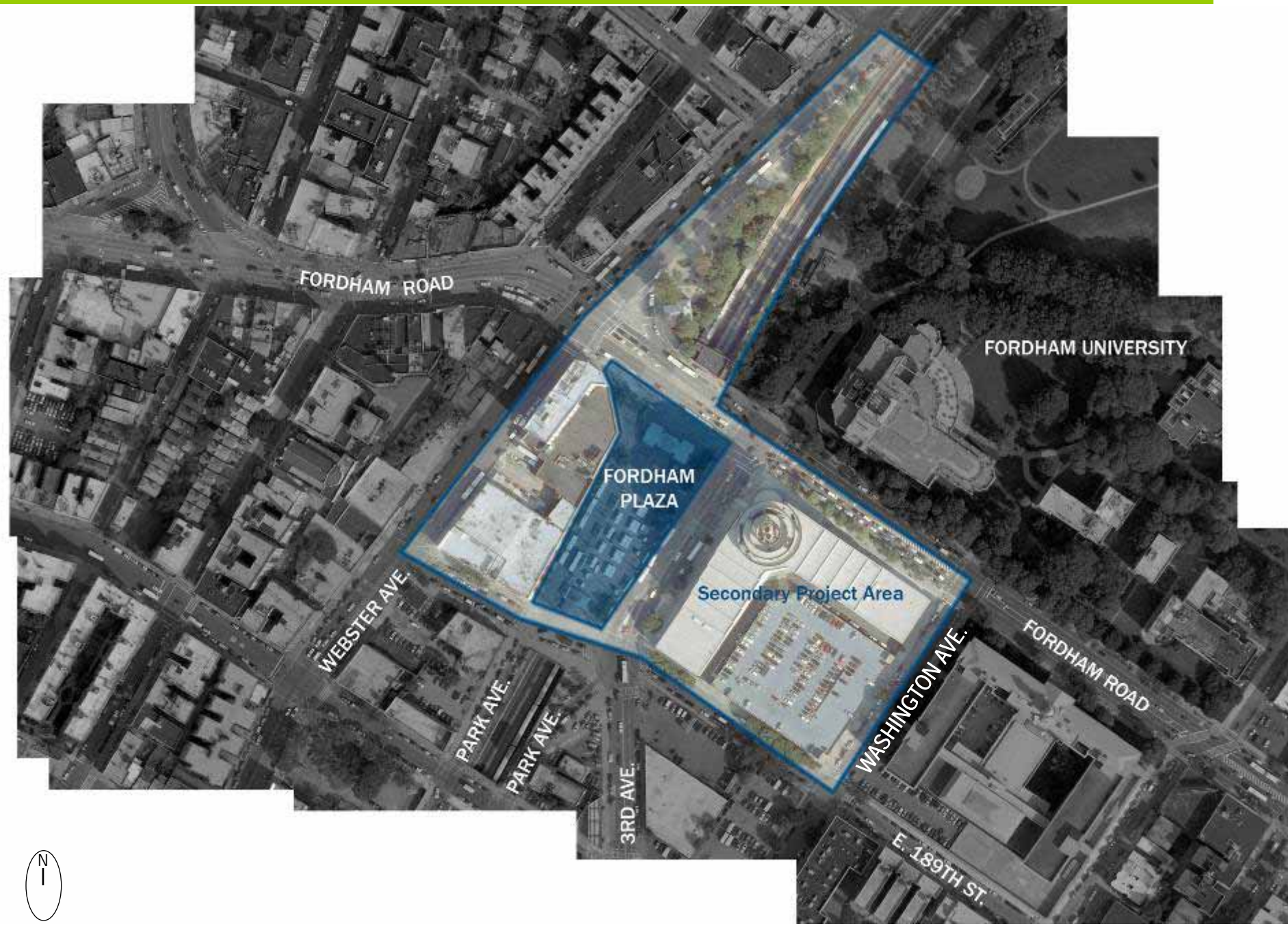


Fordham Plaza

Conceptual Design Study



Project Scope

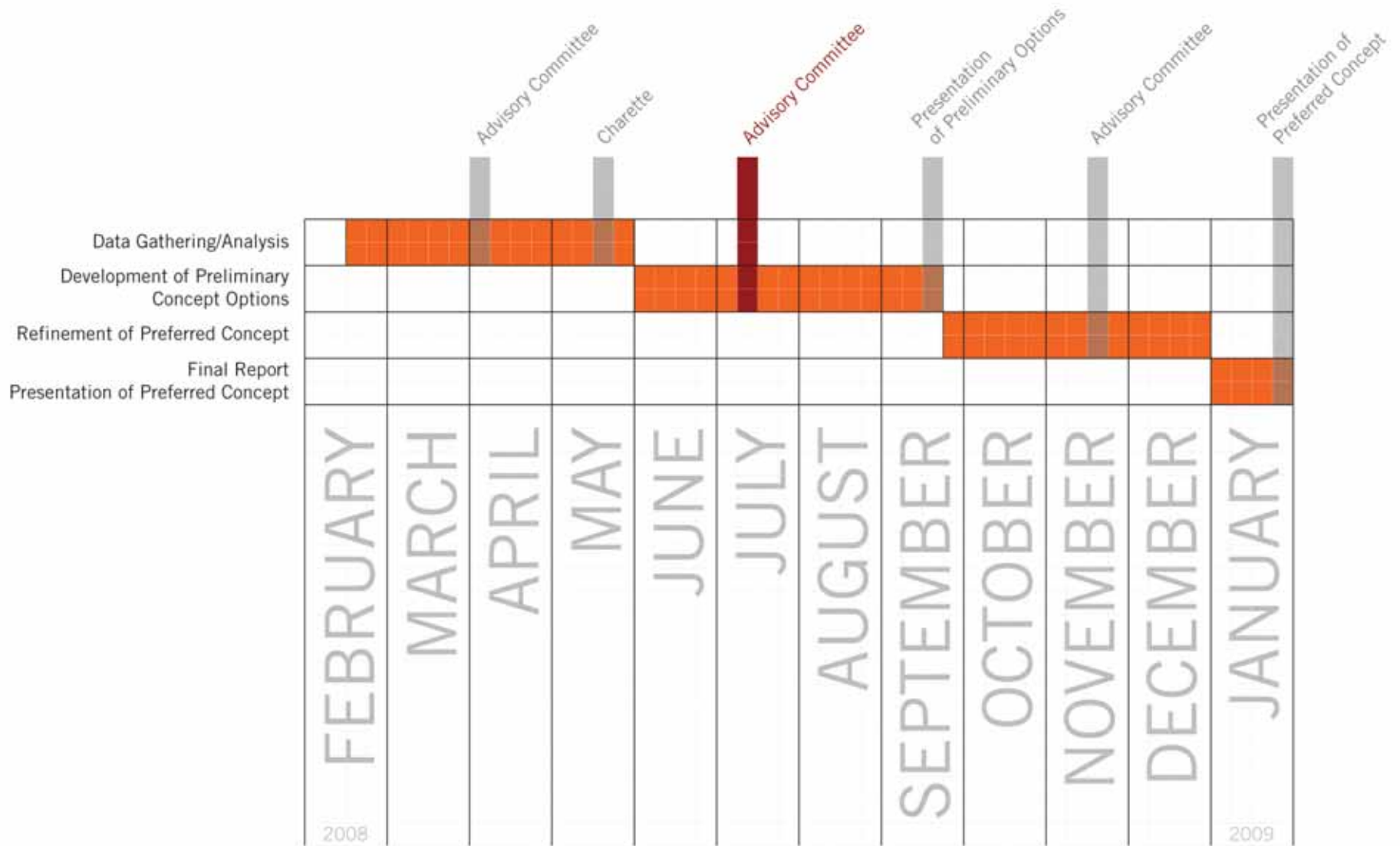


Project Scope



View North from E 189th Street

Project Timeline



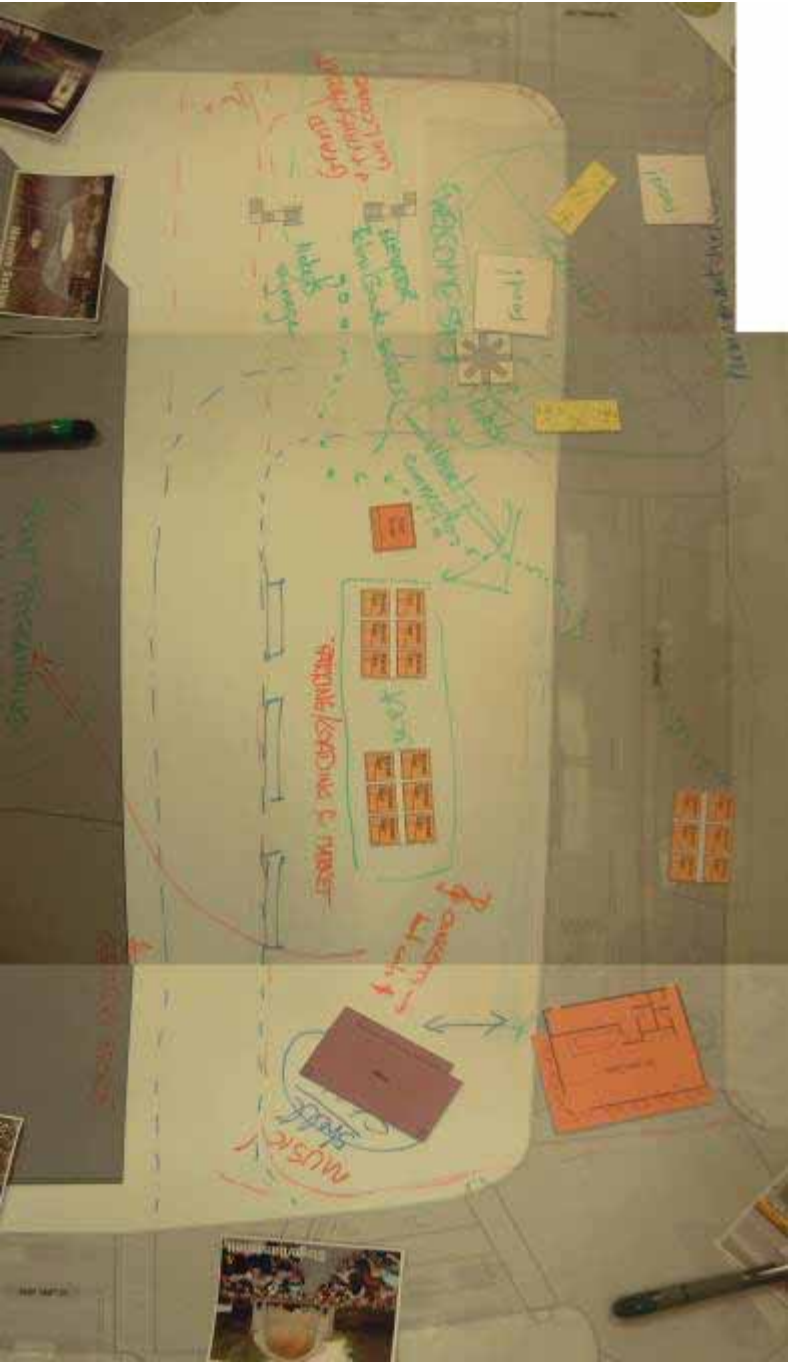


Fordham Plaza should be:

- **The Heart of the Bronx:** a destination in its own right and an iconic public space
- a reflection of the **diversity** of the area
- **safe** and well-lit
- clean and **well-maintained**
- full of **activity**
- an important transportation **hub**
- a balance of **transit** and **public space** uses
- **green** and well-planted
- a "**Connecting element**" between Fordham Road and Arthur Avenue, Bronx Zoo, NYBG, Fordham University, etc.







1. Identity:

- A "Welcome Point" for the Bronx
- Green the Plaza
- Openness & visual connectivity
- Consolidated & continuous public space
- Consider maintenance costs
 - Example: water fountain

2. Activities:

- Food:
 - Greenmarket
 - Food kiosks
- A consistent calendar of events
- Space for events & performances

3. Getting Around:

- Separate bus space from plaza activities
- MNR tickets & signage
- Elevator to MNR platform



1. Identity:

- Elements that create an iconic identity
 - Example: water feature
- Activated edges extend the vitality of the public space – cafés & restaurants
 - 3rd Avenue, Fordham Place
- Promote nightlife
 - Safety, Activities & Aesthetics

2. Activities:

- Programmed space for events & performances
- Greenmarket & cafes in plaza
- Information Kiosk

3. Getting Around:

- Reduce size & impact of bus facilities



1. Identity:

- Balance urban activity with a sense of respite
- Maximize trees and green space
- Openness & visual connectivity
- Sustainable Design

2. Activities:

- Programmed space for events & performances
- Greenmarket & cafes in plaza
- Information Kiosk

3. Getting Around:

- Minimize/buffer the impact of buses
- Provide safe crossing of Fordham Road



Emerging Themes: Plaza Identity

- A **Sense of Arrival** at a **Unique** place
- Source of **Information**
 - about the plaza
 - nearby amenities & neighborhoods
- A **Green** Space – trees & plantings
- **Openness & Connectivity**
- **Consolidated and Coherent** public space
- A **Safe and Comfortable** place
 - on the plaza
 - crossing Fordham Road



