



THE SPECIAL HARLEM RIVER WATERFRONT DISTRICT

*An Overview of the Opportunity on the Bronx Waterfront
between East 138th Street and East 149th Street*

**Office of the Bronx Borough President
Ruben Diaz Jr.**





THE OPPORTUNITY ON OUR SHORE

Our borough has seen dramatic changes since I first became borough president in 2009. More than \$5.7 billion in new development of all kinds has happened here. We've created more than 14,000 jobs. We've invested more than \$2.9 billion in housing, building nearly 13,000 new units. All over the world, people are thinking differently about our borough. And here at home, the 1.4 million people who proudly call themselves Bronxites are embracing the "New Bronx."

In the past four years, my office has put forward a clear vision for the future of The Bronx—planning with a purpose—and that vision includes not only new development, but new amenities for our residents. The proposal to develop the Special Harlem River Waterfront District—between East 138th Street and East 149th Street—would accomplish these goals. Such a project would not only bring more than \$500 million in new development, over 1,500 new housing units and more than 3,500 new jobs to The Bronx; it would create new parks, recreation opportunities and business activity along an underutilized stretch of our waterfront.

The Special Harlem River Waterfront District presents an amazing opportunity for The Bronx. Working together, we can bring transformative development to our borough and new waterfront access to our shoreline. Over the next few years, my office will continue to aggressively push this development agenda, in partnership with our institutions, businesses, elected officials, non-profits and the 1.4 million citizens who call the Bronx their home.

It is time we realize the opportunity on our shore.

Ruben Diaz Jr.

- In 2009, the City rezoned the the Lower Concourse. This rezoning created a Special Harlem River Waterfront District (SHRWD) to encourage waterfront development along the shoreline of the Harlem River. The SHRWD consists of nine parcels from East 149th Street to where Park Avenue meets the Major Deegan Expressway at East 138th Street – an area of a little over a half-mile long.

- The rezoning is a dramatic departure from the Lower Concourse’s industrial past. The rezoning encourages greater density and commercial and residential activity on vacant or underutilized industrial property, similar to the ongoing Brooklyn Bridge Park development.

- The waterfront of the Harlem River will change drastically under the new zoning, adding over 1.1 million square feet of residential space, 865,000 square feet of commercial space and 269,000 square feet of community space if built out to the maximum “floor area ratio” requirements.

- A mixed-use district will house thousands of residents, as well as numerous retail shops, theaters, restaurants and other street life activities and amenities. All new development will require the construction of a publicly accessible waterfront esplanade.

- Development of the SHRWD also calls for the creation of a waterfront park between 144th Street and 146th Street as part of any development.

- SHRWD development will feature a continuous public walkway along the Harlem River, and will create a new skyline along our borough’s shoreline.

- The SHRWD allows for towers up to 400 feet in height on lots of 100,000 sq. ft. or more, providing for spectacular waterfront views. It is projected that the SHRWD rezoning—which gaurantees mixed-income housing through the inclusionary housing provision—can yield 1,529 new units of housing of all kinds, from market-rate co-ops to affordable units for families.

- New development at the SHRWD would bring more than \$500 million in new development to The Bronx while creating 3,544 jobs.

“IT IS TIME FOR THE CREATION OF A NEW WATERFRONT DISTRICT ALONG THE HARLEM RIVER BETWEEN 138TH AND 149TH STREETS, ONE THAT WOULD LEAD TO DEVELOPMENT SIMILAR TO THE BROOKLYN BRIDGE PARK. BRONXITES SHOULD HAVE QUALITY WATERFRONT ACCESS, AND THIS PROJECT COULD MAKE THAT HAPPEN.”

—Bronx Borough President Ruben Diaz Jr.,
2014 “State of the Borough”

- SHRWD is transit-friendly, located within walking distance to the 2,4,5,6,B,D subway lines, local and express bus routes and both the Hudson and Harlem Lines of the Metro-North Railroad.

- Nearby amenities within a few blocks of the SHRWD include Yankee Stadium, the Bronx Terminal Market Gateway Mall, Pregones Theatre, the Bronx Museum of the Arts, Mill Pond Park, the Longwood Art Gallery, the future Bronx Children’s Museum and the new Macombs Dam Park.

WHAT PEOPLE ARE SAYING

“(The Bronx)... is moving to create a waterfront showcase on its side of the Harlem River between 138th and 149th Streets; it would include an esplanade, a park, restaurants, stores, theaters and residential towers. The plan, which is still being developed, is meant to transform a largely desolate, industrial strip into a destination like Brooklyn Bridge Park.”

“Imagine walking over to the waterfront on a hot summer night, putting down a blanket and watching a movie under the stars, steps from Yankee Stadium. Or moving into a gleaming new tower with stunning views of the Manhattan skyline and ready access to the Harlem River.”

“An industrial stretch along Exterior Street, between 138th and 149th streets in the Bronx, is vying to become the borough’s answer to leafy and tourist-friendly Brooklyn Bridge Park.”

“...a bold step forward for the shores of the South Bronx.”

“Similar to Brooklyn Bridge Park overlooking Lower Manhattan, the waterfront would be overlooking Upper Manhattan.”

The New York Times

In South Bronx, Visions of a Bustling Shoreline--March 7, 2014

DAILY NEWS

NYDailyNews.com

Ruben Diaz Jr. calls for redevelopment of South Bronx waterfront—February 24, 2014.

THE REAL DEAL

NEW YORK CITY REAL ESTATE NEWS

Ruben Diaz Jr. pitches Bronx’s answer to Brooklyn Bridge Park—February 25, 2014



Advocates Want Another Brooklyn Bridge Park... In The Bronx—February 25, 2014



Developers working with Bronx Borough President Diaz in hope of redeveloping South Bronx waterfront--February 26, 2014