



**CITY COUNCIL SUBCOMMITTEE  
ON ZONING & FRANCHISES**

*Bally's*  
**BRONX**

**JULY 2025**

# MEETING AGENDA

- I. Project Background
- II. Proposed Project
- III. Proposed Improvements
- IV. Community Benefits
- V. Proposed Actions & Approvals

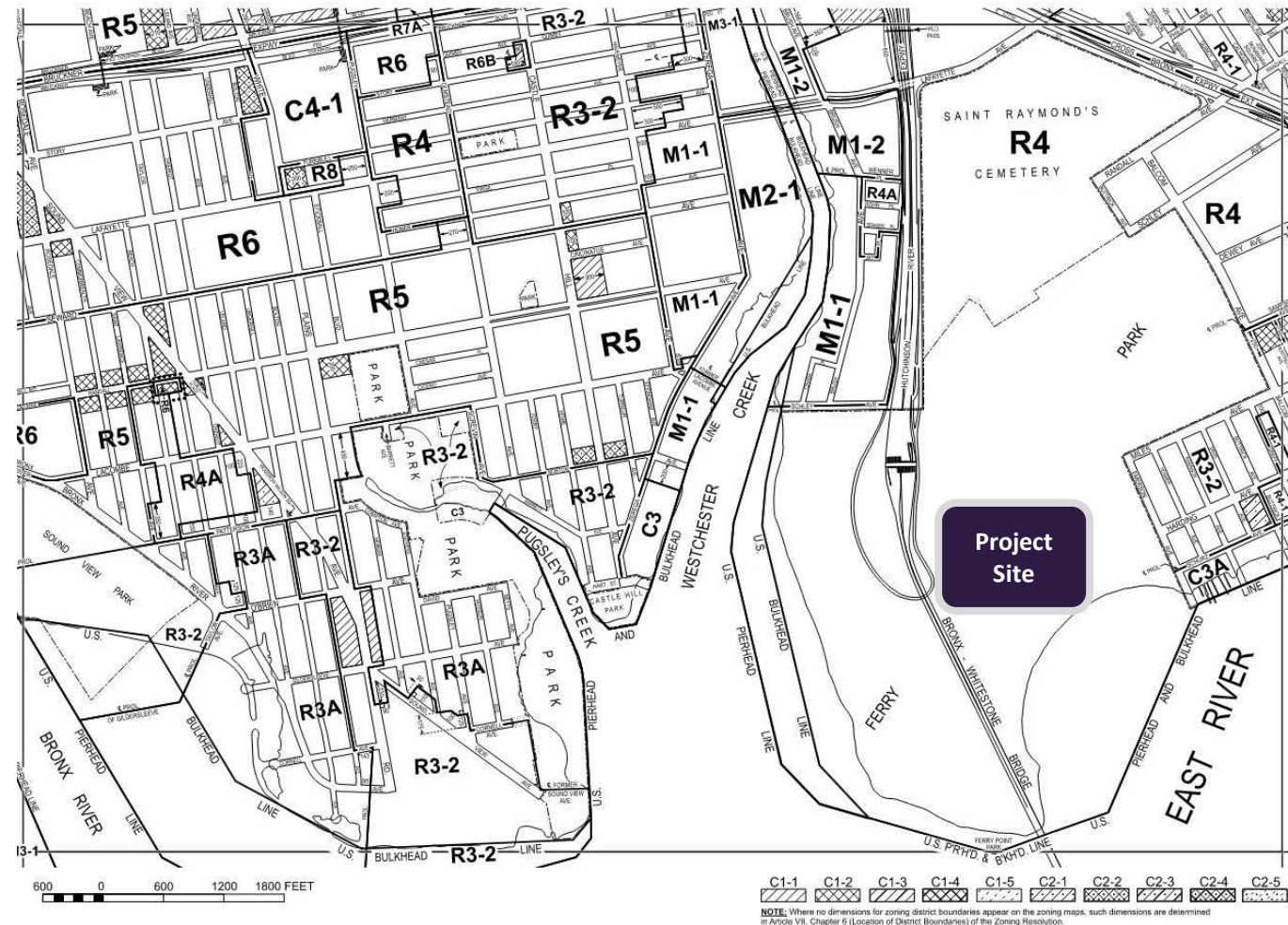




# I. PROJECT BACKGROUND

# TIMELINE – HISTORY OF THE DEVELOPMENT SITE

- **1952 to 1960s** – Golf Course is a Landfill
- **2000** – Development Agreement for Golf Course Signed
- **2013** – Golf Course Construction Completed
- **2015** – Golf Course Opens to Public
- **2023** – Bally’s Closes on Golf Course Concession, State Announces Gaming License Process
- **2024** – Citywide Gaming Facility Text Amendment Approved
- **2025** – Gaming Applications Due in June







