

Fordham Plaza Conceptual Master Plan



New York City Economic Development Corporation
New York City Department of Transportation

Summer 2010

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Prepared for

New York City Economic Development Corporation
with New York City Department of Transportation

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This report was made possible through

New York City Industrial Development Agency



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Fordham Plaza

Conceptual Master Plan

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17 minutes

● Grand Central Terminal

Fordham Plaza

25 minutes

● White Plains

45 minutes

● Stamford

Foreword

Dear Friend,

On behalf of the many stakeholders who helped shape the proposal, it is with great pleasure that we introduce the conceptual design for re-making Fordham Plaza into a vibrant, pedestrian-friendly public space and world-class intermodal transit hub. Over the course of the last year, our agencies have worked closely with Community Boards 6 and 7, local elected officials, surrounding businesses and property owners, New York City Transit, Metro-North Railroad, local institutions and residents to generate a concept for the Plaza and adjacent streets that will create an iconic public space in the Bronx, while easing traffic congestion, supporting transit use and fostering neighborhood economic development.

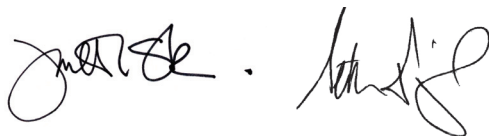
In 2007, Mayor Bloomberg released PlaNYC 2030, which laid out a comprehensive vision for the development of New York City as a green city of the future. PlaNYC proposed a number of transformative actions for the City, including the NYCDOT Plaza program. Developing public spaces for the benefit of residents, workers and visitors throughout the City will spur economic development, promote community interaction and enhance the quality of life that makes the City great. The Fordham Plaza redesign epitomizes the principles behind the Plaza program initiative.

With Fordham Road already one of the busiest shopping districts in the City, the Plaza redesign seeks to reinforce this activity by providing amenities for shoppers, residents and workers. The project will also enhance traffic flow throughout the area both for drivers and bus passengers, including those riding the Bx12 Select Bus Service. Coupled with the proposed rezonings by City Planning of the adjacent Webster Avenue, East Fordham Road, and 3rd Avenue corridors, the surrounding neighborhoods are poised for an overall renaissance, with Fordham Plaza at the center, catalyzing those efforts.

The new concept includes a set of concrete actions for improving traffic circulation, facilitating transit activity, expanding the amount of plaza space for programming and activating the plaza with new uses and amenities.

We look forward to working with our partners to implement this concept and realize Fordham Plaza's full potential. Creating the future heart of Bronx transit, cultural and retail activity will be an exciting opportunity for the borough and the City.

Sincerely,



Janette Sadik-Khan
Commissioner,
NYCDOT

Seth Pinsky
President,
NYCEDC



Introduction

Located at the Heart of the Bronx, Fordham Plaza has enormous potential to become a thriving and vital center for the community.

Historically, the Fordham Plaza area has been a crossroads and as such, a center for community and trade. With the tracks of the former New York Central Railroad below, the Village of Fordham grew around the train station, attracting merchants, artists and educators. This role continues to the present day, and the statistics bear this out—Fordham Station is the fourth busiest in the Metro-North system and Fordham Road has one of the highest pedestrian volumes in the entire city. This plan seeks to capitalize on this activity to create a vibrant and active public space—a new “Heart of the Bronx.”

Due to existing operational and environmental challenges, the current Plaza design does not live up to its

full potential. Numerous interviews, stakeholder meetings, public charrettes and survey research confirmed these challenges while simultaneously supporting the general consensus on the opportunity to make Fordham Plaza into an iconic destination.

The conceptual plan offers benefits in terms of placemaking and neighborhood identity; improved traffic, transit and operational efficiencies; and increased opportunities for events and concessions on the Plaza that complement and financially support programming and maintenance at Fordham Plaza.

The conceptual design is aligned with many of the goals and initiatives of PlaNYC 2030, particularly as it relates to land use, public space, and improvements to transit service and traffic flow. The time is ripe for the Bronx to open its Heart, and for Fordham Plaza to become the destination it deserves to be.



View towards northeast from Fordham Place (Existing)



View towards northeast from Fordham Place (Proposed)

Guiding Principles

1:

A Safe, Efficient Multi-Modal Transit Hub

With twelve bus routes on or near the Plaza, and one of the busiest stations in the Metro North system, Fordham Plaza's identity is rooted in its critical position in the New York City transportation network.

2:

Extending the Vitality of Fordham Road

Fordham Road is one of the busiest shopping corridors in all of New York City. On an average day, over 80,000 pedestrians walk the corridor between Jerome and Webster Avenues. Located at the end of this corridor, Fordham Plaza has the potential to anchor the activity in new and dynamic ways.

3:

A Reason to Come & A Reason to Stay

Iconic public spaces create momentum for transforming entire neighborhoods. Fordham Plaza, with its central location and significant size, has the potential to become the central public space for the Bronx. Through re-orientation of the public space and thoughtful programming, the Plaza will attract visitors and residents for years to come.

4:

A Model for Sustainability & Quality Design

With the release of PlaNYC 2030, New York City made a strong statement that development in the City should incorporate strong principles of sustainability and design. Multiple design elements included in the Fordham Plaza conceptual design, from improved stormwater management to rational pedestrian flow will ensure that Fordham Plaza will be a model of environmental sustainability and design excellence.

5:

Making It Happen

Creating and maintaining a successful public space requires the support of many stakeholders—residents, businesses, institutions, schools, and government. Without the combined effort of all the stakeholders, Fordham Plaza will not reach its full potential. Through careful planning and support, the maintenance and programming of Fordham Plaza will create its own success.



View from Fordham Place of the Fordham Plaza bus terminal and vendor market

Site

As a major transit hub and a major public space in the Bronx, located at the doorstep of key retail areas and major cultural and educational institutions, Fordham Plaza is uniquely positioned to capitalize on its central location and high level of connectivity—key factors in the success of any public space.

The Plaza is the property of the New York City Department of Transportation, and is partially a bridge structure over Metro-North railroad tracks. The site is bounded to the north by Fordham Road, one of the primary east-west transportation corridors through the Bronx. Across Fordham Road is the historic Metro-North Fordham Station building and a major entrance to Fordham University’s Rose Hill Campus. Both are key sources of pedestrian traffic; Fordham Station is ranked the fourth busiest stop in the entire Metro-North system and the Rose Hill Campus is home to some 6,700 students, including 3,172 who live in University Housing. To the east is 3rd Avenue, an arterial road that terminates at its intersection with Fordham Road. Across the street is 1 Fordham Plaza, a large retail and office complex and just beyond, the Roosevelt Educational Campus - close to 6,800 elementary and high school students are within walking distance of the Plaza. To the west is the recently completed Fordham Place, which includes over 275,000 sf of retail and office space, the loading docks for which directly abut the Plaza and which operate during off-peak hours.

