



# VISION PLAN

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# Hunts Point Vision Plan

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## Overview

- Deputy Mayor Doctoroff and Bronx Borough President Carrion formed the Hunts Point Task Force to create a strategy that will guide development in the Hunts Point peninsula.
- The strategy will coordinate ongoing projects and studies, as well as address larger neighborhood issues, to create a unified action plan for the peninsula.

## Goals

- Create a land use and transportation vision for the next 20 years.
- Define an action plan that will improve infrastructure, the environment, promote economic development, and improve the quality of life for residents.
- Identify short-, mid-, and long-term recommendations.
- Implement priority initiatives.

# Hunts Point Vision Plan

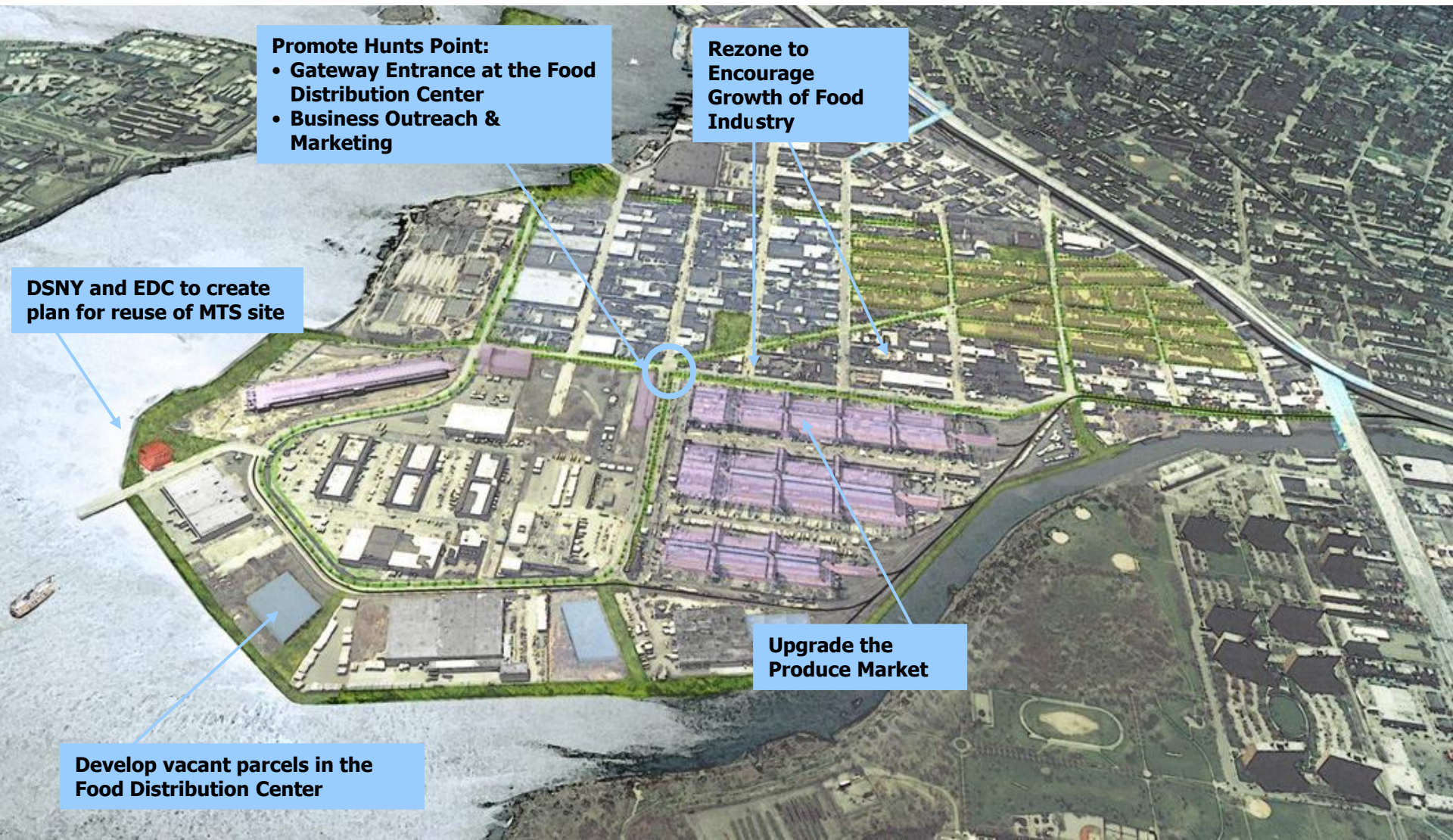
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## Recommendations:

1. Optimizing Land Use
2. Workforce Solutions
3. Improving Traffic Safety
4. Creating Connections

# Optimizing Land Use

*A renewed land use policy and clear development objectives will set the stage for economic revitalization and sustainable development.*



**Promote Hunts Point:**  
• Gateway Entrance at the Food Distribution Center  
• Business Outreach & Marketing

**Rezone to Encourage Growth of Food Industry**

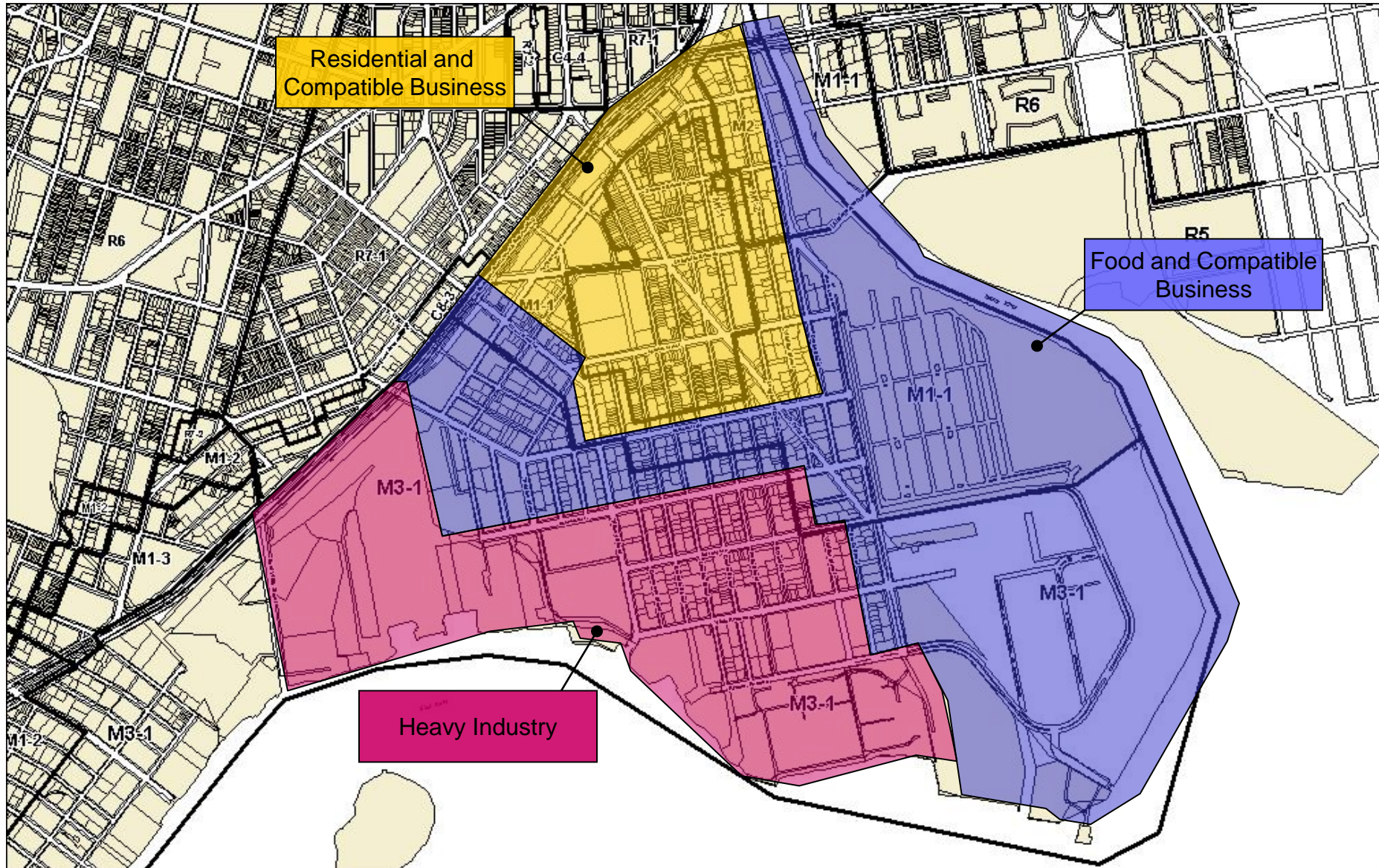
**DSNY and EDC to create plan for reuse of MTS site**

