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

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

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 - 284th 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 or email webstervision@nycedc.com
Webster Avenue is a major thoroughfare in the Bronx, extending from the neighborhoods of Mott Haven 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 creates 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.

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 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.”

VISION STATEMENT

The neighborhoods of Fordham, Bedford, and Norwood are home to over 100,000 residents and 7,000 Fordham University students. FBIA employs over 15,000 people, directs services for 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.

GOALS & RECOMMENDATIONS

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

ASSETS & RECENT PROJECTS

PUBLIC SPACE

- 285-70 Webster Ave / 410 Bedford Park Blvd
- 297-89 & 2979 Webster Ave
- 3070 Webster Ave

COMMERCIAL / RETAIL / MIXED USE

- 3604 Webster Ave / 410-414 E 203rd St
- 3150-3166 Webster Ave
- 3170 Webster Ave

HOUSING

- 355 E 194th St
- 2727 Decatur Ave
- 2668 Decatur Ave
- 2732-36 Marlon Ave
- 3211 Webster Ave
- 3349 Webster Ave
- 3600 Webster Ave

OTHER

- E Fordham Road reconstruction

PUBLIC SPACE

- Fordham Plaza
- PS 1/IS 177
- Bronx Community Charter School

SCHOOLS & INSTITUTIONS

- New York Public Library
- Fordham Preparatory School
- Academy of Mount Saint Ursula
- 24th Precinct, New York Police Dept

COMMERCIAL / RETAIL / MIXED USE

- Fordham Place at Fordham Plaza
- Fine Fare Supermarket

HOUSING

- 355 E 194th St
- 2727 Decatur Ave
- 2668 Decatur Ave
- 2732-36 Marlon Ave
- 3211 Webster Ave
- 3349 Webster Ave
- 3600 Webster Ave

OTHER

- NYBG Parking Facility