



IMAGE CREDITS: (1) The New York Botanical Garden; (2) Fordham University; (3) Montefiore Medical Center; (4) Julie Larsen Maher © WCS; (5) Adi Talwar; (6) New York City Department of Transportation; (7) The New York Botanical Garden; (cover image) Patrick Hess, NYCEDC

## DEMOGRAPHICS & SPENDING DATA

The following demographic data and retail spending information for the ¾ mile radius area indicated on the map highlight the significant opportunity for new retail and residential development along Webster Avenue. Unmet retail demand just from households in the corridor totals over \$800 million. The high density of employees, students, and visitors in the area represent additional untapped retail spending potential. In a survey of FBIA employees, 57% of respondents buy food or eat out during the workday a few times weekly and 62% shop or run errands near work at least a few times per month. FBIA employees expressed particular preference for new restaurants, department stores, supermarkets, and home furnishing stores, retail sectors with over \$300 million of unmet demand along Webster Avenue.

Webster Avenue Corridor	3/4 Mile
Population, 2011	93,854
Population Density (per square mile)	55,612
Total Employees	15,021
Total Graduate and Undergraduate Students	18,500
Total Visitors (per year)	4,000,000
Retail Spending (in millions of dollars)	3/4 Mile
Total Retail Sales Within Area	\$ 289.9
Total Retail Demand Within Area	\$ 1,093.5
Total Unmet Demand Within Area	\$ 803.6
Unmet Consumer Demand (in millions of dollars)	3/4 Mile
Food Service and Drinking Places	\$ 100.8
Department Stores	\$ 61.3
Building Material and Supply Dealers	\$ 53.8
Grocery Stores	\$ 40.5
Furniture and Home Furnishing Stores	\$ 18.5
Sporting Goods, Hobby, Book, Music Stores	\$ 18.5

Data sources: U.S. Census 2010, Nielsen SiteReports 2012

## ACKNOWLEDGEMENTS & PARTICIPANTS

### PUBLIC AGENCIES

Office of the Mayor, City of New York  
Department of City Planning  
Department of Housing Preservation & Development  
Department of Parks & Recreation  
Department of Small Business Services  
Department of Transportation  
Metropolitan Transit Authority  
Metro-North Railroad  
New York City Transit

### ELECTED OFFICIALS

Bronx Borough President Rubén Díaz, Jr.  
US Congressman Joseph Crowley  
US Congressman Eliot L. Engel  
US Congressman José E. Serrano  
NYS Senator Jeffrey D. Klein  
NYS Senator Gustavo Rivera  
NYS Assemblyman Jeffrey Dinowitz  
NYS Assemblyman Mark Gjonaj  
NYS Assemblyman José Rivera  
NYC Council Member G. Oliver Koppell  
NYC Council Member Joel Rivera

### REAL ESTATE PROFESSIONALS

Ariel Property Advisors  
Eastern Consolidated  
Fordham Bedford Housing Corporation  
Keller Williams Realty  
L + M Development Partners  
Massey Knakal  
Simone Development Companies

### FOUR BRONX INSTITUTIONS ALLIANCE

Fordham University  
Montefiore Medical Center  
The New York Botanical Garden  
Wildlife Conservation Society - Bronx Zoo

### BUSINESSES & BUSINESS ORGANIZATIONS

Allen Cleaners & Laundromat  
E. 204<sup>th</sup> Street / Bainbridge Avenue Merchants Association  
Fordham Road Business Improvement District  
Jerome-Gun Hill Business Improvement District  
Webster Wallpaper

