



REDC REGION / MUNICIPALITY:

New York City - Borough of Bronx

DOWNTOWN NAME:

Southwest Bronx (SWBX): A map is attached, noting recent development. The boundaries proposed are as follows:

- North: Cross Bronx Expressway
- South: East River
- East: St Ann’s Avenue into East-Third Avenue
- West: Harlem River

APPLICANT NAME & TITLE:

Regional Plan Association (RPA), Tom Wright, CEO & President. See below for additional contacts.

CONTACT EMAILS:

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Tom Wright, CEO & President: tom@rpa.org

REGIONAL PLAN ASSOCIATION - BRIEF BACKGROUND:

Regional Plan Association (RPA) was established as a 501(c)(3) non-profit organization in 1929 and for nearly a century has been a key planner and player in advancing long-range region-wide master plans across the tri-state. Projects over the years include the building of the the Battery Tunnel, Verrazano Bridge, the location of the George Washington Bridge, the Second Avenue subway, the New Amtrak hub at Moynihan Station, and Hudson Yards, and establishing a city planning commission for New York City.

In November 2017, RPA published its Fourth Regional Plan for the tri-state area, which included recommendations for supporting and expanding community-centered arts and culture in New York City neighborhoods to leverage existing creative and cultural diversity as a driver of local economic development. The tri-state region is a global leader in creativity. Its world-class art institutions are essential to the region’s identity and vitality, and drive major economic benefits. Yet creativity on the neighborhood level is often overlooked and receives less support. While large, traditional institutions are financed by foundation donations and government grants, many smaller organizations and spaces across the region struggle to find adequate funding and other resources, making it difficult to make long-term plans and work collaboratively with one another to further both their individual missions and neighborhood-wide economic development.

VISION FOR DOWNTOWN: Southwest Bronx Arts and Culture Consortium (SWBX)

The vision is for a SWBX Arts and Culture Consortium that brings together the numerous independent arts and cultural organizations in the Southwest Bronx, which will help cultivate and strengthen



connections between them through coordinated programming and marketing in order to advance arts, education, and job creation in the Southwest Bronx.

The Consortium will work to develop and implement a shared vision among arts and cultural institutions housed in the proposal boundaries for enhancing educational opportunities and pipelines that will facilitate employment for youth and young adults, linking organizations and leveraging their assets, while also creating sustainable relationships that engage and support neighborhood residents. At the same time, the Consortium will enhance the physical environment in which its member organizations operate, to provide flexible and creative spaces, affordable housing and innovative placemaking that showcase the artistic culture within the Southwest Bronx community. Building a cohesive vision for a Southwest Bronx Arts & Culture District and strengthening connections to transit, civic, and business hubs will help produce a vibrant and attractive multi-use district that enhances quality of life for neighborhood residents and supports local economic development.

This initiative would implement a key recommendation of RPA's Fourth Regional Plan that calls on the region to *Support and Expand Community-Centered Arts and Culture* to build capacity and address equity in local neighborhoods-

One of the tri-state area's greatest strengths is its creative and cultural diversity—from our major art institutions to community cultural spaces across the region. But as neighborhoods change, local artists and cultural groups may be forced to move out of the communities where they are rooted, leading to cultural displacement. Supporting arts and culture in the region's communities requires investment and policies at the local and state level. To preserve the region's naturally occurring cultural districts and encourage more creative activity in all communities, the region needs more funding for the arts, more affordable housing and flexible creative spaces, more equitable access to arts and culture activities, and more opportunities for the emerging practice of creative placemaking.

JUSTIFICATION: Overview of the downtown area nominated for the DRI program, highlighting the area's defining characteristics and the reasons for its selection. Explain why the downtown is ready for Downtown Revitalization Initiative (DRI) investment, and how that investment would serve as a catalyst to bring about revitalization.

The South Bronx possesses a rich cultural history. As the birthplace of hip-hop, doo-wop and salsa, in addition to serving as the foundation for graffiti-art, the South Bronx has been at the forefront of transformative and disruptive artistic movements. What's not known about the South Bronx however, particularly the Southwest Bronx, is that within this area, there are many small to mid-size art and cultural institutions operating independently. These institutions serve as an expressive and educational outlets for some of our region's most vulnerable populations. The experiences that they offer to minority and immigrant residents provide access to a critical pathway for creative expression and access to engagement in one of New York City's most dynamic sectors- the arts. While these small to mid-size institutions, including the Bronx Museum of the Arts, Bronx Children's Museum, Dreamyard, Pregones/Puerto Rican Raveling Theater, and WHEDCo, have begun to engage in conversations on how to better collaborate and leverage their scarce resources, they do still currently lack the capacity to build out a functional consortium.



