

# MORRIS PARK STATION AREA WORKING COMMUNITIES



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*Working Communities,  
which focuses on growing  
jobs and connecting  
Bronxites to them*

## 3.CONNECTED COMMUNITIES

- A. VEHICULAR ACCESS
- B. PEDESTRIAN AND BICYCLE ACCESS





# PLANNING WORK IN PANDEMIC

COVID-19 has changed the world. The Bronx has been particularly affected, and our health and economy are suffering. As we continue to fight back COVID-19, we seek to make the City a hub for public health research, create high-quality jobs, and make New York the fairest city in America. New Metro North service in the Bronx can support economic recovery of the borough and the city in the wake of the pandemic, and station-area planning can bring much needed amenities and services to the neighborhoods of the East and South Bronx.

However, as the City and MTA face extreme financial challenges, stakeholders of all kinds – elected officials, community residents, businesses, institutions - must continue to advocate for the regional rail stations and service to support New York City's recovery. The new stations can be critical to kickstarting the recovery of the borough and city's economy by thoughtfully and pro-actively planning for job growth, supporting existing commercial corridors, and working to get New Yorkers back to work in the Bronx, the city, or the wider region.

The draft recommendations shared in this remote open house are a first attempt at understanding how we move forward amidst the current health, social, and financial crises. Your guidance and feedback on the recommendations in the coming weeks will be fundamental to the plan's success as we seek to understand and respond to changing priorities during COVID.

Through the public planning process, you and your neighbors have already helped develop planning objectives that have only grown in importance as we confront COVID. These include:

- Create new or expanded open spaces where people can relax, play, and enjoy the outdoors.
- Help residents of the Bronx access opportunities for jobs in the borough, the city, and the region.
- Ensure affordable homes are available across the East and South Bronx.
- Help address longstanding health inequities, which have exacerbated the pandemic's impact on Bronxites, by working to reduce systemic barriers to good health. To address this we must plan for:
  - Access to transit that reduces reliance on automobile use and the pollution that comes with it.
  - Expanded healthy food options.
  - Convenient mixed-use neighborhoods that allow residents to accomplish their daily tasks within walking distance from home.

After you have viewed the recommendations, we encourage you to join the conversation, share your priorities, and provide your own guidance as a member of the community.



Photo: Restaurant outdoor dining, Bronx



Photo: Food distribution center, Bronx



# HOW TO READ THE RECOMMENDATION BOARDS ?

## 1. NAVIGATION BAR:

This text tells you where you are.  
For instance, this is the "Land Use and Placemaking: Neighborhood Center" category of the Vibrant Communities section.

## 2. ISSUE/OPPORTUNITY:

This text explains the issue or opportunity to be addressed by each set of objectives and recommendations. These came out of conversations with the community.

## 3. OBJECTIVE:

The objectives state what we are trying to accomplish with each set of recommendations and are a response to the issue/opportunity identified.

## 4. RECOMMENDATIONS:

These are the recommendations for how to carry out the objective identified above

