

Fordham Road

+ Street Vendor Project

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

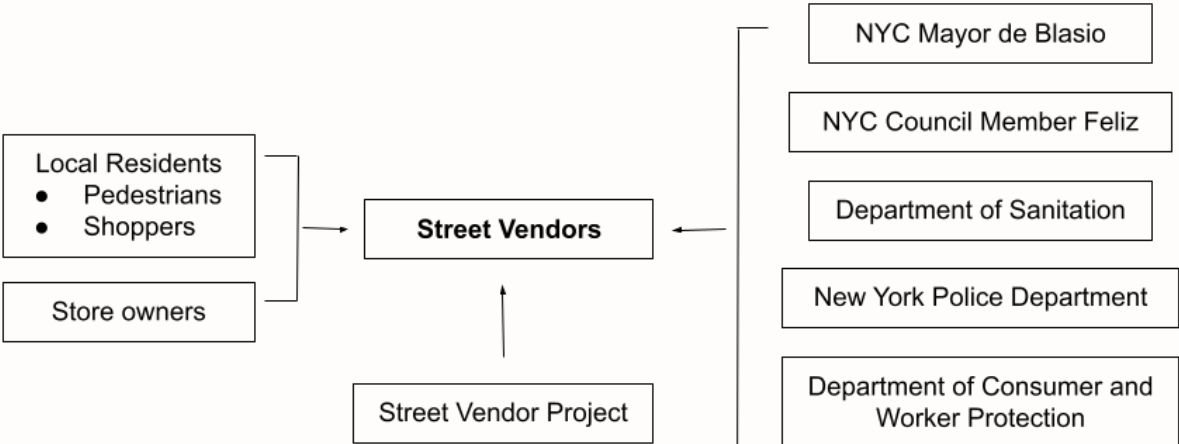


Current Issues

- **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



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

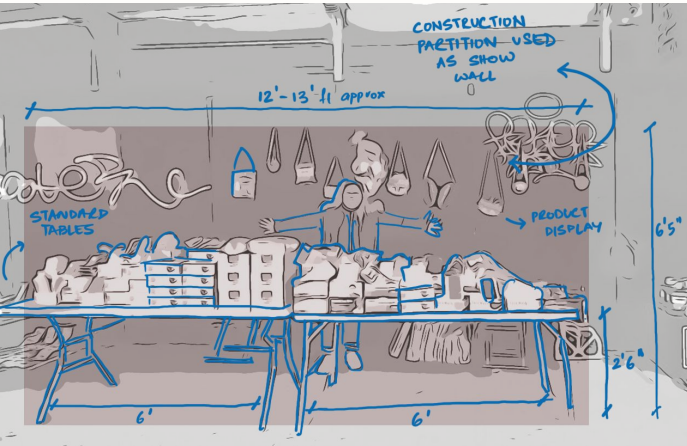
Photo credits: Andrea Wong



Spatial Proximities

- Stores
- Vendors
- Shoppers/Pedestrians

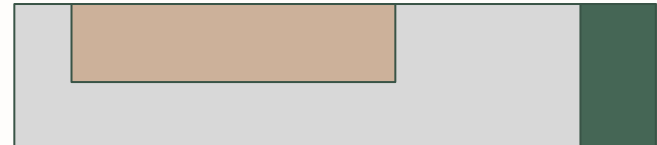
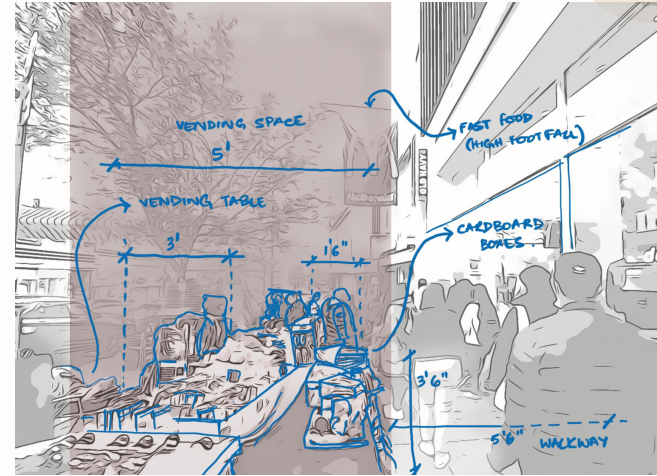
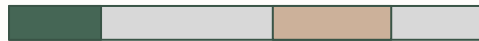
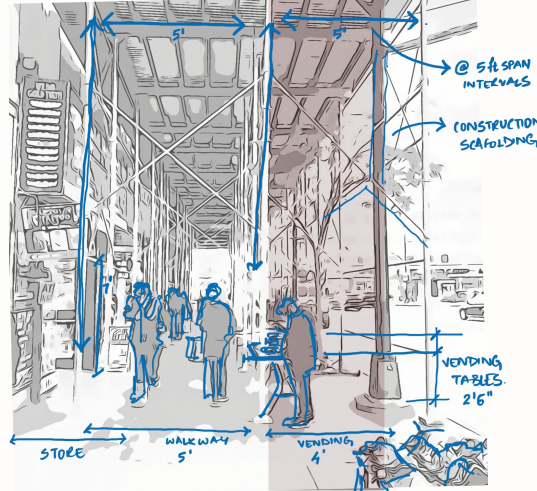
Pedestrian Walkways