## II. PROPOSED PROJECT

# SATELLITE SITE VIEW



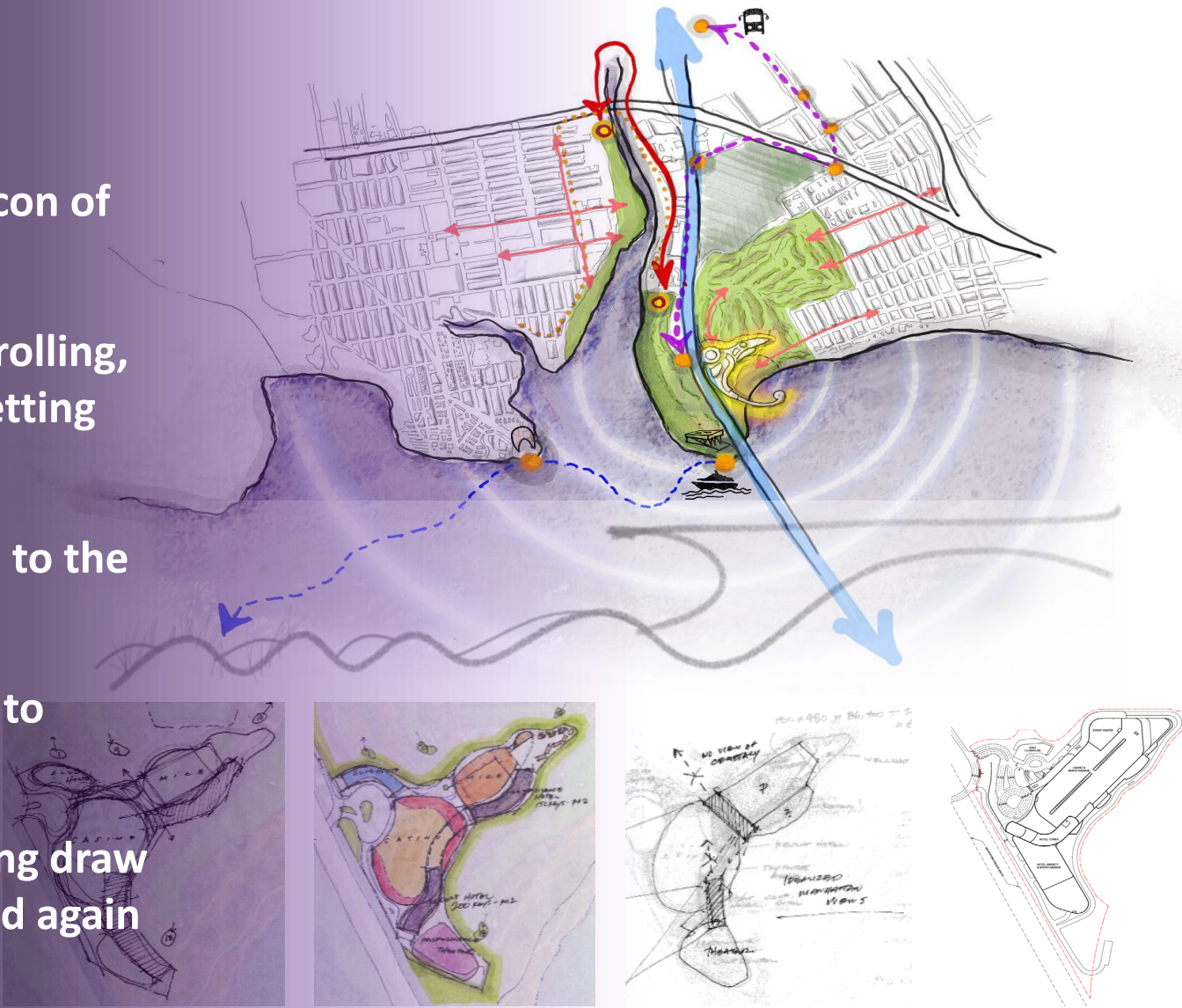
The Project Site will be located entirely within the Licensed Premises and has been designed to minimize the impacts to the local community

-  Outline denotes the approximate perimeter of Project Site
-  Outline denotes the perimeter of the Licensed Premises under agreement with NYC Parks

# BUILDING DESIGN & APPROACH

## Design Emphasis

- A context-sensitive design that will become an icon of the New York waterfront
- Creation of a fluid, organic form, mimicking the rolling, links-style course, complementing the natural setting rather than overpowering it
- Design a project that is beautiful and responsive to the local community
- Provide equitable access and connect the Bronx to economic opportunities
- Provide a distinct sense of place, creating a lasting draw where visitors will return to Ferry Point again and again



