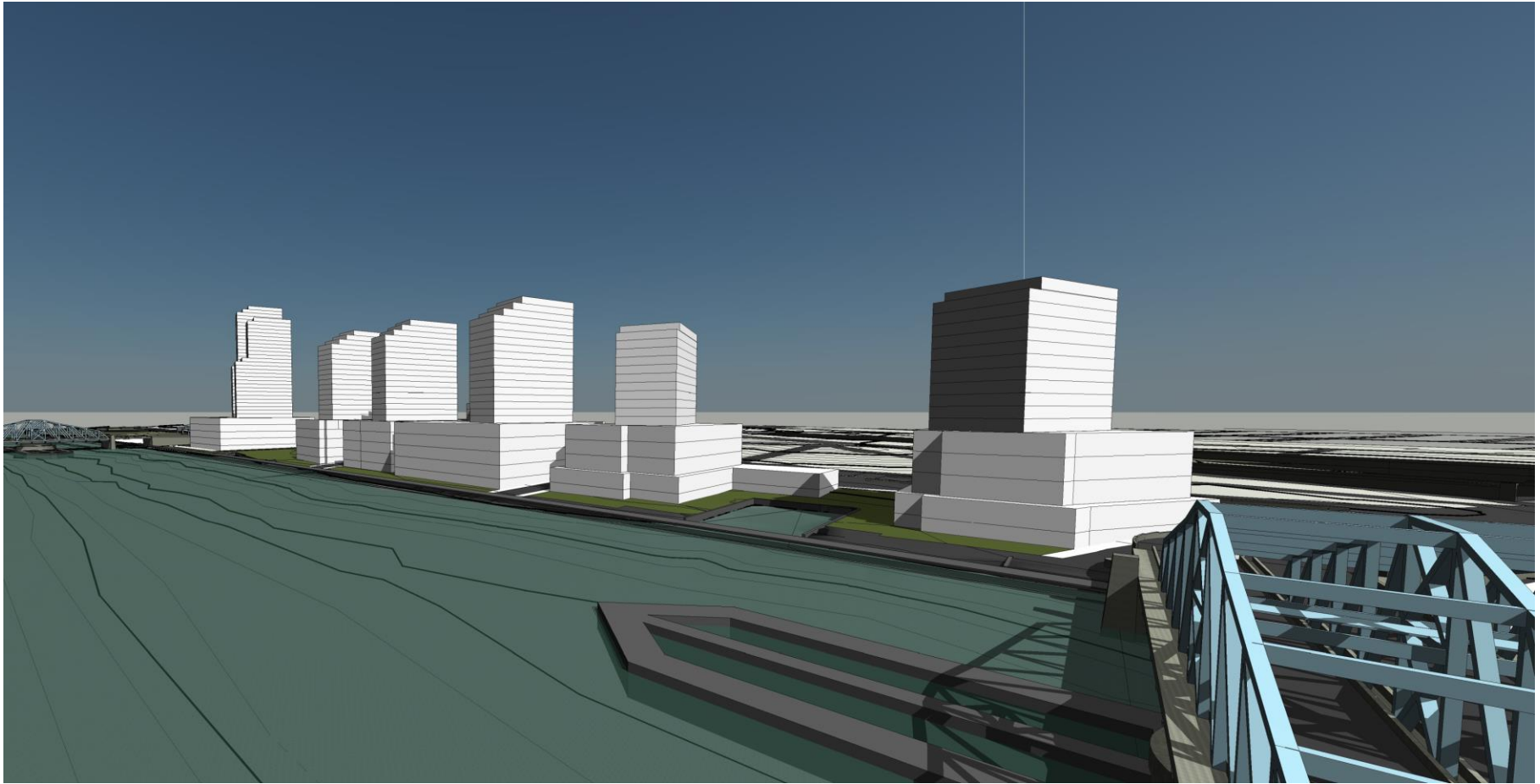


**Contextual Axonometric**

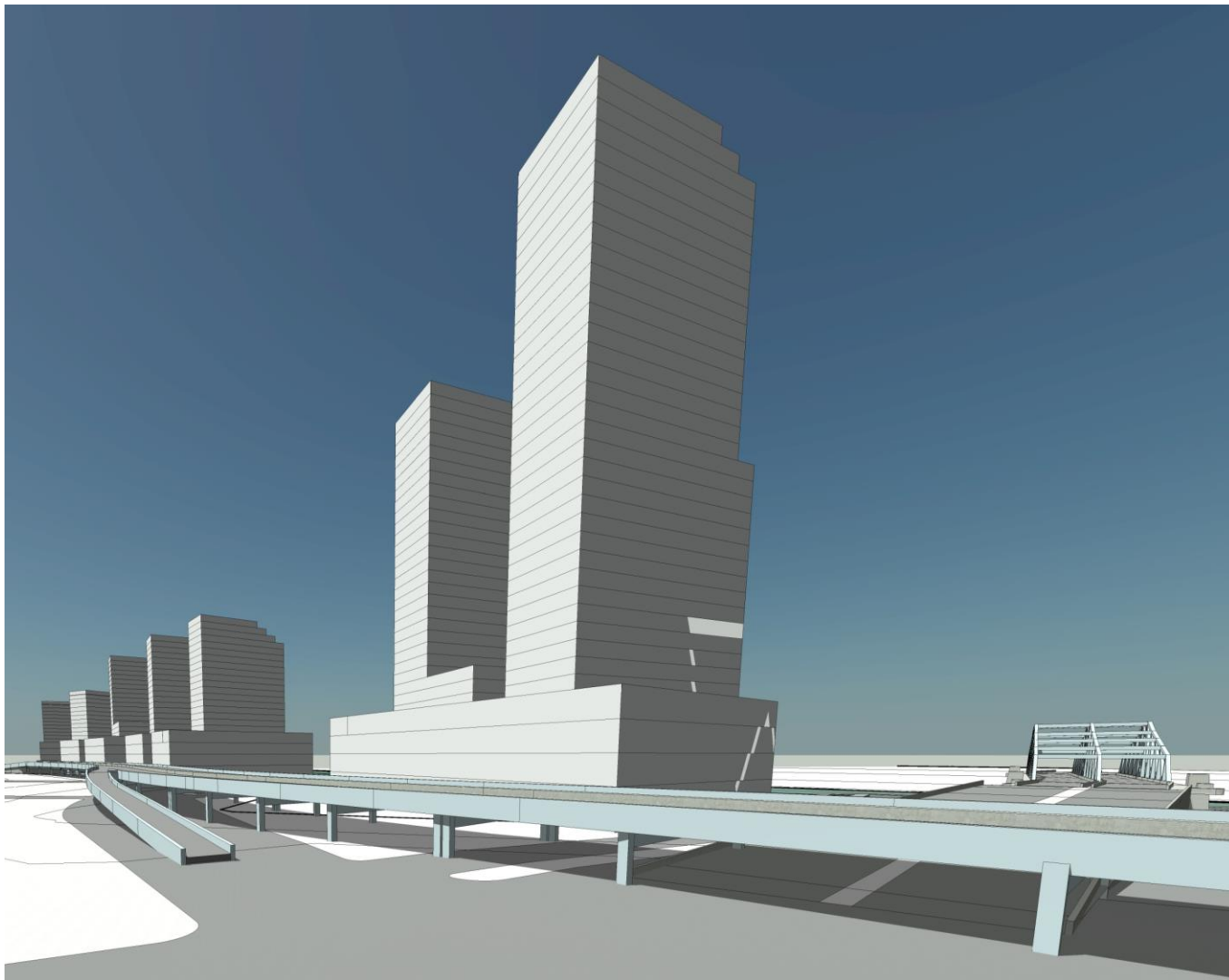


**Waterfront View Facing South**

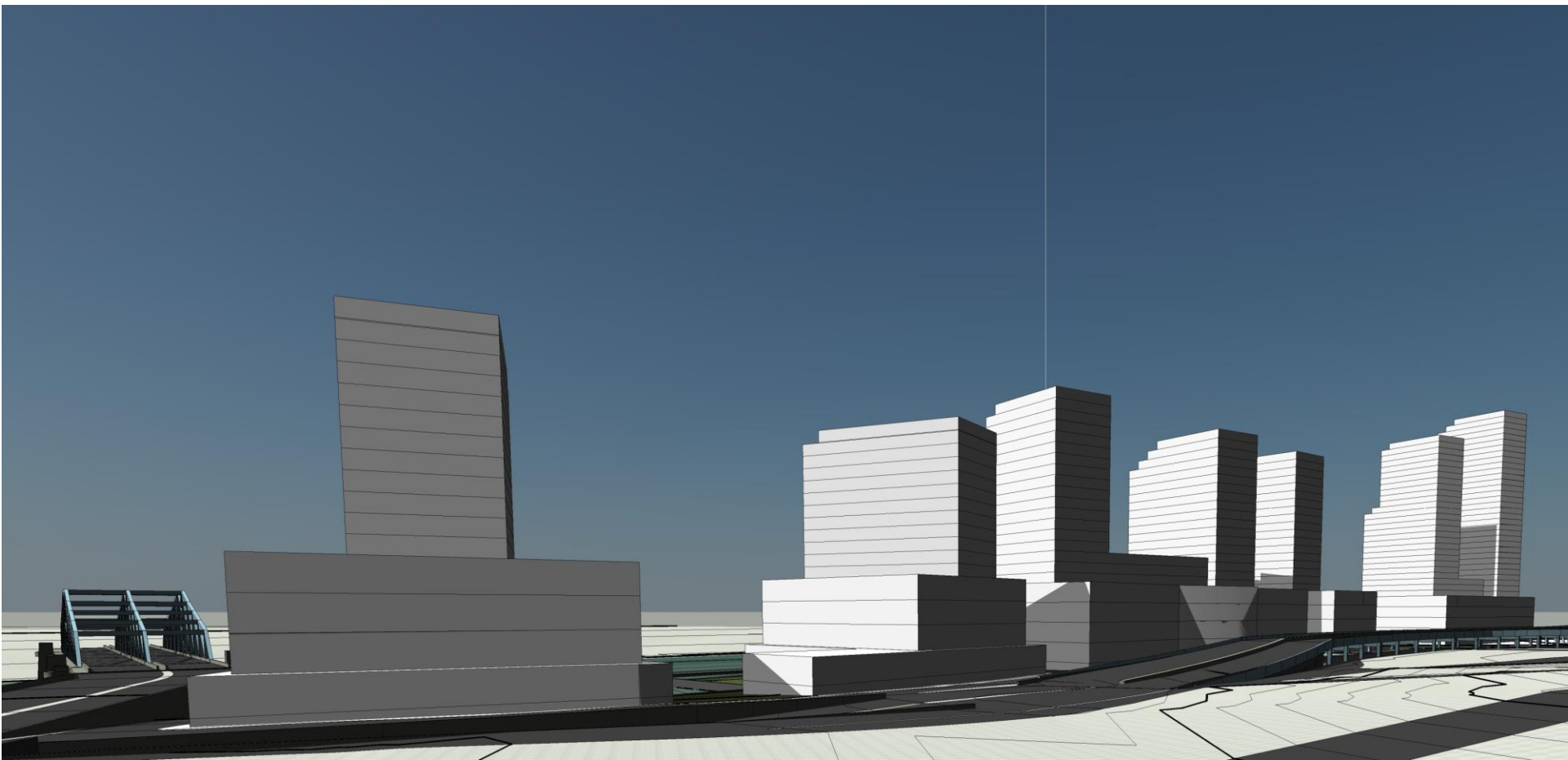