## 5. IMPLEMENTATION:

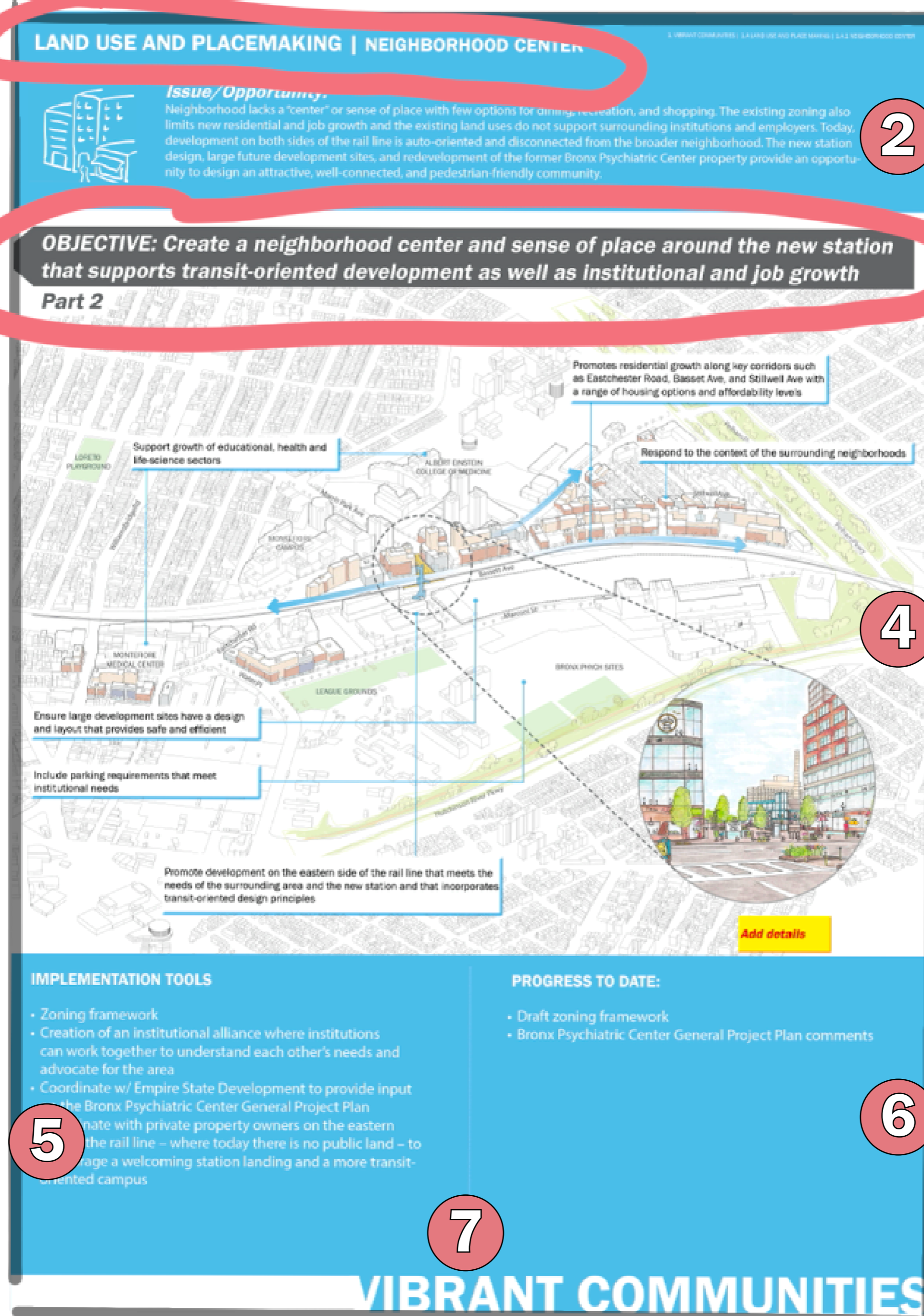
This section identifies how and by whom the above recommendations might be addressed

## 6. PROGRESS TO DATE:

This section identifies the progress to date the city has made, over the course of study, to advance certain recommendations.

## 7. SECTION TITLE:

This bar identifies which of the three major categories or recommendations (Vibrant Communities, Working Communities, or Connected Communities) you're in. Each of these categories is also associated with its own color (blue, purple, and orange, respectively)



### ACRONYMS

HPD - Housing Preservation and Development  
DPR - Department of Parks and Recreation  
DOT - Department of Transportation  
MIH - Mandatory Inclusionary Housing  
TOD - Transit Oriented Development  
BID - Business Improvement District

FDNY - Fire Department  
NYPD - Police Department  
DCLA - Department of Cultural Affairs  
MTA - Metropolitan Transportation Authority  
FEMA - Federal Emergency Management Agency  
ZCFR - Zoning for Coastal Flood Resiliency