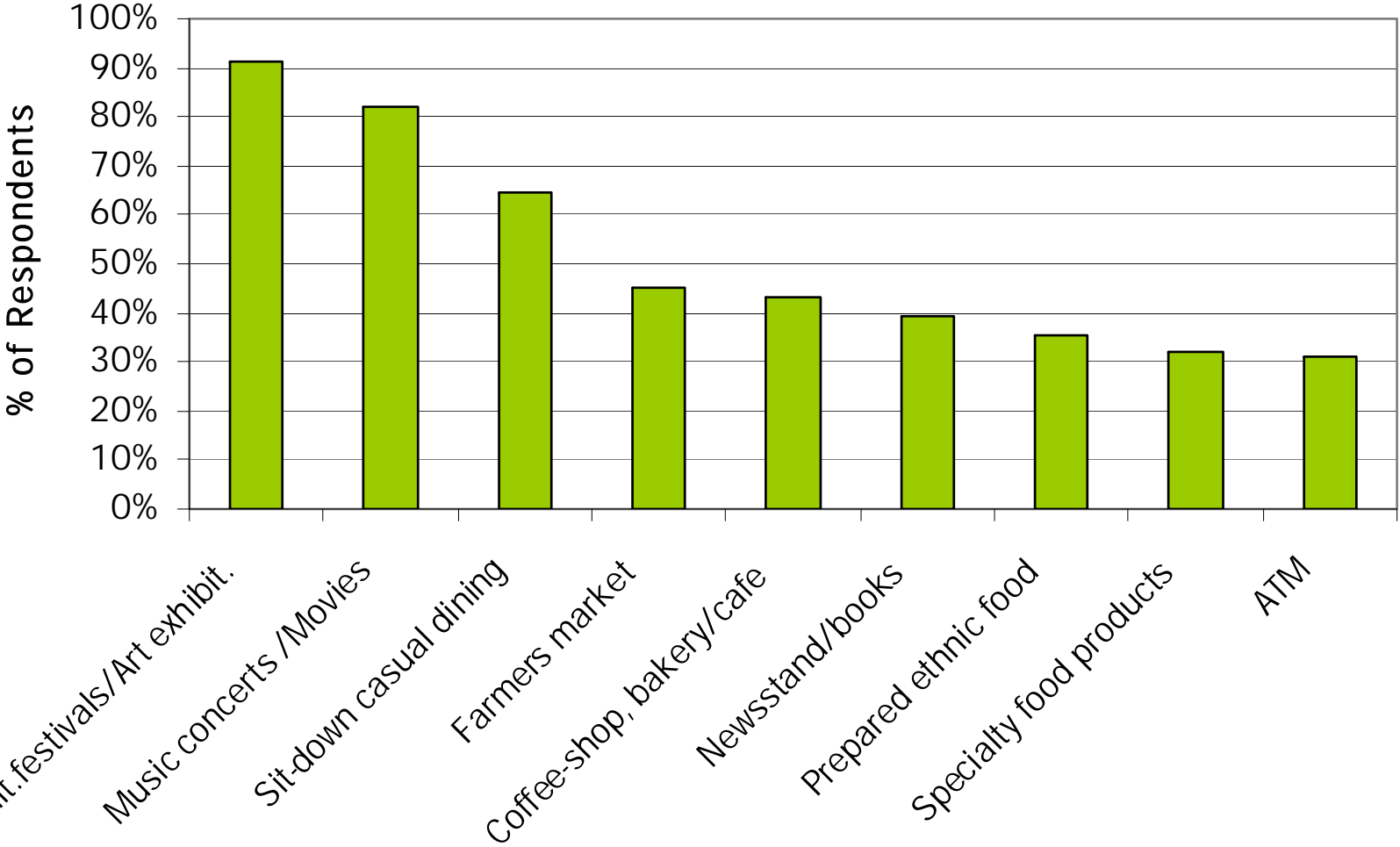
Emerging Themes: **Activities**

- **Food** as an amenity & a draw:
 - Greenmarket
 - Food kiosks
 - Cafes
 - Sit-down Restaurant
- **Nightlife** - activity & safety
- Programmed cultural **Events**
 - Adequate space
 - Capacity to program space
- Ongoing **Stewardship** of the plaza
 - maintenance, cleaning, programming, fundraising, leasing, etc.

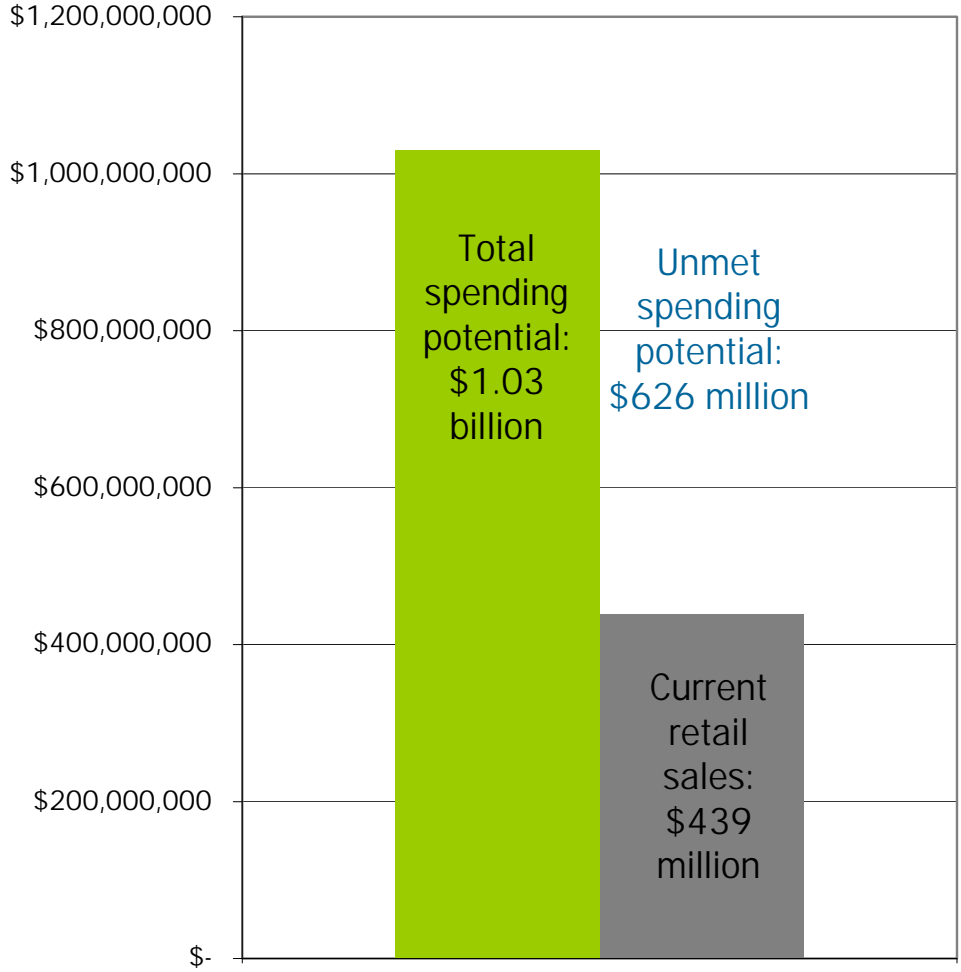
Surveys Reveal Interest in Events and New Food-Related Retail