**Develop vacant parcels in the Food Distribution Center**

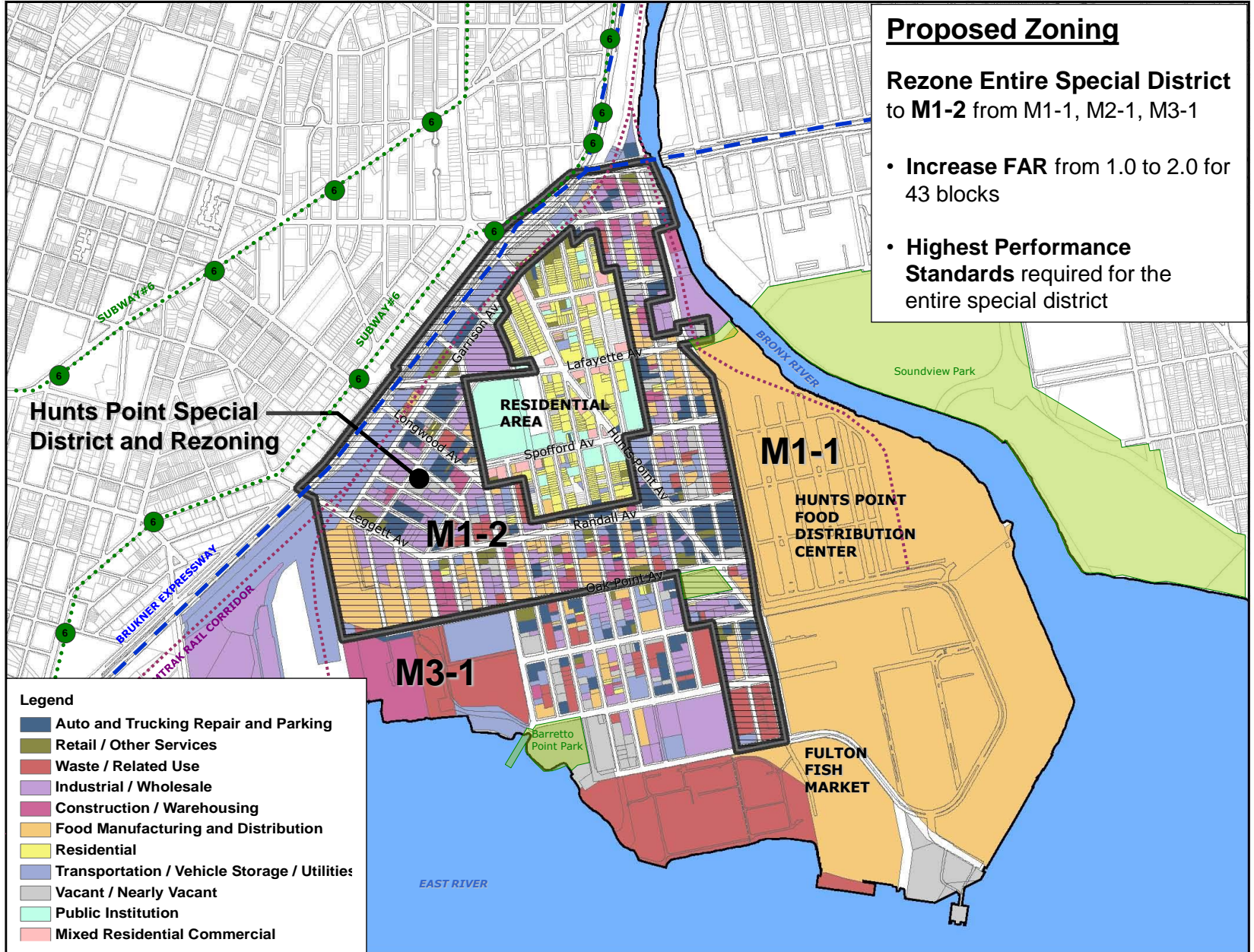
**Upgrade the Produce Market**

# Optimizing Land Use

## Land Use Vision: Direct Development into Three Defined Areas



# Proposed Zoning:



## Proposed Zoning

**Rezone Entire Special District to M1-2 from M1-1, M2-1, M3-1**

- **Increase FAR** from 1.0 to 2.0 for 43 blocks
- **Highest Performance Standards** required for the entire special district