# WORKING COMMUNITIES

## MORRIS PARK

### OBJECTIVES:

1. Promote Morris Park as a key regional job center specialized in Health Care and Life Sciences
2. Better connect Bronxites to existing and future jobs at area institutions and in the region
3. Ensure Morris Park remains a vibrant and desirable place to live, work, and shop and that it is able to attract and keep workers
4. Understand the needs of existing small businesses and identify tools to support them
5. Support growth of Morris Park into a Life Sciences center along a regional corridor



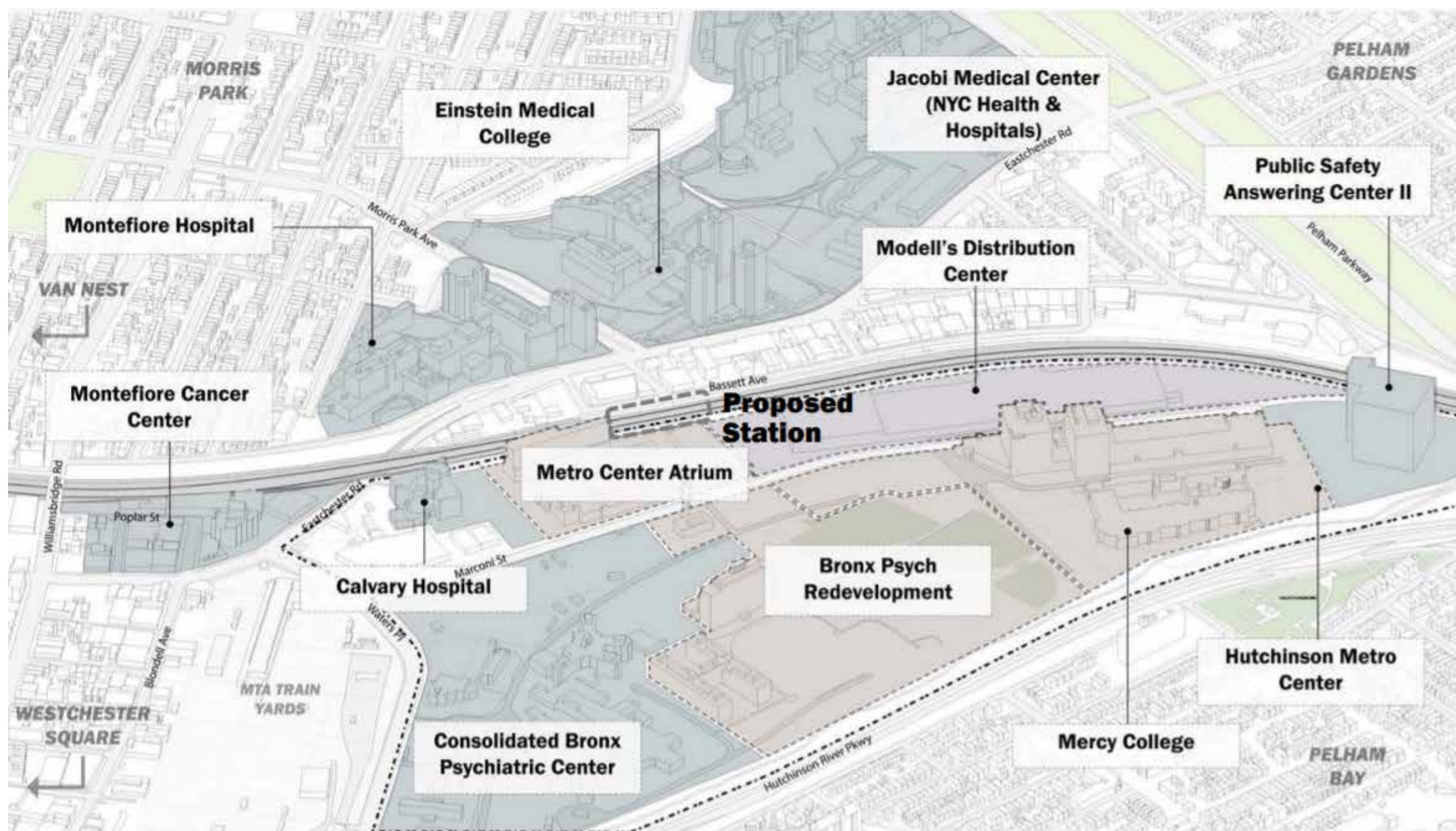


# A GROWING BRONX JOBS CENTER

## Issue/Opportunity:

Morris Park is not known as a regional economic engine and employment center despite having thousands of employees and world-class health care and life science research and education centers, including Montefiore Medical Center, the borough's largest employer. The new station and well-planned transit-oriented development provides an opportunity to build upon and enhance the neighborhood's identity and sense of place.

**OBJECTIVE: Promote and recognize Morris Park as a regional economic engine and job center with a strong identity as a Health Care and Life Sciences cluster**



**23,000** JOBS

5,000 additional jobs as part of Bronx Psych project (phase I)

**300+** MEDICAL OFFICES

**~3,000** STUDENTS/POSTDOC FELLOWS

**Bring together the area's health, education and research institutions, office parks, and business improvement districts to share resources and outline opportunities to create an identity for the