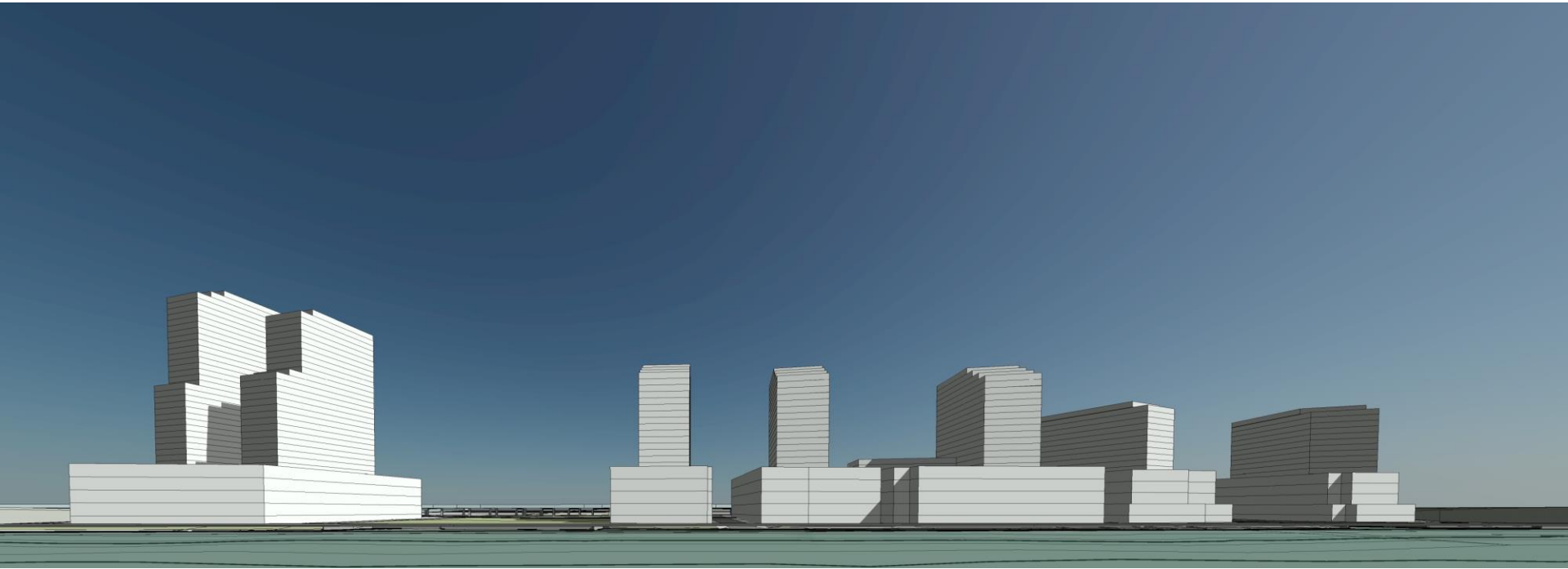
**Waterfront View Facing North**



**Major Deegan View Facing South**

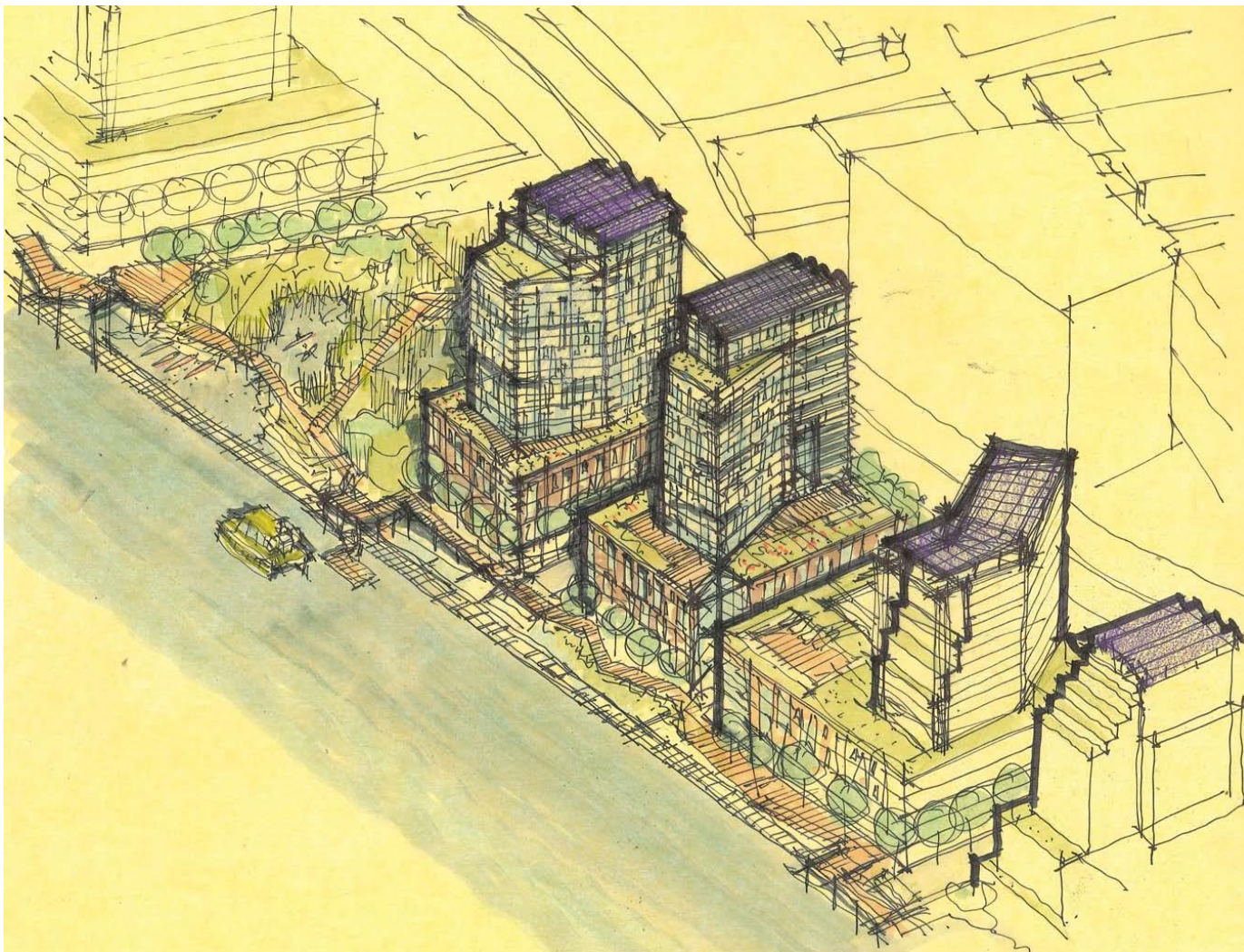