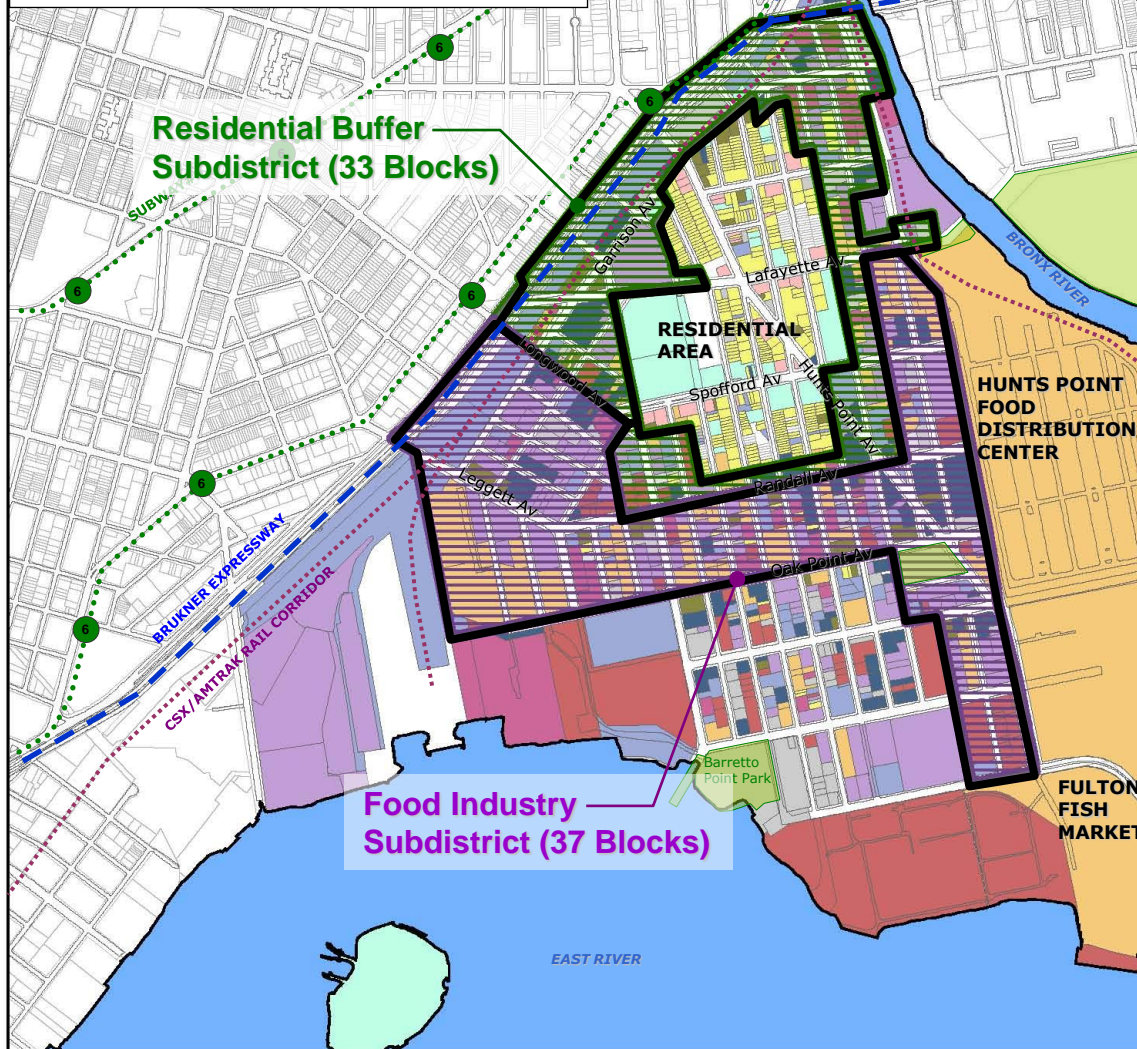
### Legend

- Auto and Trucking Repair and Parking
- Retail / Other Services
- Waste / Related Use
- Industrial / Wholesale
- Construction / Warehousing
- Food Manufacturing and Distribution
- Residential
- Transportation / Vehicle Storage / Utilities
- Vacant / Nearly Vacant
- Public Institution
- Mixed Residential Commercial

# Proposed Special District:

## Two Subdistricts:

- Residential Buffer
- Food Industry Subdistrict



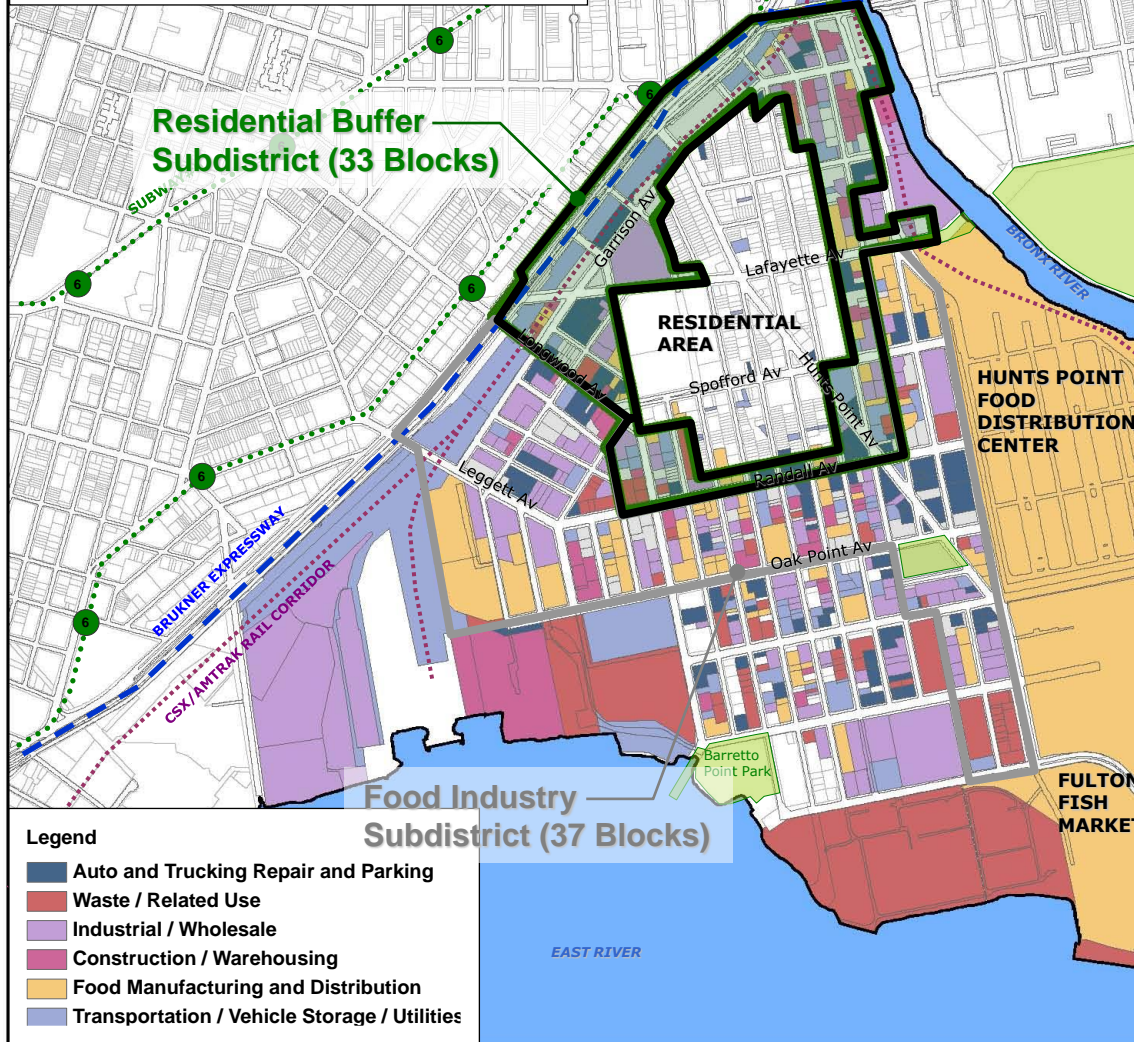
## Goals

- **Provide a buffer** of high-performance industrial and other commercial establishments around the residential area
- **Encourage** the development of **food related businesses** and other compatible businesses
- **Create a transition** between the Hunts Point Food Market and related businesses and the adjacent neighborhood
- **Retain jobs** in New York City
- **Promote** the development of **retail businesses** in the Residential Buffer
- **Improve the appearance** of Hunts Point

# Proposed Special District:

## Two Subdistricts:

- Residential Buffer
- Food Industry Subdistrict



## Residential Buffer

**Buffer the residential core from heavier industrial uses**

- Heavier uses such as waste-related use **will not be allowed**
- Industrial activities and all storage of parts or materials required to be located within **completely-enclosed building**
- **Restrictions lifted on 10,000 s.f.** of larger retail and grocery stores to encourage more retail options
- **Restrictions lifted on selected community facilities** such as art galleries, libraries and museums
- **Reduce required parking** for grocery stores to encourage new development
- **Street trees required** for all developments
- **Also new city-wide parking regulations**



# Proposed Special District:

## Two Subdistricts:

- Residential Buffer
- Food Industry Subdistrict

## Food Industry Subdistrict

Buffer Food Distribution facility from heavier industry and promote the growth of food industrial businesses

- Most heavier industrial uses such as waste transfer station and scrap yards are **disallowed** except existing businesses which are compatible with food industrial businesses
- Industrial activities required to take place in a **completely enclosed building**
- **Street trees** required for all developments
- Also **new city-wide parking regulations**



### Legend

- WASTE-RELATED USE
- FOOD-RELATED USE

# Workforce Solutions

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*Workforce initiatives will connect local residents with businesses and will strengthen Hunts Point's businesses' ability to attract and retain employees.*



# Workforce Solutions

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- SBS funded Hunts Point Works as a one-year demonstration project
- SBS will identify funds to continue Hunts Point Works for 3 years after demonstration is complete