# ILLUSTRATIVE NORTHBOUND VIEW ON WHITESTONE BRIDGE

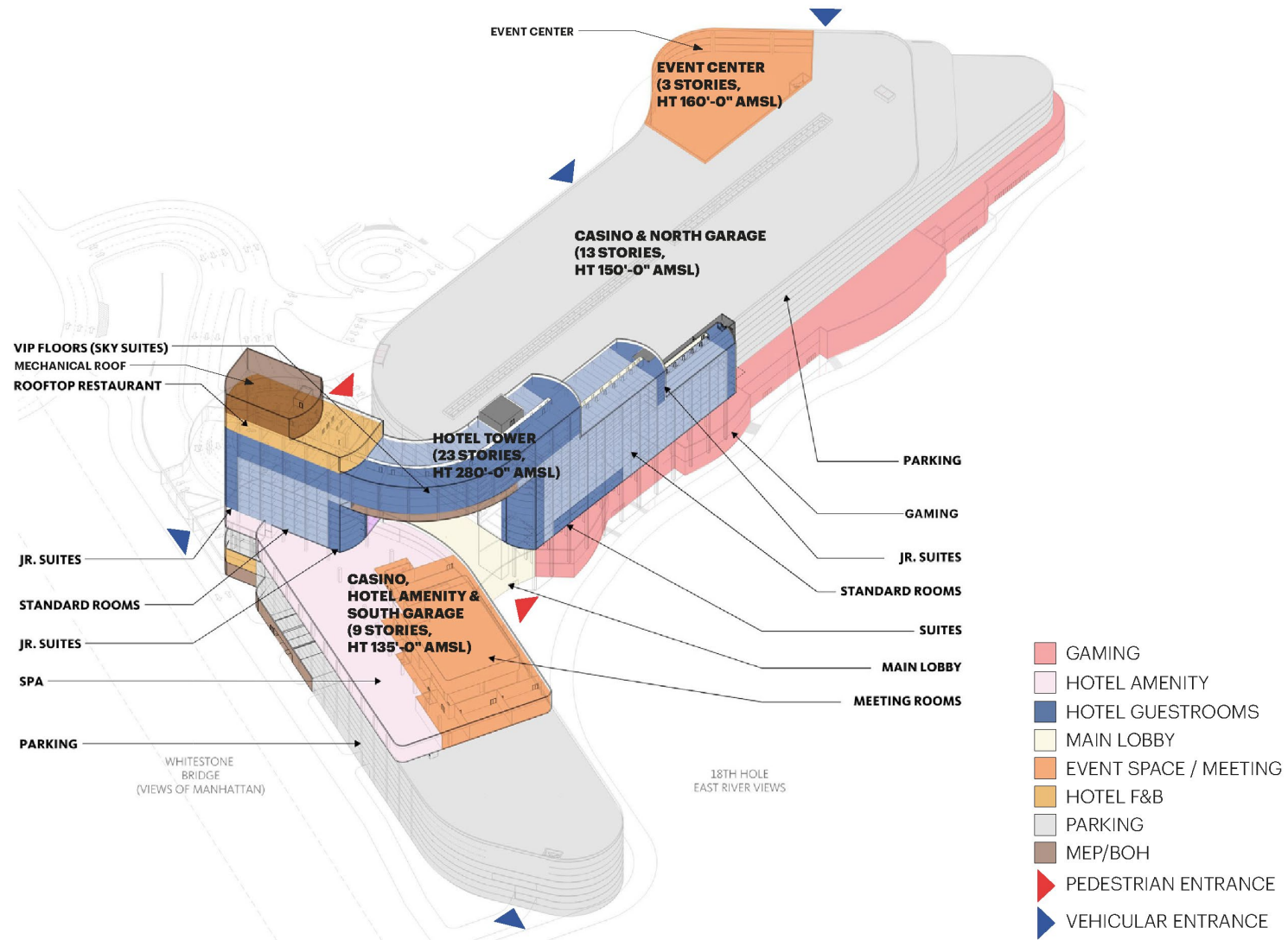




# ARCHITECTURAL INFLUENCES FROM SURROUNDING STRUCTURE



# PROPOSED PROJECT OVERVIEW



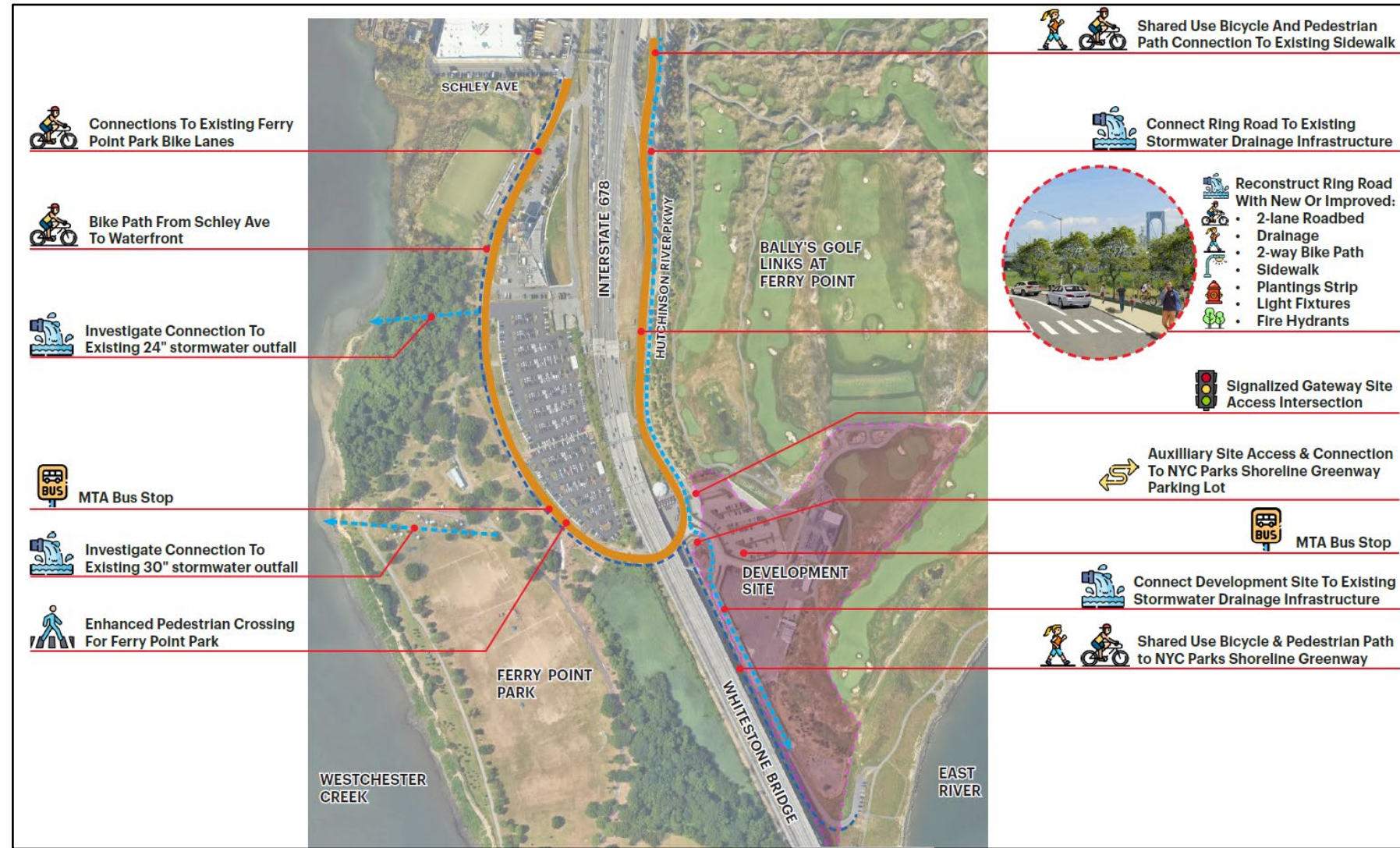


### III. PROPOSED IMPROVEMENTS

# TRANSPORTATION IMPROVEMENTS OVERVIEW

## 2015 City Planning Study

- Recommended reclassifying "Ring Road" as mapped city street under DOT's jurisdiction instead of park roadway
- Projected increased use of park areas and manufacturing to the north would increase volumes
- Concluded road upgrades and transferring jurisdiction to DOT would ensure proper maintenance and accommodations
- ***Additional mitigation and improvement measures have been proposed as part of the project***



# PROPOSED PARKLAND IMPROVEMENTS – ROADWAY WIDENING

Illustrative Depiction



- Reconstruction of Ring Road With New Or Improved:
  - 2-lane Roadbed
  - Curbside Parking lane
  - 2-way Bike Path
  - Sidewalk
  - Plantings Strip
  - Light Fixtures
  - Fire Hydrants
  - MTA Bus Station
  - Enhanced Pedestrian Crossing