**Major Deegan View Facing West**



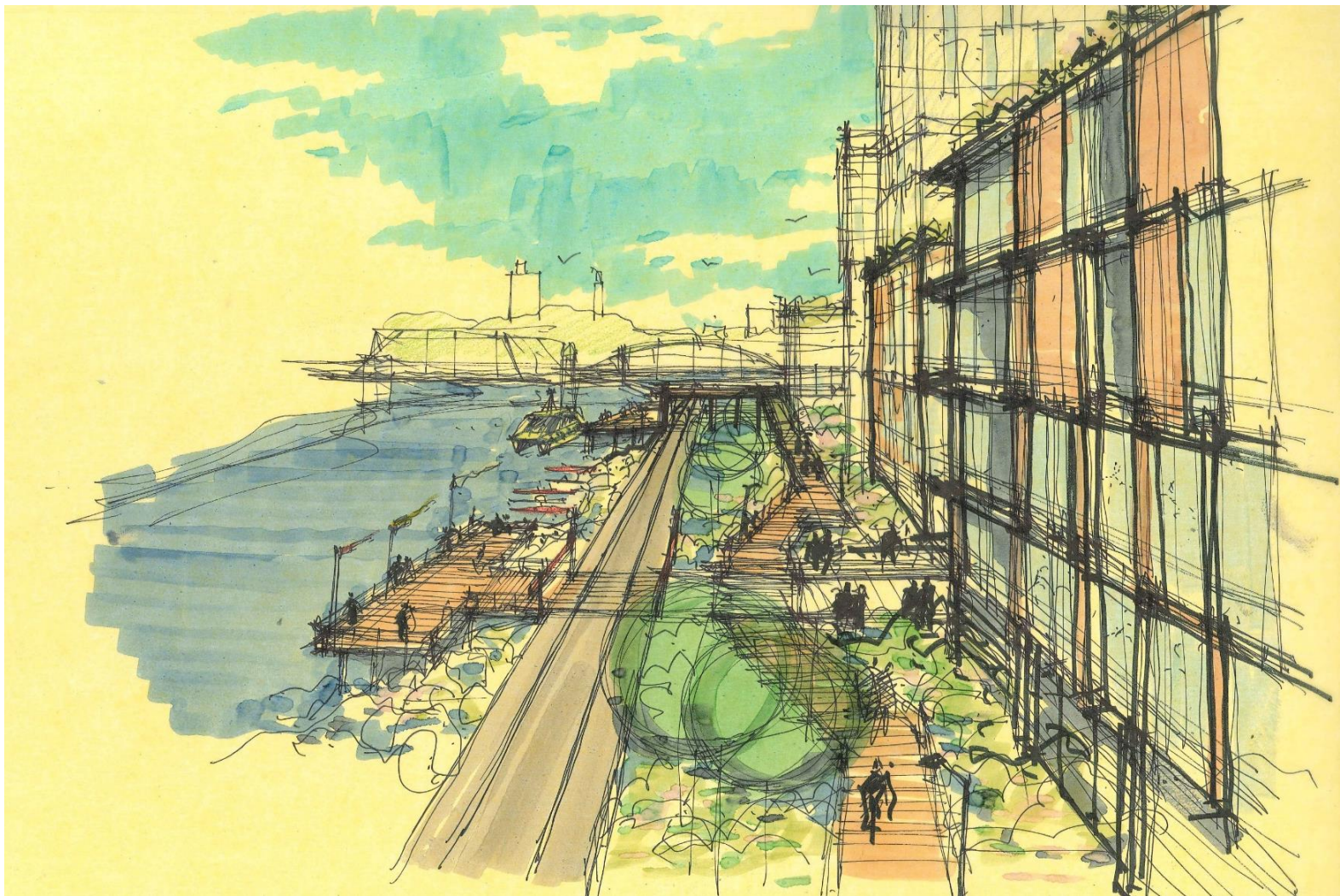
**Waterfront View Facing East**





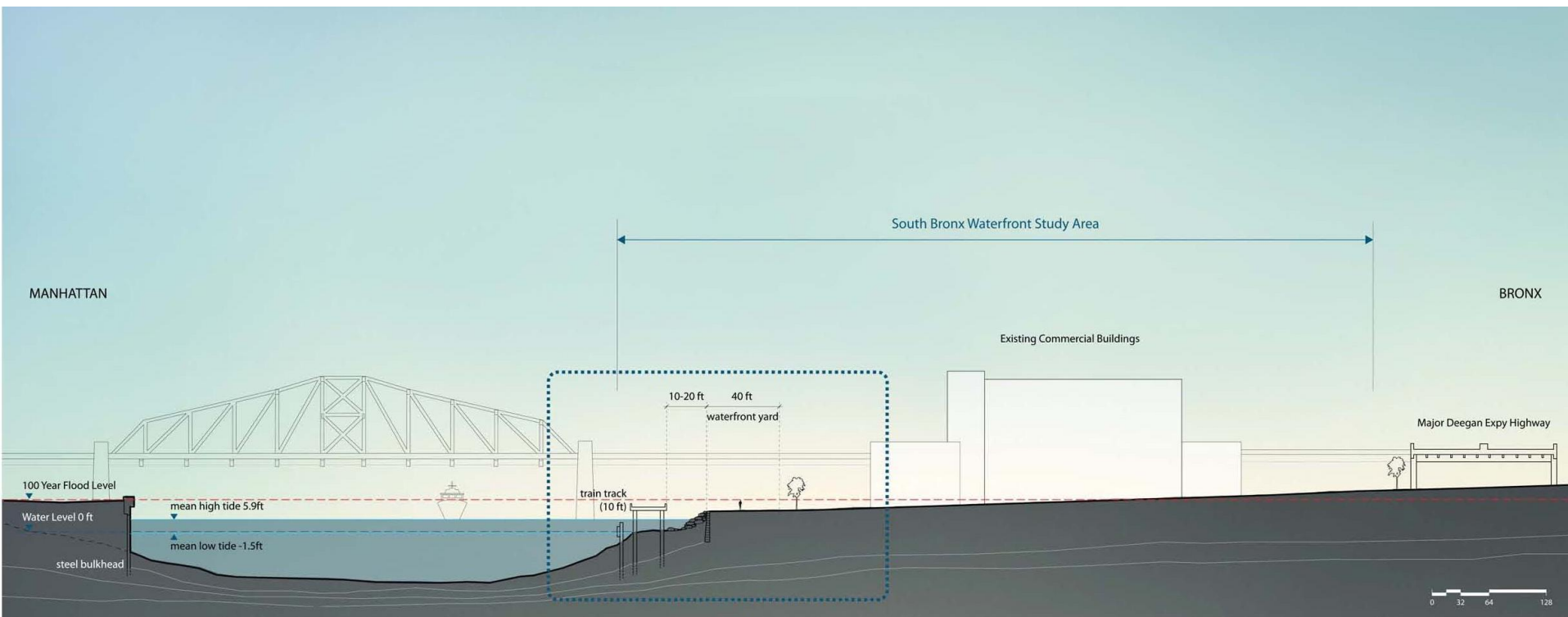
**Parcels P1, P2, P3 Conceptual Rendering**