282 people interviewed either in person or via Internet

Top Retail/Programming Categories



Pent-up Demand for Retail Supports New Uses on Fordham Plaza



Total spending potential: +/- \$1 billion

- Current Sales: \$439 million =

Unmet spending potential: \$626 million



Can support over 750,000 square feet of new retail space

Potential Retail/Programming at Fordham Plaza – food service



Food service – mix of local and national tenants

Potential Retail/Programming at Fordham Plaza – services and vendors



Potential Retail/Programming at Fordham Plaza - events

seasonal events – holiday market



Union Square Holiday Market

local festivals



Fordham Road Renaissance Festival

sponsored events



*Adidas-sponsored Run DMC/Beastie Boys
Retro '80s Graffiti Event*

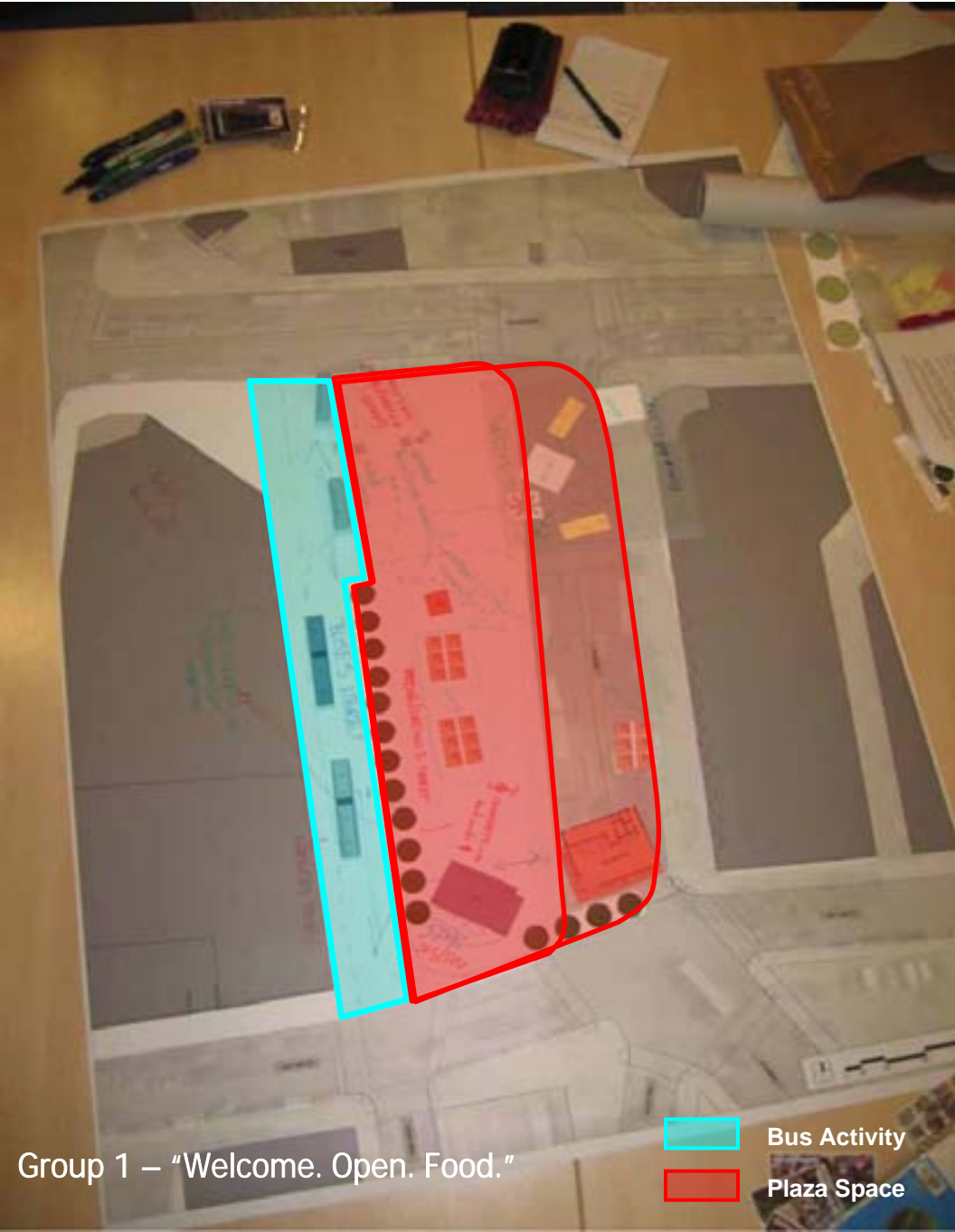


summer concerts

South Street Seaport





summer movies



- Separate buses from pedestrians
- Consolidate usable plaza space by closing 3rd Ave.



Group 1 – “Welcome. Open. Food.”

