

# NORWOOD NEWS

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**INQUIRING PHOTOGRAPHER:  
WILL COUNCIL BILLS HURT NYPD? | PG. 4**



**MEET NORWOOD'S  
BARMAN | PG. 3**

## SHELTER MIX COMING TO CB7 BORDERS

*Affordable Housing/Shelter Hybrid in Univ. Hts. Conflicts With Vision*



Photo by Adi Talwar

**COMMUNITY BOARD 7'S** Land Use/Housing Committee hear from Muzzy Rosenblatt (gesturing, right) of Bowery Residents Committee, outlining plans for a rare affordable housing/homeless shelter in University Heights.

**By DAVID CRUZ**

When Jean Hill heard a developer's plan to build its latest shelter proposal, the idea of a fact-finding visit to the developer's other sites quickly surfaced. After all, she's poked around other sites before.

"We do go out, ask ques-

tions of the people who live in [the developer's] backyard. 'Have you had any problems with them? Is everything kosher?'" said Hill, serving as Community Board 7's Land Use/Housing committee chairwoman.

In this case, the latest site under review is the Bowery

Residents Committee (BRC), a 43-year-old homeless shelter and social service provider. The Manhattan-based group outlined its plan to build a 150,000-square-foot, \$62 million affordable housing/shelter building at 233 Landing Rd. in University Heights, off West Fordham

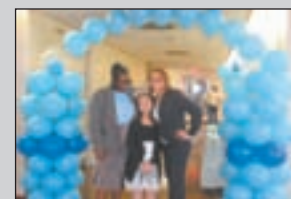
Road, near the Fordham Hill senior housing complex. The committee heard from BRC on Nov. 18.

"We're not proposing to do anything that we haven't already done," said Muzzy Rosenblatt, BRC's executive director. Though its flagship

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## IN THE PUBLIC INTEREST



# Torres Empowers Young People to Get Involved

By CATHARINA THUMLING

To get a more engaged citizenry, Councilman Ritchie Torres wants people to start early. It's a reason he's targeting students to take an interest in their community.

On Nov. 14 at the front steps of Theodore Roosevelt Educational Campus in Fordham, Torres announced new funding for a program that pushes young people to take a more active role in their community.

Flanked by students, members of Community Board 6, school administrators, and Generation Citizen, a grassroots nonprofit that encourages student civic engagement, Torres explained that "we have a crisis of civic engagement in the Bronx."

"We no longer teach civics. A lack of teaching around civics is a real void in public education," said Torres, whose 15th Council District covers Central and East Bronx neighborhoods. "We have the lowest rates of voter participation and it's no accident that the Bronx has more challenges than the rest of the city."

Torres, currently the city's youngest council member and familiar with civic responsibility at an early age, has led a campaign for an increase of civic and political participation from young people. "I see politics as the vehicle for affecting the change that we want to see in the world," Torres said.

The power of civics received support from many students, including Kiara, who spoke before classmates. "We are all standing here today because we are united in our understanding that young people engaged in their communities through the political process

can only result in a positive outcome," said Kiara.

After successfully lobbying for a change in state law that allows residents as young as age 16 to join their local Community Board, Torres teamed up with Generation Citizen to increase youth civic engagement and announced the \$10,000 earmarked for the program. Generation Citizen collaborates with several schools throughout the city and serves 2,500 students with civic classes this year.

In the core model, college students, dubbed democracy coaches, partner with teachers to hold lessons in the "action civics program," learn-

ing firsthand the varied political processes by using issues they are concerned about.

"Generation Citizen believes that young people need to be taught the skills and the habits and the tools and knowledge of effective civic participation in order for them to be active and engaged citizens," said Sarah Andes, New York Site Director of Generation Citizen.

For Torres, young people can offer a different perspective to issues. "There's so many challenges affecting our city that none of us – especially our youth – can afford to be absent from those conversations," he said.