The Consortium will bring together these storied organizations as a collective entity to market and promote the art scene that the borough has fostered, and enhance educational and employment opportunities in the arts and culture sector. This will include providing direct pipelines to employment by linking organizations that offer education and training with those that provide residency and gallery space. It will also help to strengthen and sustain a vast network of artists and makers in the community.

Museums, galleries, public installations and educational art institutions are often catalysts for economic development. They are nodes and destination points equally for area residents and the general population. The supporting institutions here have facilities within the proposed boundaries, but are often viewed as standalone entities.

The DRI grant would provide these organizations with the structure and financial support necessary to realize the aforementioned vision, for a Southwest Bronx Arts and Culture District and also help drive economic development in the Southwest Bronx. This proposal impacts a similar geographic area to The Bronx' previous Round 2 DRI award. These arts and cultural institutions would not only supplement the work being done as a result of the previous award, but reach out to neighboring communities beyond the Round 2 boundaries to draw in foot traffic and investment.

As discussed in RPA's Fourth Regional Plan, neighborhood-based arts and culture are a critical but undervalued component of the region's creative sector. The tri-state region is a global leader in creativity, where its world-class art institutions are essential to the region's identity and vitality, and drive major economic benefits through tourism, film production, fashion, and other supporting industries. Despite this, creativity on the neighborhood level is often overlooked and receives less support. While large, traditional institutions are financed by foundation donations and government grants, many smaller organizations and spaces across the region struggle to find adequate funding and other resources, making it difficult to proactively establish coordinated, long-term plans for a sustainable model. In general, there is a lack of diversity among the groups that do receive funding, less support for art spaces in communities of color, and a lack of diverse representation in the programming of larger cultural institutions.

A lack of space in order to create and enjoy art, is another major challenge for local arts and culture institutions. Many local zoning and building regulations make it difficult or expensive to establish the flexible spaces that artists need to create and share their work. In many communities, real estate prices are beyond what local artists can afford; and when the artists from less affluent neighborhoods settle into becoming more desirable, they can find themselves at risk of being displaced by wealthier newcomers.

It is imperative to create the space for naturally occurring arts and cultural districts to flourish. Arts and culture are often treated as luxuries, and defined in the limiting terms of more traditional arts such as theater and museums. But a broad range of local creative and cultural activities, from libraries to street festivals to small galleries, provide compounding benefits to all communities. There are documented social, economic, and health benefits that result from advancing local arts and culture activity in low-income neighborhoods. Local artists, cultural spaces, and institutions should be supported in all neighborhoods through initiatives at both the local and state level through zoning, funding initiatives, and comprehensive creative place making efforts. Cultural events can help communities bridge their



differences, increase citizen participation, build trust in government processes, create safer and healthier communities, and preserve neighborhood history while elevating the narratives of traditionally marginalized communities.

DOWNTOWN IDENTIFICATION:

1) BOUNDARIES OF THE PROPOSED DRI AREA: Southwest Bronx Arts & Culture Consortium

The SWBX Arts and Culture Consortium's boundaries will extend to the Harlem River Yards to the south, in order to incorporate the growing arts movement taking place in Port Morris, and north to 167th as to capture more of the growing music scene in Highbridge.

2) PAST INVESTMENT, FUTURE INVESTMENT POTENTIAL: Describe how this DRI area will be able to capitalize on prior private and public investment and catalyze future investments in the neighborhood and its surrounding areas. Describe recent planning efforts that support public and private investment in the proposed DRI area.