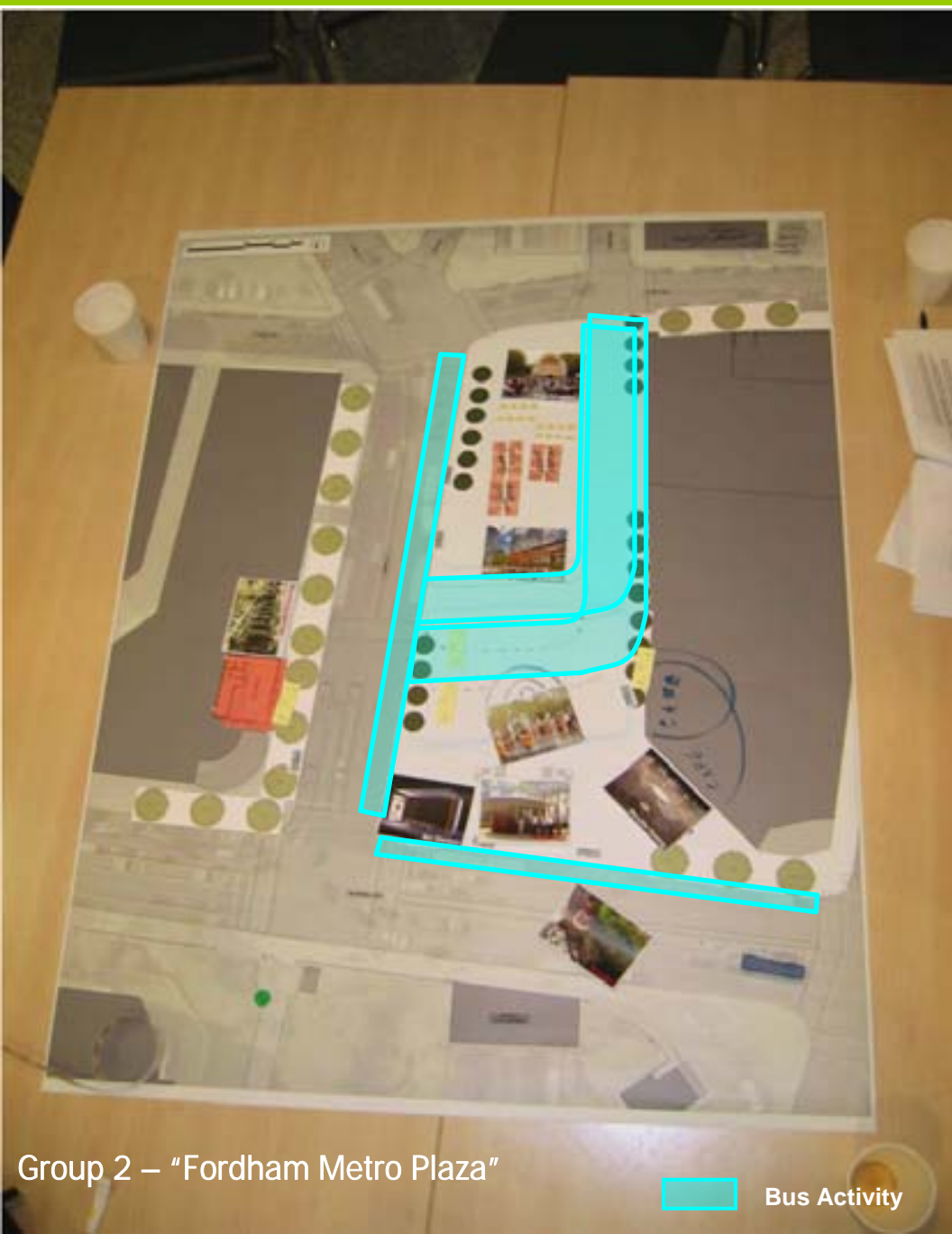
 Bus Activity
 Plaza Space



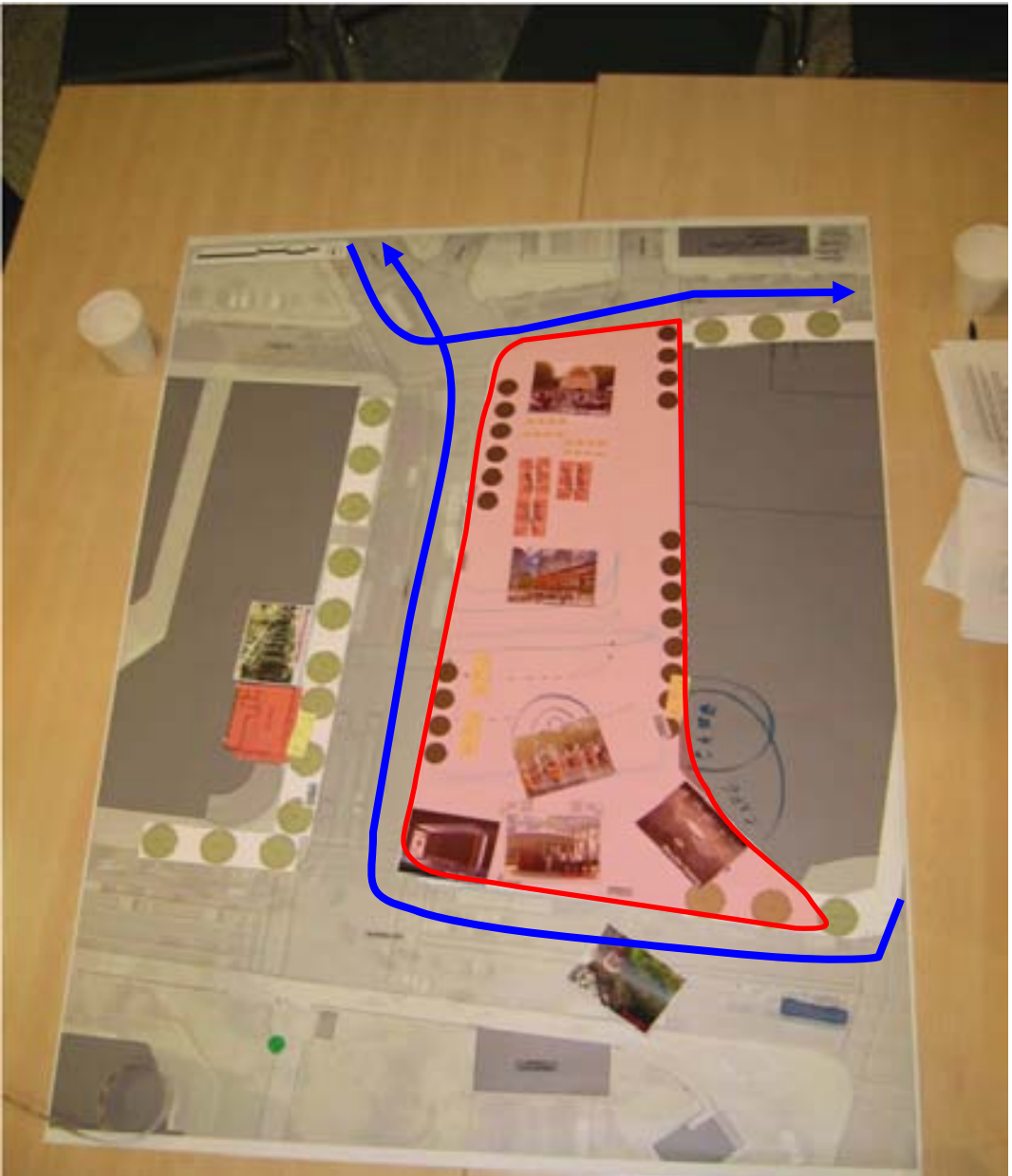
- Separate buses from pedestrians
- Consolidate usable plaza space by closing 3rd Ave.
- Provide attractive and usable bus waiting areas
- Provide bike racks
- Propose better signage and wayfinding

Group 1 – “Welcome. Open. Food.”

 Transit Waiting Areas
 Bike Racks

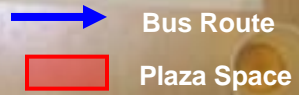


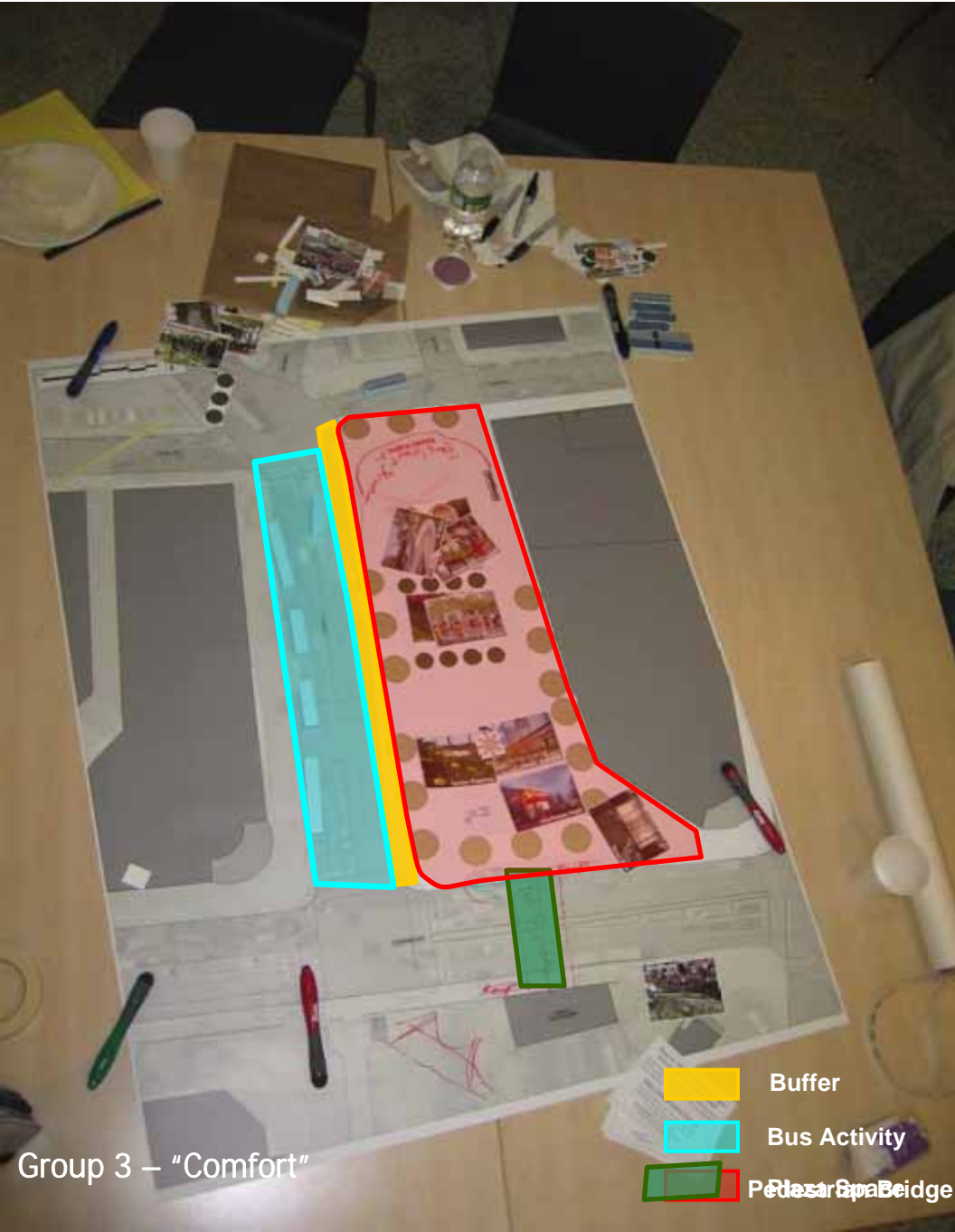
- Reduce size and impact of buses at the Plaza