area**

**Create an employment profile for Morris Park that highlights the dynamic jobs ecosystem and identifies opportunities and barriers for growth**

**Promote partnerships with regional stakeholders to capitalize on regional employment and housing clusters**

### INSTITUTIONS IN THE NEIGHBORHOOD

NYC HEALTH + HOSPITALS

Jacobi

MERCY COLLEGE

EINSTEIN  
Albert Einstein College of Medicine  
OF YESHIVA UNIVERSITY

Montefiore

CALVARY HOSPITAL

NEW YORK STATE

### IMPLEMENTATION TOOLS:

- Convene area institutions to understand each other's needs
- Create an institutional alliance modeled after other organizations, such as the Four Bronx Institutional Alliance, to amplify and advocate for new station area needs
- Bring together Bronx employment and job networks, local organizations, service providers, institutions, and employers
- Work with BIDs and Bronx Chamber of Commerce to better understand challenges and opportunities for small businesses and area institutions
- Convene regional partners to build connections along the rail line
- Cultivate local partners to create marketing and branding plan for the area

### PLANNING TEAM PROGRESS TO DATE:

- Meetings held with largest institutions in the neighborhood in 2018 and 2019 to understand their individual needs.
- Convened local institutions to understand needs and discuss the idea of an "Institutional Alliance"
- In February 2020, convened stakeholders from the Bronx, Westchester, and Connecticut to discuss the future of the region.
- Held ongoing meetings with BIDs and Bronx Chamber of Commerce