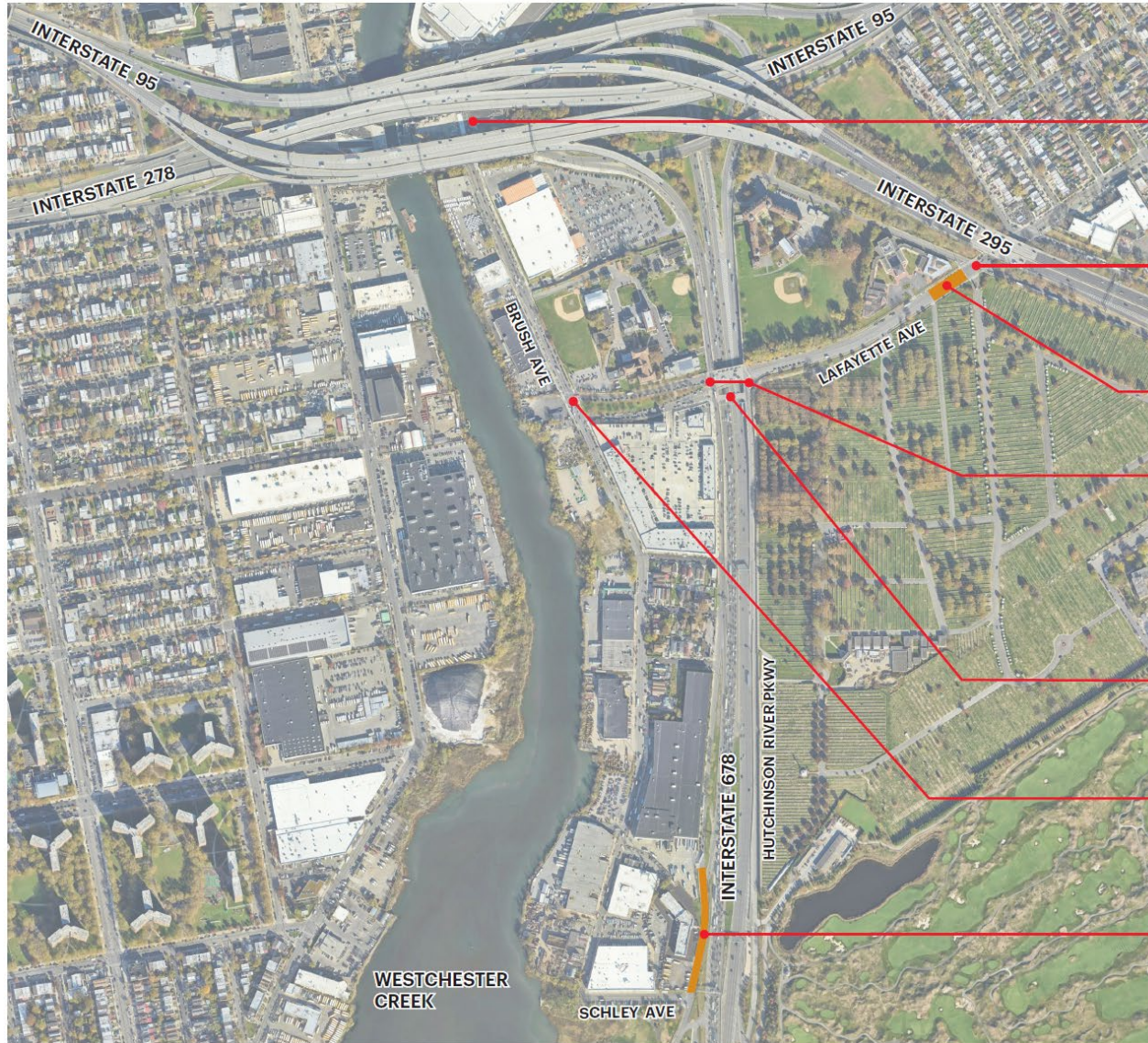
# PROPOSED PARKLAND IMPROVEMENTS – ENTRANCE TO FACILITY

Illustrative Depiction



- Reconstruction of Ring Road Underpass With New Or Improved:
  - 2-lane Roadbed
  - 2-way Bike Path
  - Sidewalk
  - Light Fixtures
  - Fire Hydrants
  - Invasive Plant Control

# TRANSPORTATION IMPROVEMENTS OVERVIEW (CONTINUED)



Traffic Signal Timing Improvements at Bruckner Blvd



Traffic Signal Timing Improvements at Lafayette Ave & Cross Bronx Expy Ext



Restripe Roadway And Restrict Curbside Parking To Provide New Exclusive Turning Lane



Traffic Signal Timing Improvements at Lafayette Ave & Hutchinson River Pkwy



Proposed East-West Overpass



Traffic Signal Timing Improvements at Lafayette Ave & Brush Ave



Restripe Roadway And Restrict Curbside Parking To Provide Additional Travel Lane (2-lane Roadway)