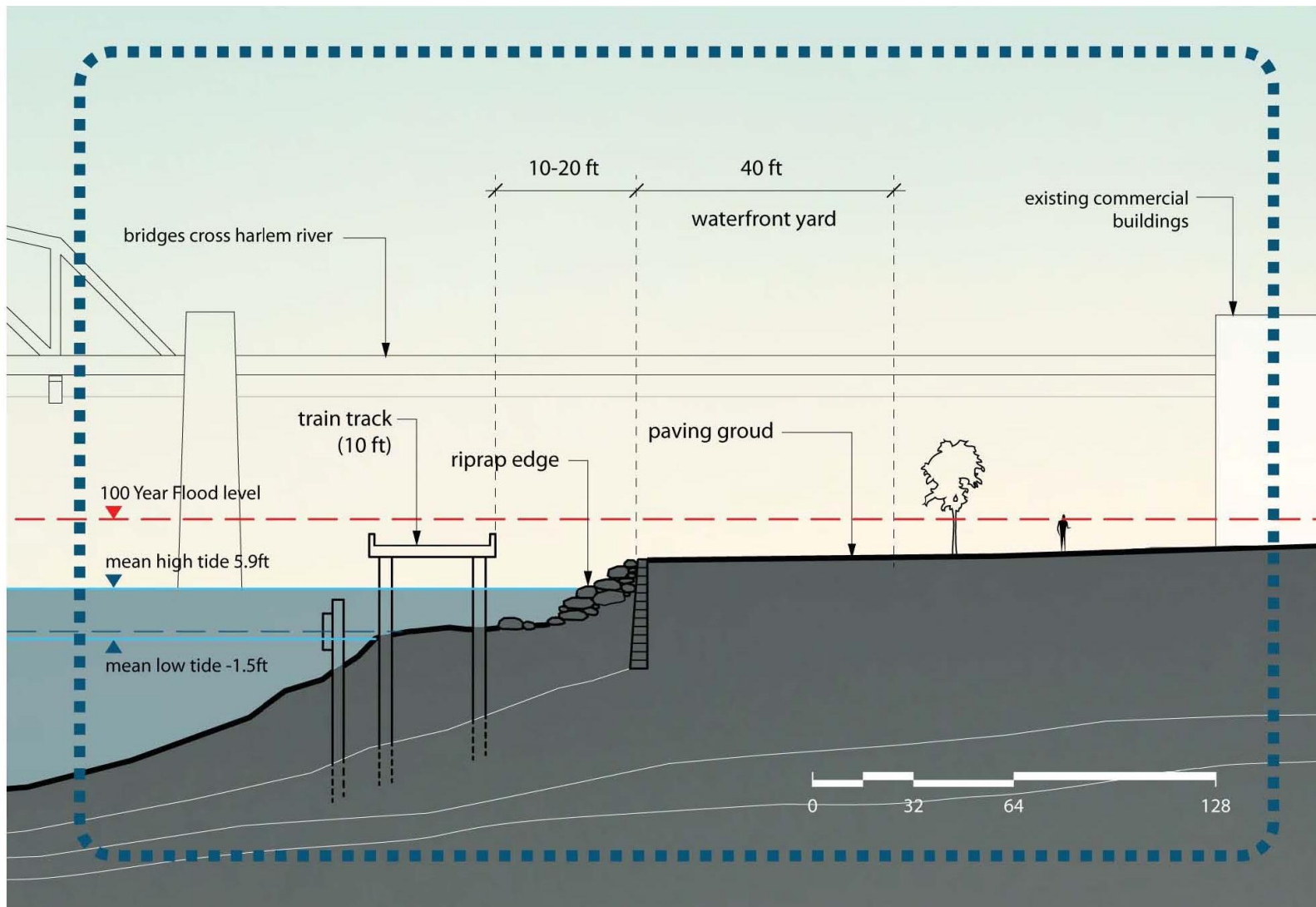


**Conceptual Rendering Showing New Accessible Pier**

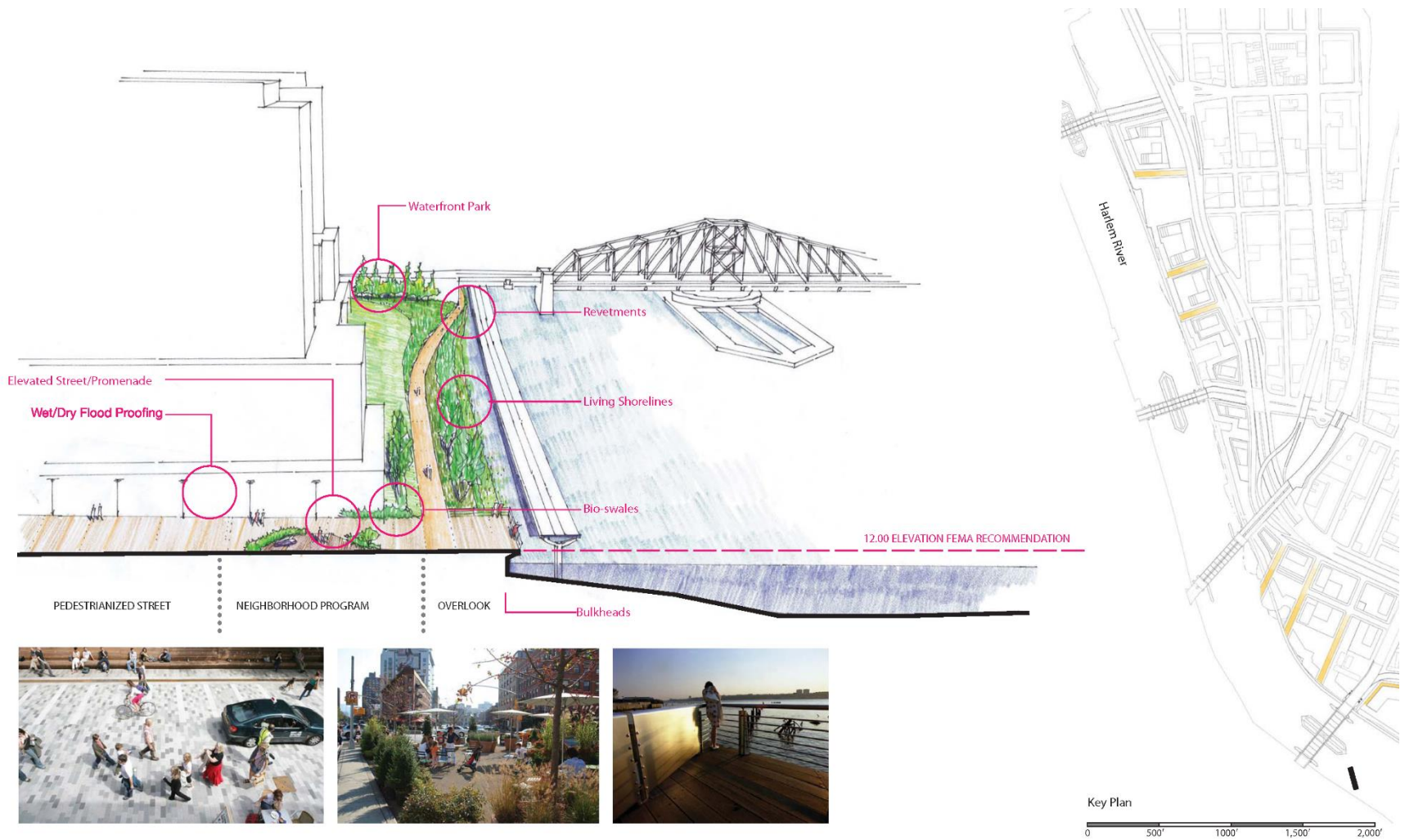




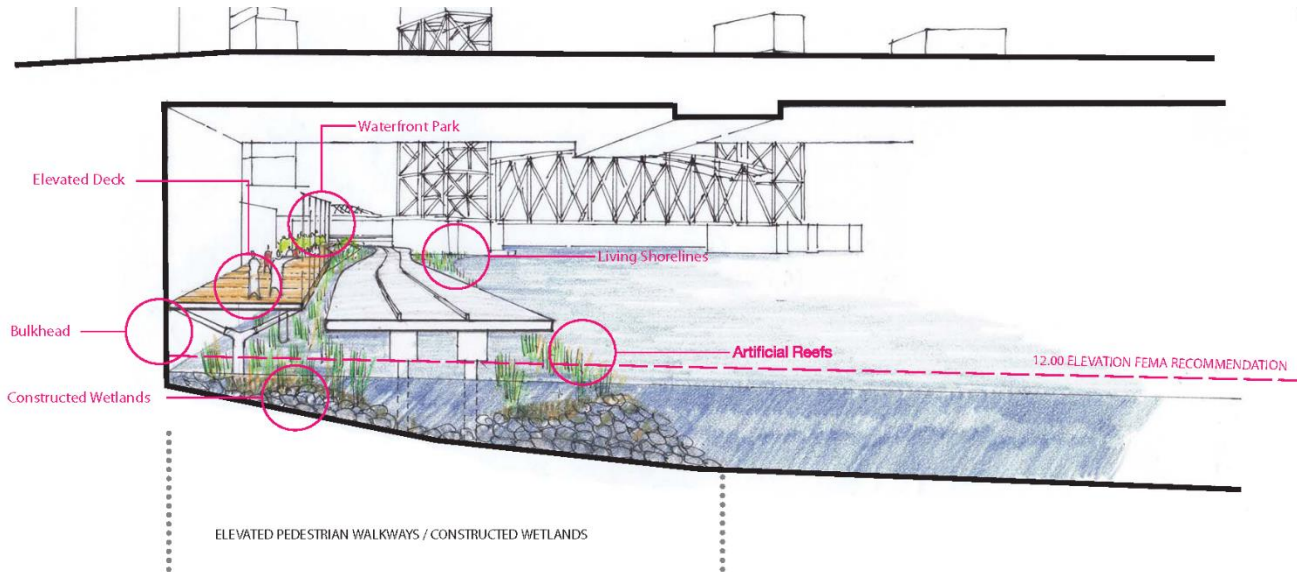
## Existing Condition - Cross Section through Harlem River and Project Study