# JOB PREPAREDNESS

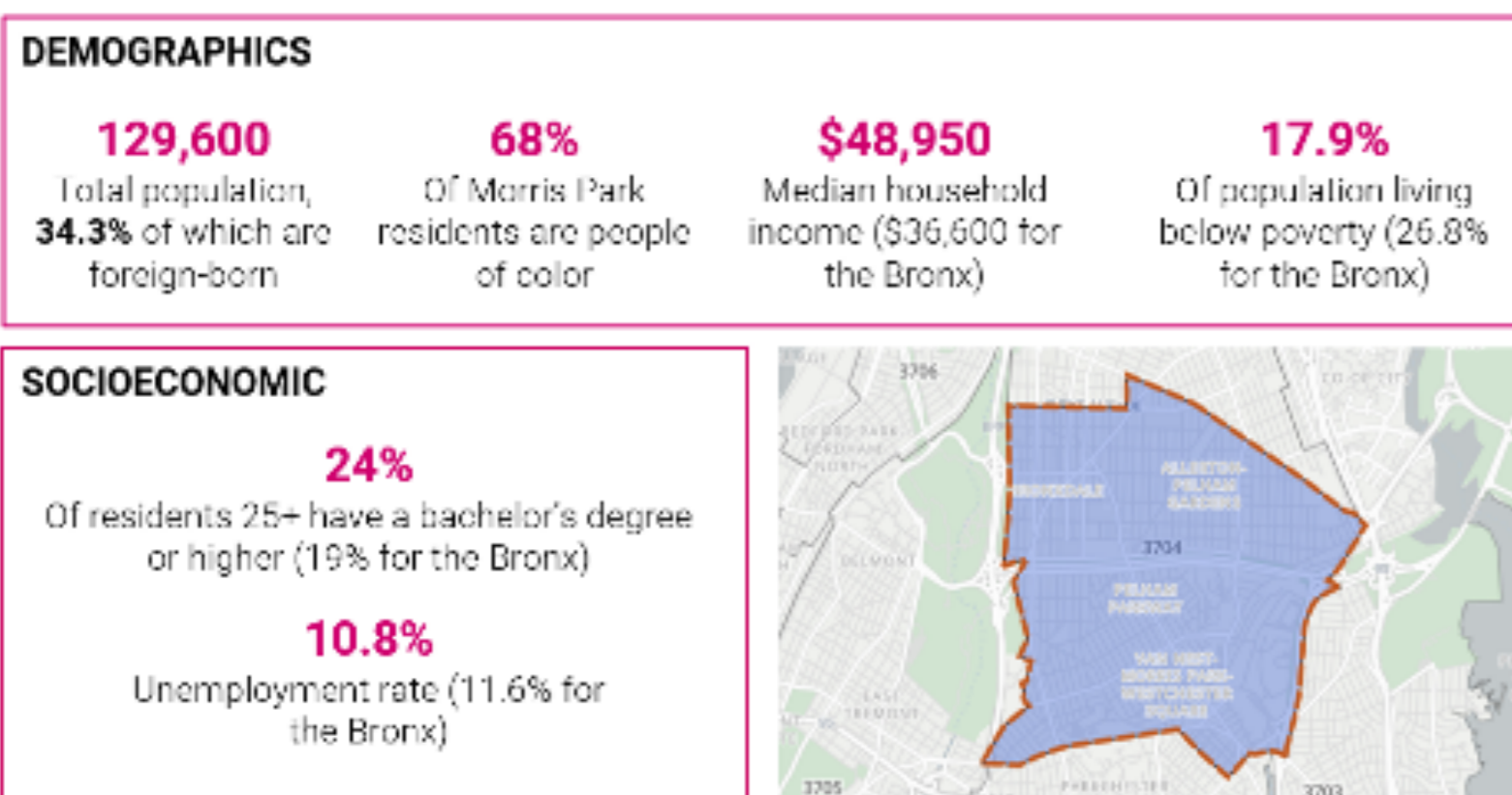
## Issue/Opportunity:

Bronxites are not always prepared for or connected to job opportunities in the area, city or region, but growth around the new station presents an unprecedented opportunity to grow jobs locally and connect residents to regional jobs. Additionally, local institutions and other major employers seek qualified employees for a range of positions, and the station-area planning process provides an opportunity to build connections for job seekers throughout the Bronx to local employers.

## OBJECTIVE: Help Bronxites become aware of, qualified for, and connected to current and future job opportunities at area institutions and in the region

	Health Care & Social Assistance	Retail Trade	Educational Services
RESIDENTS	<b>\$40,000</b> Median earnings (22% of total employment)	<b>\$19,000</b> Median earnings (12% of total employment)	<b>\$41,000</b> Median earnings (11% of total employment)
WORKERS	<b>\$50,000</b> Median earnings (55% of total employment)	<b>\$36,000</b> Median earnings (5% of total employment)	<b>\$47,000</b> Median earnings (13% of total employment)

### TOP 3 INDUSTRIES OF EMPLOYMENT FOR RESIDENTS AND WORKERS



Source: 2017 LEHD Origins-Destination Employment Statistics Data and EMSI data

Create a place-based talent pipeline that a Help Bronxites become aware of, qualified for, and connected to current and future job opportunities at area institutions addresses the needs and challenges of Morris Park residents and workers, and is rooted in their interests