# TRANSPORTATION IMPROVEMENTS – OVERPASS

Illustrative Depiction







## IV. COMMUNITY BENEFITS

# COMMUNITY BENEFITS AGREEMENT



# ADDITIONAL LOCAL BENEFITS

- Largest privately funded project in the Bronx's history
- Project would be one of the largest employers in the Bronx
- Anticipates a unionized labor force offering competitive pay and benefits
- Material employment opportunities for Bronx residents including ~15,000 construction jobs and ~3,500-4,000 permanent jobs
- Significant transportation upgrades benefitting the local community
- Park improvements enhancing the surrounding catchment area
- Incorporation of a Bally's-funded NYPD substation within the development site

# PARKLAND IMPROVEMENTS

*Illustrative Depiction – Soccer Field*



*Illustrative Depiction – Park Field Improvements*



- Final package of park improvements will be developed in consultation with various stakeholders
- Potential example improvement projects include:
  - New trail/pathway connecting east and west sides of the park under the Whitestone Bridge
  - Reconstruction of soccer fields
  - New playground in Ferry Point West
  - New pathway from the 9/11 Living Memorial to the waterfront
  - Trail repair, park lighting, invasive plant control and new tree planting, including for Ferry Point Community Park
  - Ferry Point Community Park Sports Field Reconstruction

# OTHER IMPROVEMENTS – NEW GOLF CLUBHOUSE

*Illustrative Depiction – New Clubhouse*



*Illustrative Depiction – View of Golf*



*Illustrative Depiction – Rooftop Lounge*



*Illustrative Depiction – Facility Context*





# V. PROPOSED ACTIONS & APPROVALS

# REQUIRED LAND USE ACTIONS

## CITY PLANNING ACTIONS

- Zoning Map Amendment
- City Map Amendment: Development Site
- City Map Amendment: Ring Road
- Disposition of Non-Residential City Owned Property: Non-Exclusive Access Easement

## OTHER PROPOSED ACTIONS & APPROVALS

- NYSDEC Change of Use Workplan
- NYC / NYS Roadway Approvals
- State Alienation Legislation
- Community Advisory Committee Approval
- New York State Gaming License

# PARKLAND ALIENATION

- Project proposes to purchase the development site from the City, that includes approximately 15.7 acres of NYC parkland which currently includes: the parking area, existing clubhouse, and a portion of the practice area
- The parking area, clubhouse and practice area to be rebuilt to the highest standards approved by NYC Parks and Nicklaus Golf within the remaining park (clubhouse and practice area) and within the development site (parking area)
- A fair market valuation of the development site land will determine the ultimate value for replacement cost (not acre for acre) based on the proposed C8-4 zoning district (commercial use only)
- Replacement cost will be offset by (1) dedication of replacement parkland and (2) improving existing parkland within the community and borough in collaboration with community members and officials



# Bally's

**BRONX**





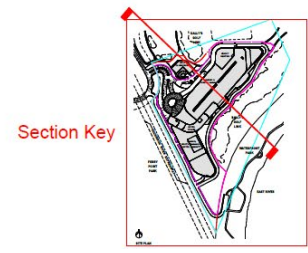
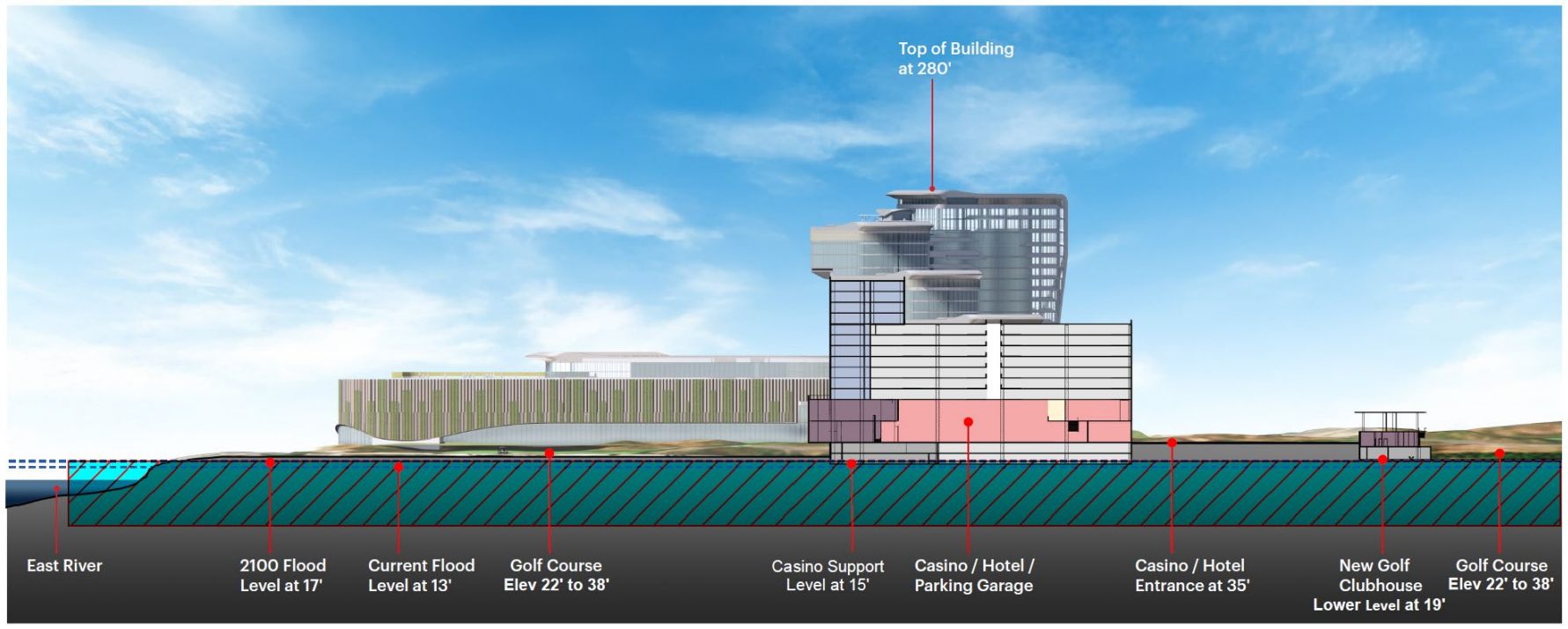
# APPENDIX

