

Focus on Yonkers

**The tri-state region's
next great urban frontier**



Yonkers' extraordinary renaissance continues

Yonkers is on a roll! The extraordinary renaissance under way in New York State's fourth largest city continues at a tremendous pace with over \$2.8 billion in development and over 7,000 residential units under construction, approved, renovated, or built new.

Major developers — local, regional, and national — are attracted to the city's new urban vibe where Millennials, as well as empty-nesters, enjoy the city's hip new restaurants, trend-setting art galleries, stunning Hudson River views, and easy access to Metro-North service that is less than 30 minutes to Grand Central Station.

Much of the new development is taking place along the city's waterfront. RXR Realty has begun leasing Sawyer Place (formerly Larkin Plaza), which features two towers with 440 luxury rental units overlooking the Hudson River and the daylighted Van der Donck Park. Just a few blocks away, Strategic Capital LLC, the New Jersey-based real estate investment arm of China State Construction Engineering Corp., is completing the final phase of Hudson Park River Club, an \$85 million, 213-unit tower. Also, along the Hudson River, the 324-unit Modera

Hudson Riverfront rental development is leasing.

Other riverfront developments soon to be under construction include Extell Development's game-changing seven-building, mixed-use complex that will include 1,394 residences, 48,280 square feet of commercial space, and 1,500 parking spaces. Nearby, another national developer — AvalonBay Communities — is building a 609-unit rental project. Manhattan-based Rose Associates has plans to build a 440-unit rental on the waterfront at 57 Alexander Street.

AMS Acquisitions of Manhattan plans to build a mixed-use residential center and luxury hotel on a downtown parcel known as Chicken Island. The company recently purchased 86 Main Street, the former Homes for America building, and 92 Main Street, The Trolley Barn. The Trolley Barn is under renovations as is 86 Main Street, which is undergoing a face-lift with the installation of floor-to-ceiling windows on the fourth, fifth, and sixth floors in expectation of leasing them as grade A office space. AMS is also investing \$149 million into the former Teutonia Hall site on Buena Vista Avenue as a mixed-use project that will include 412 units of housing.

Ginsburg Development Companies (GDC), one of the early pioneers in the recent building boom, has completed and leased two major projects in the Northwest section of Yonkers. River Tides at Greystone features two towers, totaling 330 luxury rental units, overlooking the Palisades. Just a block north of River Tides is GDC's 1177@Greystone, a boutique luxury rental with 55 units. Both projects offer easy access to the nearby Greystone Metro-North station, as does RMS Companies of Connecticut's 74-unit project called Stratus on Hudson.

GDC recently announced plans for two major developments in the Ludlow section of the city. Ludlow Point, a \$200 million investment, will be the centerpiece development of the new Ludlow Station Area Master Plan to be created by the City of Yonkers. The project consists of 520 proposed residential units in two ten-story and two eleven-story towers. The project will represent the largest private investment in Southwest Yonkers in decades and create an important gateway to the downtown and waterfront district.

"Yonkers' transformation is happening in every corner of our city, especially along the waterfront," says Yonkers Mayor Mike Spano. "From new housing opportunities

YONKERS

**"BUSINESS IS
BOOMING IN
YONKERS."**

Brent Delman
Owner
The Cheese Guy

For Yonkers resident Brent Delman finding a location for his artisanal cheese business was easy. He looked no further than his home city. Yonkers has the right recipe for business success serving up everything a business needs including a central location and business friendly environment.

Yonkers is a city with all the right ingredients for business success.

LEARN MORE ABOUT THIS YONKERS SUCCESS
STORY AT GENERATIONYONKERS.COM  



**GENERATION
YONKERS**
BE PART OF IT

and new businesses to new urban parks and green spaces, Yonkers has become Westchester's place to live, work, and play."

Yonkers is not only attracting major developers. Millennials and empty-nesters are discovering the city's abundance of affordable loft space, its lively restaurant and arts scene, and the scenic Hudson River views. And, all less than 30 minutes by train to New York City.