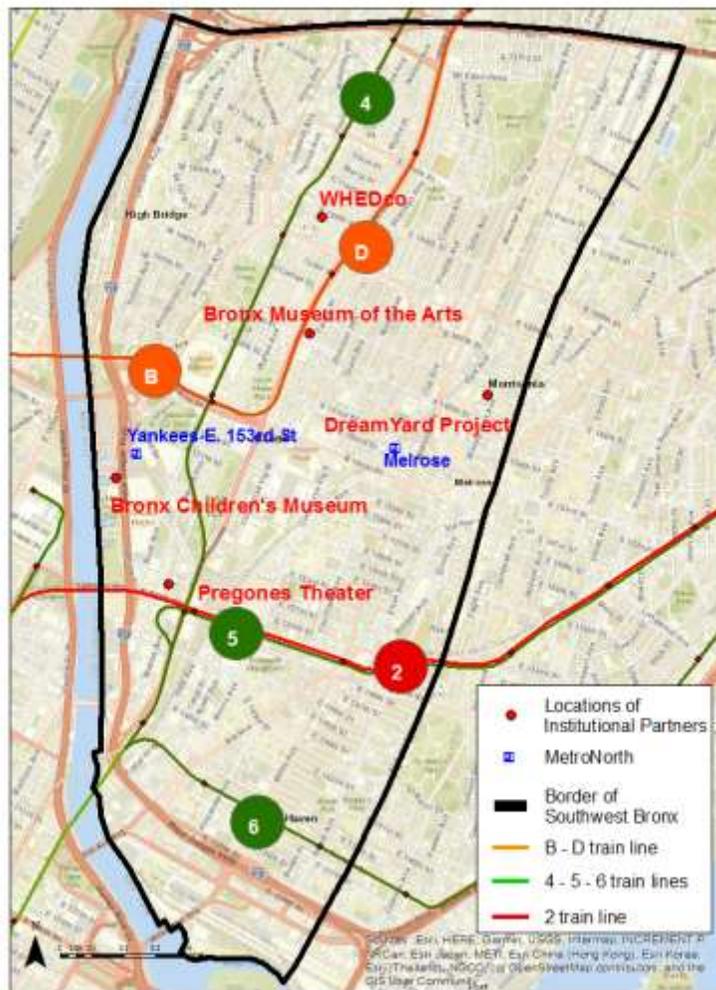
This proposal will build on the success of the Bronx's previous Round 2 DRI grant, which supported a dozen projects throughout the impact area, including some of the arts and cultural institutions identified here. As previously mentioned, The Arts & Culture Consortium will both leverage and support the previous \$10 million investment to support economic development in the Southwest Bronx. The Arts & Culture Consortium will partner with the Office of the Bronx Borough President, BOEDC, Bronx Tourism Council and the RPA Anchor Opportunity Network to address economic, racial, and educational barriers impacting residents of the Southwest Bronx by creating new employment opportunities, career pathways, and educational opportunities. The consortium will address economic and capacity barriers by creating opportunities for shared employees. The Consortium will also use funding to expand the existing programming within the Southwest Bronx by creating grants for Bronx-based artists to display their work and art. The Consortium will work to create a central online platform where the local arts and culture institutions can advertise their events, displays, hours, special programming.

Each individual institution leading this Consortium have a strong history of fundraising, visioning and implementation that has resulted in millions of dollars of grant allocations. Pooling together this knowledge and these resources will serve as a foundation for creating holistic investment that will have both an economic development and educational impact in the Southwest Bronx.

3) RECENT OR IMPENDING JOB GROWTH: Describe how recent or impending job growth within or near the DRI area will attract professionals to an active life in the downtown, support redevelopment, and make growth sustainable in the long-term.

A recent report on [Museums as Economic Engines](#) issued by the American Alliance of Museums demonstrates the wide range of employment opportunities generated by arts and cultural organizations from directors and curators to educators and exhibit designers to public relations officers, security managers and volunteer coordinators. Growth in the Southwest Bronx’s arts and culture sector, through the efforts of the Consortium, will create new jobs for existing residents and businesses with increased education, training and apprenticeship opportunities for local residents and capacity building for local procurement of goods and services to support the work of these organizations. In addition, this will enable sustainable employment with reasonable opportunities for continued growth among individuals and organizations which will subsequently trigger increased local spending within the neighborhood, leading to even further local economic growth. Increasing recognition of the Southwest Bronx as a hub for arts and cultural offerings will attract outside investment and tourism to the neighborhood, which will drive additional local employment.

Context of Southwest Bronx





4) ATTRACTIVENESS OF PHYSICAL ENVIRONMENT: Identify the properties or characteristics that the DRI area possesses that contribute, or could contribute if enhanced, to the attractiveness and livability of the downtown for a diverse population of varying ages, income, gender identity, ability, mobility, and cultural background. Consider, for example, the presence of developable mixed-use spaces, varied housing types at different levels of affordability, walkability and bikeability, healthy and affordable food markets, and public parks and gathering spaces.

The Southwest Bronx is primarily a working class and poor area, but is culturally and economically diverse, with pockets of strong middle-class communities and homeownership. It contains the borough's civic center, sports and entertainment center, and the borough's second busiest shopping district in The Hub. It contains a diverse array of public space which provides opportunities for performances and youth learning opportunities.

Statistically, the Southwest Bronx region has a roughly 246,461 person population according to the most recent ACS Survey, of which 53.3% is female. The Southwest Bronx is a minority-majority population of which 40.5% identify as Black or African American, 1.6% American Indian and Alaskan Native, 1.3% Asian, 31.9% as other, and 6% as two or more races, compared to 18.6% that identify as white. Within this, there is a large youth population with 32.3% being between the ages of 0 and 19, while 24.2% is ages 20 to 34, 29% is 35 to 64, and 9% is 65 or older. The median household income of this population is \$27,593.