# APPENDIX A-1

Source: NYC Department of City Planning

Building is NOT in the current Flood Plane at the proposed basement floor elevation of 15.

The 2100 flood elevation at 17 will be above that floor level. That Level will be protected by the perimeter wall and positive grading around the building which occurs between elevations 20 to 30.



Bally's | HKS | BALLY'S BRONX  
APRIL 30, 2025

# APPENDIX A-1 (CONTINUED)

## SANDY INUNDATION ZONE

Source: NYC open Data.

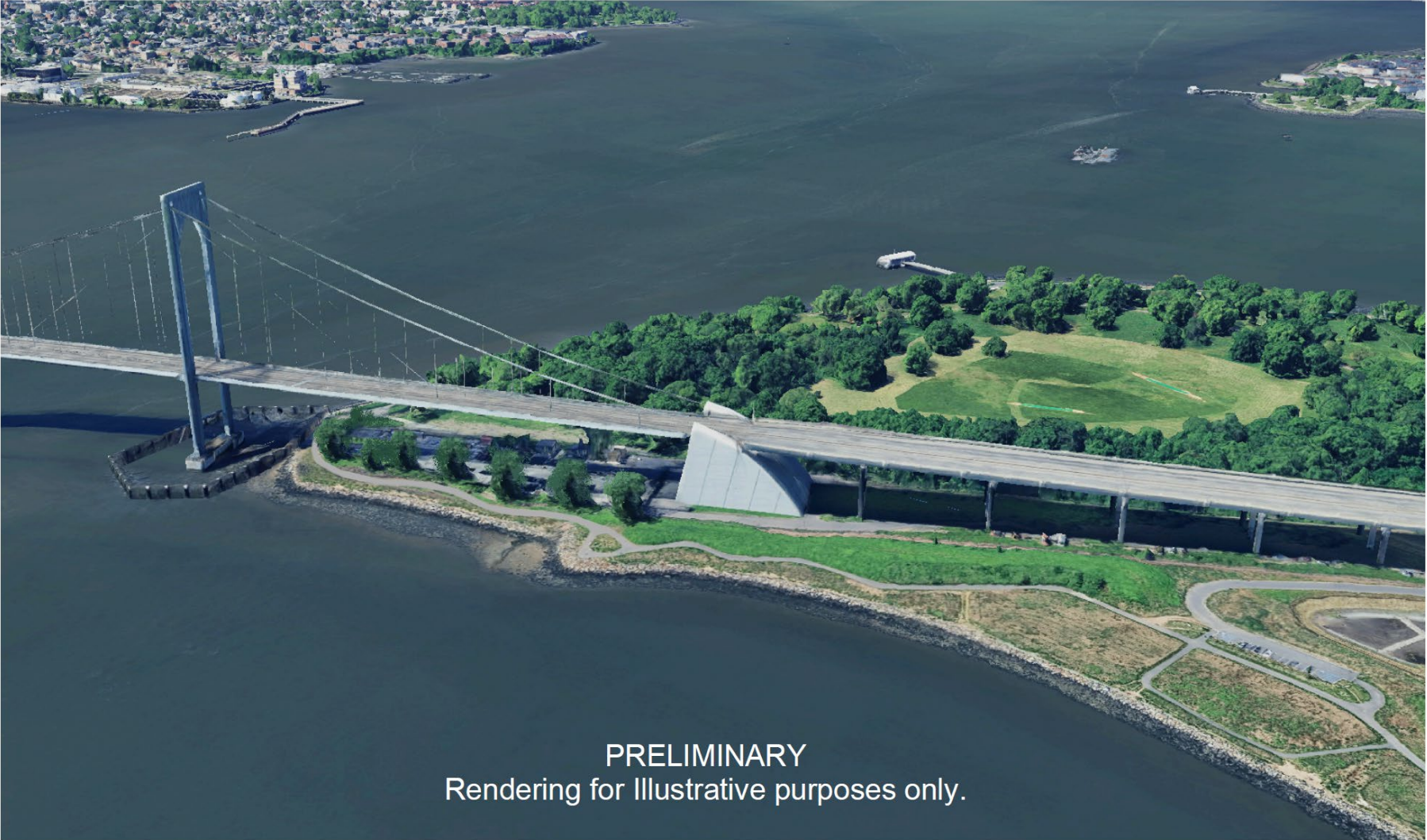
Building is NOT in the Sandy Inundation Zone.  
(Proposed Development is shown within +/- 5' of plan location).