## Enrolling in Affordable Care



Photo courtesy Office of Councilman Andy King

**COUNCIL MEMBER ANDY KING** (standing, right) sponsored a health fair Nov. 19 just in time for open enrollment for health insurance. Residents stopped by King's office during the daylong event, brushing up on the benefits of insurance plans, including coverage under the Affordable Care Act. Others took advantage of mammography screenings courtesy of St. Barnabas Hospital.

## Public and Community Meetings

**The Bedford Mosholu Community Association** meets Wednesday, Dec. 3 at 8 p.m. at 400 E. Mosholu Pkwy. So., apt. B1 (lobby floor).

**COMMUNITY BOARD 7** will hold its general board meeting on Monday, Dec. 15 at the Mosholu Montefiore Community Center, 3450 DeKalb Ave., at 6:30 p.m. CB7 committees are held on the following dates at the board office, 229A E. 204th St., at 6:30 p.m. unless otherwise noted: the Executive Committee meets Dec. 2; Public Safety & Quality of Life Committee meets Dec. 4; Economic Development Committee meets Dec. 10 and Community Relations/LTP Committee meets Dec. 10 at 7:30 p.m. For more information, call the Board office at (718) 933-5650.

THE MTA hosts a public hearing on Dec. 1 at Hostos Community College, 450 Grand Concourse to discuss its plans to raise fares. Residents can sign up to speak from 4 to 8 p.m. The hearing begins at 5 p.m. To register in advance, call (646) 252-6777 between the hours of 6 a.m. and 10 p.m. before the meeting date.



# McDwyer - The Norwood Barman Who Refuses to Throw in the Towel

By ANTON K. NILSSON

At McDwyer's on East 204th Street, time passes slowly. Little has changed in this old school Irish bar since it opened in 1966. It comes off as Bronx's own McSorley's, Manhattan's oldest bar, only with relics from the entire second half of the 20th century instead of from the 1800s. Eighties sports memorabilia—showing support for The New York Mets, and The New York Yankees—line the walls. A poster from the 1980 Winter Olympics, depicting the U.S. hockey team's victory over the Soviet Union, reads, "4 to 3—An American Dream."

And after 48 years, one can expect Eamonn McDwyer still behind the bar. In a pinstripe dress shirt, tie, and suspenders, the 77-year-old evokes the friendly but gruff nature of an old school bartender. He will yell at a deliveryman for leaving the back door open, or answer the phone with five consecutive yells of "Hello?" followed by "What do you want?"—and the next minute, turn to a regular and offer a Budweiser on the house.

Work keeps him young, McDwyer said. "It's what gets me up in the



Photo by Anton K. Nilsson

**EAMONN MCDWYER (PICTURED)** behind the bar he has tended since 1966.

morning. Just keep going, keep going, never give up," he said. "Never throw in the towel."

At 8 a.m. each day, McDwyer opens

up the bar and welcomes a trickle of graveyard shift workers who come to enjoy "a few cocktails" before hitting the sack. Scotch on the rocks, vodka

with orange juice, and beer-and-a-shot are the most popular drink choices of the nightshift crowd. Customers who stop by during the day, or on weekend nights, usually enjoy a game of pool with their drink. Others play the pinball machine or watch a sports game on one of the bar's 10 TV sets.

Bainbridge Avenue used to be the city's prime barhopping lane, McDwyer said proudly. "If an Irishman arrived to New York by plane and someone asked him, 'Where to?,' he would answer, 'Bainbridge.'" McDwyer can recall dozens of Irish bars that used to be his competitors, but which have now closed: "Fiona's, Artie Smith's, the Village Pub, the Phoenix, Mill Town..." The list goes on.

McDwyer stays in business thanks to his persistence and hard work, as well as a loyal clientele. "People are thirsty. But I wish they were thirstier," he said.

**Editor's Note:** Read up on some of Mr. McDwyer's stories on the online version of this story. Just go to [www.norwoodnews.org](http://www.norwoodnews.org).