Currently, the Plaza is dominated by the bus loop and the vendor market. Twelve bus routes stop at or near Fordham Plaza, including the BX12 SBS Bus Rapid Transit line and Westchester Bee Line express buses. Four of these routes terminate at the Plaza and use the loop for layover and storage. In the existing layout of the Plaza, the bus turnaround bisects the Plaza, dividing the public space in two and potentially leading to conflicts between buses and pedestrians.

The vendor market dominates the south end of the Plaza. Together with the concession stands near Fordham Road, the vendors bring some activity to the space, but little space is left over for other uses. This limits the possibility for using Fordham Plaza for special events and celebrations. Due to the location of streets, bus lanes, and the bridge structure, opportunity for trees are also limited, resulting in a space which can seem barren and unfriendly, particularly in inclement weather and at night.

In some ways, however, the Plaza is a victim of its own success—frequent traffic congestion is a major challenge, as is dealing with the constant flow of buses in and out of the Plaza in a safe and pedestrian-friendly manner. The vehicular traffic challenges encountered at the Plaza currently act as a major limitation to the potential use of this major public space.



View from north side of Fordham Rd to Fordham Plaza concession and MNR entry



MNR station stair entry at Plaza



View from south side of Fordham Rd to historic Fordham MNR Station



View from south side of E 189th St to Pavilion and Plaza



View from south end of Plaza to Vendor Market



Fordham Rd

Webster Ave

3rd Ave

E 189th St

E 189th St

Park Ave

Park Ave

3rd Ave

New Plan



- | | | | |
|---|---|---|--------------------------|
| 1 MNR Fordham Station (North Entrance) | 4 MNR Fordham Station (South Entrance) | 7 Maintain Loading Access to Fordham Place | 10 Vendor Kiosks |
| 2 SBS Lanes | 5 Retail Kiosks | 8 The Urban Plaza | 11 Drainage Swale |
| 3 Café Building | 6 Bus Turnaround | 9 Bus Waiting Area | |

1:

A Safe, Efficient Multi-modal Transit Hub

With twelve bus routes on or near the Plaza, and one of the busiest stations in the Metro-North system, Fordham Plaza's identity is rooted in its critical position in the New York City transportation network.

1A

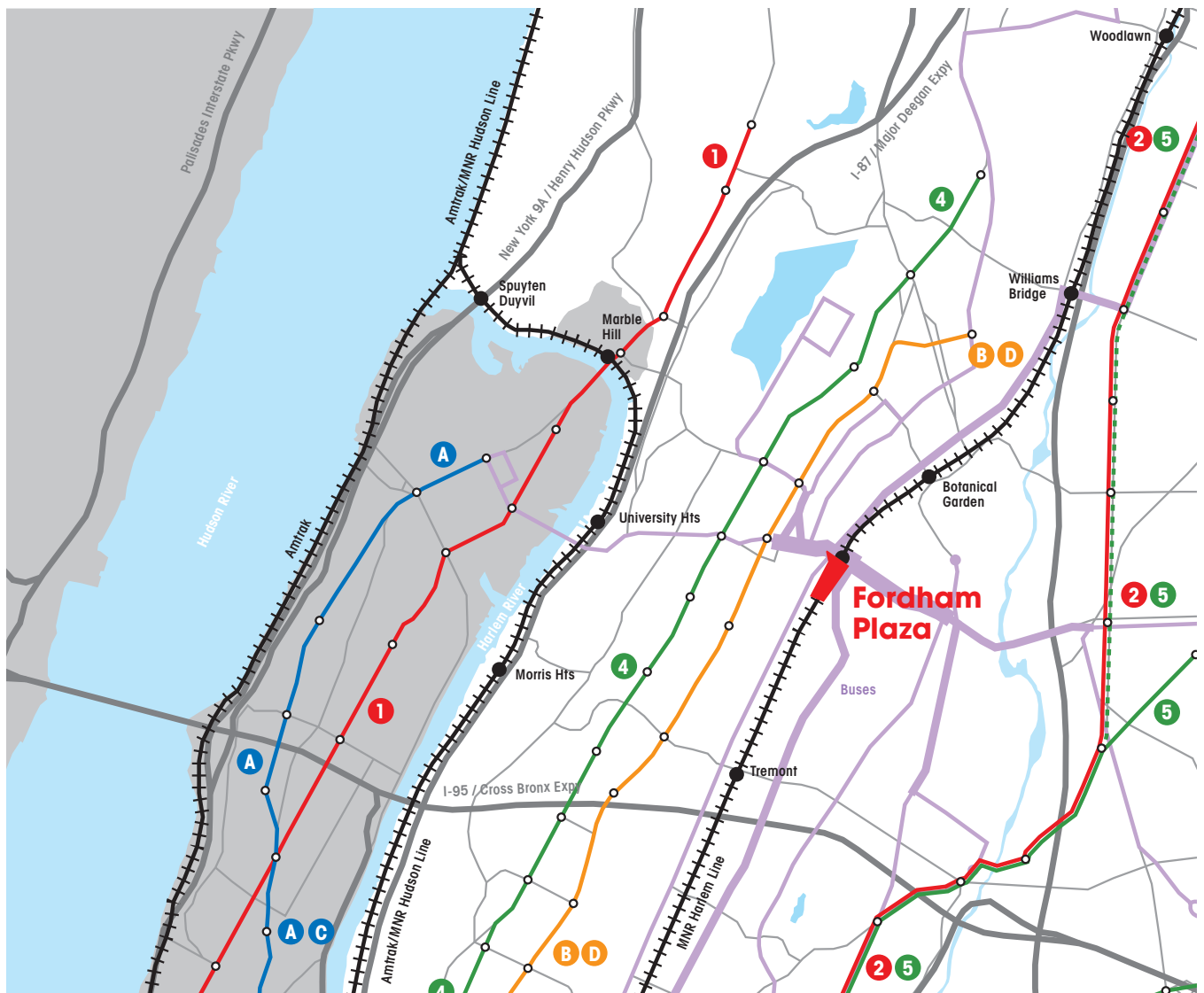
A Multi-Modal Hub

Serving twelve local and regional bus routes, Metro-North Railroad and SBS Bus Rapid Transit—all in close proximity to major shopping, educational and cultural areas and institutions, Fordham Plaza's central location and high level of connectivity is its chief asset.

The extremely high transit activity provides the lifeblood of the Plaza, and improving both the condition of the transit facilities and the experience of the riders is an important goal. Accommodations will be made for existing and potential future bus service at Fordham Plaza; in some cases, routes will be streamlined to allow for more efficient service. With bus pickups mostly located at the eastern curb of the Plaza, covered waiting areas are located close to vendors and concessionaires. This provides retailers on the Plaza with a ready market and ensures “eyes on the street” towards the waiting areas.