Inundation stayed generally with Park access road to West and south of Proposed New Development.

 Inundation Zone 

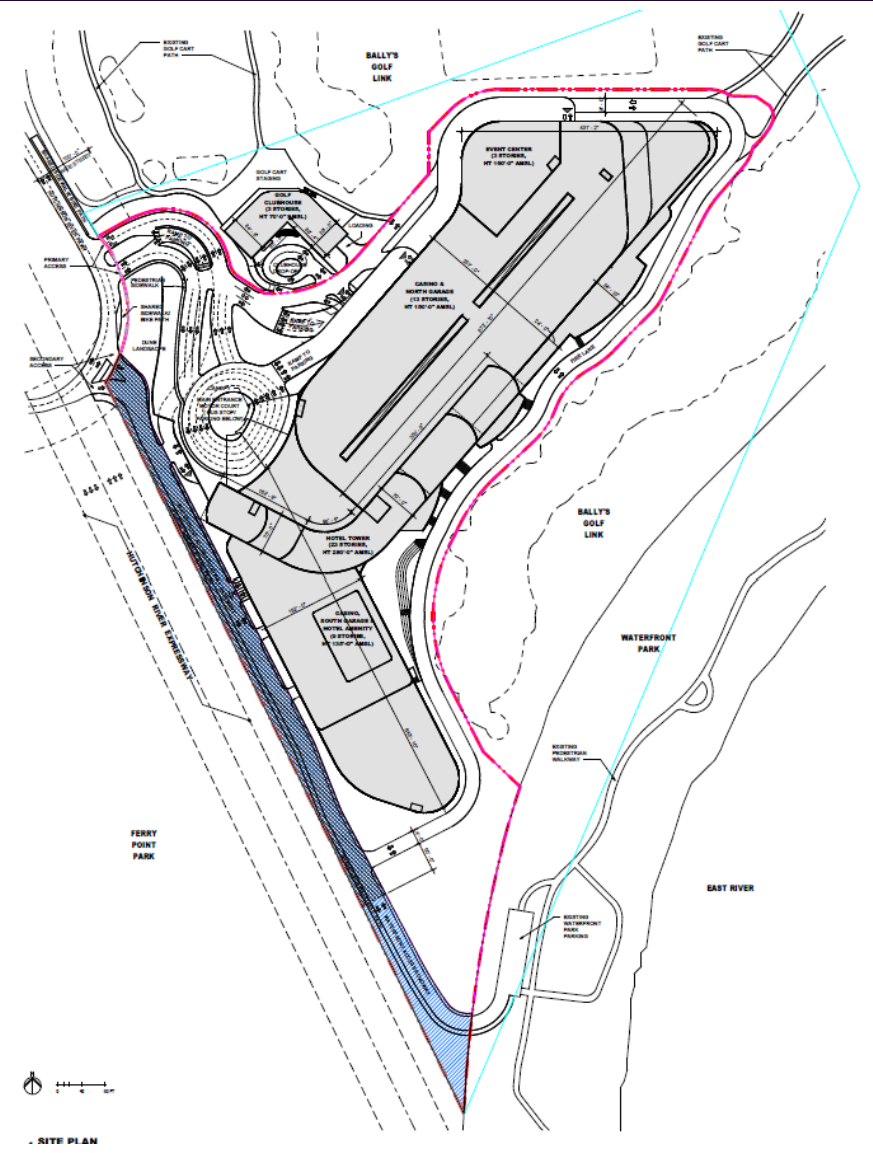


# APPENDIX A-2



PRELIMINARY  
Rendering for illustrative purposes only.

# APPENDIX A-3



SITE PLAN