Identify gaps and barriers for Bronx residents to access employment in the Morris Park job center, with a focus on access to health care and life sciences jobs

Consult with the area's largest employers to identify workforce and skills needs to fill existing and future jobs, with a focus on good-paying positions

Identify ways to better connect Bronxites to jobs in the area, city and region

Bring together existing local employment networks, local organizations, service providers, institutions, and other employers, such as Montefiore Hospital, the Hutchinson Metro Center, and Jacobi Hospital, to cultivate relationships for future partnerships. Empower the group to identify opportunities and lead projects to improve awareness, training, and job opportunities

Increase awareness among local job seekers of City programs, including training and job opportunities

## IMPLEMENTATION TOOLS:

- Continued coordination among the Mayor's Office of Workforce Development, the Department of Small Business Services, and the New York City Economic Development Corporation
- Bring together Bronx employment and job networks, local organizations, service providers, institutions, and employers:
- Build relationships to existing Workforce 1 Career Centers
- Create an institutional alliance to bring together local employment networks, organizations, service providers, institutions, and employers to advocate for needs around the new station
- Conduct a skills gap analysis to identify opportunities and challenges of the workforce
- Convene regional stakeholders and employers to develop connections between Bronx service providers and local and regional employers
- Resource fairs and SBS Mobile Outreach Unit to increase the awareness of job seekers of services available to them, including City employment and training programs
- Train community-facing organizations on how to use the WorkingNYC and Career Ready NYC web sites as resources for their customers

## PLANNING TEAM PROGRESS TO DATE:

- Met with area institutions, workforce organizations, and community groups to discuss workforce needs and strategies. These include: the Bronx Community College, the Bronx Chamber of Commerce, Hostos Community College, Lehman College, Workforce Professionals Training Institute, and NYC Employment and Training Coalition.
- Convened local institutions to understand needs and discuss the idea of an "Institutional Alliance"
- Analyzed socio-economic and employment data to begin identifying challenges and opportunities to understand workforce needs



## A PLACE TO WORK AND LIVE

### Issue/Opportunity:

Lack of good transit connections, lack of sense of place, and limited diversity of housing and retail/services makes it difficult to attract and retain employees

**OBJECTIVE: Create a vibrant and desirable place to live, work, and shop that serves local residents and helps to attract and retain workers**



Photo: View to Eastchester road, adjacent bus stop



Photo: Morris Park/Eastchester intersection

**Support placemaking, neighborhood connections, and a diversity of goods and services by allowing for housing, retail, and commercial uses that are complementary to the goal of a vibrant mixed-use district around the new station**

**Improve connections between institutional campuses and the surrounding area**

**Encourage development on campuses east of the rail line that is pedestrian-oriented and mixed-use to create a sense of a neighborhood**

**Promote relationships among area institutions and support the development of an area identity**

**Identify capacity for economic growth to inform land-use actions and prioritize investments**

**Identify the extent that current zoning limits economic growth**

### IMPLEMENTATION TOOLS:

- Zoning framework (a tool that determines where and how much housing, retail space, and office space can be built)
- Work with large development sites east of the rail line to ensure that future development is in line with the goals of the community and the vision of the area as a vibrant, pedestrian-friendly neighborhood
- DOT Street Design Manual and toolkit
- Bronx Psychiatric Center General Project Plan redevelopment
- Coordinate capital planning work across agencies so that needed roadway, pedestrian, parks, school, and other investments are responsive to future growth and needs