The current Plaza entrance to the Metro-North station is poorly-signed, poorly-lit and generally unwelcoming to travelers. In contrast, the proposed plan for Fordham Plaza includes a new iconic station entrance canopy that highlights and opens up the staircases to make the transition from station to Plaza brighter and more welcoming. New signage could be used to convey key transit information, such as when the next train is arriving.

With bike racks and a contiguous pedestrian realm full of benches, plantings and other amenities, the new Fordham Plaza is a marked improvement over existing conditions and points towards an emphasis on cycling, walking and transit as green transportation options.



Find Opportunities to Reduce Traffic Congestion

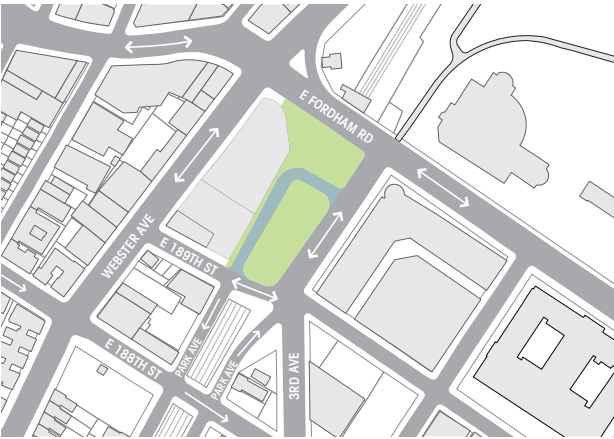
Another local challenge is the serious traffic congestion on the surrounding streets. With its closely spaced arterial intersections, the present road network is inefficient in its handling of high traffic volumes and multiple bus routes, which contributes to lengthy backups at nearly every intersection.

Traffic modeling of the existing conditions shows poor Levels of Service for many of the surrounding intersections. This congestion contributes to local air pollution, noise, and conflicts with optimal use of the Plaza. Buses caught in the traffic jams are not able to

serve to provide fast service to their riders.

The Plan for Fordham Plaza proposes converting 3rd Avenue to a bus-only right-of-way, with automobile and truck traffic diverted westbound along East 189th Street (converted to one-way) and eastbound along East 188th Street. This eliminates the problematic intersection at 3rd Avenue and Fordham Road, simplifies the road system and results in reduced travel delays through the area. The sum total is a traffic pattern which is better for cars, better for transit and better for pedestrians.

Street Network (Existing)



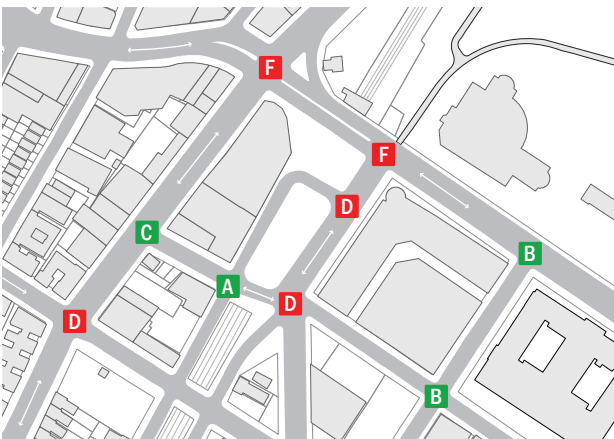
The existing transit exchange bisects the public space of the Plaza, which results in modal conflicts.

Street Network (Proposed)



Converting 3rd Ave at the Plaza to bus-only reduces modal conflicts and simplifies the road network, helping reduce traffic congestion. The addition of an extended left-turn lane on Webster improves North-South flows and helps reduce congestion at the Webster/Fordham intersection.

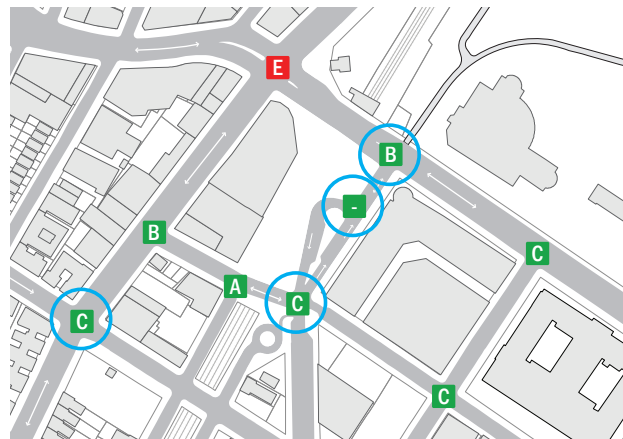
Traffic Levels of Service (Existing)



A Satisfactory LOS **D** Unsatisfactory LOS

Heavy traffic along Fordham Rd, combined with frequent intersections, results in low traffic levels of service throughout the study area, despite relatively low traffic counts along 3rd Ave.

Traffic Levels of Service (Proposed)



A Satisfactory LOS **D** Unsatisfactory LOS

The plan creates more efficient distribution of traffic, providing improved levels of service throughout the area, particularly along Fordham Rd and Webster Ave.

1C

A Safer Place to Travel

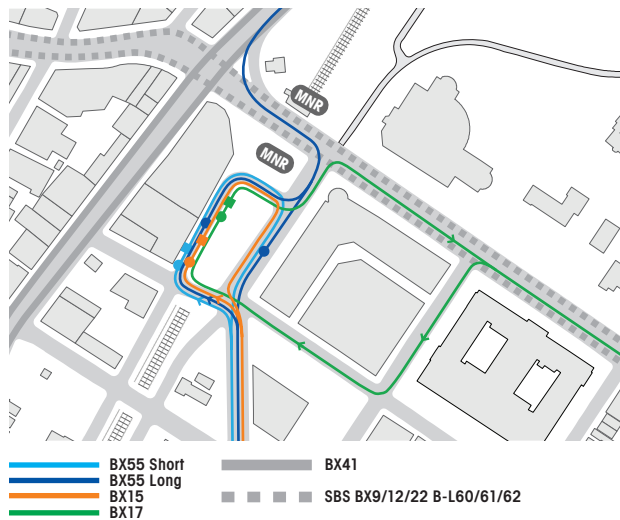
A key component of the proposed design is to provide pedestrians and transit riders a safer place to travel. This is achieved by reducing potential modal conflict points and choreographing movement flows to appropriate locations.

Bus layover and storage will be located within the bus turnaround rather than on the populated edges, which feels safer and improves sightlines to and from stores. Whereas the current layout forces pedestrians to cross in front of turning buses, the proposal creates a contiguous public space with bus stops located at the Plaza and

sidewalk curbs, which reduce potential conflict zones where pedestrians must cross the buses' path. Where pedestrians must cross the bus lanes, crosswalks and carefully located plantings are designed to channel pedestrian flows and reduce jaywalking.