The area boasts a growing restaurant row and expanding nightlife. Recent infrastructure investments in parks and recreation, many listed in Section 3, amplify the attractiveness of these transit-rich hubs located 20 minutes from mid-town Manhattan. While there has been a steady increase in middle-moderate income housing more is needed to support the types of local activities desired by those with disposable income. 16th Street BID and Third Avenue BID support local merchants and facilitate activities.

Already making the area attractive to residents are amenities including a farmer's market in Joyce Kilmer Park. Diversification or retail and better food options for shopping (fresh fruits and vegetables) and sit-down restaurants are high on the priority list for area residents and workers. These types of amenities would also make the area more attractive for visitors. (Fairway, Trader Joe's type supermarket).

The area is also seeing a hotel boom as reported in the Mott Haven Herald:

“a four-story Comfort Inn is coming up at 2477 Third Avenue between East 135th and 136th streets in Port Morris, and a 152-room Hampton Inn nears its groundbreaking at 149th Street between Gerard Avenue and Exterior Street near the Grand Concourse. The group behind the Hampton project, Signature Urban Properties, will also construct two buildings of 157 and 136 apartments for low-income to market rate tenants.”

These hotels will join already existing boutique hospitality locations in the Andrew Freeman House and the Bronx Opera House Hotel, located a few blocks east on 149th Street.



Existing infrastructure particularly as it relates to mobility and access makes these areas highly desirable for living and working:

- 145th Street Bridge
- Macombs Dam Bridge
- Madison Avenue Bridge
- Major Deegan Expressway
- FDR Drive
- Metro North Stations
 - **Yankees Stadium - East 153rd Street Station** provides access to western Westchester County and Mid-town
 - **Melrose Station** provides access to central Westchester County and Mid-town
- MTA Subways: IRT 2, 4, 5, 6; IND B, D
- MTA Buses: BX 1, 2, 4, 4A, 6, 13, 15, 17, 19, 21, 32, 33, 41, 41 SBS, BXM 4 Express Bus

5) QUALITY OF LIFE POLICIES: Articulate the policies in place that increase the livability and quality of life of the downtown. Examples include the use of local land banks, modern zoning codes, comprehensive plans, complete streets plan, transit-oriented development, non-discrimination laws, age-friendly policies, and a downtown management structure. If policies that support livability and quality of life in downtown are not currently in place, describe near-term efforts by the municipality to create and implement such policies.

- **Lower Concourse Mixed-Use Rezoning** - the Lower Concourse rezoning was enacted in 2009 with the intent of reimagining an underutilized manufacturing area bounded by East 149th Street to the north, the Harlem River to the west, East 138th Street to the south, and Morris Avenue to the east. The rezoning fully preserved manufacturing zones along Park Avenue and around East 138th Street, Canal Place & Street, and Rider Avenue, while allowing for the opportunity to create intensive, yet scalable mixed-use development. High density development was identified for the Harlem River Waterfront and the southernmost portion of the Grand Concourse, while medium-density development was promoted for the side streets, along with a mixed-use designation that would allow for preservation of existing manufacturing uses in those areas. The rezoning has already seen the following development:
 - **Morris Court**- 201 units of mixed-income housing serving residents earning from 40 to 100 percent AMI with retail opened in 2015 behind Lincoln Hospital bounded by East 143rd and 144th Street and Morris and Rider Avenues.
 - **Lettire-East 138th Street**- 99 units of mixed-income housing and retail under construction at the northwest corner of East 138th Street and Third Avenue.
 - **Tres Puentes** (adjacent to the rezoned area)- Two new senior buildings housing 174 units on the grounds of Borinquen Court, a historic senior development at the northeast corner of East 138th Street and Third Avenue.
 - **PS 31 Site** - located immediately south of Hostos Community College at 425 Grand Concourse, this development will create a 24-story mixed-income, mixed-use building serving residents earning from 60 to 100 percent AMI, while incorporating features of the