### PLANNING TEAM PROGRESS TO DATE:

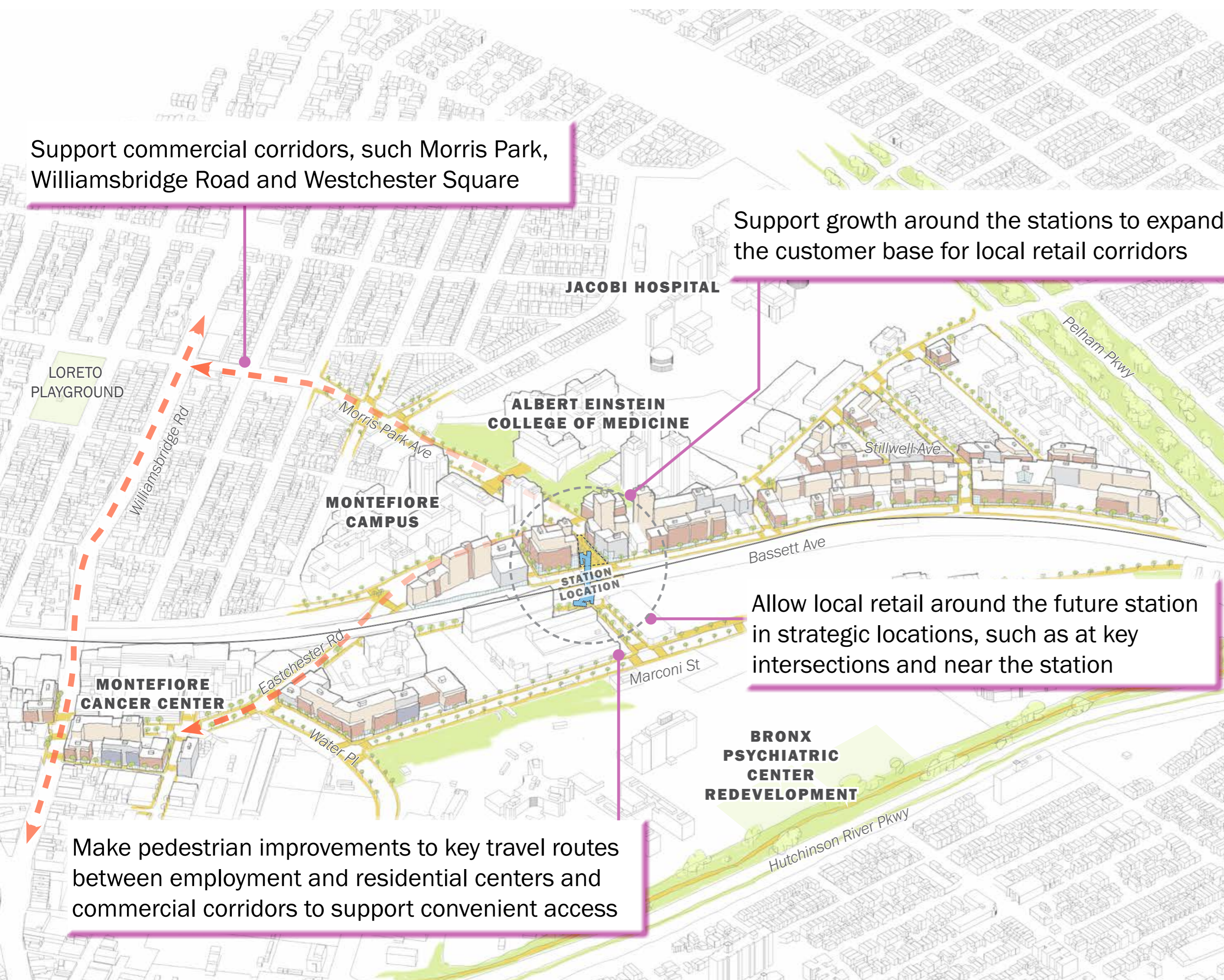
- Drafted zoning framework that allows for growth of area institutions and complementary uses
- Convened local institutions to understand needs and discuss the idea of an “Institutional Alliance”
- Meetings held with largest institutions in the neighborhood in 2018 and 2019 to understand their individual needs.
- Approval of Bronx Psychiatric Center General Project Plan with city input on pedestrian connections and design



## Issue/Opportunity:

Future growth should complement and support the unique character of existing shopping and commercial corridors. The needs of existing businesses in the station area, many of which are light industrial, must be considered as part of land use recommendation. The study should understand and support the needs of businesses in the two local business improvement districts (BIDs) and build better connections between the BIDs and the Morris Park institutions and campuses.