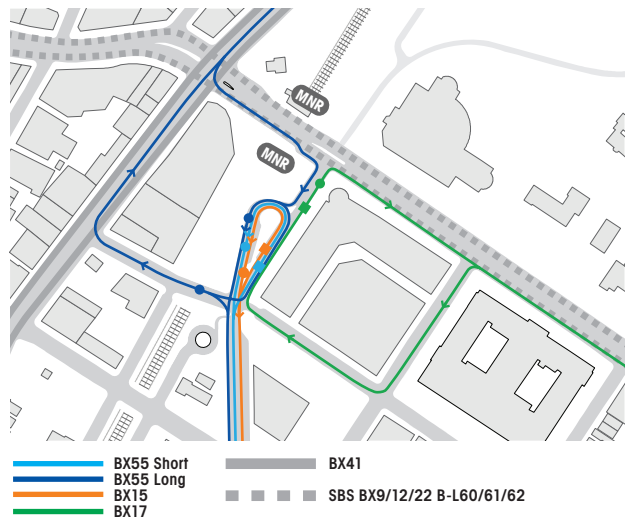
Similarly, the median in the middle of Fordham Road will be removed as it helps encourage jaywalking. The space formerly devoted to the median will be given to the north side of the street, where passengers coming in and out of the Metro-North Station can cause sidewalk congestion.

Bus Routes (Existing)



Currently, four bus routes terminate at the Plaza. The existing configuration results in an inefficient use of space and increased modal conflicts.

Bus Routes (Proposed)



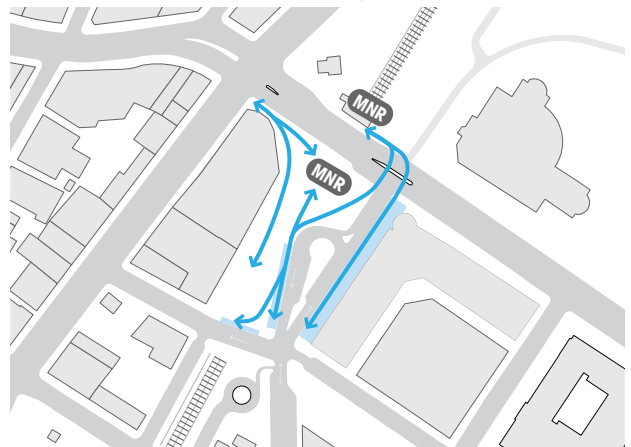
The new Fordham Plaza proposes a bus-only 3rd Ave, retaining all existing bus services and accommodating for future routes. Drop-off, layover, pick-up, and storage are all accommodated in a more efficient configuration, leaving more space for public space uses.

Pedestrian Flows (Existing)



Major pedestrian routes connect the Plaza and its buses with the Fordham Rd shopping area and the MNR station across Fordham Rd.

Pedestrian Flows (Proposed)



Relocating bus stops and eliminating the median along Fordham Rd, as well as improving the southern entry to the MNR, encourages use of crosswalks and an improved pedestrian experience across a contiguous pedestrianized public space.

2:

Extending the Vitality of Fordham Road

Fordham Road is one of the busiest shopping corridors in all of New York City. On an average day, over 80,000 pedestrians walk the corridor between Jerome and Webster Avenues.

Located at the end of this corridor, Fordham Plaza has the potential to anchor the activity in new and dynamic ways.

2A

Supplementing Existing Retail

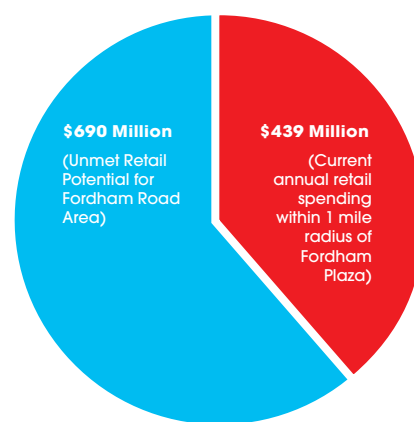
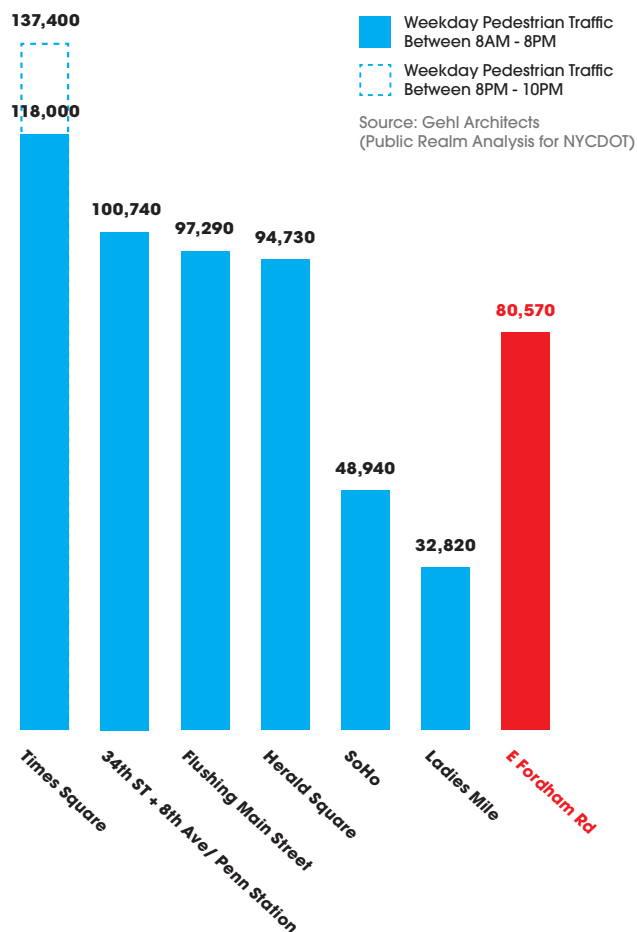
Fordham Road is consistently one of the busiest commercial corridors in New York City, with high pedestrian traffic and low vacancy rates. A recent pedestrian study counted over 80,000 pedestrians in one day, which ranks it among the top pedestrian areas in the entire city.

A newly compelling Fordham Plaza, with activities, additional retail and food options, and smoother transit will capitalize on the existing numbers and encourage new users. Incorporating retail uses within the Plaza will allow the management to defray ongoing management and maintenance costs, will create attractions which will bring people to the site and encourage prolonged enjoyment of the space, and will promote “eyes on the street” which help to ensure visitor safety.

As part of the conceptual design, a market analysis of the area within a one mile radius of Fordham Plaza concluded that retail spending potential could exceed \$1.1 billion. Current annual retail sales in the same area are approximately \$439 million, which leaves a potential \$690 million in unmet spending potential, particularly for restaurants, general merchandise stores, supermarkets, and specialty foods stores.