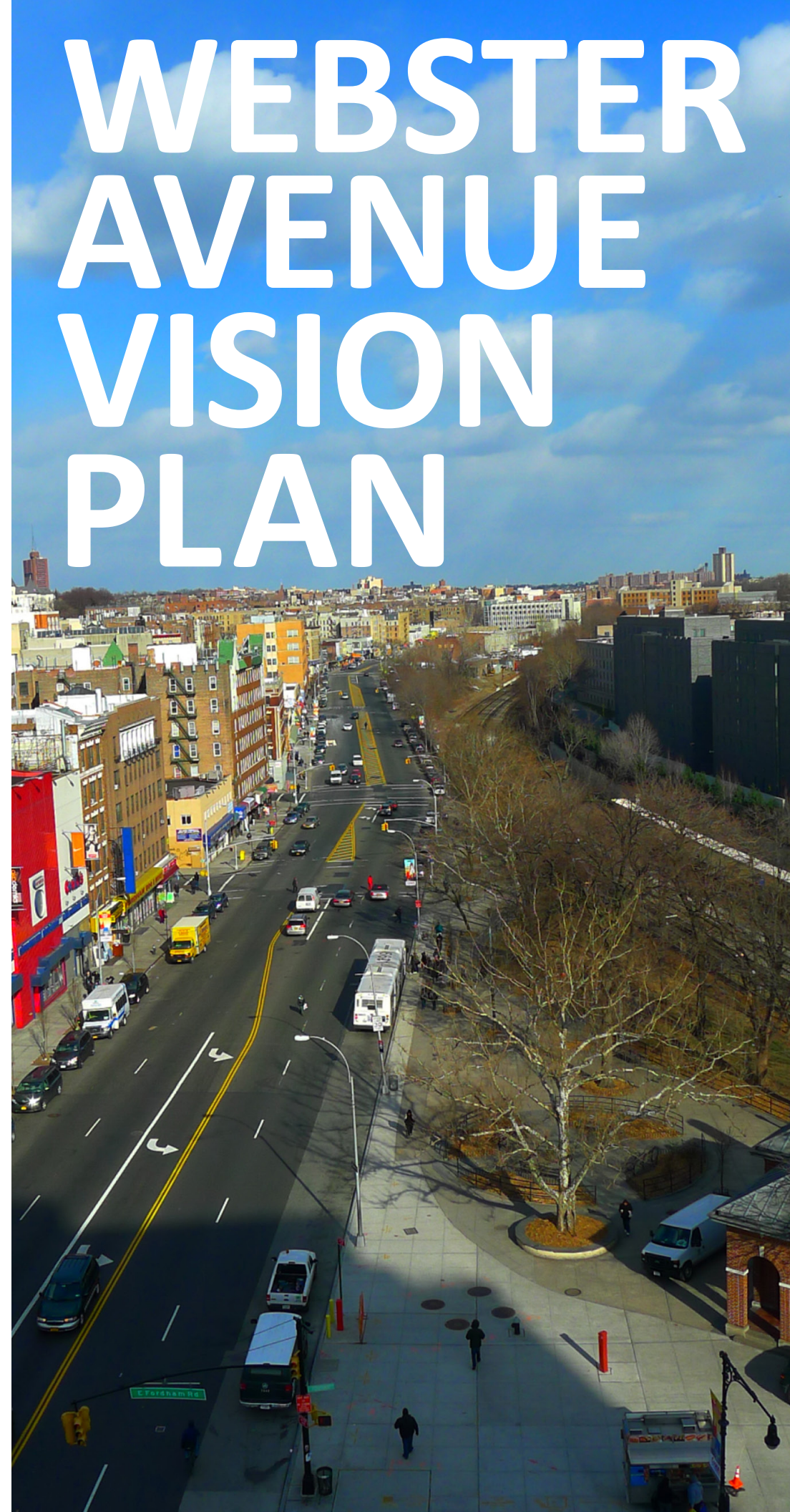
### COMMUNITY ORGANIZATIONS

Academy of Mount Saint Ursula  
Bedford Mosholu Community Association  
Bronx Community Board 7  
Bronx Cooperative Development Initiative  
Mosholu Preservation Corporation  
Northwest Bronx Community & Clergy Coalition  
Part of the Solution

For more information, please visit  
[www.nycedc.com/webstervision](http://www.nycedc.com/webstervision)  
or email [webstervision@nycedc.com](mailto:webstervision@nycedc.com)



OFFICE OF THE MAYOR





VISION STATEMENT

Webster Avenue is a major thoroughfare in the Bronx, extending from the neighborhoods of Melrose to Woodlawn. This vision plan focuses on the approximately 1.5-mile long section between Fordham Road and Gun Hill Road, where a convergence of City initiatives and private investment is poised to transform Webster Avenue into a vibrant mixed-use district that serves the needs of culturally diverse neighborhoods and world-class institutions.

At the request of the Four Bronx Institutions Alliance (FBIA) – Fordham University, Montefiore Medical Center, The New York Botanical Garden, and the WCS’s Bronx Zoo – and in collaboration with community stakeholders, the Mayor’s Office and the City of New York, the New York City Economic Development Corporation (NYCEDC) facilitated a targeted planning process to re-ignite Webster Avenue as a neighborhood “main street,” capitalizing on its proximity to the anchor institutions and a 2011 rezoning that projects 430,000 square feet of new commercial development and more than 950 additional residential units. Together, we envision Webster Avenue as a place where people live, work, shop, and enjoy unique cultural experiences – and a hub for entrepreneurs, researchers, and students to foster new businesses and academic collaborations.

NEIGHBORHOOD CENTERS

The Webster Avenue corridor links together four distinct neighborhood centers, where active commercial streets meet Webster Avenue. Characterized by local and destination retail, transit options, notable landmarks, and active business and community networks, each neighborhood center serves as a pedestrian-friendly hub for its surrounding community. With rich histories and bright futures ahead, these neighborhood centers are essential building blocks in the continued transformation of Webster Avenue.