# Workforce Solutions

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## Helping Businesses

### Milestones Achieved

- Hunts Point Works has helped 51 businesses find qualified jobseekers, including:
  - **Dairyland**: specialty foods distributor
  - **Baldor Specialty Foods**: produce distributor
  - **Sarabeth's Kitchen**: bakery and restaurant

### Upcoming Milestones

- Assist Fulton Fish Market businesses, including:
  - **Smitty's Fillet House**: fish wholesaler

# Workforce Solutions

## Helping Jobseekers

### Milestones Achieved:

- Hunts Point Works has attained 93% of its job placement goals through August, placing 93 individuals into employment after only 5 months of operation
- 680 jobseekers have utilized services

### Upcoming Milestones

- Hunts Point Works will help 335 jobseekers find jobs by November 2006



# Workforce Solutions

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## Outreach

### Plan of Action

- To date, approximately 15% of all jobseekers are Hunts Point residents (10474), the remainder are principally from the surrounding zip codes
- Staff is initiating more aggressive and targeted outreach to local residents, including:
  - Recent breakfast with partners to determine how to “fast track” local residents
  - Special Orientation for local residents
  - Partnership with **NYCHA** to receive referrals of local public housing residents

# Improving Traffic Safety

*Traffic safety improvements will increase efficiency for businesses and create a safer and healthier environment.*



**Improved Industrial Circulation on Food Center Drive**

**Alternative Fuels Station and Retail Amenities**

**Implement:**

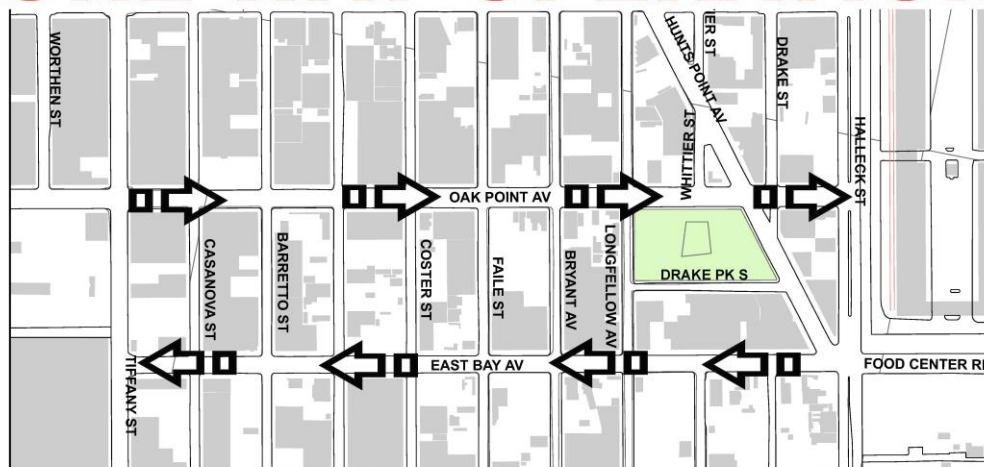
- New truck routes
- Peninsula-wide traffic improvements

**Industrial 'Truck Wayfinding' Signage and Entrance Gateways**

# ATTENTION MOTORISTS

Effective August 27, 2005

## OAK POINT AND EAST BAY AVENUES will be converted to **ONE-WAY OPERATION**



Oak Point Avenue will operate **One-Way eastbound**  
between **Tiffany Street and Halleck Street**  
East Bay Avenue will operate **One-Way westbound**  
between **Halleck Street and Tiffany Street**



**DIAL 311** Government Services & Information for NYC

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**NEW YORK CITY DOT** New York City  
Department of Transportation  
Iris Weinsahl, Commissioner



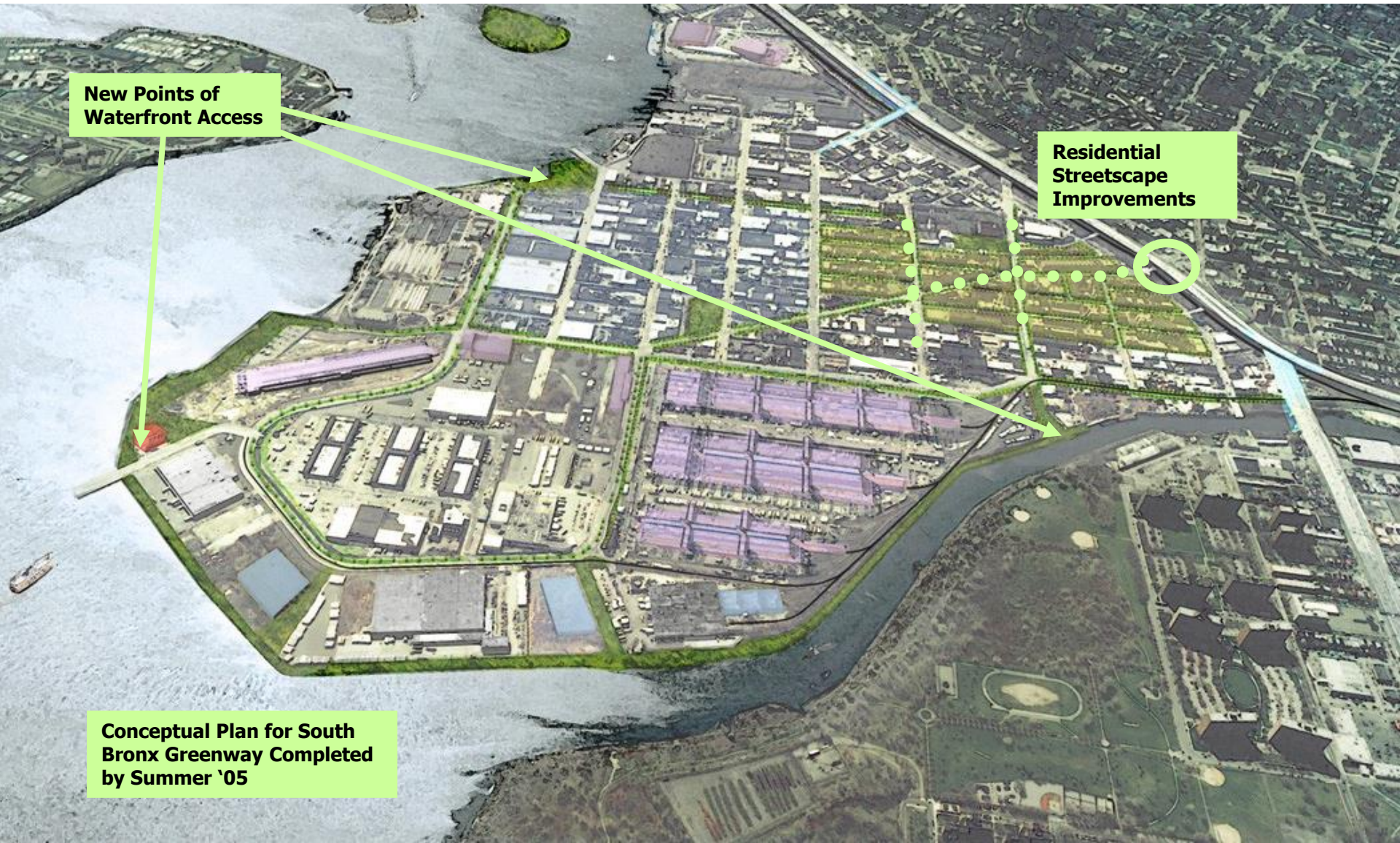
# Improving Traffic Safety

Location Specific Issues Implemented in 2005



# Creating Connections

*Stronger connections will be made between Hunts Point and its waterfront, the regional highway system, public transit and the adjacent neighborhoods.*