The proposed Plaza design seeks to supplement existing retail by providing multiple opportunities for food concessions, newsstands, and other vendors which the surrounding area currently lacks. These opportunities include a café at the gateway to the Plaza, situated to capitalize on pedestrian flows while remaining off the bridge deck. As well, smaller kiosks, which could be used for food or other vendor uses, are spread through the Plaza. The south end of the Plaza is anchored by a proposed vendor building with stalls for multiple vendors selling specialty goods—an outgrowth of the Plaza’s existing vendor market. So as not to disrupt the existing operations of neighboring buildings, loading for the supermarket and Fordham Place would be maintained.

Several times a week, a Greenmarket could be held at the Plaza, providing seasonal change and a significant draw for local residents, students and office workers. As with other public spaces in the City, such as Union Square and Bryant Park, experience has shown that Greenmarkets and well-managed concessions can play an important role in shifting people’s perceptions of a place and acting as a catalyst for neighborhood improvement.



Retail spending potential for Fordham Rd area: assumed to be approximately \$1.1 billion (Source: AECOM:ERA)



View west along Fordham Rd



View from Fordham Rd to Café

2B

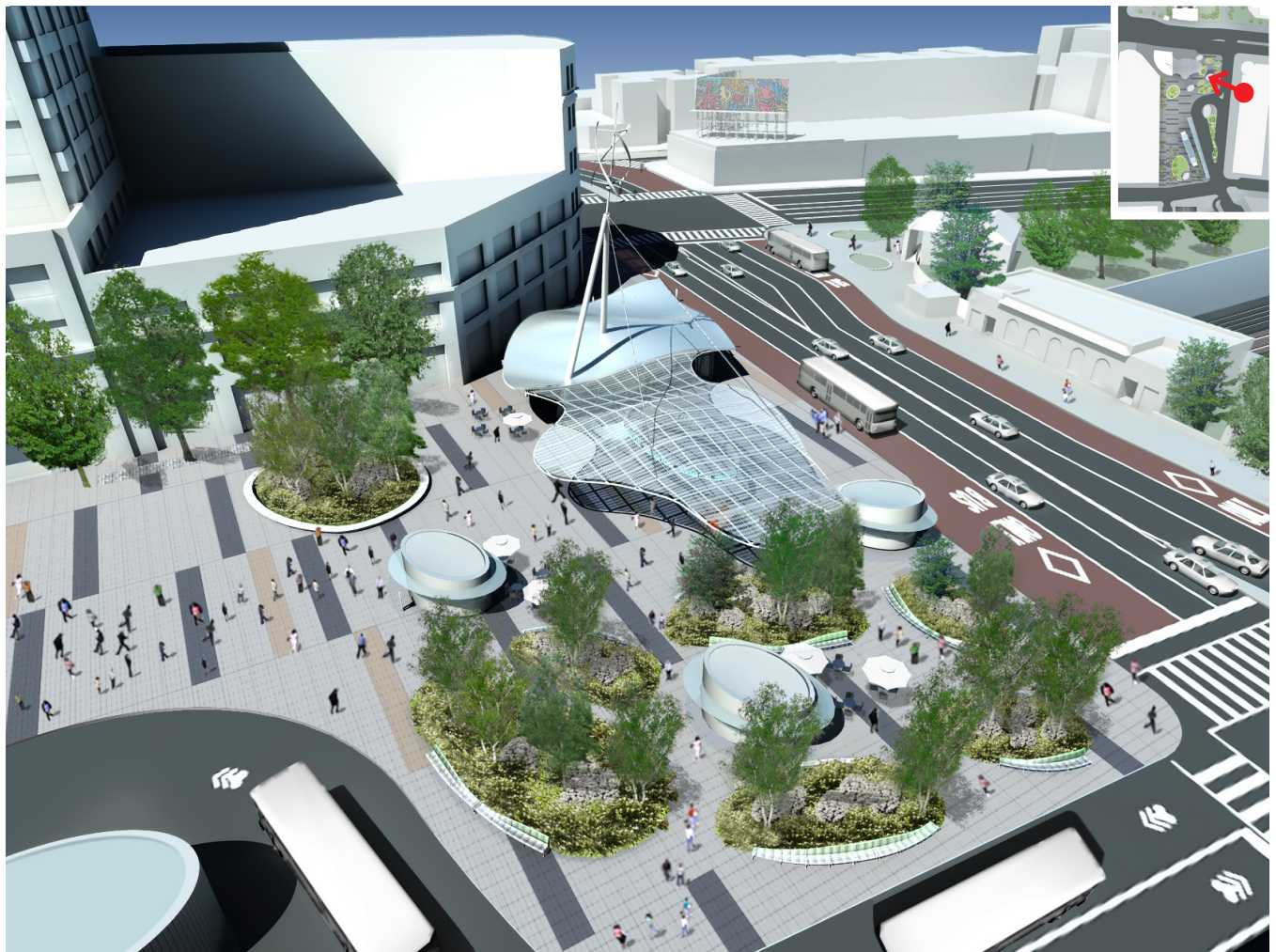
A Catalyst for the Surrounding Neighborhood

As a major public space, Fordham Plaza is an opportunity to build on the existing vitality of retail and office uses and can play a key catalytic role in the growth and success of the surrounding neighborhood.

The Plaza is located just outside the Fordham Road Business Improvement District, which comprises the longest retail corridor in the Bronx. Further east and north, the Department of City Planning has undertaken a study for the rezoning of the East Fordham Road and Webster Avenue Corridors. Over the long term, these rezonings may result in a wider range of commercial activities and residential population focused on the Plaza.

By moving the line of parked buses away from neighboring buildings and creating a larger pedestrian realm that can become a major attraction and amenity for shoppers, the new Fordham Plaza can lure people further east along Fordham Road and make potential future development near the Plaza more feasible.

Furthermore, the transportation improvements not only reduce overall congestion in the area but also improve the accessibility of transit users to the Plaza area. The fact that 88% of Fordham Road shoppers arrive by bus, subway or foot emphasizes the importance of this project's goals of improving the pedestrian realm and making transit connectivity more comfortable and enjoyable.



View towards Fordham Rd

3:

A Reason to Come & A Reason to Stay

Iconic public spaces create momentum for transforming entire neighborhoods. Fordham Plaza, with its central location and significant size, has the potential to become the central public space for the Bronx. Through re-orientation of the public space and thoughtful programming, the Plaza will attract visitors and residents for years to come.