Gun Hill Road

Gun Hill Road and Webster Avenue intersect at the eastern gateway to Montefiore’s Moses Campus, integrated into the fabric of the Norwood neighborhood and its diverse housing stock of century-old Tudor-style homes and multi-family buildings. This intersection is on the upswing, especially with attention from the more than 200- member Jerome-Gun Hill Business Improvement District. The Bronx River Parkway and Williams Bridge Metro-North station connect the area to the local highway network, Manhattan, and Westchester County.

E. 204<sup>th</sup> Street

In the center of Norwood, Webster Avenue and E. 204<sup>th</sup> Street is a vibrant commercial intersection with a rich variety of shops, restaurants, and services. The growing E. 204<sup>th</sup> Street/Bainbridge Avenue Merchants Association includes national and regional chains, as well as locally-owned businesses, ranging from ethnically diverse markets to cafes and lounges. The area has seen significant development activity since the rezoning, and multiple commercial projects are underway. A K-8 public school is scheduled to open in 2013 and new mixed-use buildings will include housing, offices, a supermarket, and a charter school.

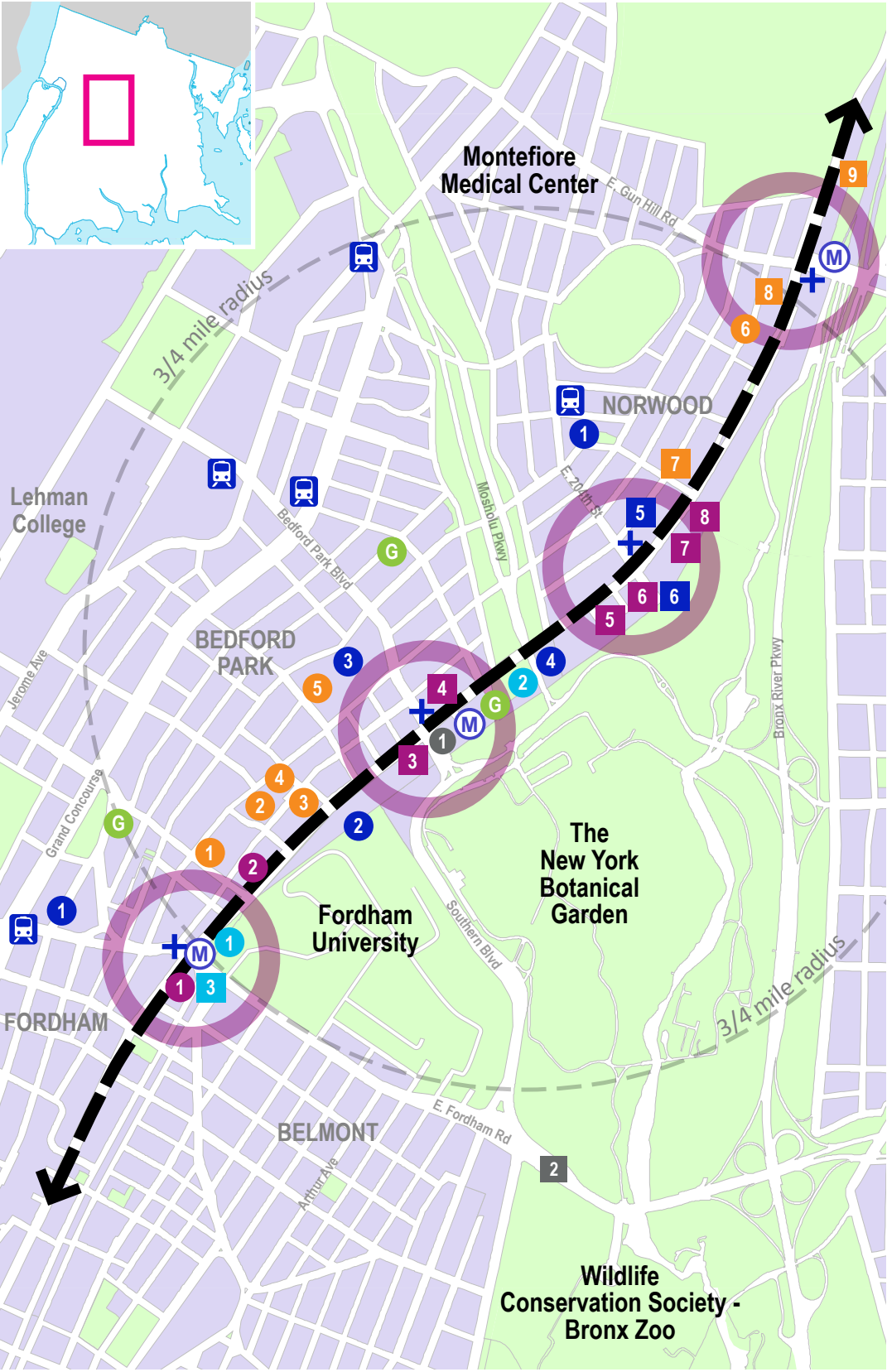
Bedford Park Boulevard

Webster Avenue crosses Bedford Park Boulevard at an intersection ripe for new development. This neighborhood center serves as a gateway to the Botanical Garden and has the potential to enhance the visitor experience, while also offering more amenities for the area’s residents, students, and employees. Adjacent to the new NYBG parking facility, the Botanical Garden Metro-North station provides access to Grand Central Terminal and White Plains in less than 30 minutes.