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# INQUIRING PHOTOGRAPHER

By DAVID GREENE

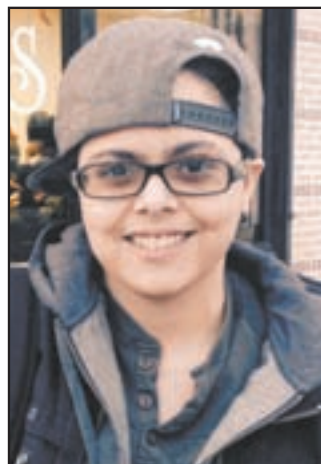


This week we asked readers if proposed legislation changing NYPD policies (i.e. police requesting those stopped if they can be searched, no arrests for people carrying 25g or less of marijuana, and limiting chokeholds) will help or hurt their fight on crime and violence, or police and community relations.



I believe that the police have many options, and if you stop one action, they have many more. I don't think it will stop the cops from inventing something different. They'll have options where they can come up to you, search you and throw something in your pocket.

**Mortee Shannon Garrett**  
Kingsbridge



Personally, I don't think it will have much of an effect. At the end of the day, people are going to smoke weed and cops are going to put people in chokeholds because they feel they have a need to sometimes. Making weed legal is cool for the people who smoke weed and it might be easier for the cops because they no longer have to arrest those people.

**Cynthia Perez**  
Morris Park



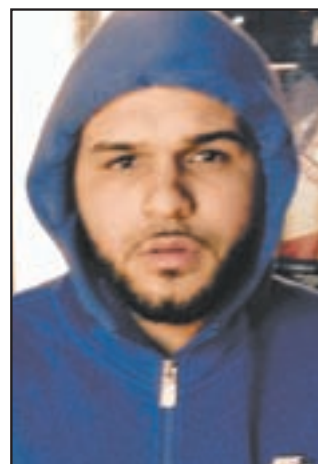
Yes, they say you're allowed to carry up to an ounce [of marijuana], but I'm still scared to walk with a bag in my pocket. But hopefully it will get better. Most of the people out here do it because they have issues. I do it and I have some issues and it helps to calm me down.

**Sanjay Thirkapersaud**  
Middletown, NY



I do not like what they're doing now because all they are thinking about are themselves. Meanwhile they are out here hurting people and thinking it's okay. It's not OK. Life is hard and times are bad. Half the people out here are smoking marijuana for a reason.

**Ebenita Taylor**  
Parkchester



If a chokehold needs to be used, then use it, but a lot of these cops use excessive force and don't know how to keep their self-control and they overdo everything. It will look more like the police are actually trying to help people rather than hurt them. It's a complicated issue.

**Fabian Pascal**  
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# SPECIAL REPORT:

## State of Heroin in the Bronx (Part 1)

By DAVID CRUZ

Nearly 50 people streamed inside a cafeteria at a church basement in the South Bronx for a meeting. Handshakes followed by hugs and kisses opened the gathering that would last 90 minutes.

The signs of fellowship are the usual standards at Narcotics Anonymous. Judgments are left at the door. Sorrow is there but not dwelled upon. Humility is forthwith. Coffee brews in the back. Multi-colored pamphlets on the program are organized neatly on a table. Users know the first step to recovery is admitting they're an addict. At a church in Morrisania, the confession is even more cathartic. In the Bronx, the scene is played out in community centers, housing projects and other houses of worship—survivors looking to hit the reset button.

Mainly middle-aged African-Americans and Hispanics were present, pouring out their souls on how much drugs consumed them. For several, heroin was their drug of choice.

Heroin, by many measures, has remained a constant in the Bronx, a borough that's made some headway in revamping its identity.