3A

Increase Public Space

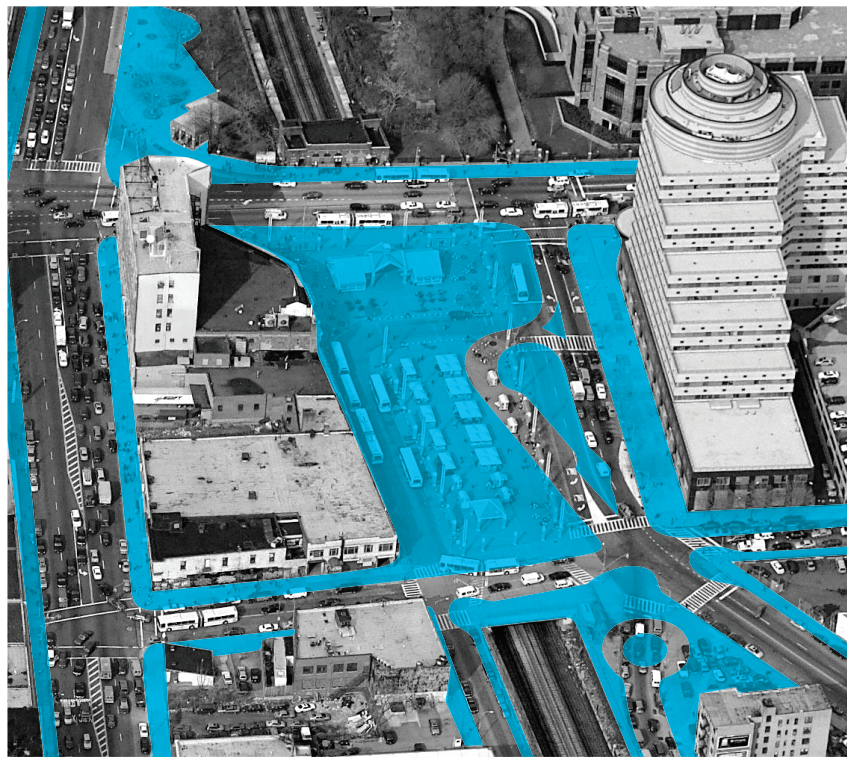
The reconfigured Fordham Plaza not only provides significant traffic benefits, but also substantial public space benefits. The proposed redesign creates a contiguous pedestrianized public space, which allows for more cohesive programming throughout the Plaza and reduces potential collisions with cars, trucks and buses.

Reallocating 3rd Avenue and making more efficient use of the surrounding street network both increases the total amount of public open space at the Plaza and reduces the amount of land devoted to roadway.

The proposed design extends the frontage of the Plaza on Fordham Road, the busiest and most visible section

of the site. This extension also increases the amount of usable space off the bridge structure, which allows the design to include more trees and green space, a recurring community request.

This improved ratio maintains the improved traffic flow, and allows the future operator of the Plaza more flexibility in programming the different parts of the Plaza. The Plaza design includes concentrations of trees in the northeast section and southwest sections, off the bridge deck. The planting beds can range from simple ground cover to continually changing seasonal designs, creating a refuge of green space amid the busy surrounding traffic.



New Public Space

Existing

59.5%
(59,900 SF)

Public Space

40.5%
(40,800 SF)

Roadway



Proposed

75.0%
(75,650 SF)

26% More Public Space

25.0%
(25,050 SF)

39% Less Roadway

3B

A Vibrant Space For All Users

Iconic spaces throughout the City provide beloved programming throughout the year—movies in Bryant Park, concerts in Prospect and Central Parks, and holiday markets such as Union Square. Fordham Plaza draws shoppers, commuters, students and residents, but the Plaza lacks planned activities to draw more people and encourage them to stay.

Constituents surrounding Fordham Plaza told the project team they wanted to see family-friendly activities, more food opportunities, and both daytime and evening events. The reconfigured layout of the Plaza will provide many opportunities to create dynamic events throughout the year for the organization charged with maintaining and programming the space.

3C

A Flexible Space

At the center of the Plaza is a large, flexible area intended to accommodate a multitude of different uses. In addition to potential community gatherings and cultural events, this area could also be home to a Greenmarket or a seasonal Holiday Market, as at Union Square in Manhattan.

The center of the Plaza must remain flexible space due to the loading requirements of the adjacent building at 400 East Fordham Road. However, this flexible, central space can easily provide market space (both farmers' markets and seasonal holiday or plant markets) or event space for local groups, including concerts or gathering spaces.

The flexibility in the design will allow for creative public art displays, both temporary and permanent exhibits. Partnerships with Bronx cultural institutions could lead to rotating events throughout the year.

LED signage at the entrance canopy over the MNR staircases will let commuters know when their train or bus is arriving and could be a place where visitors learn about upcoming Plaza and neighborhood events.