Fordham Road

The Fordham Road and Webster Avenue intersection is one of the busiest shopping districts in the city, with over 300 businesses participating in the Fordham Road Business Improvement District. The area is a hub for commercial activity and entrepreneurship, with Class A office space, a new NYC Business Solutions and Workforce 1 Center, and a new Fordham University incubator, the Fordham Foundry. Fordham Plaza is an intermodal transit hub connecting eleven bus lines with the busiest Metro-North station in the Bronx – serving over 6,000 passengers daily – and will be transformed into a bustling public space through a \$26 million public investment. The intersection also provides access to Fordham University and Arthur Avenue, “Belmont’s Little Italy.”

WEBSTER AVENUE ASSETS & CONTEXT



LEGEND

- Webster Avenue
- Neighborhood Center
- MTA Subway Station
- Metro-North Station
- NYCT Select Bus Service Stop

GOALS & RECOMMENDATIONS

The neighborhoods of Fordham, Bedford Park, and Norwood are home to over 100,000 residents and 7,000 Fordham University students. FBIA employs over 15,000 people, draws more than 4 million visitors annually, and cultivates partnerships like the Bronx Science Consortium to expand scientific research, education, and community engagement. The area has over 350 acres of parks and open space, and the introduction of Select Bus Service along Webster Avenue will improve access to commercial and employment centers for 20,000 daily passengers.

Community input throughout the visioning process emphasized supporting business development, a greater diversity and quality of retail, and more mixed-income housing options along Webster Avenue. Although there are no City-owned development parcels, we seek to further strengthen connections between the neighborhood centers and existing assets — and to attract new commercial and residential development that meets the needs of local residents, employees, entrepreneurs, students, and visitors. To realize this vision for Webster Avenue, the City will partner with FBIA and local stakeholders to implement the following recommendations.

Support Business Development and Local Entrepreneurship

- Establish a business incubator and low-interest loan fund to help local residents successfully launch businesses that serve retail and institutional needs and create jobs.
- Develop a local purchasing pilot program that facilitates existing business development to serve retail and institutional needs.

Create Destinations and Enhance Neighborhood Centers

- Engage in catalytic, mixed-use development opportunities, especially around the neighborhood centers.
- Strengthen the capacity of locally-based organization(s) to implement a retail recruitment strategy and spearhead future revitalization efforts.
- Continue to market FRESH financial and zoning incentives to support new and improved supermarkets that expand local food access.
- Promote mixed-income housing in the Webster Avenue corridor by marketing the area to property owners, real estate brokers, and developers.

Improve Pedestrian Connection and Mobility

- Implement streetscape improvements, after further community review, as part of the Webster Avenue Select Bus Service project.

ASSETS & RECENT PROJECTS

PUBLIC SPACE

- 1 Rose Hill Park
- 2 Frank Frisch Field
- G NYBG Community Gardens

SCHOOLS & INSTITUTIONS

- 1 New York Public Library
- 2 Fordham Preparatory School
- 3 Academy of Mount Saint Ursula
- 4 52<sup>nd</sup> Precinct, New York Police Dept

COMMERCIAL / RETAIL / MIXED USE

- 1 Fordham Place @ Fordham Plaza
- 2 Fine Fare Supermarket

HOUSING

- 1 355 E 194<sup>th</sup> St
- 2 2727 Decatur Ave
- 3 2668 Decatur Ave
- 4 2732-36 Marion Ave
- 5 321-325 E 198<sup>th</sup> St
- 6 3322 Decatur Ave

OTHER

- 1 NYBG Parking Facility

PIPELINE PROJECTS

PUBLIC SPACE

- 3 Fordham Plaza

SCHOOLS & INSTITUTIONS

- 5 PS / IS 177
- 6 Bronx Community Charter School

COMMERCIAL / RETAIL / MIXED USE

- 3 2856-70 Webster Ave / 410 Bedford Park Blvd
- 4 2977-89 & 2997 Webster Ave
- 5 3070 Webster Ave
- 6 3084 Webster Ave / 410-414 E 203<sup>rd</sup> St
- 7 3160-3166 Webster Ave
- 8 3170 Webster Ave

HOUSING

- 7 3211 Webster Ave
- 8 3349 Webster Ave
- 9 3600 Webster Ave

OTHER

- 2 E Fordham Road reconstruction