But unlike Staten Island, which has seen a recent uptick of heroin use due to prescription drug abuse, the heroin crisis has long shot into the vein of the Bronx, immersed in Mott Haven tenements, the outskirts of Hunts Point (a "shooting gallery" dubbed the Brickyard is known by many users there) and in private homes where heroin is stashed, packaged and trafficked to northern states. The origin of heroin comes from Colombia's Sinaloa cartel, selling the drug to Mexican traffickers who use the Bronx as a hub and marketplace.

"What we're finding is where 15 to 20 years ago [Drug Enforcement Agency] in New York was arresting a lot of Colombians dealing, we're now arresting a lot of Mexicans dealing heroin," said Acting Special Agent-in-Charge James Hunt with the Drug Enforcement Agency.

Some users often convert their homes into drug dens, charging addicts \$2 to use in their home. Its



Photo by Anton K. Nilsson  
**THOUSANDS WALK INTO** the doors of VIP Services in Tremont, yearly, many of them heroin addicts in the Bronx.

reputation over the years has led the Office of National Drug Control Policy to label the Bronx a High Intensity Drug Trafficking Area.

Its presence in the borough has consistently led to the most heroin overdose deaths in the city, according to 2010-2013 statistics by the New York City Health Department. Even more telling is that Hispanic men aged between 35 and 54 are most vulnerable to lethal heroin overdoses, according to figures. In 2013, Hispanic men contributed to 65 percent of heroin overdoses, a spike from the year before, when the rate was 56 percent.

This is the state of heroin in the Bronx.

And if these commonplace statistics are a metric for 2014 trends, estimates will likely once again show that the Bronx is suffering from the most lethal heroin overdoses even as media attention focuses on Staten Island and Long Island. Experts suggest that Hispanic men will once again be the most likely to die from an overdose even as steps from the state level are working to quell the problem.

### A Decades Long Problem

In recent years, heroin use has risen throughout the boroughs, but in the Bronx, the problem has never quite laid dormant. Initiatives by the

Naloxone to revive users, an initiative pushed by Assemblyman Jeff Dinowitz. But the campaign largely targets young middle class users, the new demographic of heroin users.

The second heroin epidemic, as Special Narcotics Prosecutor Bridget Brennan views it, really appears to refer to other parts of the city where heroin has never been this prevalent. It simply seems accepted in the Bronx.

Statistics by the New York State Office of Alcoholism and Substance Abuse Services (OASAS) show that the same high risk areas in the year 2000, mainly neighborhoods with high poverty rates such as Hunts Point, Morrisania, Mott Haven and Melrose, overlap with the same high risk areas of today.

The stubborn 2010-2013 numbers by the New York City Health Department also indicate a problem that has not sprung overnight—heroin, as many experts and users confirm, has stood the test of time.

Cuomo administration intended to tackle the problem have been introduced in recent months, including expanded availability and usage of

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# Be Healthy

# 14.6

Percentage of Fordham residents with diabetes.  
(Source: New York City Health Department)

Vital Stats

## World Diabetes Day at NCBH Focuses on Preventive Care

By JANAKI CHADHA

Standing in front a crowd of diabetics at North Central Bronx Hospital, instead of speaking on curbing the disease, Dr. Gayotri Goswami took an unusual route and backtracked even before the disease's onset: pre-diabetics. She spoke on the ignorance of this early stage and the high percentage of pre-diabetics who will develop diabetes in the near future.

"We have a huge support system for diabetics at the hospital, but I don't think anybody is talking to pre-diabetics," Goswami told the *Norwood News*.

A major illness nationwide, diabetes has a significant presence in the Bronx. In honor of World Diabetes Day on Nov. 14, NCBH held an awareness event where physicians, patients and educators gathered to spread the word on care, control, and prevention. Along with speeches, the event included zumba sessions and opportunities for patients to share their stories.