**New Points of Waterfront Access**

**Residential Streetscape Improvements**

**Conceptual Plan for South Bronx Greenway Completed by Summer '05**

# Creating Connections

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## Streetscape Improvements: Hunts Point Avenue



Existing Condition on Hunts Point Avenue

# Creating Connections

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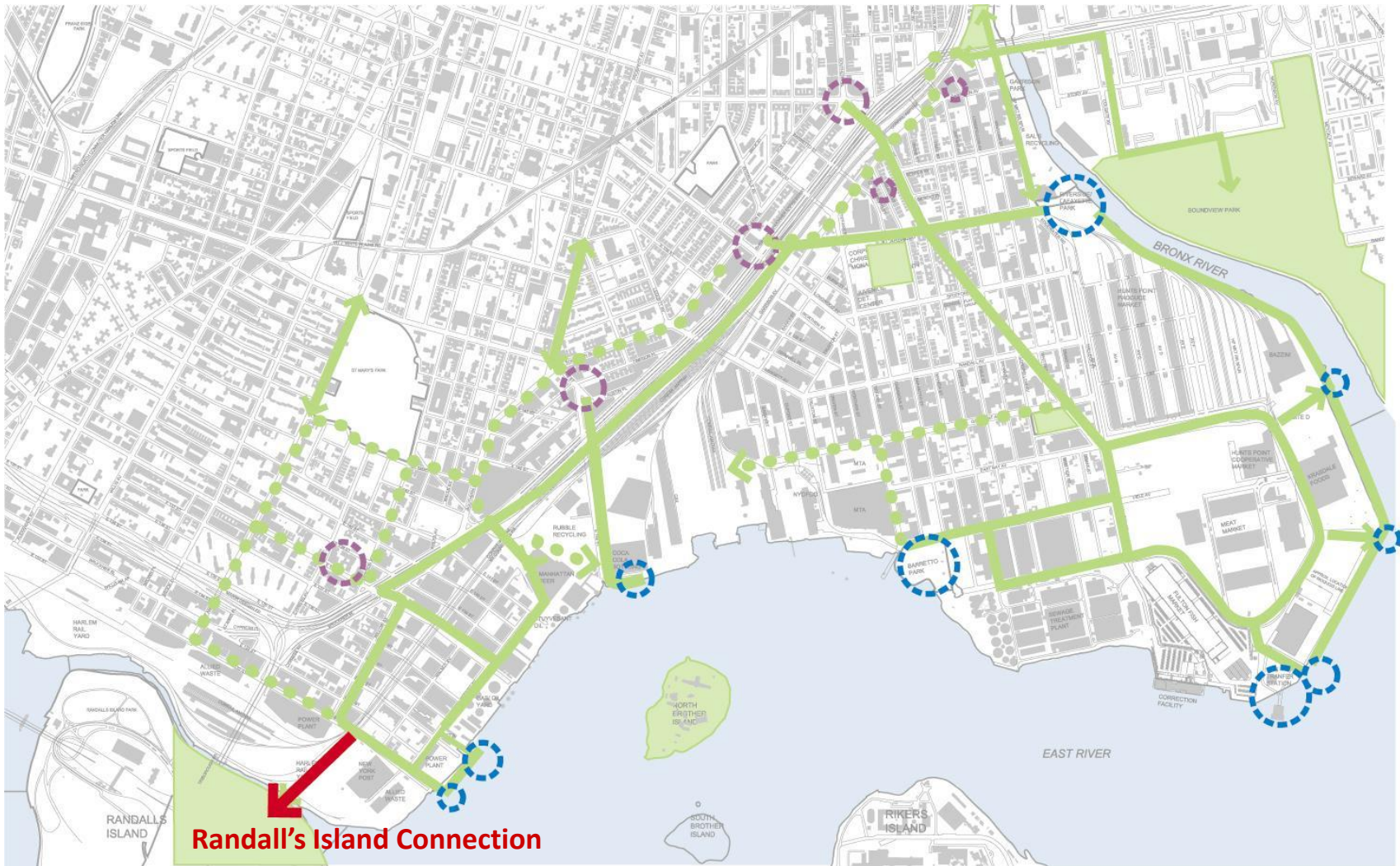
## Streetscape Improvements: Hunts Point Avenue



Proposed New Condition

# Creating Connections

## The South Bronx Greenway



# Creating Connections

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## Randall's Island Connection



Existing Photograph: from Port Morris

# Creating Connections

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## Randall's Island Connection



Proposed



# Hunts Point Food Distribution Center

## Development Framework



# Outline

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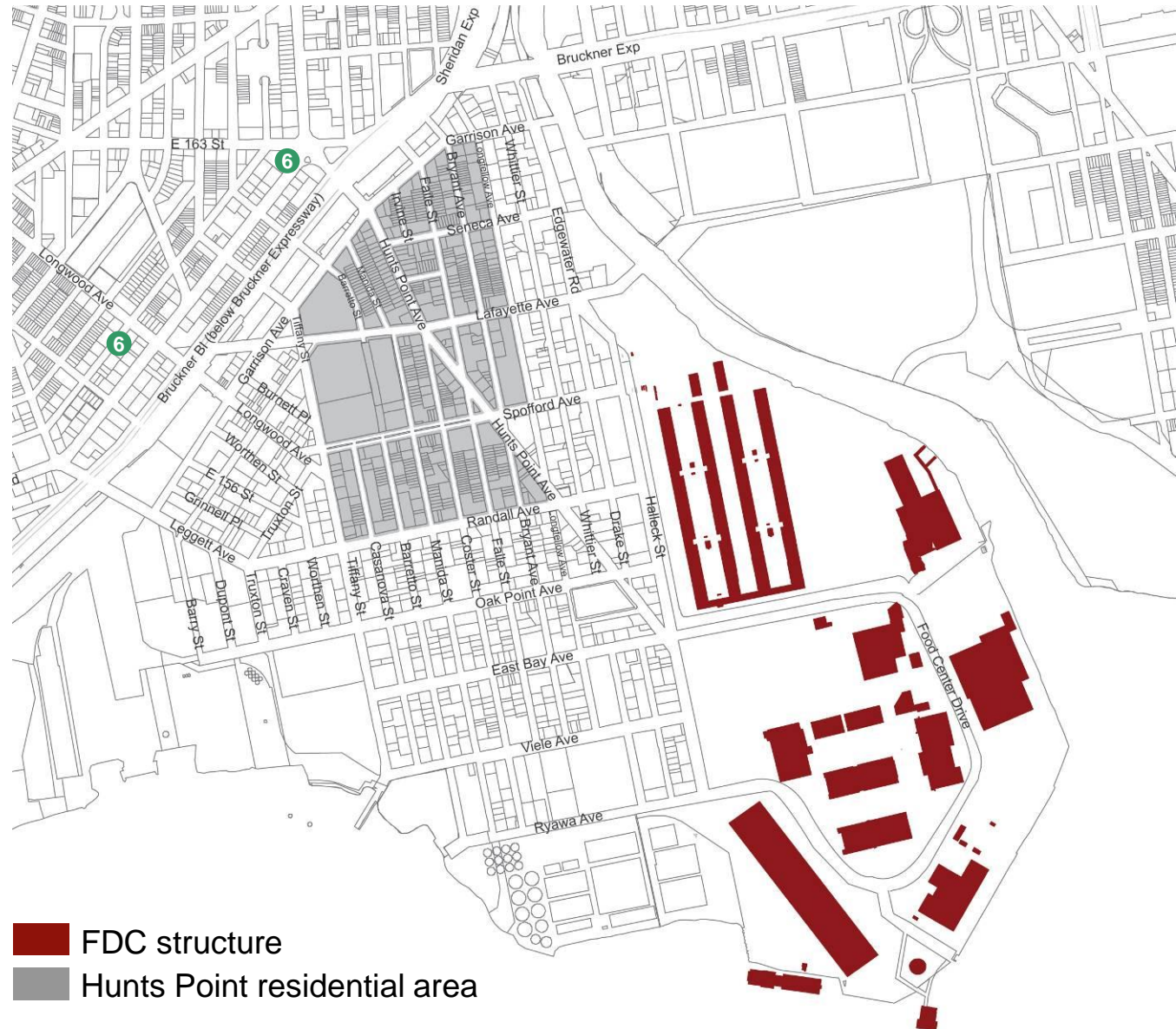
- Context and background
- Development opportunities
- Capital improvements