- formerly landmarked school. This development will also entail the reimagining of Garrison Playground wedged between this parcel and Hostos Community College
- **Signature Development** - future construction of a nine-story, 152-room Hampton Inn along East 149th Street abutted by two mixed-income buildings with 293 units along Gerard Avenue and Exterior Street.
 - **Holiday Inn Express** - construction of a 69-room Holiday Inn Express along East 146th Street between Gerard Avenue and Exterior Street, accompanied by 66 units of market-rate rental housing adjacent to the hotel.
 - **221 East 138th Street** - permits filed for seven-story, 50-unit market-rate condominium.
 - **Special Harlem River Waterfront District (SHRWD)** - the SHRWD, located along the Harlem River between East 138th and 149th Streets, was created as a subset of the 2009 Lower Concourse rezoning to allow high-rise development to take place while redeveloping a seriously underutilized stretch of waterfront that would provide needed access to one of our most underserved communities. Aside from required esplanades for each development, a park was mapped at the end of East 144th Street that would allow for a welcoming view corridor that connects the river to the mainland.
 - **Pier 5/Lower Concourse North** - originally envisioned as part of the development of Mill Pond Park, this highly visible parcel at East 149th Street along the Harlem River is being reimagined to facilitate both the creation of parkland, as well as affordable, mixed-income housing and retail. The development of this parcel will connect the existing Mill Pond Park north of this parcel to future development between East 138th and 149th Streets south as part of SHRWD. NYC EDC will release a Request for Expressions of Interest (“RFEI”) shortly. It will utilize a \$200 million infrastructure fund to facilitate a Mill Pond Park extension, 40’ waterfront promenade along the site and a redesign of the East 149th Street Intersection. These funds are also being used to acquire the East 144th Street Map Parkland as well as to facilitate the waterfront promenade for the waterfront sites between East 138th and 149th Streets. Moreover, EDC anticipates several towers of up to 400’ high, 750 to 800 units of mostly affordable housing.
 - **Railyard Decking** - in 2015, Bronx Borough President Ruben Diaz Jr released a report analyzing the potential of development over three railyards: East 149th Street, Concourse Yard at Bedford Park, and West 242nd Street yards. While the Concourse Yard at Bedford Park was deemed as most ripe for development, the East 149th Street Yards were also recognized for significant and impactful mixed-use development. Development would proceed only after the much-needed East 153rd Street Bridge was fully designed and funded. Support for the bridge is widespread throughout the borough and advocacy is ongoing. Once this is successfully in place, support will be corralled to promote decking over the East 149th Street Yards. Opportunity is great here given the excellent access to mass transit, proximity to Manhattan, and anticipated high-rise development that will take place in the immediate surrounding area over the next decade.
 - **Select Bus Service (SBS)** - SBS has been widely successful throughout the City. First piloted in The Bronx along the Fordham Road-Pelham Parkway corridor with the BX12 SBS in 2008, SBS has expanded to ten routes along nine corridors throughout the City. The BX41 SBS, which serves the study area along Melrose and Webster Avenues, including its current terminus at The Hub, was created in 2013. A second SBS route in the study area for the BX6 which runs along East 161st and 163rd Streets stretching from Washington Heights, across the Civic Center into Hunts Point is under consideration. This SBS service further serves to promote transit oriented development.
 - **LaGuardia Airport Access** - when the BX41 SBS was implemented in 2013, a study was conducted to have certain SBS buses to extend over the Triboro (RFK) Bridge to LaGuardia Airport. While this has



been temporarily shelved, there is support throughout the borough as this would significantly reduce travel time for Bronxites, whose current transit options require a transfer to either the M60 or another subway line that would connect to airport accessible buses in Queens. This would also further reduce the burden for those traveling to LaGuardia from Manhattan and Queens on those transit lines.

- **Redesign of the Grand Concourse** - the Grand Concourse and Boulevard was constructed in the early Twentieth Century modeled after the Champs Elysees in Paris. Over time with the advent of suburbanization, the Grand Concourse was altered to accommodate higher speed access for motor vehicles. A collaborative effort between Federal and City governments is redesigning the Grand Concourse for its entire length. Phase 2 is currently under construction, with Phase 3 toward the end of the design process that would take the project north of the Cross Bronx Expressway. This redesign will promote Complete Street principles by combining Vision Zero goals of slower traffic, with reduced traffic lanes, planted center medians and full, painted bike lanes. The current plan unfortunately does not extend below East 161st Street. An important goal will be extending the Grand Concourse redesign south to East 138th Street, so that the entire boulevard will provide a safer and more pleasant transportation experience for all users.
- **Jerome Avenue Rezoning** – The Jerome Avenue Neighborhood Plan was put in place to provide the framework for redesign and growth in the southwest Bronx with increased investment into the neighborhood, with an emphasis on improving the quality of life of its people. As part of this, the City has committed more than \$189 million in capital projects and services for the southwest Bronx. This plan will preserve existing and create new affordable housing while also prioritizing a diverse retail industry that meets the needs of its constituents, promote safe and walkable spaces, and support the education system and community institutions.

6) Public support. Describe the public participation and engagement process conducted to develop the DRI application, and the support of local leaders and stakeholders for pursuing a vision of downtown revitalization. Characterize the commitment among local leaders and stakeholders to preparing and implementing a strategic investment plan.