Photo by Janaki Chadha

**DR. GAYOTRI GOSWAMI** (left) of North Central Bronx Hospital talks of the benefits of pre-screening for diabetes.

Miriam Junor, a registered nurse who has been a Certified Diabetes Educator for almost eight years, explained the long-term importance of catching the disease early on and teaching patients on how to regulate it. She noted that "educated patients are much more likely to know how to prevent the de-

struction of their eyes, their heart, their kidneys. And therefore, we don't have to spend billions of dollars on dialysis, eye exams, amputations, and other destruction caused by the disease."

Because of the Bronx's large low-income and minority populations, the

borough is particularly affected by diabetes. According to a 2013 report by the New York City Department of Health, Fordham-Bronx Park, the Northeast and the South Bronx were among the city neighborhoods with the highest number of diabetics.

"Patients complain to me all the time when I teach them about the types of food they should eat. They say that those foods are too expensive in the borough," said Junor. "I tell them, if all you can afford is a head of lettuce for one dollar, get it and fill half the plate with that."

Carmen Moolah, an NCBH patient, has been a diabetic for 25 years. The disease ran in her family; her father died from it. But it is only recently that she's heeded the warning on what diabetes can do, thanks to support groups and classes she attends at the hospital. "I have to keep trying," said Moolah. "I know I have to do more of the work to get it down."

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### NORWOOD NEWS

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**GUN VIOLENCE FEARS  
PLAGUE BEDFORD PK. 1 PG. 3**

**ST. ANN'S CHURCH  
FACES CLOSURE**  
*Parishioners told to join St. Brendan's Church*

**FATHER PAUL LEADS MASS** at the Shrine Church of Saint Ann's at 2010 Bainbridge Ave. in Norwood, one of two Bronx churches slated to close by August 2015.

**INQUIRING PHOTOGRAPHERS:  
WHAT YOU WANT FROM POLS 1 PG. 4**

**Solving The  
Cramped Schools  
Problem 1 pg 2**

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Manhattan Opens  
Bed-Free Hospital  
1 pg 5**

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CPI Training  
Breathes In  
Wakefield 1 pg 9**

**Out & About  
pg 10**

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From 6pm to 10pm



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# Out & About

Compiled by JUDY NOY

## EDITOR'S PICK

### Holiday Tree Lightings

The public is invited to two Christmas tree lightings in Norwood. One sponsored by the Jerome-Gun Hill BID is on Dec. 3 from 5 to 7 p.m. at Greenstreets Park on Jerome Avenue and Mosholu Parkway North (info: (718) 324-4946); and the other sponsored by Community Board 7 is on Dec. 11 at 6 p.m. on Mosholu Parkway and Bainbridge Avenue (info: (718) 933-5650).

## Onstage

• The Bronx Library Center, 310 E. Kingsbridge Rd., presents **Music: Bronx Songwriters Showcase**, featuring singer and jazz trio, Nov. 29; and **Celia Cruz H.S. Orchestra in Concert**: Dec. 6; both at 2:30 p.m. For more information, call (718) 579-4244/46/57 or visit [www.nypl.org](http://www.nypl.org).

## Events

• Williamsbridge Oval, 3225 Reservoir Oval E., presents **Seniors Fitness Fest**, free fitness and computer classes, entertainment and giveaways, Dec. 4, 10 a.m. to 2 p.m. Senior membership for ages 62+ is \$25 for gym, computer and fitness; adults ages 25 to 61 is \$50/6 months or \$100/year. For more information, call (718) 543-8672.

• Van Cortlandt Park Conservancy's **Reunions on the Trail**, invites the public to its 5K Run or Walk, Nov. 28 at 10 a.m., at the Tortoise & Hare Statue (\$25; \$15/ages 7 to 12; free/under 6. Preregistration is required at [vcpark.org](http://vcpark.org). For more information, write [info@vcpark.org](mailto:info@vcpark.org).