# Context and background

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- Tenants
- Recent planning efforts

# Context and background

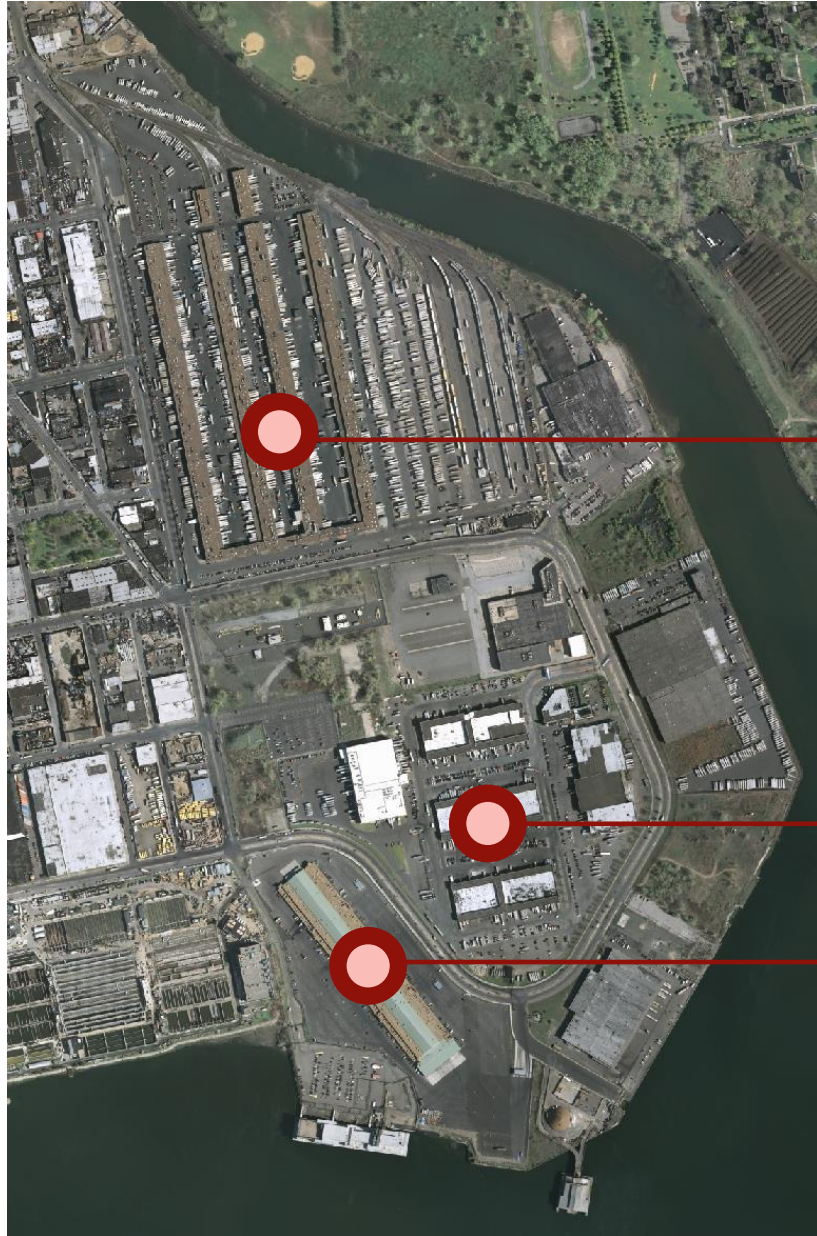


## The FDC:

- Occupies 329 acres; a third of Hunts Point Peninsula
- Houses over 115 firms
- Employs approximately 10,000 people

- FDC structure
- Hunts Point residential area

# Context and background



## FDC tenants:

New York City Terminal Produce Market Cooperative  
*126 acres, 47 cooperator firms*

Hunts Point Cooperative Market (meat market)  
*37 acres, 37 cooperator firms*

Fulton Fish Market at Hunts Point  
*33 acres, 36 cooperator firms*

# Context and background



## FDC tenants:

Bazinni  
R-Best

Baldor

Krasdale

Anheuser Busch

Sultana  
Citarella

# Context and background – 1950's



March 1953

# Context and background – 1960's



# Context and background – 2001

## First Voluntary Cleanup Program (VCP) agreement

- Approach for Hazardous Materials cleanup for specific sites
- Agreement between Con Edison, NYCEDC and New York State

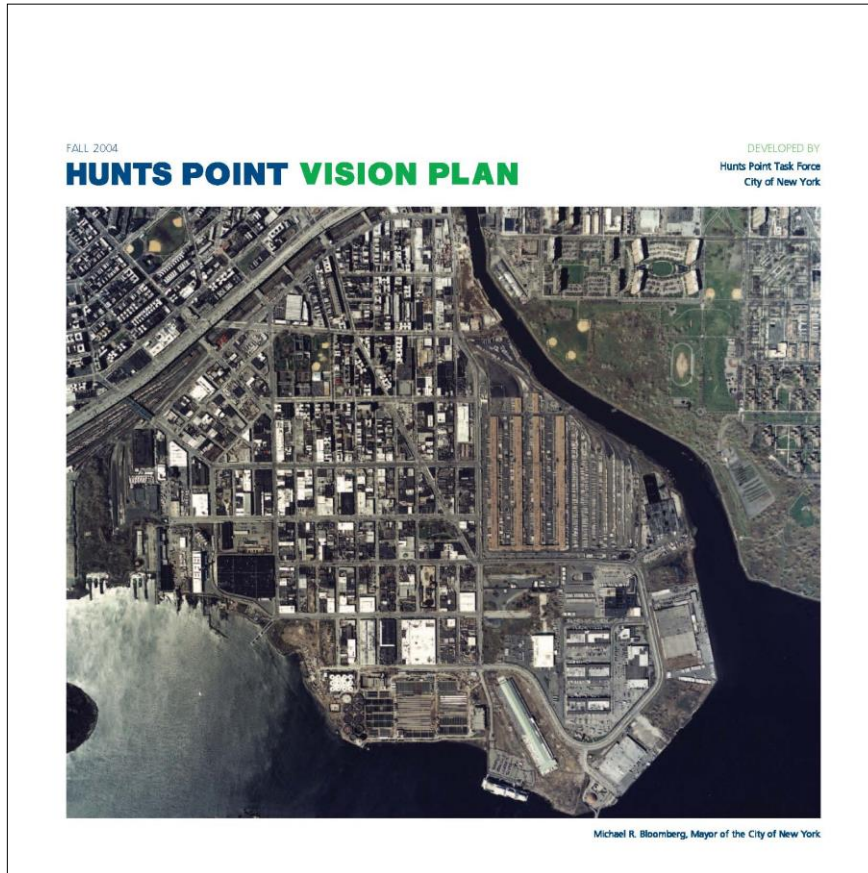
## Second agreement to address remaining sites pending

- Remediated site addressed in 2001 agreement
- Unremediated site addressed in 2001 agreement
- Additional site to be addressed in second agreement





# Context and background – 2005



## Hunts Point Vision Plan

- Initiated by Deputy Mayor in 2003
- Addressed peninsula-wide issues that were of concern to local stakeholders, including:
  - Land use conflicts
  - Truck traffic
  - Air quality
  - Waterfront access
  - Unemployment
- Recommendations included land use, transportation, waterfront and workforce improvements.