**Existing Condition – Zoom Cross Section  
through Harlem River**

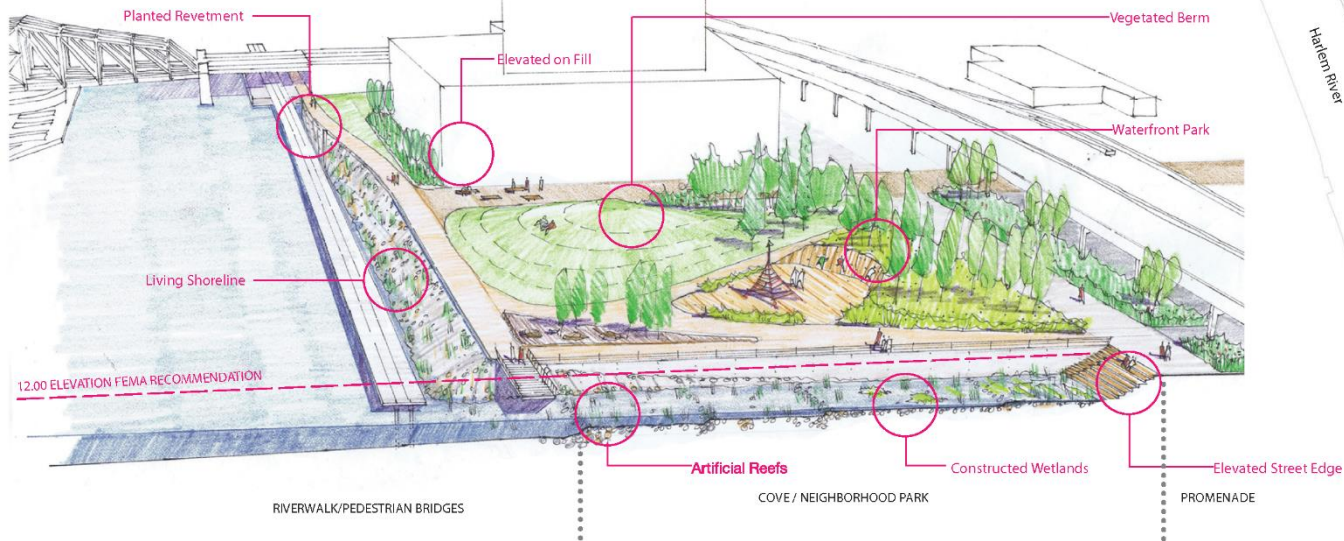


## Edge Strategy – Bulkhead with Elevated Overlook

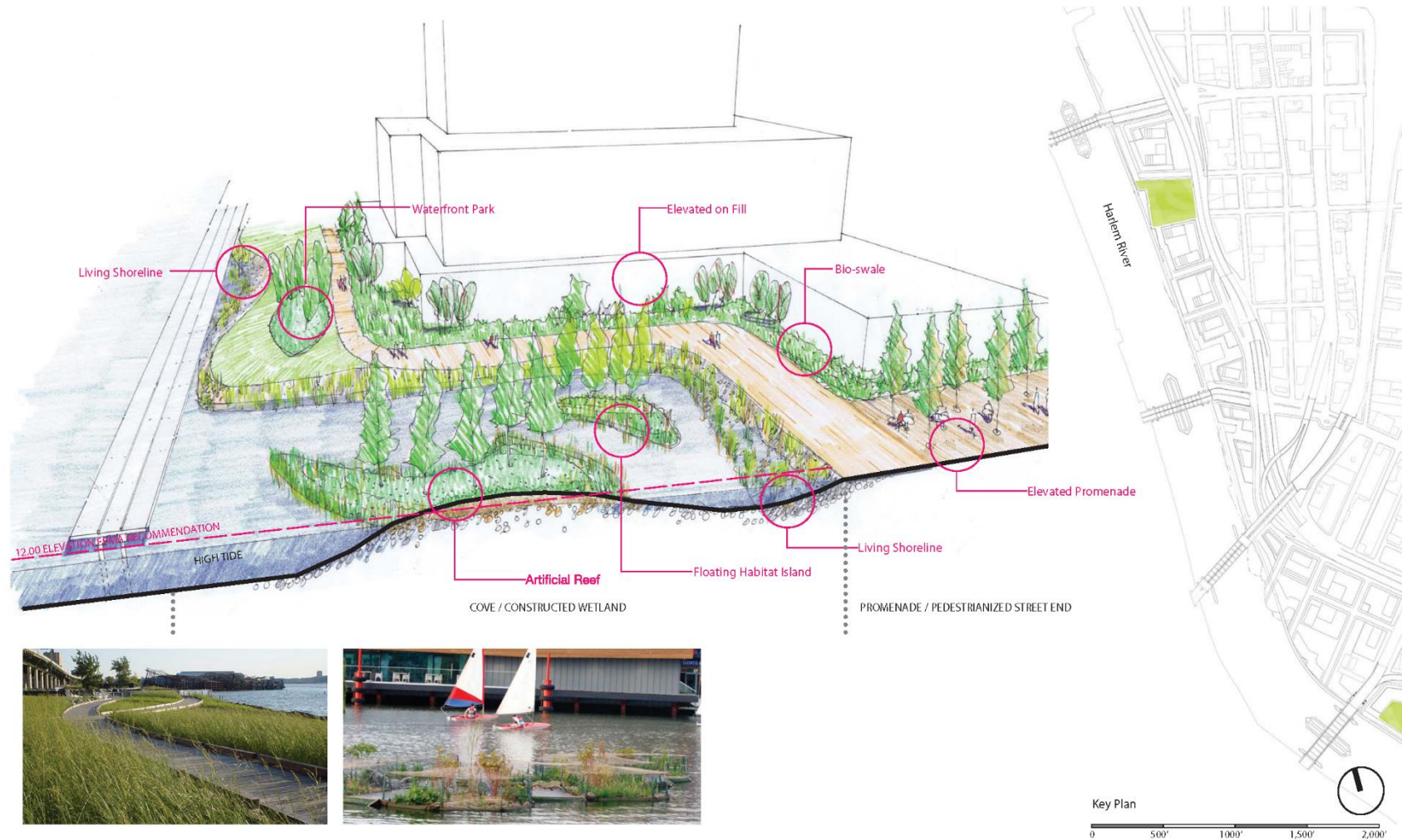


## Edge Strategy – Elevated Pedestrian Connections



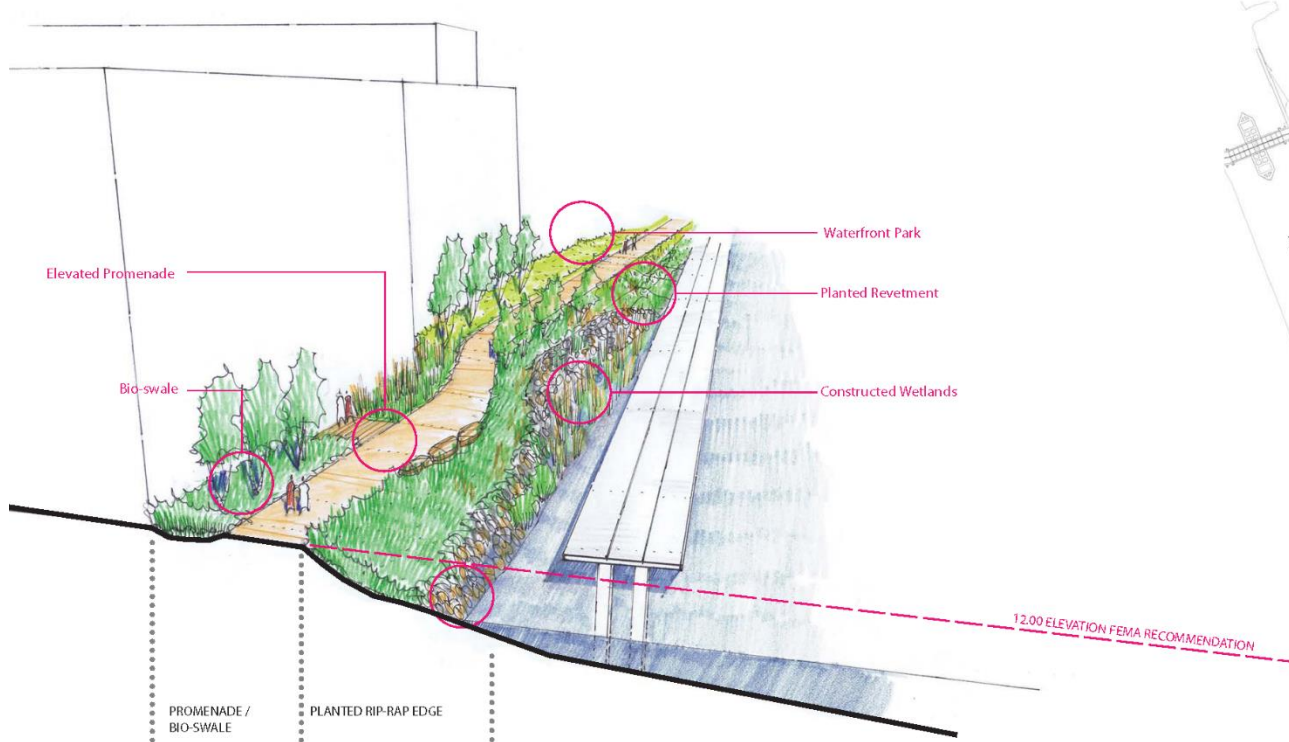


## Edge Strategy – Constructed Wetlands / Pedestrian Platforms



## Edge Strategy – Constructed Cove / Habitat Islands

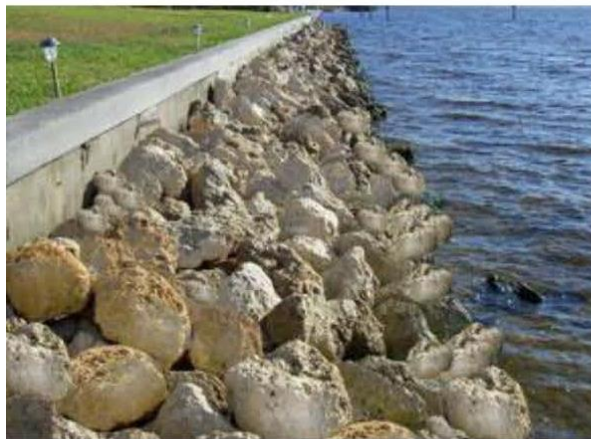




## Edge Strategy – Soft Edges / Planted and Rip-Rap and Riverwalk



**Figure 32** – Urban Wetlands, Shanghai Houtan Park



**Figure 33** – Shoreline Riprap





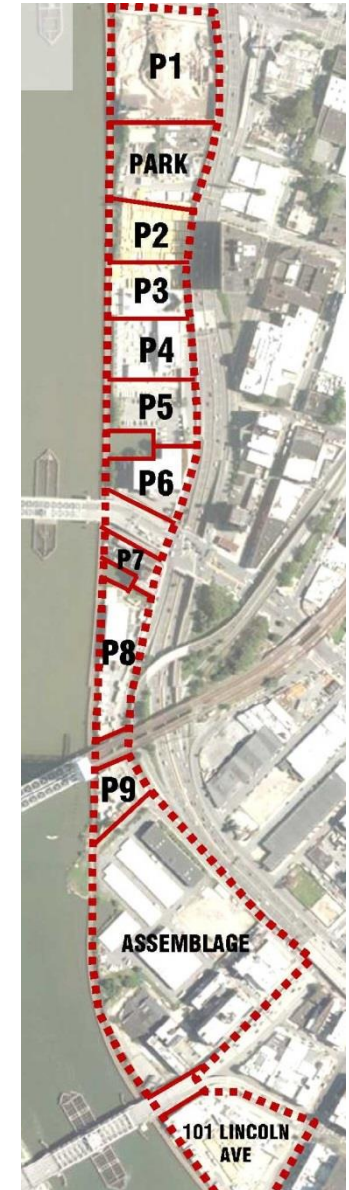
# Phase 2 Overall Study Progress

- **AKRF** – market analysis and financial model
  - Draft of market analysis
  - Draft of financial model
- **Metropolitan Urban Design Workshop** – Open space and intersection design
  - Inventory completed
  - Draft of open space plan