Through the local leadership of the Bronx Museum of Arts, Pregones Theater, Dreamyard, Bronx Children's Museum and WHEDCo, the Southwest Bronx Arts and Culture Consortium has already begun to partner with one another and with other smaller arts and cultural institutions, as well as educational institutions to develop a conduit for students and young adults to carve out sustainable careers in the arts. These organizations have been working with the Office of the Bronx Borough President (BXBP) and the Bronx Overall Economic Development Corporation (BOEDC) to develop a shared vision for increased collaboration and more robust outcomes of their individual efforts to capitalize on the arts as an economic development driver in the Southwest Bronx. In developing this application the Office of the BXBP conducted a survey of partner organizations to identify constituent needs and opportunities for enhanced and effective collaboration. The survey and follow up conversations with partner organizations indicated that there was a strong interest in participating as part of a coalescing entity such as the Consortium. This grant opportunity would provide the funding and capacity that would prove critical towards advancing the work that partner organizations would like to be engaging in with the BXBP, BOEDC and RPA.

Regional Plan Association (RPA), the Office of the Bronx Borough President (BXBP) and the Bronx Overall Economic Development Corporation (BOEDC) will serve as primary partners to guide these organizations



through the process of collectively enhancing programs and services for residents of the borough. RPA's Anchor Institution Opportunity Network Initiative (AON) will provide direct support to the Consortium. AON engages with anchor institutions, municipal leaders and local communities across the tri-state region to create meaningful and sustainable partnerships that leverage diverse capital and human resources to drive community well-being and equitable economic growth. AON will link the Consortium to a regional network of arts, cultural, health and educational institutions and community development corporations, providing technical assistance, an open data platform of shared resources, and professional development opportunities that will bolster the mission and programs of our partner organizations across a variety of sectors.

The resources that could be made available from each partner institution are extensive. RPA has a long-standing, well-documented history of big-picture planning and regional visioning with access to internal research, mapping and networking capacity that is virtually unmatched in the field. The BXBP, as county executive of The Bronx, brings the political capital, planning and mapping expertise, access to and fostering of community leadership, direct access of government agencies on all levels and the mainstream visibility that such a consortium would need. BOEDC provides the capital access and network from an economic development standpoint that is necessary for such a consortium to succeed. The relationship with the New York City Economic Development Corporation and Department of Small Business Services, foundations, and private sector capital, will help build a sustaining monetary foundation for the consortium. And our partner organizations have a breadth of experience in accessing grant and other financial opportunities that support and enhance their services. (Provide individual examples of each partner organization of their access to external resources, and metrics/successes of their individual programs that would be best utilized under this collaborative effort).

7) Transformative opportunities. Describe opportunities to build on the strengths described above by providing a list of transformative projects that could be ready for implementation with an infusion of DRI funds within the first one to two years (depending on the scope and complexity of the project). Identify potential development opportunities, such as municipally-owned property that may be appropriate for redevelopment. Projects may be public or private, and could address economic development, transportation, housing, and community development needs. It should be recognized that if a DRI award is made to the downtown, the projects identified here, along with any others that may arise during the DRI planning process, will ultimately be vetted by the Local Planning Committee and the State to determine which projects receive DRI grants.

- Bronx Children’s Museum Wayfinding Project that would direct people to the Museum, Mill Pond Park, Stadium Tennis Center and Bronx Terminal Market
- Support for the Bronx Music Hall, set to open in the next year
- Continued renovation of the Bronx Museum of the Arts
- Continued reimagining and expansion of Pregones Theater, already support in DRI Round 2
- Creation of a coffeehouse adjacent to the Melrose Metro-North and Railroad developed by Dreamyard that would provide retail management training opportunities for area youth



- Support the development of the Universal Hip-Hop Museum and its current pop-up space at the Bronx Terminal market
- Support for the Longwood Art Gallery, currently housed in Hostos Community College

8) Administrative Capacity. Describe the existing local administrative capacity to manage this planning and implementation initiative, including the ability to oversee contracts for awarded municipal projects using existing staff and resources.

RPA was founded as a 501c3 in 1929 and today has a board of over 100 professionals, who are CEO's and administrative leaders of major financial and real estate institutions, along with community organizations. Staffing averages 25 full-time employees augmented by research consultants and interns. RPA maintains three offices, with headquarters in Lower Manhattan, an office in Princeton, New Jersey, and an office in Stamford, Connecticut. With an average annual budget of \$5 million, RPA has administered multiple public / private grant awards and projects over the years, including two current public grants, one from Suffolk County and one from New Jersey Department of Transportation.

Leadership at RPA includes:

TOM WRIGHT - CEO & PRESIDENT: Tom became RPA's Executive Director in 2001 and CEO / President in 2015, helping to lead many key RPA initiatives including the historic Civic Alliance to Rebuild Downtown New York following the Sept. 11, 2001, attacks and the campaign to create a mixed-use district at Manhattan's Hudson Yards. Prior to joining RPA's central administration, Tom was deputy executive director of the New Jersey Office of State Planning, where he coordinated production of the New Jersey State Development and Redevelopment Plan. In the early 1990s, he was RPA's New Jersey director and coordinator of the award-winning Mayors' Institute on City Design. Tom is a member of New York City's Sustainability Advisory Board, which helped prepare OneNYC. He serves on the boards of the Open Space Institute and the Urban Design Forum, and is an advisor to the Eno Center for Transportation. Tom has a master's in urban planning from Columbia University and a bachelor's in history and a certificate in American Studies from Princeton University.