# Context and background – 2005



## Hunts Point Food Distribution Center



## Organics Recovery Feasibility Study

Final Report  
December 30, 2005



Prepared for:

The New York City Economic  
Development Corporation

Prepared by:

DSM Environmental Services, Inc.  
[www.dsmenvironmental.com](http://www.dsmenvironmental.com)

## Organics Recovery Feasibility Study

- The Produce and Fish markets generate 111 tons of waste per day, 75% of which is biodegradable
- Study determined that on-site anaerobic digestion would:
  - Be technically possible and financially self-sustaining
  - Reduce the volume of waste to be exported
  - Generate renewable energy (biogas)
  - Stabilize waste management costs
- Study recommends that EDC work with stakeholders to develop a pilot facility; also a PlaNYC energy initiative

# Context and background – 2006



# Context and background - 2007



*Hunts Point Terminal Produce Market*

## Hunts Point Terminal Produce Market Study:

- The HPTPM plays a significant role in the City's economy
- Existing facilities are inadequate
- Cooperative could likely absorb future redevelopment costs

## Next steps:

- Complete interim report (end Sep)
- Complete analysis of Option 5 (mid Oct)
- Develop negotiating position

# Context and background – 2007

NEW YORK ENTERPRISE  
**REPORT**

**fyi**



## FOOD MANUFACTURING IS A FAT INDUSTRY IN NYC

While overall the manufacturing industry has declined in New York City over the past decade, one sector of the industry is very much alive and flourishing. According to a recent report commissioned by the Mayor's Office for Industrial & Manufacturing Businesses, food production is a thriving business sector in the Big Apple. With 900 local food manufacturers supporting jobs for almost 34,000 New Yorkers, the food manufacturing sector, which includes breads, meats, dairy products, beverages, ethnic specialties and more, brings in \$5 billion in sales annually. Furthermore, the food manufacturing companies are an important source of both employment and entrepreneurship for immigrants with limited education or English skills. Roughly 70% of New Yorkers employed in this industry are immigrants, with 64% having a high school degree or less education. To read the full report, entitled "More Than a Link in the Food Chain," visit [nyc.gov/industrial](http://nyc.gov/industrial).

12 | THE NEW YORK ENTERPRISE REPORT | APRIL/MAY 2007

*New York Enterprise Report, April/May 2007*

## February 2007 MOIMB Food Production study:

- Robust manufacturing sector
  - 900 local food manufacturers
  - 33,800 jobs
  - \$5 billion annual sales
- ~ 70% of employees in the sector are immigrants, and 64% have a high school degree or less education
- Average annual wages are \$32,000

**As of August 2007, 26 food related companies have enquired about space in the Food Distribution Center**

# Development opportunities

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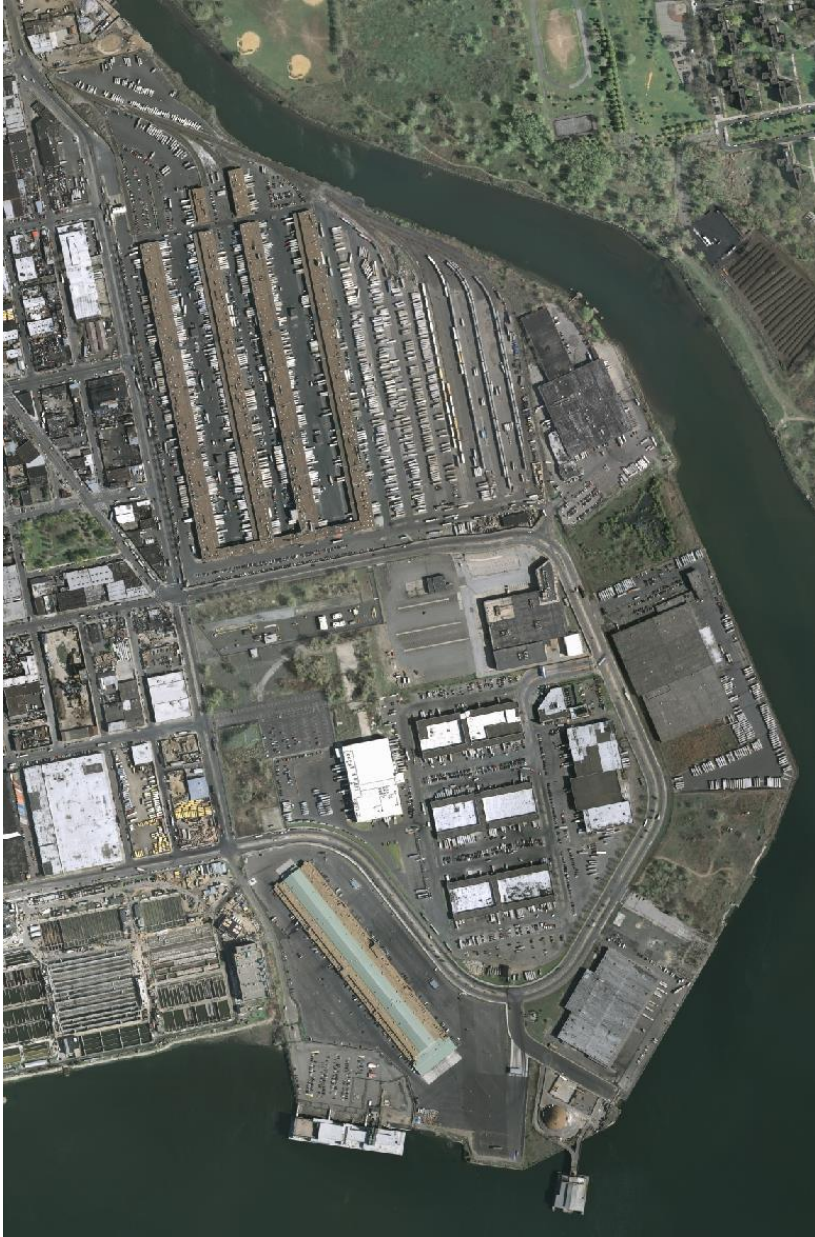
- Guiding principles
- Underutilized sites
- Additional opportunities

# Development opportunities



- Guiding principles for any new development:
  - Prioritize food processing or distribution uses
  - Allow ancillary uses where appropriate
  - Maximize efficient land use by combining multiple users on a site
  - Encourage rail use
  - Foster multi-story manufacturing uses
  - Encourage sustainability principles consistent with PlaNYC recommendations

# Development opportunities



- Key community concerns:
  - Minimize new truck traffic
  - Maximize use of electric or low-emissions vehicles
  - Engage community throughout selection/designation process
  - Implement sustainable building practices, including energy conservation and stormwater mitigation
  - Enhanced retail availability to fresh food
  - Hire locally
  - Expand waterfront access and recreation opportunities



# Development opportunities – underutilized sites



Fruit Auction Rail Shed

Site D

Sites E-OU2/E-OU3

Site F  
Site A-OU2

MTS Site

# Capital improvements

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- Signs
- South Bronx Greenway
- Infrastructure projects to 2010