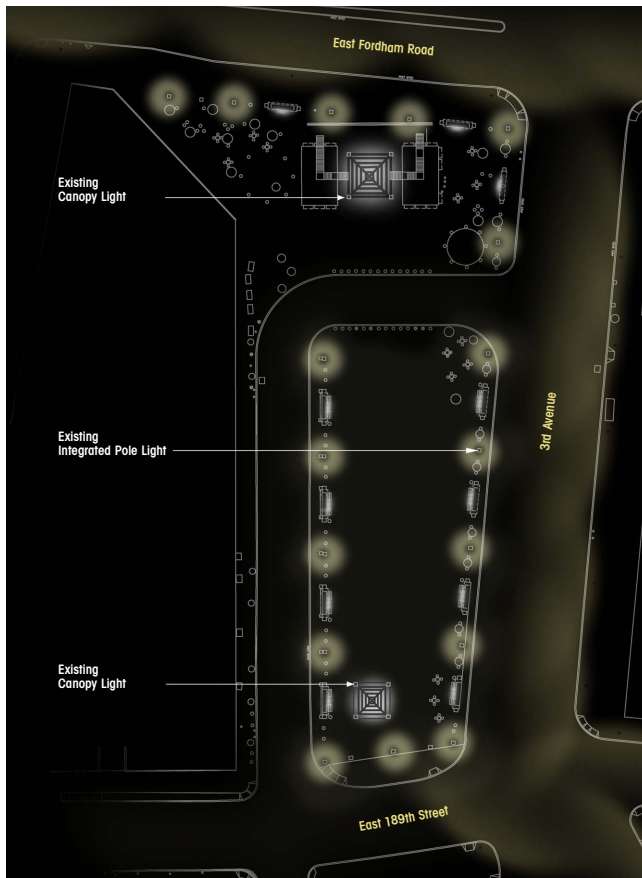
Greenmarket

3D

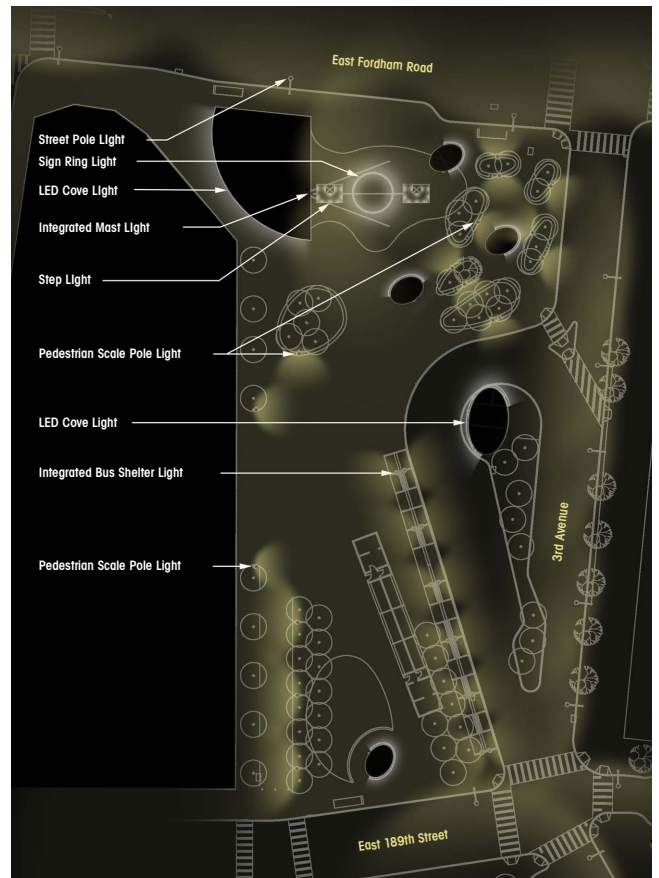
Improve Night-Time Conditions

Stakeholders emphasized the importance of improved security for the Plaza. With the goal of using the Plaza for day and evening activities, the quality of the lighting becomes critical. Current lighting is just adequate and can make the Plaza feel dangerous at night. In response to these issues, the proposed lighting for the Plaza deploys DOT standard light fixtures in creative ways to highlight key Plaza features and to help make Fordham Plaza a safe and vibrant public space at all times of day and night.

Lighting of the Plaza (Existing)



Lighting of the Plaza (Proposed)



4:

A Model for Sustainability & Good Design

With the release of PlaNYC 2030, New York City made a strong statement that development in the City should incorporate strong principles of sustainability and design. Multiple design elements included in the Fordham Plaza conceptual design, from improved stormwater management to rational pedestrian flow will ensure that Fordham Plaza will be a model of environmental sustainability and design excellence.

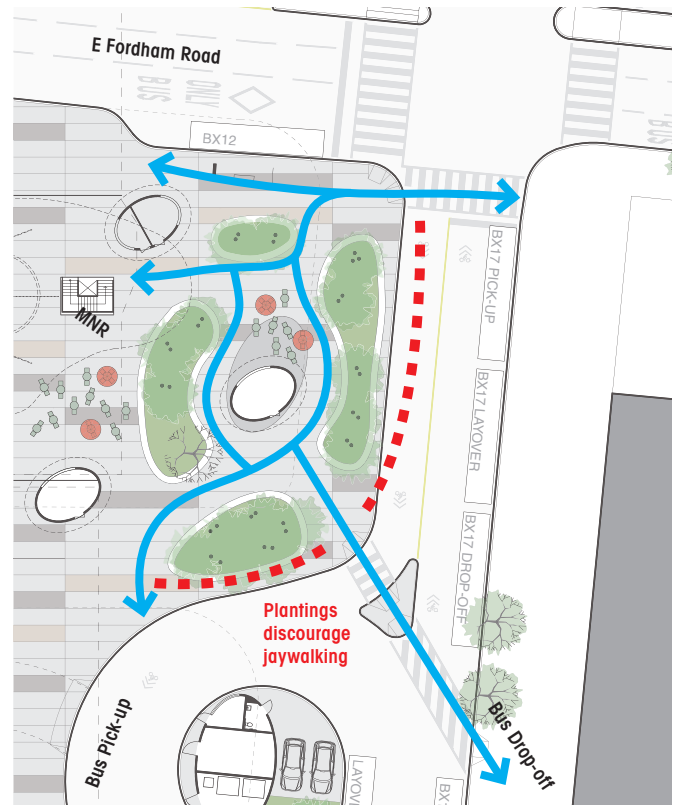
4A

A More Verdant Fordham Plaza

A theme that emerged through the outreach process was a common desire to create a more verdant and parklike atmosphere for the Plaza while retaining its fundamentally vibrant and urban character. The placement of trees is designed to avoid significant constraints: the bridge deck over the MNR tracks, utilities, and access for loading and fire trucks. Within these parameters, the proposed reconfiguration of the street geometry enables the maximization of trees and plantings throughout the site.

At the northeast corner of the site, a grove of trees and plantings frames a “green gateway” into the Plaza and serves as a visual transition to Fordham University’s leafy campus grounds. Planting beds could support both low-maintenance perennial plantings or, potentially, more intensive seasonal floral displays.

With an artificial turf “lawn”, the southern end of the Plaza can serve either a more passive recreational space, with opportunities for families and visitors to rest, picnic, or wait for the bus, or as additional programming space for film or concert series designed to bring in visitors and regulars.



Plantings & structures are laid out to channel pedestrians away from traffic and through a lushly planted bosque.



Allée and Urban Green

Encourage the Use of Sustainable Elements

The release of PlaNYC 2030 in 2007 signaled a renewed commitment on behalf of the City to promote sustainable design in ongoing and new projects. PlaNYC includes a commitment to develop public plazas in all communities as well as cutting-edge design features whose purpose is to preserve, maintain and enhance the state of the natural environment.

As a key transit facility, a renewed Fordham Plaza is an opportunity to improve transit service, making environmentally-friendly transportation choices more attractive.

The proposed conceptual design for the building structures on the Plaza include solar panels on the canopy over the Metro-North entrance and the extended bus shelter at the south end of the Plaza, as well as a small vertical windmill on the cafe at the north end of the Plaza. While these elements will not provide all the power required for the Plaza, they can serve to offset the need for electricity drawn from the local grid and serve as dynamic and iconic markers for Fordham Plaza.



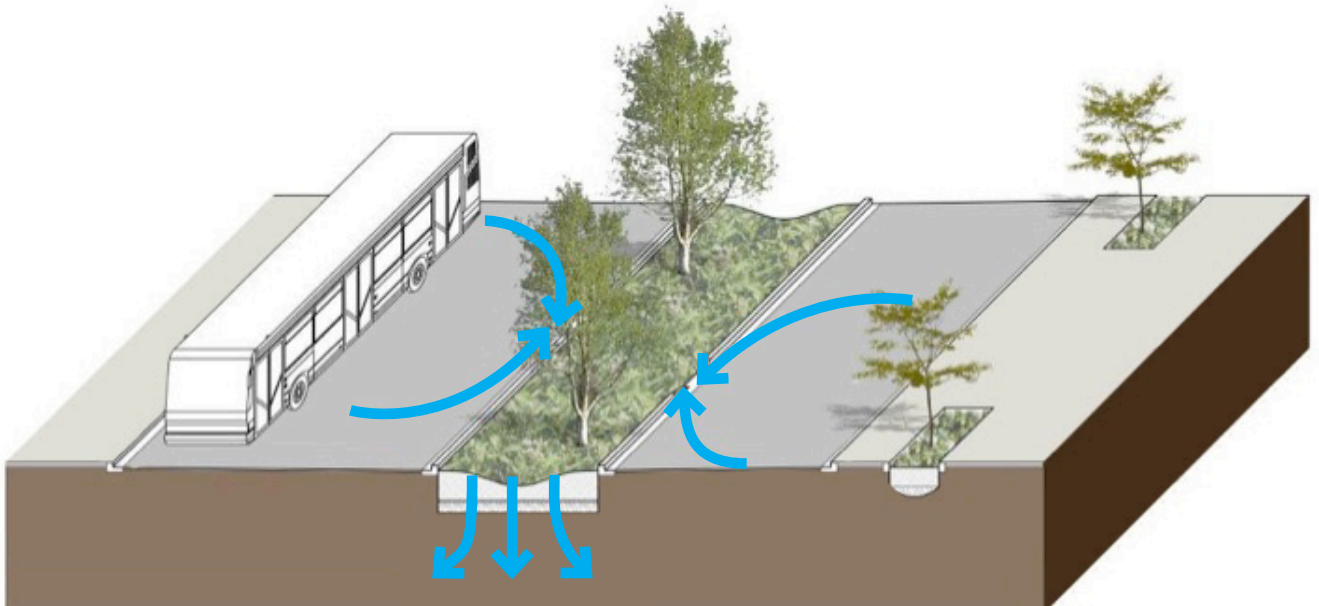
The Gateway: the grove is an opportunity for more trees and vegetation; the canopy could be a place for wind turbines and photovoltaic cells