- **Ewell W Finley** - Transportation Infrastructure
  - Existing conditions assessment completed



# Market Study - Goals

- Test Magnusson's recommendations:
  - **2.8 million** square feet of residential space
  - **2.3 million** square feet of commercial space
  - **1.0 million** square feet of community facility space
- Assess demand for:
  - residential
  - retail/commercial
  - industrial
  - community facility
- Provide inputs for the financial feasibility model



# Market Study - Challenges

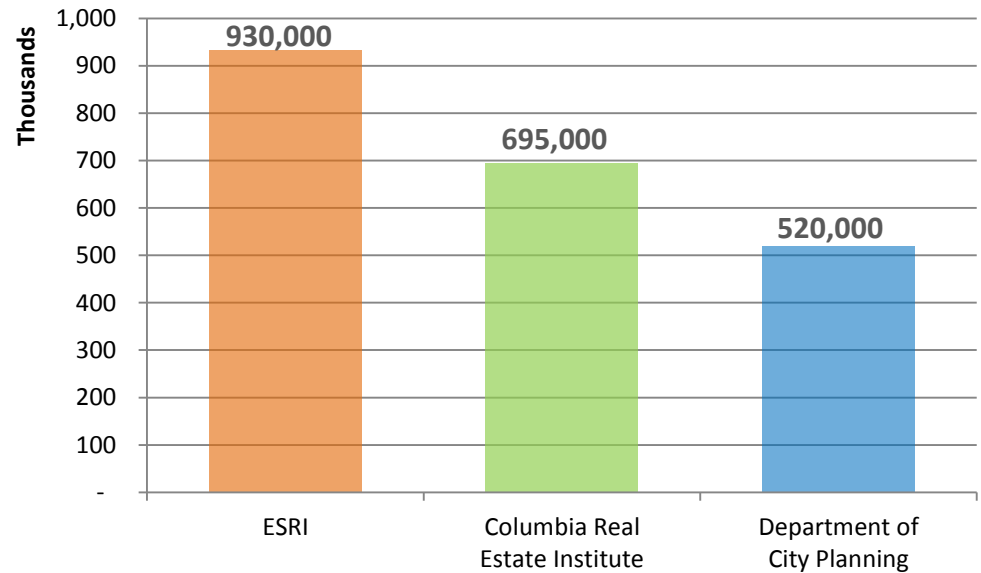
- Redevelopment challenges in the Lower Concourse BOA:
  - Infrastructure improvements
  - Resiliency considerations
  - Environmental cleanup
  - Permitting
  - Assemblage
  - Potentially forming LDC
  - Financing
- The Market Study will assess demand in 2020, 2030, and 2040 in order to provide both near- and long-term recommendations

# Market Study – Residential

## Overall Demand

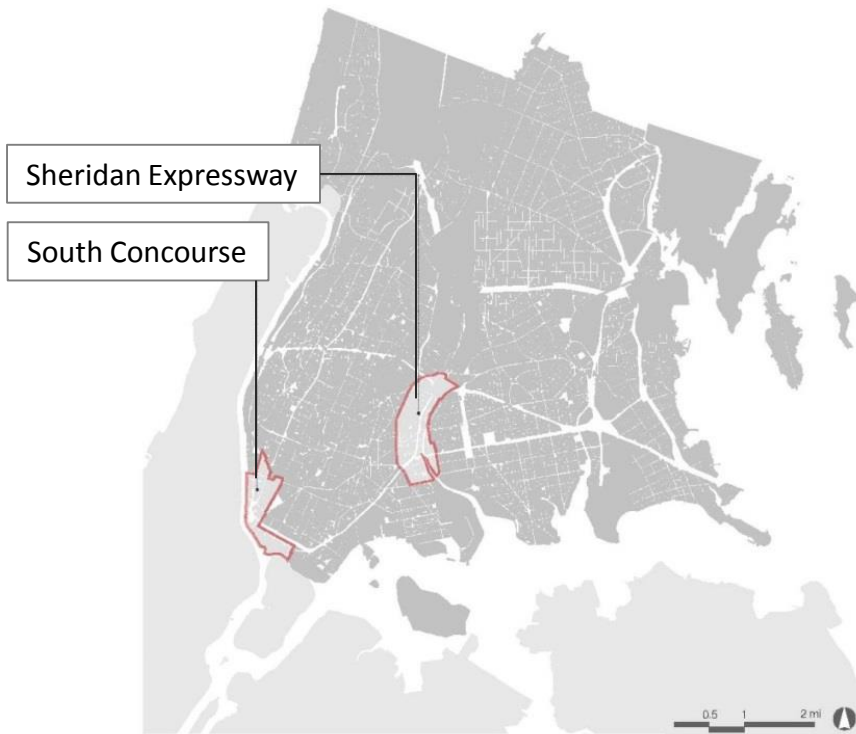
- New York City is projected to grow significantly in the coming decades
- Growth is projected by a number sources
- Columbia's projections are the midpoint between NYC's conservative and ESRI's aggressive projections.
- And are basis for the residential market analysis

NYC Projected Population Increase 2014 -2040:



# Market Study – Residential

## Major growth areas in the Bronx



- Columbia’s estimates that 70% of growth will be accommodated by in-fill development
- The remaining 30% will be accommodated by “hyper-development zones” such as Hudson Yards, Queens West, and Atlantic Yards
- The Bronx houses two hyper-development zones:
  - Sheridan Expressway Area and
  - Larger South Concourse Area
- The Lower Concourse Area is part of the Larger South Concourse Area

Projected No. of New Residents by 2040 (Columbia):	New York City
Absorbed by Infill:	490,000
Absorbed by New Development:	210,000
Total New Growth:	700,000