JULIETTE MICHAELSON - EXECUTIVE VICE PRESIDENT:

Juliette led the production of the 2017 Fourth Regional Plan, a long-range, comprehensive plan to promote prosperity, equity, health and sustainability in the region, created over five years involving hundreds of civic groups, community-grassroots organizations, business leaders and designers, giving the plan a broad base of support as we pivot to implementation. Juliette also oversees RPA's operations, including strategic direction, external communications, development and finance. Juliette has steered a number of RPA's large initiatives, including the creation of a network of transit-agency executives from around the world. Prior to joining RPA, Juliette worked at Project for Public Spaces, where she managed a range of outreach, education and training programs to help municipalities and state departments make concordant land use and transportation decisions. Juliette received a bachelor's in political science from Princeton University and a master's in urban planning from Columbia University.

CHRISTOPHER JONES - SENIOR VICE PRESIDENT & CHIEF PLANNER: Christopher Jones directs research and planning for Regional Plan Association. Since joining RPA in 1994, he has led many multidisciplinary



initiatives to improve economic, social and environmental conditions in the New York-New Jersey-Connecticut region. Previously, he managed a federal Sustainable Communities initiative that included 17 cities, counties and planning organizations in New York and Connecticut. He has written many studies and articles on regional development and urban policy, including a comprehensive analysis of metropolitan housing, plans for transit-oriented and community development alternatives for Manhattan's far West Side. Prior to joining RPA, Chris was the special assistant to the deputy mayor for planning and development in New York City.

KATE SLEVIN - SENIOR VICE PRESIDENT, STATE PROGRAMS & ADVOCACY: Kate oversees RPA's programs in New York, New Jersey and Connecticut, and builds support among a wide variety of stakeholders for the organization's mission to expand economic opportunity, improve infrastructure and strengthen environmental resiliency. Kate joined RPA in 2016 from the urban planning-focused Municipal Art Society, where she was vice president of planning and policy. She previously served as assistant commissioner for government and community affairs at the New York City Department of Transportation where she managed the legislative program for former Commissioner Janette Sadik-Khan. Previously, she spent a decade at the Tri-State Transportation Campaign advocating for sustainable transportation and land use policies in New York, New Jersey and Connecticut, serving as executive director from 2007-2012 and received the EPA's Environmental Quality Award in 2011. Kate has a master's in urban planning from New York University and a bachelor's in earth and environmental sciences from Wesleyan University and is an alumna of the International Honors Program.

Southwest Bronx Arts & Culture Consortium Institutional Partners

Bronx Children's Museum

CARLA PRECHT, Founding Executive Director. Founding Executive Director Carla Precht joined the Bronx Children's Museum in January 2010. An innovative manager of not-for-profit programs for children and families throughout the New York area, she knows and loves the Bronx.

For 10 years Ms. Precht served as Executive Director of Riverdale Neighborhood House in the northwest Bronx where she extended the reach of the agency, revamped its development program and revitalized its services for teens, seniors, families and young children. Ms. Precht was the founding Executive Director of the first Horizons academic enrichment program for low-income children at Brooklyn Friends School. She spent five years as Deputy Director and then Acting Executive Director of Youth Action Program in East Harlem, she was a program officer for one of the city's leading literacy-focused after school program foundations, the Robert Bowne Foundation, and she served for nine years as Community Service Director for the Brooklyn Friends School.

Ms. Precht has trained and provided technical assistance to foundations, countless community-based organizations and after school and day care providers through Lutheran Medical Center, Child Care Inc, and Interface.

She began her career as an art teacher at Union Settlement House in East Harlem. From 2006-2009, Ms. Precht co-produced and co-directed an award winning educational documentary film about body image called Beauty Mark (www.beautymarkmovie.com) which was released in 2009.

Bronx Museum of the Arts



Deborah Cullen-Morales, Executive Director. Ms. Cullen-Morales came to the Bronx Museum of the Arts in summer 2018. She previously led Columbia University’s Wallach Art Gallery. She significantly expanded the scope of the Wallach’s programming by putting on shows with artists from Latin America, the Caribbean, and the African diaspora. She also opened a new exhibition space in West Harlem and started the Uptown Triennial to showcase artists based in northern Manhattan.