# Capital improvements – signs



*Proposed new "positive" truck route sign*

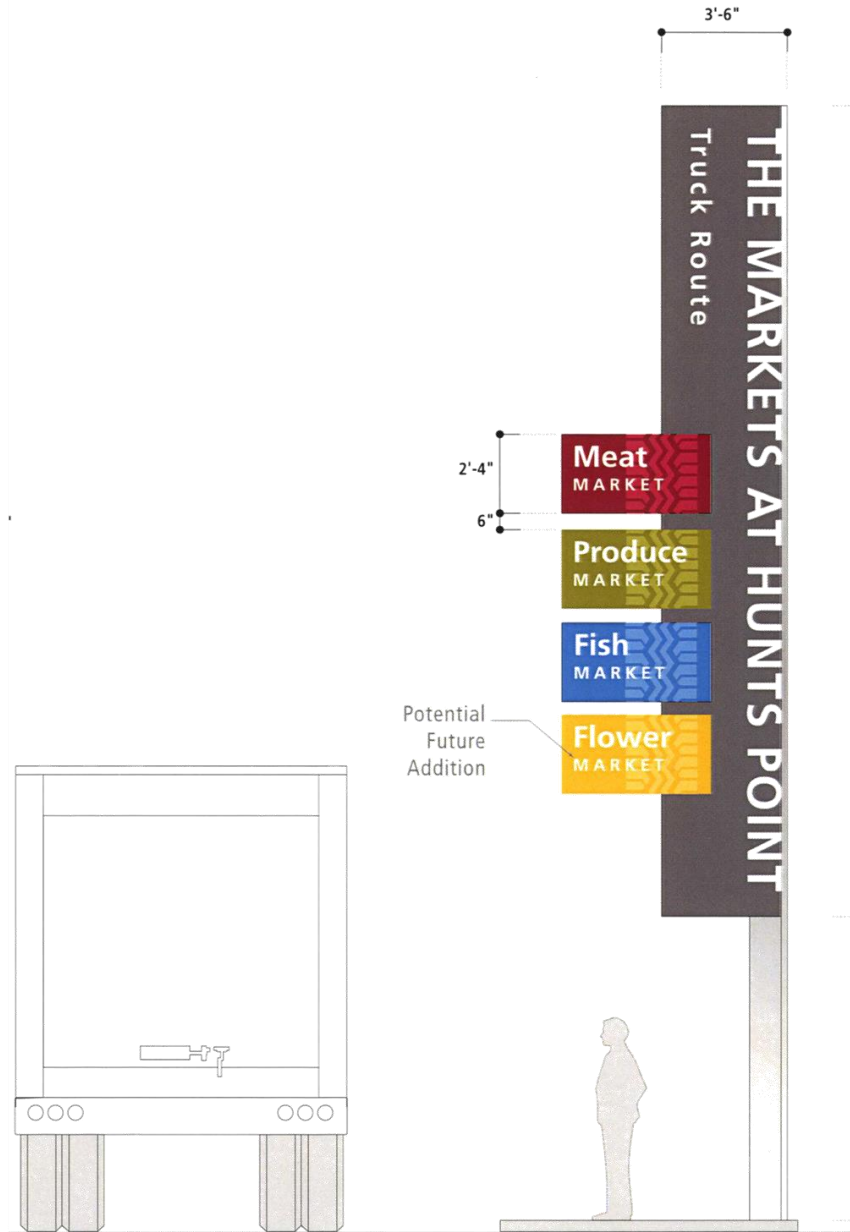
## Truck route signs

- Cost: \$350,000
- Timing: winter 2007 installation



*Existing "negative" truck sign*

# Capital improvements – signs



## Food Distribution Center identity signs

- Cost: \$1.3M
- Timing: winter 2008 installation

## Industrial Business Zone signs

- Cost: \$250,000
- Timing: winter 2008 installation (pending resolution of maintenance responsibilities)



# Capital improvements – South Bronx Greenway



*Existing Produce Market fence*

## Produce Market Fence

- Cost: \$2.5M
- Timing: construction winter 2007



ELEVATION ALONG FOOD CENTER DRIVE

SCALE: 3/16" = 1'-0"



ELEVATION ALONG HALLECK STREET

SCALE: 3/16" = 1'-0"



ELEVATION ALONG HALLECK STREET AT INTERSECTIONS WITH OAK POINT AVENUE AND RANDALL AVENUE

SCALE: 3/16" = 1'-0"

*Proposed new Produce Market fence*

# Capital improvements – South Bronx Greenway



## Hunts Point Landing

- Cost: \$7M
- Timing: construction winter 2007



*Hunts Point Landing design concept*

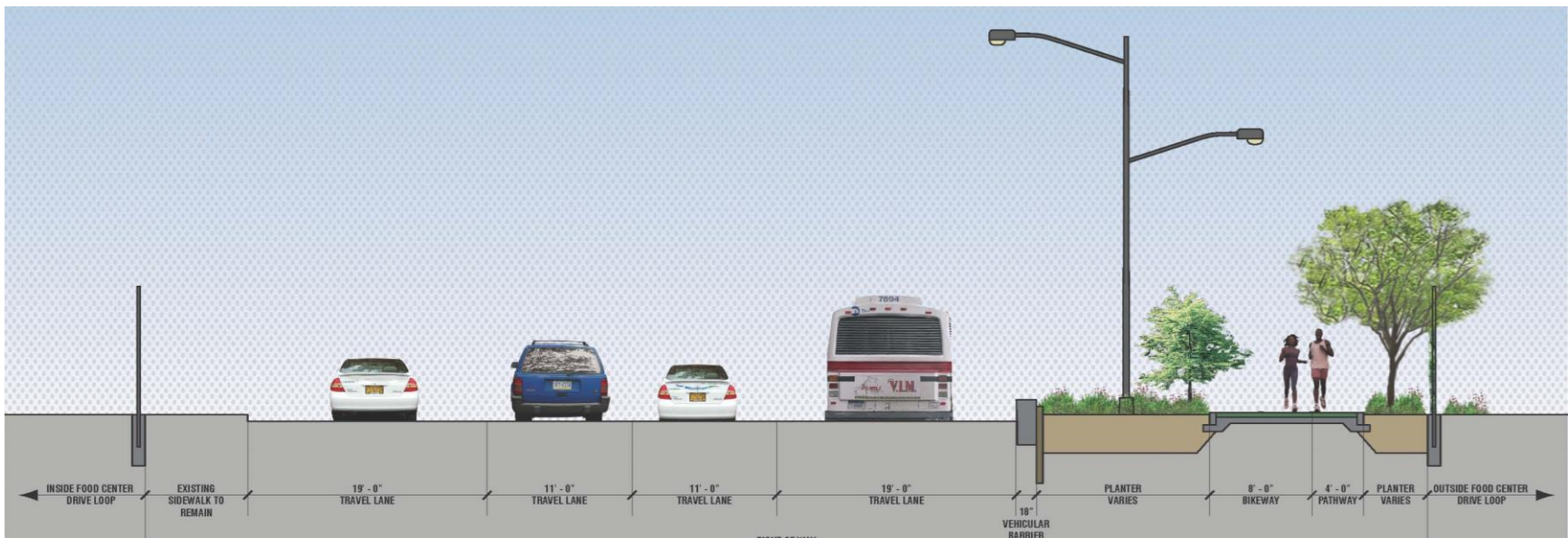
# Capital improvements – South Bronx Greenway



## Food Center Drive reconstruction

- Cost: \$14M
- Timing: ULURP certification fall 2007; construction schedule pending

*Food Center Drive – existing alignment*



*Food Center Drive – proposed alignment*

# Additional actions – property management



- 30-foot Greenway easement
- Hunts Point Improvement Fund for maintenance of selected capital improvements:
  - Food Center Drive
  - Hunts Point Landing
  - Food Distribution Center signs



# Capital improvements – infrastructure projects to 2010



**Total City infrastructure investment:  
\$41.08M**

Lead track reconstruction (\$3.0M)

Edgewater/Lafayette rail crossing (\$0.5M)

Produce Market infrastructure (\$10.08M)

200 Food Center Drive (\$2.3M)

155 Food Center Drive (\$0.3M)

Anheuser Busch bulkhead (\$8.2M)

600 Food Center Drive (\$11M)

Fish Market (\$0.2M)

Fish Market bulkhead (\$5.5M)