- Reduce size and impact of buses at the Plaza
- Provide a balance between traffic, transit and plaza activities
- Re-route Bx55 to limit idling
- Provide contiguous plaza space

Group 2 – “Fordham Metro Plaza”





- Minimize/buffer the impact of buses in plaza
- Provide safe crossing across Fordham Road - pedestrian bridge
- Plaza to be more pedestrian friendly

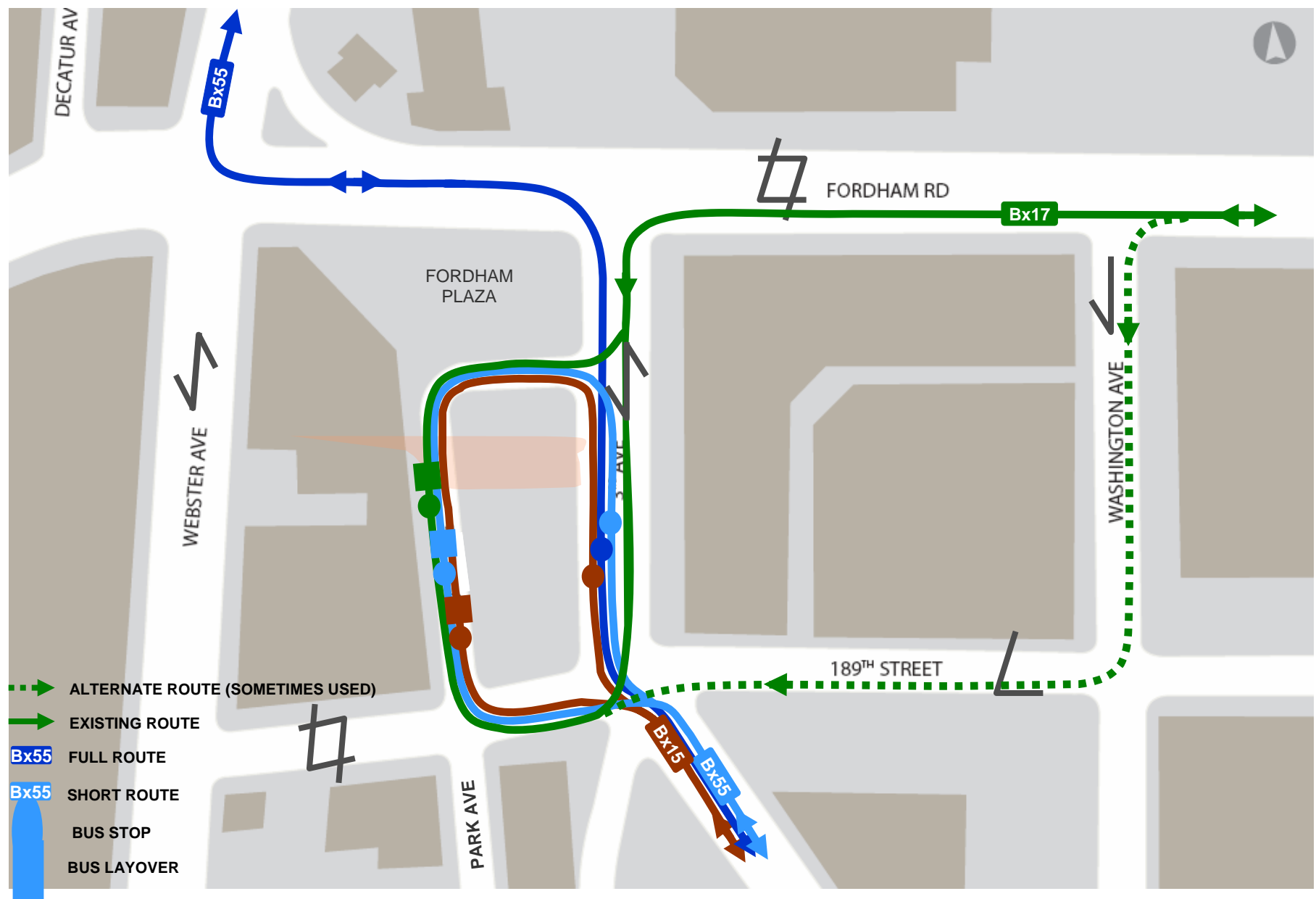
Group 3 – "Comfort"