To build upon Yonkers' unique selling points, the city launched its highly successful Generation Yonkers marketing campaign, an innovative economic development initiative created by the Westchester-based advertising agency Thompson & Bender. Now in its sixth year, the Generation Yonkers marketing campaign is credited with putting Yonkers on the map and positioning the city as the region's next great urban frontier.

The first campaign, launched in 2014, featured testimonials from business leaders of companies and start-ups that have recently moved to Yonkers or opened new businesses, such as Mindspark, ContraFect, and Yonkers Brewing. It also featured testimonials from companies that began and expanded in Yonkers, including Hudson Valley Bank, Kawasaki Rail Car, and Empire City Casino.

Later campaigns included testimonials from leaders in a wide range of Yonkers businesses, including Mike Brady, President and CEO of Greyston Bakery; Christian

Petroni, Celebrity Chef and Owner of Fortina Restaurants; Kanwal Singh, Dean of Sarah Lawrence College; Melissa Starke, Curator of Urban Studio Unbound Gallery; and Masha Turchinsky, Director of the Hudson River Museum.

Progressive Computing, American Sugar Refining, X2O Xaviers on the Hudson, National Resources iPark, and The Energy Project were among other businesses featured in the campaigns. The most recent campaign focused on testimonials from small business owners and residents who recently moved to Yonkers. An exciting new campaign will launch this spring. "Thanks in part to the Generation Yonkers marketing campaign, Yonkers has enjoyed enormous growth over the past six years," Mayor Spano notes.

The key factor behind the city's renaissance is the business-friendly environment created under the leadership of Mayor Spano that encourages smart



Proposed by Ginsburg Development Companies, Ludlow Point (shown in the rendering above) would include two 10-story and two 11-story residential towers.

urban development.

By providing financial incentives through the Yonkers Industrial Development Agency (IDA), the city has encouraged an unprecedented development boom. From 2012 to 2018, the Yonkers IDA provided exemptions on sales and mortgage recording taxes for 40 projects representing a private investment in the city of nearly \$1.3 billion. Those IDA projects created over 2,700 residential units, over 5,000 construction jobs, and more than 1,800 full-time jobs. In this year's first quarter alone, the Yonkers IDA has approved financial incentives for three major residential developments that represent a total private investment of more than \$391 million. The three projects will add 1,000 more rental units and create nearly 1,300 construction jobs.

While the residential building boom is transforming the city's waterfront, another major development under way on the other side of the city bodes well for Yonkers' economic future. In January, MGM Resorts closed on its \$850 million acquisition of Empire City Casino. The acquisition is Las Vegas-based MGM's first entry into the lucrative New York Metro Area gambling landscape. No plans have yet been announced for development of the 97-acre property.

Sawyer Place luxury rentals, being developed by RXR Realty, feature two towers overlooking the Hudson River.



CITY OF YONKERS
 40 S Broadway, Yonkers
 914.377.6300 • www.cityofyonkers.com

Saint Joseph's Medical Center

Now one of New York's most comprehensive behavioral health networks

Since its founding more than 130 years ago, Saint Joseph's Medical Center has changed in many important ways. What has not changed is its commitment to providing excellent care for the communities it serves. That is evident in its clinical affiliation with Montefiore Health System, its acquisition of St. Vincent's Hospital Westchester, its expansion of key service lines, and its plans for further expansions and renovations.

The clinical affiliation with Montefiore Health System allows Saint Joseph's Medical Center to expand the scope of advanced care that area residents can access seamlessly. If there are cases that require additional care, patients can be transferred to Montefiore Health System in the Bronx. This allows the hospital

Department, which will include an advanced triage area, psychiatric care area, acute care ER, psychiatric ER and extended primary care center. Building the extended primary care center adjacent to the ER will allow Saint Joseph's Medical Center to easily redirect patients who may not require emergency services. The renovations, acquisitions, and clinical affiliations are all aimed at reducing ER admissions by 25% over a five-year period. An important part of this initiative includes creating approximately 240 new supportive-housing apartments throughout Westchester and New York City.