• Wave Hill, a Bronx oasis at 675 W. 252nd St. in Riverdale, offers **Family Arts Projects**: Harvest Time Hangings, to gather leaves and cones and weave them with other materials to create a decorative wall hanging, Nov. 29 and 30; and Seasons Greetings, to draw tales for pop-up holiday cards, Dec. 6 and 7; both in WH House from 10 a.m. to 1 p.m. Grounds admission is free until noon Saturdays and Tuesdays all year. For more information and a

schedule of events including tours and walks, call (718) 549-3200.

## Holiday Events

• The Bronx Arts Ensemble presents **Holiday Concert: Music for St. Nicholas**, Dec. 6 at Van Cortlandt House Museum, VC Park, Broadway near 246th Street; and Dec. 13 and 14 at Bartow-Pell Mansion Museum, 895 Shore Road, Pelham Bay Pk; all at 1 and 3 p.m. Free tickets are available online at [bronxartsensemble.org](http://bronxartsensemble.org) or send a self-addressed stamped envelope to St. Nicholas Day Festival, c/o Bronx Arts Ensemble, 80 Van Cortlandt Park South, #7D-1, Bronx, NY 10463 (specify number of tickets; limit 5 per order). For more information, call (718) 601-7399.

• Bartow-Pell Mansion Museum, 895 Shore Rd., Pelham Bay Pk., presents on Dec. 5: **Holiday Luncheon**, 11:30 a.m. to 2 p.m.; and **Music and Refreshments**, 5:30 to 8:30 p.m. (\$12/adults; \$10/seniors/students; free/members); on Dec. 6: **Annual Holiday Family Day: A Storybook Christmas**, 10 a.m. to 1 p.m., including storytelling (10:15 a.m. and noon), glee club at 11 a.m., professional photos with Santa (\$20), and crafts (full day: \$20/1+ years; \$15/member children; free/adults/kids under 1 year; **Holiday Party**, including cocktails, caroling, holiday fare buffet dinner, and more, 7 to 10 p.m.; on Dec. 13: **Holiday Candlelight Tours and Victorian Carolers**, 6 to 8 p.m., includes snacks (\$12/adults; \$10/seniors/students/members). Reservations are required for each event. For more information, call (718) 885-1461.

• New York Botanical Garden holds its **Holiday Train Show** through Jan. 19. Included are over 20 large-scale model railway trains and trolleys traversing nearly a quarter-mile of track, hands-on activities for children, **Concert Series** Dec. 7 and 21 at 4 p.m. in the Ross Hall; and **Holiday A Cappella**, Saturdays and Sundays at 1:30 and 3:30 p.m. through Jan. 18. For more information, call (718) 817-8700.

• The Lehman Center for the Performing Arts, 250 Bedford Pk. Blvd. W., presents **Viennese Christmas** by the Hollywood Concert Orchestra, Dec. 6 at 8 p.m. (tickets are \$15 to \$25; \$10/12 and under). For more information, call (718) 960-8833.

## Library Events

• The Bronx Library Center, 310 E. Kingsbridge Rd., presents for children: **Preschool Story Time at 11 a.m.**: (ages 3 to 5 years), Dec. 4 and 11; **Toddler Play Time at noon**: (ages 18 to 36 months), Dec. 4 and 11; **Tree Ornament Making**: (ages 7 to 12), Dec. 4 at 4 p.m.; and **Magnet Magic**: (ages 5+), Dec. 6 at 2 p.m. Teens/young adults can enjoy

**film**: Nov. 28 at 3 p.m.; and **Create Hip-Hop Jewelry**: Make your own jewelry, materials provided, Dec. 2 at 3 p.m. For more information, call (718) 579-4244/46/57 or visit [www.nypl.org](http://www.nypl.org).

• The Mosholu Library, 285 E. 205th St., offers for adults **Knitting Circle at 3 p.m.**: Dec. 4 and 11. For more information, call (718) 882-8239.

