

BELMONT-ARTHUR AVENUE LDC/BID

Bronx, New York

F&A has served as consultant to this Bronx-based LDC in a number of capacities:

- Prepared a Business Improvement District feasibility study on behalf of the LDC, including preparation of a database of properties within the proposed BID boundaries, a **marketing plan**, and a long range capital improvements plan.
- Completed urban design, land use and **market studies** for the retail and residential areas of this mid-Bronx neighborhood. Also conducted a building conditions study and made recommendations for physical improvements resulting in a comprehensive plan for the neighborhood.



Arthur Avenue in the Belmont community
Bronx, New York

- Prepared an **economic feasibility study** to determine appropriate re-use of a 20,000 sq. ft. vacant City-owned building; devised a **marketing strategy** for prospective mixed-use tenancy, including ground floor commercial and upper level offices.
- Conducted a survey of City-owned vacant land and buildings and made recommendations for re-use and redevelopment of properties.



517 E. 187th St., a renovated
townhouse in Belmont.

- Prepared a **market feasibility study** and strategic plan to promote tourism in the “Little Italy of the Bronx,” including design of a regional trolley system to link mass transit with local cultural and historic attractions.
- Undertook a campaign of **joint marketing** with Fordham University, The Bronx Zoo, Botanical Gardens, St. Barnabas Hospital and several banks in the area to promote the neighborhood as a regional tourist attraction.
- Designed and wrote text for housing and economic development promotional brochures, a restaurant guide and other **marketing materials** to help market and improve the neighborhood's image.