Fordham Road

+ Street Vendor Project

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PLANA6945: Reimagining Public Space in Pandemic and Post-Pandemic New York City
Current Issues

- **Increase in street vending** across New York City due to COVID-19
  - Our Focus: Fordham Road, Bronx

- >20,000 street vendors in NYC, but **not enough permits** issued by the NYC Department of Consumer and Worker Protection (DCWP)

- Unlicensed vendors are **vulnerable to law enforcement**, heavy fines, and losing their way of living

- Local businesses accuse vendors of taking away business, not paying taxes, detrimental to public safety, etc.
Stakeholders in this Issue

Local Residents
- Pedestrians
- Shoppers

Store owners

Street Vendors

- NYC Mayor de Blasio
- NYC Council Member Feliz
- Department of Sanitation
- New York Police Department
- Department of Consumer and Worker Protection
- Fordham Road BID
Spatial Analysis

- **Fordham Road** (between the Grand Concourse and Webster Avenue)
  - site visit 2:30-5pm: Sunday ~80 street vendors, Friday ~100
  - mostly selling merchandise, some food trucks

- **Street vendors settled on sidewalk**
  - for the convenience of pedestrian shoppers
  - proximity to commercial retailers

- **Busy transit corridor**: 4 bus lines, 2 subway lines, Amtrak

- **Attractions**: Fordham University, Bronx Zoo, Botanical Garden

Photo credits: Andrea Wong
Spatial Proximities

Pedestrian Walkways

Footprint occupied on ground

Space occupied in elevation

- Stores
- Vendors
- Shoppers/Pedestrians
Spatial Conflicts

Storefront Adjacencies

Footprint occupied on ground

Space occupied in elevation

- Stores
- Vendors
- Shoppers/Pedestrians
Photo Analysis

Photo credits: Andrea Wong
Analytical Map

Street Vendors on Weekdays

available zones for vending

empty lots - potential storage places
Analytical Map

Street Vendors on Weekends

available zones for vending

empty lots - potential storage places
Addressing the Future

- Our analytical map shows the current condition of Fordham Road:
  - Specifying the types of stores and vendors
  - **Highlighting strictly “NO Vending Zones”** eg. near bus stops

- To reduce the conflicts between vendors, storeowners, and law enforcement:
  - Avoid selling same type of merchandise as the nearby store
  - Know the “red zones” and measurement restrictions

- To help Street Vendor Project to facilitate future incoming vendors, to acquire new vending permits and licenses, and to **organize collective network of vendors on Fordham Road**
Limitations

- With the limited time of the class, we could only make two visits to the site:
  - Narration might not be complete
  - Street vending is constantly changing
  - Long-term use of the map is limited

- The map reflects spatial regulations and vendors were mapped based on direct observation, so spatial relationships might not be accurate

- The map audience is currently for Street Vendor Project, but our goal is to ensure the information is accessible to vendors as well (language + clarity)

- The analysis does not proceed onto strategies and solution based design, as the decision on the situation rests on the actors and due process of negotiation
Reflecting on own visions

“The public space of Fordham Road belongs to pedestrians, street vendors, transit commuters, cyclists, and many others.” - Kit

“Fordham Road is a space of mix. Sidewalks are the heart of Fordham Road with the mix of walkers, local businesses, and street vendors.” - Soyeon

“Fordham Road is highly relational with constant buzz and interaction. Vendors, store owners, and customers know each other, go there when they have needs, and are a part of a vibrant network that is an central part of life in downtown Bronx.” - Varisa

“Located in the heart of the Bronx, the poorest county in New York, Fordham Road street vendors, many whom are immigrants of color and earn less than $5,000/year, need more support! The State Legislature should pass S.1175-A (Ramos)/A.5081-A (Gonzalez-Rojas) to protect vendors citywide!” - Matthew

“Urban street markets are a public barometer of the city’s vitality and how accommodating it’s spaces are to diverse communities. Making Fordham Road access selective, would entail in misrepresenting New York City’s nimble character.” - Shreya

“Street vending represents a form of subsistence for many people in the city. However, street vendors often have a hard time operating without getting in legal trouble. The pandemic has been a big reminder that, maybe, it is time to change the system.” - Andrea


This is an infographic

Gender

- **Venus**: 40%
  - Venus has a beautiful name

- **Earth**: 60%
  - Earth is our beautiful planet

Age

- **25-35**: 3/5
  - Pluto is considered a dwarf planet

- **26-35**: 4/5
  - Mercury is the smallest planet

Hobbies

- Saturn
- Jupiter