Under her leadership, the university art gallery welcomed seven times more visitors last year than in 2012, when she took over. Prior to her tenure at the Wallach, she worked at New York’s El Museo del Barrio for 15 years, most recently as director of curatorial programming. When she joined the museum, she was tasked with shepherding its ongoing \$25 million capital campaign.

Dreamyard

Jason Duchin, Co-Executive Director. Jason Duchin is the Co-Founder and Co-Executive Director of the DreamYard Project. Before starting DreamYard in 1994, Jason was a Project Manager for CAL PIRG coordinating support for Super Fund Cleanup Legislation. He has experience working with juveniles at both CASES in NYC and the Sasha Bruce House in Washington, DC. Jason serves on numerous education panels and committees, including the Fulbright Commission on the Arts, The Chancellor’s Arts Education Task Force, the Department of Cultural Affairs, and the New York State Council for the Arts. Jason received a BA in Philosophy and Political Science from Duke University.

Tim Lord, Co-Executive Director. Tim Lord is the co-founder and co-executive director of the DreamYard Project, Inc., a Bronx-based arts and social justice pedagogy organization. DreamYard works with over 10,000 young people annually in 55 public schools K-12th Grade, including the DreamYard Prep High School, and at the DreamYard Art Center. DreamYard is a founding partner, with Big Picture Learning and the Jamie and Judy Dimon Foundation, in Here to Here, a Bronx-based nonprofit that links employers, educators and diverse community stakeholders in concerted action to enhance career pathways for young people in low-income neighborhoods.

Tim has spoken on education reform panels at the Harvard Business School, Yale School of Management and others, has taught workshops with the Mississippi Whole Schools Initiative and the New Hampshire Statewide Educators’ Conference, served on the New York City Task Force on Quality Arts Education and has served on funding panels for the New York State Council on the Arts and the Center for Arts Education. Tim was a 1993 echoing green fellow.

Prior to founding DreamYard, he was an actor and director in New York City and was a company member at the American Conservatory Theater in San Francisco, from where he received a master of fine arts degree. He earned his undergraduate degree in political science, graduating summa cum laude, from Brown University.

Pregones Theater

Rosalba Rolón, Artistic Director. Rosalba Rolón is a revered visionary and a passionate creator of musical theater that celebrates Latinx voices and cultures. Co-founder of Pregones and now Artistic Director of Pregones/Puerto Rican Traveling Theater, she spearheads the sustained development of the company’s acting and music ensemble, creative methodology, and original repertory. An accomplished actor, director, and dramaturg, Rosalba specializes in the adaptation of non-dramatic texts for stage



performance and draws from multiple traditions of Caribbean, Latin American, and U.S.-Latino theater to build Pregones/PRTT's distinct body of work. Salient distinctions include the Doris Duke Artist Award, New York Latin ACE Gold Award in Theater, Teer Pioneer Award from National Black Theatre, and USA Fontanals Fellowship in Theater and Performance. She serves on the boards of the National Association of Latino Arts and Cultures (NALAC) and United States Artists (USA), and is a faculty member of both the NALAC Leadership Institute and the Association of Performing Arts Presenters Emerging Leadership Institute.

WHEDCo

Davon Russell, President. Davon was named President of WHEDco in September 2017. A lifelong educator and mentor who believes in the transformative power of the arts, Davon has been responsible for creating and implementing WHEDco's research-driven early childhood and youth programs. He began his career at WHEDco as a part-time after school teacher and steadily rose through the organization over 20 years, serving as Executive Vice President since 2007. Under Davon's supervision, WHEDco's youth programs—serving infants, toddlers, school-age youth, and teens—have achieved stellar results, city-wide recognition, and steady growth. As Executive Vice President, he oversaw WHEDco's day-to-day operations and programming, and spearheaded all staff meetings and retreats, building upon WHEDco's solid structure and impeccable track record in community development. Davon was appointed by Bronx Borough President Ruben Diaz, Jr. to sit on the NYC Department of Education's Community Education Council and received the PASEsetter Award Certificate in 2001 for his outstanding service to the city's youth. He previously served as a Program Coach in The After School Corporation's Coach-Mentee Program, and on the Advisory Committee of the Madison Square Garden Cheering For Children Foundation. Davon is the co-founder and Board Chair of the South Bronx Early College Academy Charter School, opened in 2015, and serves on the Board of Directors of the Grace Church School. He earned a BA in Telecommunications and Film, as well as an MA in Theatre, from the University of Oregon, Eugene.

9) Other. Provide any other information that informs the nomination of this downtown for a DRI award.

Please see this link for the Fourth Regional Plan: <http://fourthplan.org/download-the-plan>

And links to recommendations for recommendations to-

- [Support and Expand Community-Centered Arts and Culture](#)
- [Promote Partnerships between Anchor Institutions and Local Communities](#)