- Buffer
- Bus Activity
- Plaza
- Pedestrian Bridge

Community's Comments Summary

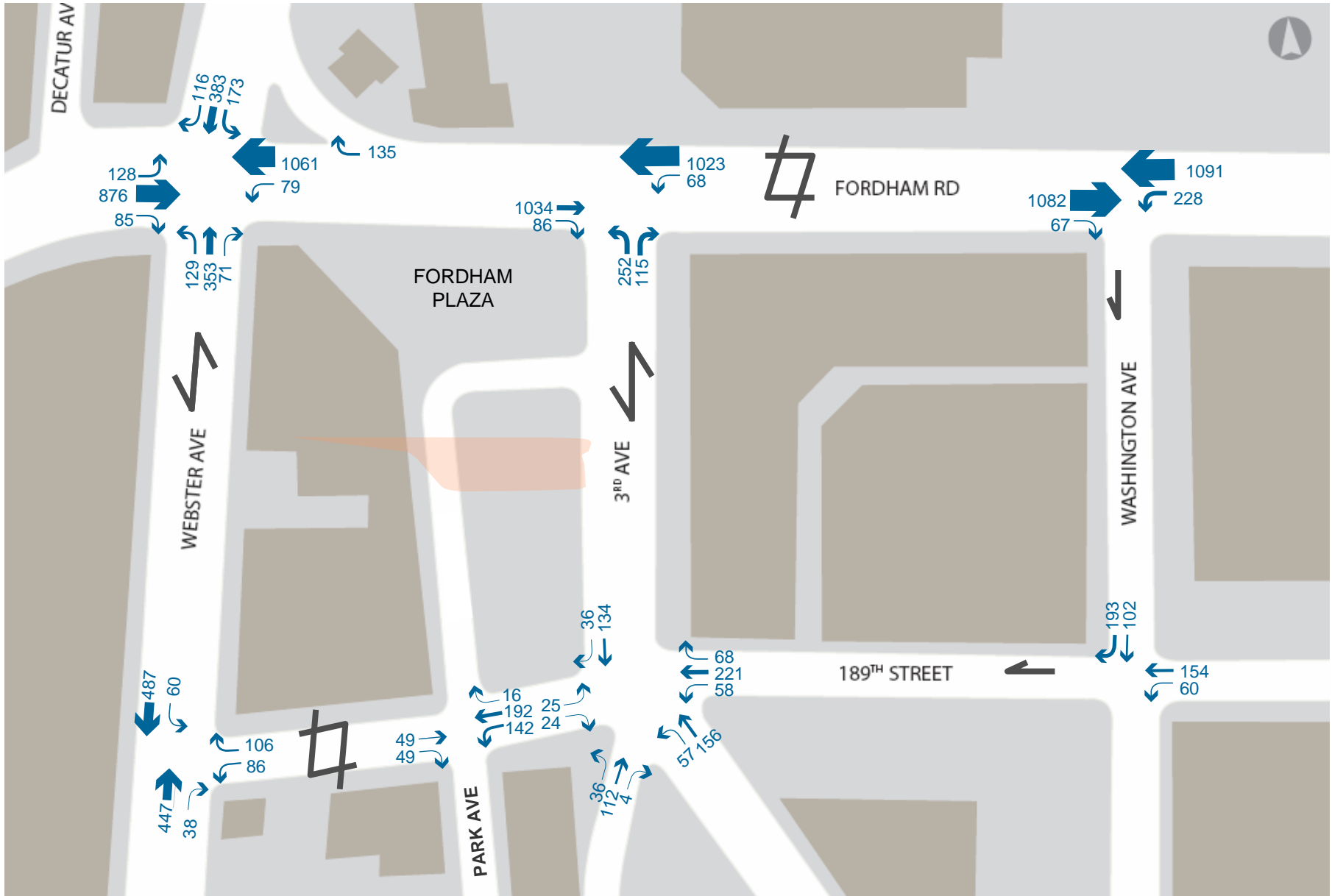
- Promote **pedestrian safety** and **comfort**
- Consolidate usable plaza space by **modifying 3rd Avenue**
- **Separate buses** from plaza activities
- **Re-route buses** (BX55) to limit idling
- Resolve **balance of traffic, transit and pedestrians**
- Integrate **bike lanes** and provide **bike racks**
- **Improve pedestrian access** across Fordham Road