## OBJECTIVE: Understand the needs of existing small businesses and identify tools to support them



**Understand the needs of existing businesses in the area and identify programs to support them**

**Improve key travel routes between employment and residential centers and commercial corridors to support convenient access**

**Support the needs of existing BIDs and encourage uses that complement them**

**Explore improvements to bus and shuttle routes**

**Support the Morris Park BID and Westchester BID and explore zoning that facilitates complementary new retail uses**



### IMPLEMENTATION TOOLS:

- SBS services for business owners and commercial corridors:
  - Business Improvement District support
  - SBS Mobile Outreach Unit
  - Avenue NYC grants?
  - Commercial District Needs Assessment (CDNA)
- Small business survey and analysis
- Zoning framework (a tool that determines where and how much housing, retail space, and office space can be built)
- DOT Street Design Manual
- Coordination with DOT and NYC Transit
- Coordinate with BIDs, future institutional alliance, Chamber and other orgs
- Develop understanding of business needs and environment

### PLANNING TEAM PROGRESS TO DATE:

- Conducted a survey of the small businesses within the study area to understand where small business employment is concentrated
- Supported the creation of Morris Park BID
- Conducted analysis small businesses within the Morris Park M1-1 District to identify employment trends



## A HEALTH CARE AND LIFE SCIENCES LINK

### *Issue/Opportunity:*

On September 24, 2020 Mayor Bill de Blasio announced New York City's long term recovery agenda focusing on public health and social justice and set the framework for a series of policy actions. New York City's long-term recovery is focused on four tenets to make the City stronger, healthier, and fairer with public health initiatives at the center of the plan.

The long-term recovery focuses on four key principles:

- Continue the city's momentum in fighting back COVID-19
- Make the city a hub for public health
- Create new high-quality jobs
- Continue making New York the fairest city in America

Building on the Mayor's long-term recovery agenda, NYCEDC is committed to making New York City the world's capital for life sciences innovation. This commitment builds upon the success of the City's marquee **LifeSci NYC initiative** to ensure that New York City is the place where new forms of care and treatments can move seamlessly through the full life cycle of development: from conception to research, improvement, testing and delivery.

The City's long-term recovery agenda highlights key life sciences development ingredients that Morris Park has already begun to offer. The Morris Park area is well-situated to serve as an important link in a regional life sciences corridor that stretches from Midtown Manhattan to New Haven, but currently lacks the diversity of tenants, healthcare services, research institutions and start-ups to make this a reality. With continued targeted intervention, Morris Park can become an even more robust life sciences district in New York City.

### **OBJECTIVE: Encourage growth that transforms Morris Park into a life sciences center along a regional life sciences corridor**



Price Center on the Albert Einstein College of Medicine campus

**Work with institutions and property owners and regional partners to promote targeted growth of the life sciences sector**

**Explore zoning changes that support the healthcare and life-sciences sectors, housing diversity, and retail corridors**

**Explore transportation and placemaking recommendations that create a more attractive place to work and help institutions to attract and retain talent**



Sketch showing major institutions in Morris Park area

### **IMPLEMENTATION TOOLS:**

- Comprehensive jobs plan that ensures residents can get into healthcare and life sciences jobs as institutions grow
- Creation of institutional alliance to advocate for needs
- Convene municipalities in the region along the future line to advance collaboration and shared learning

### **PLANNING TEAM PROGRESS TO DATE:**

- Began identifying COVID-19 impacts on the life sciences and health care industries
- Coordinating with existing Life Sciences initiatives currently being led by the City to ensure a cohesive Life Sciences strategy for the neighborhood and its residents



**To voice your opinion on these recommendations, [click here](#)**

**To see how the study seeks to make Morris Park :**

***Connected Community*, [click here: \[links to pdf\]](#)**

***Vibrant Community*, [click here: \[links to pdf\]](#)**

**To return to the Remote Open House, [click here](#)**