• The Jerome Park Library, 118 Eames Place (near Kingsbridge Road), offers for kids: **Active Health at 4 p.m.**: Yoga and zumba, Dec. 5; and **Chess Program**: Learn to play, Dec. 9 at 4 p.m. (both for ages 5 to 12); and **Toddler Time at 11 a.m.**: Dec. 10 (for ages 18 to 36 months). Teens/young adults can enjoy **film**: Dec. 11 at 3:30 p.m. Adults can attend: **Computer Basics Open Lab at noon**: Dec. 4 and 11. For more information, call (718) 549-5200.

*HAPPY THANKSGIVING TO ALL OUR READERS!*

**NOTE:** *Items for consideration may be mailed to our office or sent to [norwoodnews@norwoodnews.org](mailto:norwoodnews@norwoodnews.org), and should be received by Dec. 1 for the next publication date of Dec. 10.*

## NEIGHBORHOOD NOTES

### Toy Drive

The annual Bronx Youth Empowerment Program toy drive runs until Dec. 17. Toddlers and teens living in the 12th Council District can receive a gift. Donations can be dropped off at the office of Council Member Andy King, 940 E. Gun Hill Rd. For more information, call (718) 684-5509.

### Medical Supply Drive

New York State Senator Gustavo Rivera needs help to gather medical supplies such as surgical face masks, disposable surgical gowns, etc. to treat Ebola patients in Sierra Leone. Drop off location is Rivera's district office, 2432 Grand Concourse, suite 506. The supply drive runs until Dec. 1, Monday thru Friday, 10 a.m. to 6 p.m. For more information, call (718) 933-2034.

### Holiday Coat Drive

The annual New York Cares coat drive runs until Jan. 1, 2015. Anyone wishing to donate a gently used coat for anyone of all ages can drop it off at Congressman Eliot Engel's office, 3655 Johnson Ave. For more information, call (718) 796-9700.



# Shelter Housing Roils CB7 Members

(continued from page 1)

shelter residence in the Flatiron District also holds affordable unit apartments, this is the first BRC will serve as a developer.

The proposed nine-story building will house 135 units—111 studio apartments that rent for \$450 per month, and 24 one- and two-bedroom affordable housing apartments marked at \$1000. Homeless single men who are employed and are screened by caseworkers from the Department of Homeless Services' central intake center will occupy the first two floors. The rest of the units will be set aside for rent-paying tenants already living in the Bronx, said Rosenblatt. Separate entrances will be installed.

The project is a rare hybrid pushed by the de Blasio administration in its continued efforts to increase its affordable housing stock to poverty-stricken New Yorkers. Over the summer, Mayor Bill de Blasio announced a lofty 10-year plan to create or repair 200,000 affordable housing units. One method involves the affordable housing/homeless shelter model, such as BRC's, which is vying for a 30-year

shelter contract.

"By building a shelter with the housing, we generate enough income to stay in the project but to make the housing work as well," said Rosenblatt, adding that loans from the Housing Development Corporation, tax incentives and private monies will finance the project.

## Long Term Plan

But the proposal also seems to conflict with a long-term vision for University Heights, which the Department of City Planning pegged as a frontier for economic and residential development. Its conclusion was largely due to the community's proximity to the barren Harlem River waterfront, which could be transformed into a vibrant vista given substantial investment. The findings were released in a study compiled by the Urban Land Institute (ULI) over the summer.

Contributing to the neighborhood's revision is the possibility of a \$30 million mixed-use housing site listed by Massey Knakal, representing an anonymous owner that

purchased 320 W. Fordham Rd., a large parcel abutting the University Heights Metro-North station. The BRC project would be a block away.

One source, who asked to be unnamed because they were closely tied with the Bronx Department of City Planning office, said DCP is "banging its head over" the project given the report's conclusion. The contention reveals a disconnect between different visions for the future of University Heights.