4C

Managing Stormwater Runoff

As with most urban areas, Fordham Plaza's largely paved surface generates a large volume of stormwater runoff. Stemming runoff flows can help to reduce the number and severity of Combined Sewer Outfalls, which can adversely affect the water quality of our lakes, rivers and seas.

The bus loop median island could incorporate a landscaped bioswale, which would help to retain and filter stormwater runoff. As an additional benefit, this planted area will discourage jaywalking through the bus turnaround and help to reduce the number of bus/pedestrian conflicts.



Swale receives and filters stormwater runoff

5:

Making It Happen

Creating and maintaining a successful public space requires the support of many stakeholders—residents, businesses, institutions, schools, and city government. Without the combined effort of all the stakeholders, Fordham Plaza will not reach its full potential. Through careful planning and support, the maintenance and programming of Fordham Plaza will create its own success.

5A

Ongoing Funding

For Fordham Plaza to truly take off and realize its full potential, it will need to be managed by a talented team with experience in public space programming. The good news is that the numbers indicate the Plaza could generate revenue which could be used to defray the costs of management, maintenance, and programming of the Plaza. In order to capture this revenue, however, the management entity will have to actively work to maximize the vendor sites and programs.

5B

Potential Revenue

The team developed a pro-forma for the ongoing management of the Plaza. The revenue sources assumed:

- Fixed and percentage rent from the cafe
- Fixed and percentage rent from the kiosks
- Rent from vendor stalls
- Temporary markets
- Promotional events
- Sponsorship opportunities (bricks, benches, trees, etc)

5C

Expenses

The expected expenses include cleaning the surfaces, maintaining the trees and plantings, utilities, building maintenance, security, staff and special events. The projected revenue could reach \$350,000 to \$450,000 after the startup years. The projected expenses of the Plaza range from \$250,000 to \$450,000, with the major expense being the level of security, which could be scaled depending on the events and need.

5D

Maintenance Models

The future management of the Plaza is yet to be determined. The existing model is a master concession agreement with the NYCDOT. The concessionaire is responsible for basic maintenance and sub-tenanting the spaces in the Plaza. This model could potentially be an option after the re-development of the Plaza. However, this model does not generally encompass the type of programming (art events, concerts, marketing, etc) that will be necessary for the Plaza to make the leap from adequate public space to extraordinary space.

The NYCDOT Plaza Program has spent the last two years developing a model for the maintenance of plazas throughout the City. This model requires a community partner who enters into an agreement with NYCDOT, similar to a concession. In this model, rather than paying a flat fee, the revenue from the Plaza goes directly back into the maintenance and programming of the Plaza. The Plaza will need a viable maintenance partner, potentially using this model.

5E

Capital Funding

The current estimate for fully developing Fordham Plaza is approximately \$26 million. While the City has secured seed funding of \$7.5 million, we continue to seek funds to make up the remaining budget from federal, state, and local sources. Given the importance of the project, the team will develop a phasing plan that will allow initial work to be completed while providing more time to secure funding for the second phase.

5F

Next Steps

All stakeholders, including the City, local businesses, institutions and community members will need to work together to ensure that the vision for Fordham Plaza is implemented fully. Identifying the maintenance partner and building the capacity of the organization to successfully maintain and program the Plaza are crucial next steps in order to ensure the success of the overall effort. This organization, in partnership with the City, will be the foundation for developing the Plaza into the dynamic and iconic public space it has the potential to be.

Fordham Plaza Conceptual Master Plan



Aerial view from south

Acknowledgments

The Fordham Plaza Conceptual Design was formed through a collaborative effort with local stakeholders and constituents. A warm thank you to the following organizations and businesses that helped to shape the Fordham Plaza Conceptual Design:

Project Funders

New York City Industrial Development Agency

Project partners

New York City Department of Transportation

Stakeholders (includes participants of Advisory Committee Meetings, community charettes and interviews)

Elected Officials

Office of Congressman José E. Serrano
Office of State Senator Ruben Diaz, Sr.
Office of State Assembly Member José Rivera
Office of former Bronx Borough President Adolfo Carrion
Office of Bronx Borough President Ruben Diaz, Jr.
Office of City Councillor Joel Rivera

Public Agencies

Bronx Overall Economic Development Corporation
Metropolitan Transit Authority
NYC Transit
Metro-North Railroad
NYC Office of the Mayor
NYC Department of City Planning
NYC Department of Parks and Recreation
NYC Department of Small Business Services
NYC Department of Transportation
NYC Latin Media and Entertainment Commission
NY Police Department

Institutions

Council on the Environment of New York City
Fordham University
New York Botanical Garden
Montefiore Medical Center
Wildlife Conservation Society
Monroe College
West Bronx Academy for the Future
Belmont Preparatory High School
Fordham Leadership Academy for Business and Technology
Fordham High School for the Arts
Bronx High School for Law and Community Service

Community Groups

Dedicated members of the community who attended outreach meetings and:

Bronx Community Board 5
Bronx Community Board 6
Bronx Community Board 7
Land Use Committee, Bronx Community Board 6
NW Bronx Community and Clergy Coalition
NFAMAS/Bronx Works Exchange Project
Bronx County Historical Society

Property Owners/Leaseholders

Fordham Road Business Improvement District
P/A Associates
Automotive Realty Corp.
1 Fordham Plaza
Original Products Corp.
Selga Realty/North End Liquors
Splendid Delicatessen
Fordham Plaza Vendors
Gateway Project
Webster Wallpaper

Meeting Hosts

Bronx Library Center
Fordham University
Splendid Delicatessen

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