The renovation and expansion at the Medical Center's Family Health Center is under way, creating new waiting rooms, exam



The Saint Joseph's Medical Center Medical Team. Standing, from left: Richard Khalil, MD, Primary Care Physician; James Jen, MD, Chief of Vascular Surgery; Caridad Fresneda, MD, Primary Care Physician; Dean Harlam, MD, Director of Psychiatry; James Neuendorf, MD, Medical Director; and Sonia Velez, MD, Program Director of Family Medicine Residency. Seated, from left: Anthony Leno, DO, Director of Emergency Services; Mauricio Valdes, MD, Attending Nephrologist; Louis Rose, MD, Chief of Orthopedic Surgery; and Michael Spicer, President and CEO.

to keep patients local, providing them with options that are minutes away.

A major acquisition for the hospital was the purchase in 2010 of St. Vincent's Hospital Westchester in Harrison, a 138-bed psychiatric facility with inpatient services and numerous outpatient behavioral health programs throughout Westchester and New York City. These programs include mental health clinics, opioid treatment centers, residential and housing options for patients living with mental illness or substance abuse disorders, and a crisis prevention and response team. With the addition of St. Vincent's Hospital Westchester, Saint Joseph's has become one of the most comprehensive behavioral health networks in the state, with locations throughout the region.

Beyond the services offered at its Harrison division, Saint Joseph's Medical Center also has multiple psychiatric inpatient programs at its Yonkers division, including 43 psychiatric beds, a mental health clinic, and psychiatric emergency services. Behavioral health services at both campuses are continually reviewed so they can be enhanced to meet the community's needs.

Thanks to federal and state government initiatives to foster integrated delivery of healthcare in New York state, Saint Joseph's Medical Center will be receiving additional resources to move forward on multiple renovation and expansion projects.

Plans are under way for a complete renovation of the Emergency

rooms, and a reception area. New IT systems are being installed at the Family Health Center and other locations to better facilitate communication and coordination between providers in and outside of the system. Saint Joseph's Medical Center is also acquiring other technology to enhance services, including a new 128-slice CT scanner to assist physicians in diagnosing their patients and improve imaging services.

Saint Joseph's Medical Center has a legacy of providing advanced technology to its physicians. For example, its upgraded special procedure operating room is especially important for the Vascular Surgery Department, which uses it for complicated arterial and vascular surgeries. The new Center for Advanced Wound Care & Hyperbaric Medicine at Saint Joseph's Medical Center includes two hyperbaric units, three treatment rooms, and a renovated waiting room and registration area. The center is staffed by physicians who are certified to treat complex wounds and accelerate the healing process.

Saint Joseph Medical Center is vital to the various communities it serves and is committed to providing the highest quality care in a compassionate and supportive environment.

SAINT JOSEPH'S MEDICAL CENTER
127 S Broadway, Yonkers
914.378.7000 • www.saintjosephs.org



Saint Joseph's Medical Center **HERE FOR YOU**



BUILDING ON A LEGACY OF COMMUNITY-FOCUSED CARE

Since its founding 130 years ago, Saint Joseph's Medical Center in Yonkers has never wavered from its strong commitment to providing quality healthcare for all those in need in an atmosphere of dignity and respect.

We offer patient-centered, quality-focused inpatient and outpatient care, including specialized programs such as orthopedics, cardiology, family medicine and geriatrics; advanced emergency treatment; state-of-the-art diagnostic imaging and ambulatory surgery; inpatient and outpatient behavioral health services; and a network of primary care services serving Westchester, the Bronx and northern Manhattan.

Here for You Since 1888.

To learn more, visit saintjosephs.org