Footprint occupied on ground



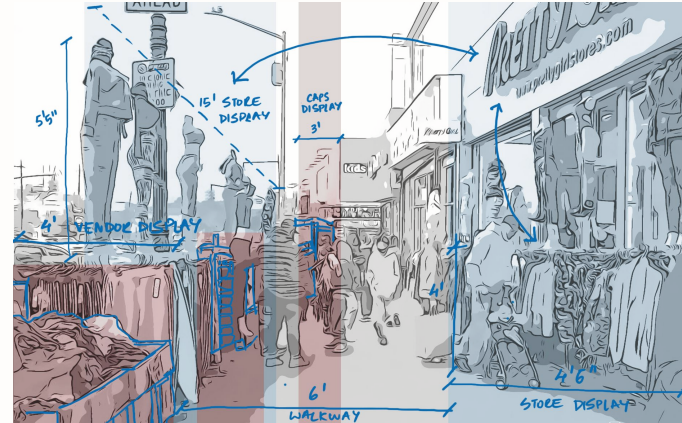
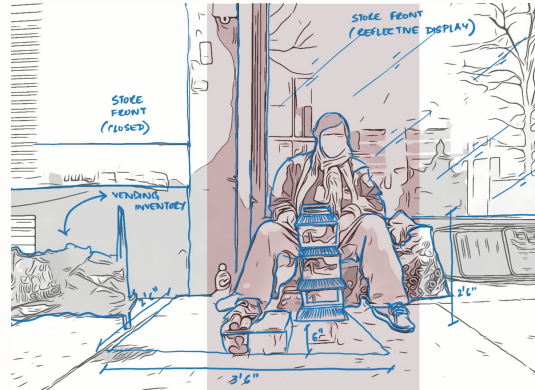
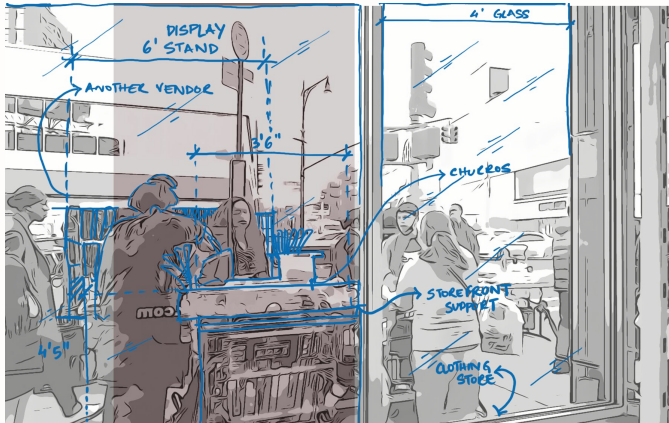
Space occupied in elevation



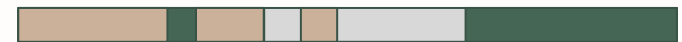
Spatial Conflicts

- Stores
- Vendors
- Shoppers/Pedestrians

Storefront Adjacencies



Footprint occupied on ground



Space occupied in elevation

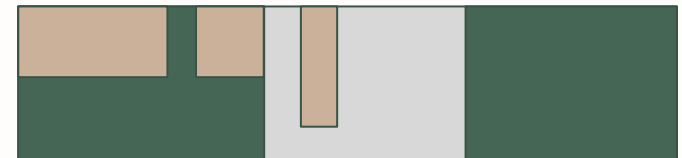


Photo Analysis

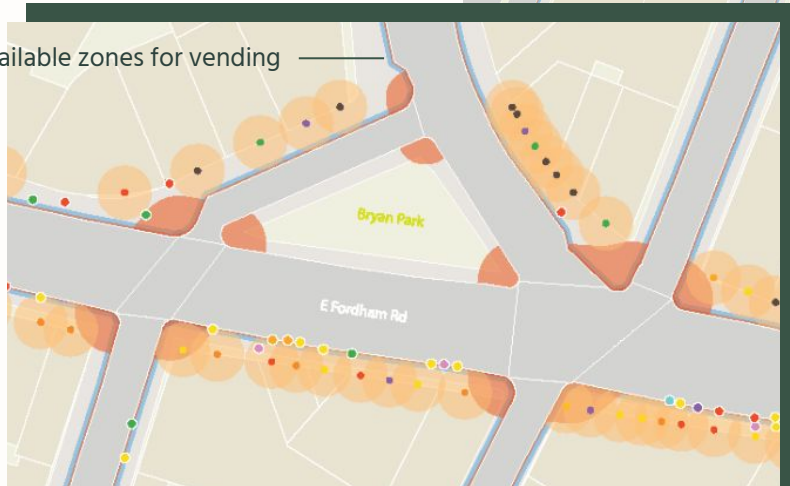
Photo credits: Andrea Wong



Analytical Map

Street Vendors on Weekdays

available zones for vending



Analytical Map

Street Vendors on Weekends



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



Data source (map)

NYC DoITT. (2019) NYC Planimetrics. [shapefile] NYC OpenData. Retrieved on Nov 2021 from <https://data.cityofnewyork.us/Transportation/NYC-Planimetrics/wt4d-p43d>.

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NYC DEP. (2017) NYCDEP Citywide Hydrants. [shapefile] NYC OpenData. Retrieved on Nov 2021 from <https://data.cityofnewyork.us/Environment/NYCDEP-Citywide-Hydrants/6pui-xhxz>.

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DSNY. (2021) DSNY Litter Basket (Map). [csv] NYC OpenData. Retrieved on Nov 2021 from <https://data.cityofnewyork.us/dataset/DSNY-Litter-Basket-Map-/d6m8-cwh9>.

● This is an infographic

Gender



40%

Venus

Venus has a beautiful name



60%

Earth

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