# Market Study – Residential

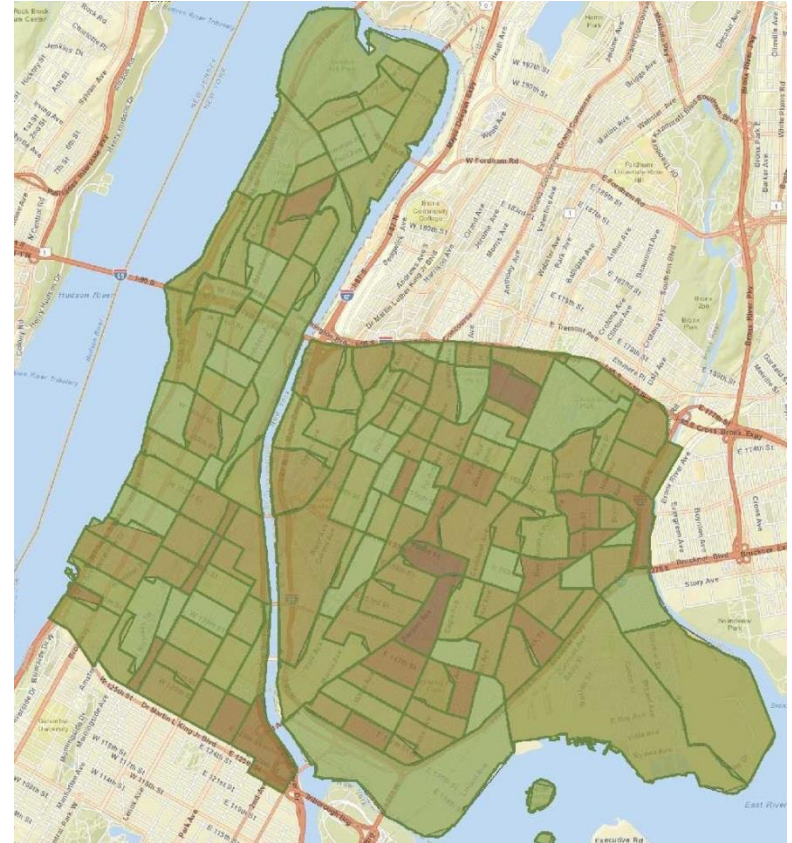
## Total Demand for the Lower Concourse BOA

- The **South Concourse Area** is projected to receive between 9% and 17% of the demand not satisfied by ongoing infill development
- This is equal to approximately a total population growth of between 18,000 and 35,000 people
- Based on this distribution the **Lower Concourse BOA** is projected to receive about one half of the residents or between **9,500 and 17,500** residents
- The potential to capture residential demand will depend on a number factors such as:
  - Market Conditions
  - Entry to market
  - Programming

# Market Study – Residential

## Area Trends

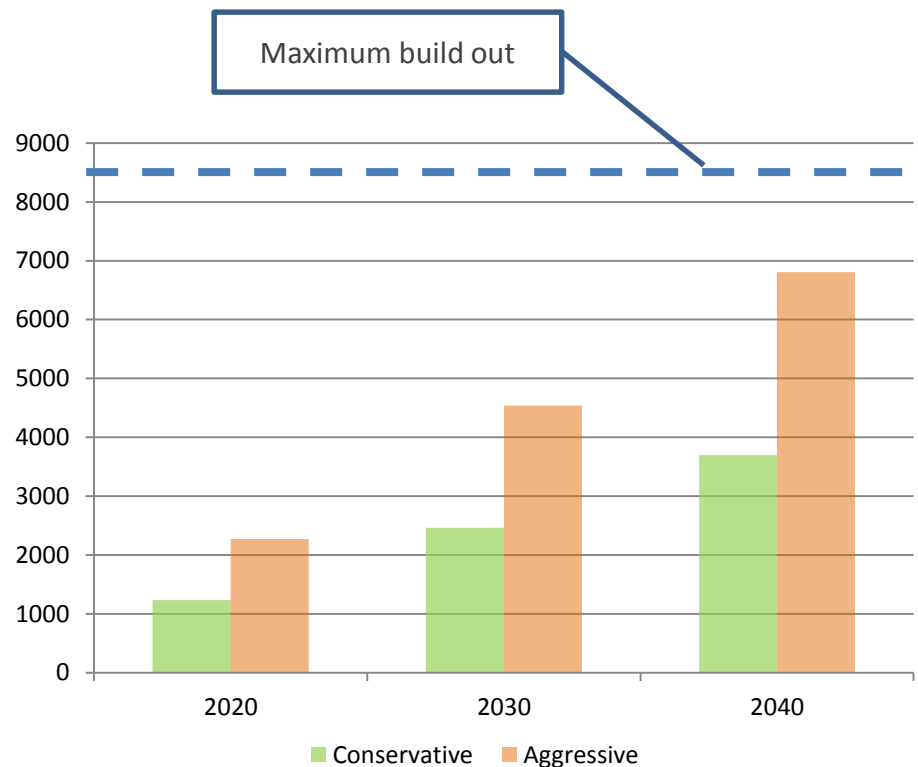
- The Upper Manhattan/South Bronx market is performing well
- ESRI projects that the area will grow by nearly 6% between 2014 to 2020
- This is equal to 100K new residents by 2030 and 150K new residents by 2040
- The Lower Concourse is expected to capture a significant portion of the growth



# Market Study – Residential

## Demand Ranges

- With an average HH size of 2.57 unit demand is between:
  - 1,200 and 2,200 units by 2020
  - 2,500 and 4,500 units by 2030
  - 3,700 and 6,800 units by 2040
- Based on MAP, the BOA could house theoretically a **maximum** of **8,500** new units if each individual property would be developed individually



# Retail Market Study – Retail

## Destination Retail

- By 2040 (existing demand +3,700 new units):
  - Shopping Goods: 1.03 million sf
  - Eating and Drinking Places: 167,500 sf
  - TOTAL: 1.20 million sf
- Demand for commercial uses is about 1 million sf less than in design analysis
- Difference can be allocated to residential uses (approximately 1,000 units)



# Market Study – Retail

## Convenience Retail

- Existing demand for **local convenience goods** (i.e., **health and personal care, florists, supermarkets**) is generally met according to the capture rate analysis and local commercial real estate brokers
- Convenience goods retailers could include supermarkets, pharmacies, and delis to support the new residents (analysis indicates future demand for **up to 25,000 sf by 2030** and **up to 40,000 sf by 2040**).

# Market Study – Industrial

- Industrial waterfront development is **not encouraged** in the Lower Concourse BOA (there are some limited exceptions)
- Step 2 report identified Strategic Site 5 at 2568 Park Avenue for industrial use
- MAP's report identified the Assemblage and 101 Lincoln Avenue for mixed use including **high-tech and web design companies, bakers/caterers, artist work space, and professional/incubator space**
- Other suitable industrial sites may be those that not zoned for residential uses, are contaminated, or are in close to industrial uses
- The placement of industrial uses should not conflict with the pedestrian-friendly connections and access envisioned for the waterfront area, and should not conflict with the retail and residential goals for the BOA

# Market Study – Community Facilities

- The new residents would be expected to create a significant demand for schools, day care, and open space
- Local developers and real estate brokers suggested that some of the new space could be occupied by institutions like NYU, Cornell, and North Shore LIJ, given the massing potential of the site
- Transportation assets also make the BOA particularly attractive to institutions

# Charrette Break-Out Session

- There are the following break out groups:
  - Waterfront – overall concept development
  - Transportation
  - Commercial / Retail Space
  - Manufacturing / Industrial Uses
  - Open Space / Waterfront Access Points
  - Gentrification
  - Residential Space
- Groups have question prompts, but should discuss issues related to their groups topic. Issues / Challenges should be addressed with community solutions.
- Groups should select a note taker and a speaker
  - The note taker will take write the groups ideas on the post-it easels
  - The speaker will present the ideas to the larger group
- Groups will present their thoughts and solutions
- We will then go into general discussion and questions



# General Discussion / Q & A

*Thank you!*

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