But Rosenblatt, citing BRC's residence in the Flatiron District, contends the shelter won't interfere with the overall residential upgrade. "Our project is compatible, like we are in the Bowery," said Rosenblatt. A Whole Foods and \$20 million Avalon Bay condominium complex surround the shelter. "Our development of the site compared to the way the site is today will only enhance the attractiveness of the neighborhood."

## A Marquee Lot

Landing Road is the site where the facility would be built. The dead-end street, hugged by a nightclub, restau-

rant and storage facility, was written about extensively in the ULI report as a potential bridge deck. It would extend above the Major Deegan Expressway, and the Metro-North tracks, connecting to the waterfront. The bridge would be built within the 10 to 20 year benchmark, according to the report.

Felix Ciampo, the executive director of ULI in New York, said, "We don't think our recommendations are in conflict with this proposed site of Landing Road."

The ramp is part of a complete neighborhood overhaul, with mixed-use housing peppering the community, though Rosenblatt and his associates were leery over whether a bridge deck was even feasible.

The meeting wrapped with Hill asking to see the Bowery site, which Rosenblatt welcomed. The visit will offer the committee a better look at how BRC operates, said Hill.

"They look friendly, but everybody always shows up looking friendly," said Hill. "When you come to their house and look at how they live, you have a better feel for it."

## BUSINESS BEAT

### Diaz Jr. Lobbies Beauty Biz Over Regulation Bill

Bronx Borough President Ruben Diaz Jr. took his bill on grading the beauty industry directly to cosmetologists at a Lehman College symposium Nov. 18. The bill would allow the city to rate every city barbershop, salon and spa, hoping problem spas clean up their act. Though it was introduced in September by the bill's sponsor, Brooklyn Councilman Rafael Espinal, no action has been taken.

"The proposals we put forward today will go a long way towards ensuring that the people of this city have a clean and safe atmosphere to get their hair done, to get a manicure or pedicure, or any of the other practices typically found in spas and beauty establishments," said Diaz Jr., who regularly visits spas himself.

Beauticians fear any new fines incurred by the new rankings can hurt

their bottom line. Diaz Jr. assured the city will penalize appropriately.

The bill is modeled after a city restaurant grading system installed in 2009. -- KASIA ROMANOWSKA

### Jerome-Gun Hill BID to Bring Holiday Sparkle On Dec. 3

Santa Claus is coming from the North Pole to hand out free gifts to children and their parents at the third annual Holiday Tree Lighting Ceremony, organized by the Jerome-Gun Hill Business Improvement District.

"We're going to design a nice Christmas theme around Santa Claus," said Marcia Cameron, the BID's executive director. The venue takes place Dec. 3 from 5 to 7 p.m. in Greenstreets Park, at the corner of Jerome Avenue and Mosholu Parkway North. It's there where a natural pine tree awaits to be



Photo by Kasia Romanowska

**BRONX PRESIDENT RUBEN DIAZ JR.** (at podium) pushes for a new letter grade system for salons and spas.

lit up.

Hosted by "La Reina del Barrio," Rhina Valentin, guests can expect a live DJ, carolers, free hot chocolate, gift-wrapped presents and a raffle basket loaded with BID merchandise. Last year up to 300 families gathered for the sparkling event, with this year expecting a higher turnout.

"It's in the park, so there's a place for kids to sit, but normally people stand around the stage dancing and singing," said Cameron.

Elected officials and community leaders will also take part. For more information call the BID office at (718) 324 4946 or visit [www.jeromegunhillbid.org](http://www.jeromegunhillbid.org). --KASIA ROMANOWSKA



# *Annual Jerome-Gun Hill BID Holiday Tree Lighting Ceremony*

## WEDNESDAY, DECEMBER 3<sup>RD</sup>, 5-7PM

### Greenstreets Park

(corner of Jerome Ave. & Mosholu Parkway North)

Don't Miss the  
**FREE**  
Merchant's  
Basket Raffle

Meet Santa & Receive a  
**FREE Gift!**

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one gift per child.  
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