Existing Conditions



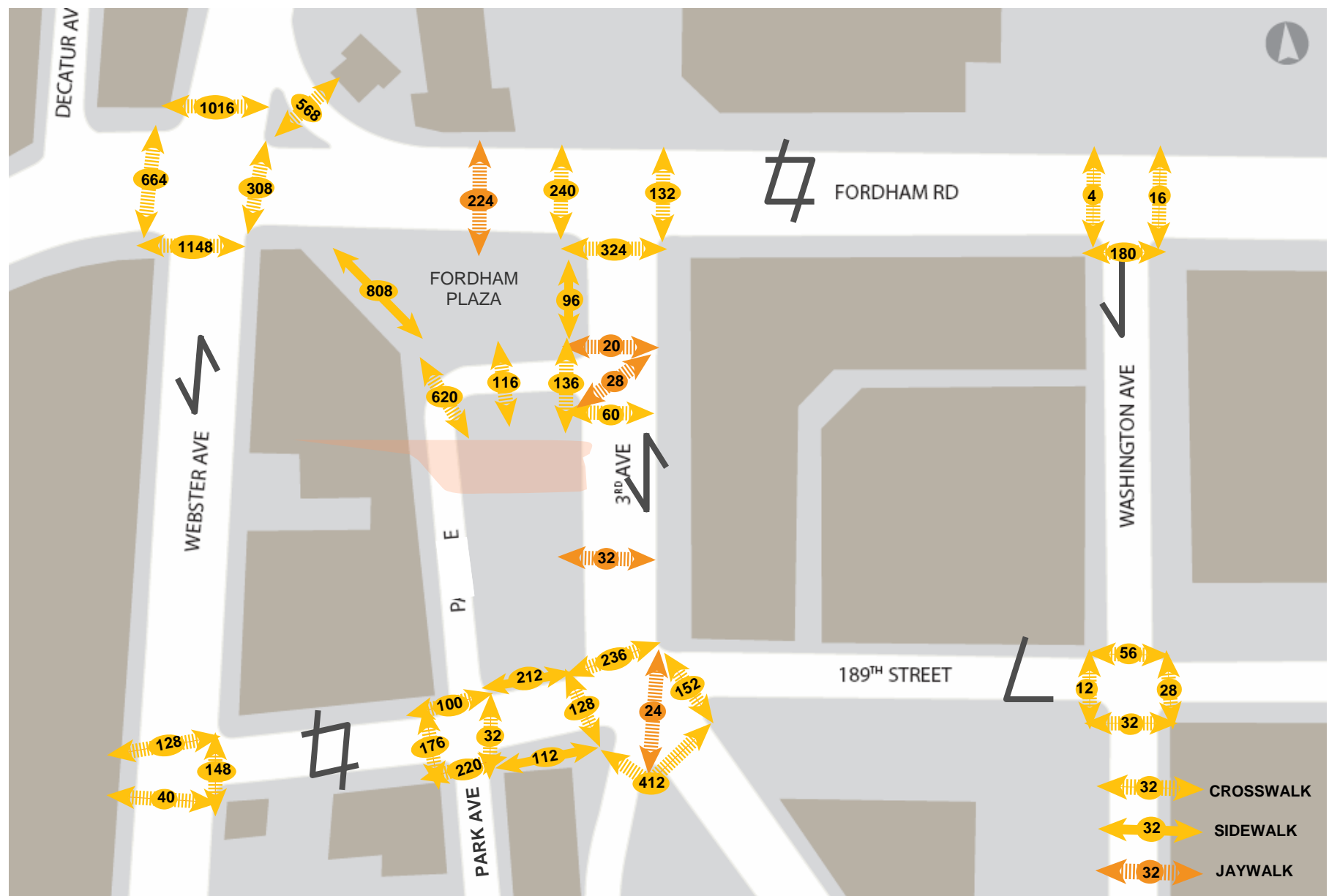
Existing Bus Routes

Existing Conditions



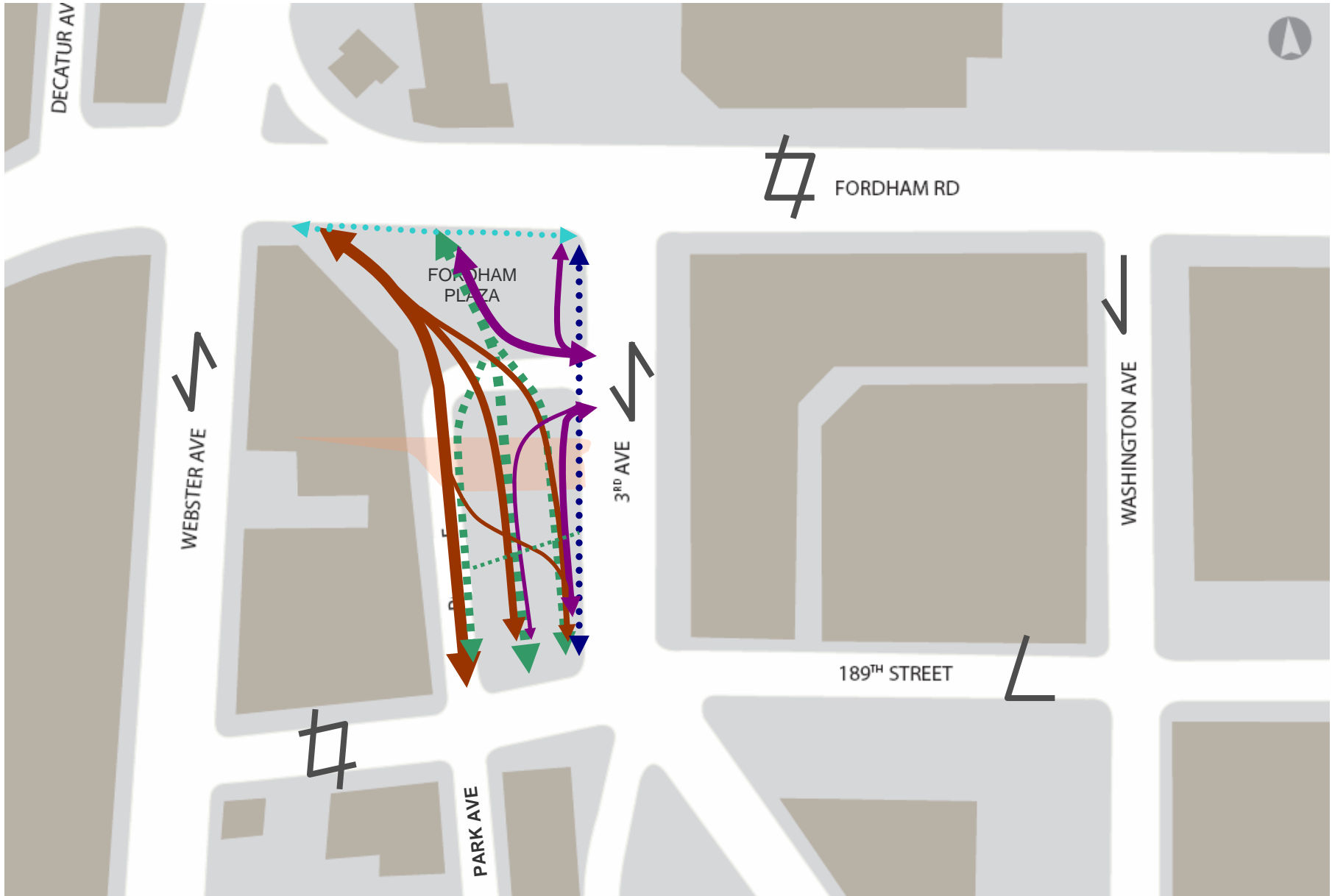
Existing Traffic Volumes

Existing Conditions

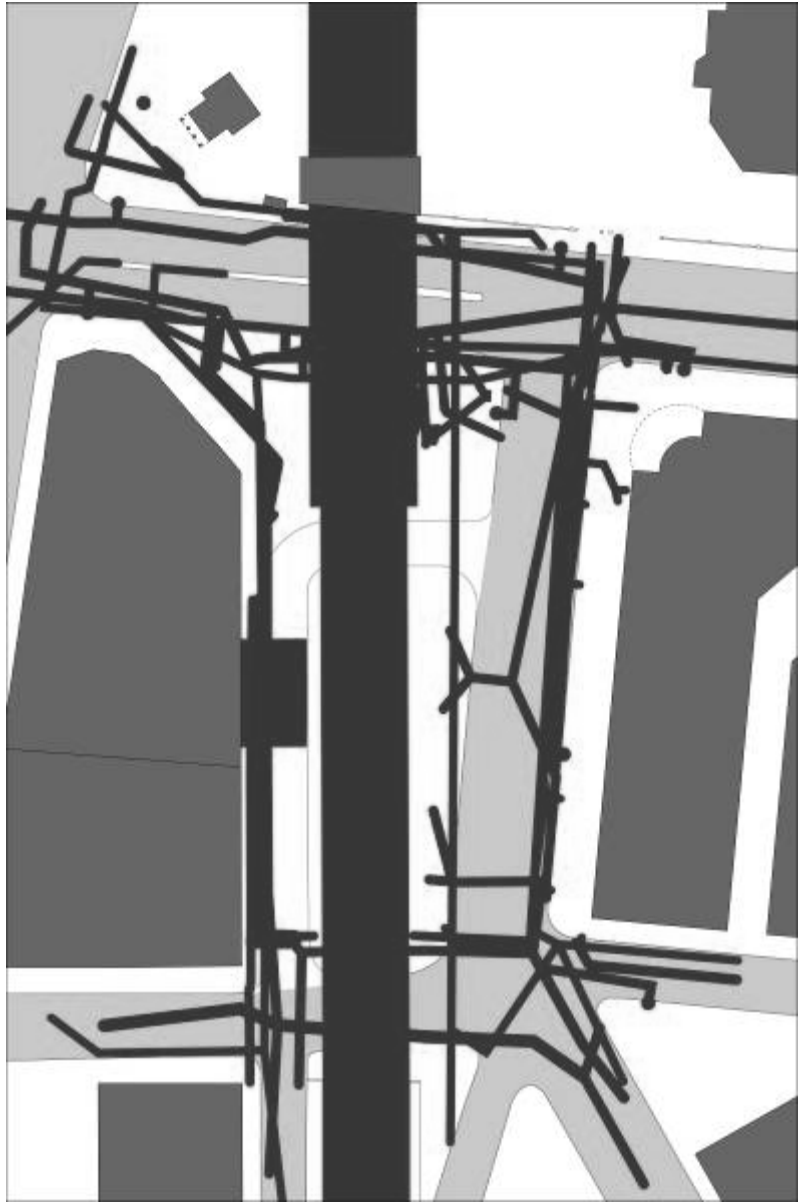


Existing Pedestrian Volumes

Existing Conditions



Existing Pedestrian Paths



Existing Utilities & Below-Grade Structures



Areas available for Tree Planting

Next Steps

