



FORDHAM

THE BRONX

Commercial District Needs Assessment



careers
businesses
neighborhoods



Fordham Road BID
Street Vendor Project



Background

Avenue NYC is a competitive grant program created by the **NYC Department of Small Business Services** to fund and build the capacity of community-based development organizations to execute commercial revitalization initiatives. Avenue NYC is funded through the U.S. Department of Housing and Urban Development's Community Development Block Grant (CDBG) Program, which targets investments in low- and moderate-income neighborhoods.

Avenue NYC Commercial Revitalization grants provide multi-year commitments aimed at building the capacity of partner organizations to better understand neighborhood needs, develop impactful programs, and sustain their work in the community for at least three years.

The **Commercial District Needs Assessment (CDNA)** highlights a neighborhood's existing business landscape and consumer characteristics.

This CDNA features commercial corridors of **Fordham Road, Jerome Avenue, Grand Concourse, Webster Avenue, E. 188th Street, and Kingsbridge Road** in Fordham, and was conducted in partnership with the **Fordham Road BID** between September 2021 and June 2022.

Key issues and opportunities identified through this assessment will help prioritize SBS-supported local investments, and serve as an informational and marketing resource for the neighborhood.

In This Report

Existing conditions, business data, and qualitative depictions of the neighborhood were gathered from more than **756 surveys** and various stakeholder meetings with neighborhood merchants, shoppers, workers, property owners, and residents.

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Located in the heart of the Bronx, Fordham is one of the busiest commercial corridors in New York City, welcoming tens of thousands of daily shoppers and commuters. Situated between Bronx Park and the Harlem River, Fordham is home to many major educational and cultural institutions that add charm to the neighborhood's character and contribute to its lively streetscape.

Originally farmland, the Fordham area began to develop following the opening of St. John's College, now Fordham University, in 1841 near the intersection of Fordham Road and Third Avenue. As the Bronx developed more residential and commercial uses, the first street railway in the borough was introduced in 1863 with a stop at Fordham. The opening of the nearby Bronx Zoo in 1899 and the New York Botanical Garden in 1902 attracted millions of visitors to the area. Following the construction of the subway in 1906, the University Heights Bridge in 1908, and the Grand Concourse in 1909, residents from all over New York began shopping on Fordham Road. Today, the neighborhood is a major transportation hub served by the 4, B, and D subway lines, multiple bus routes, and the fourth busiest Metro-North station. Fordham Road continues to be a significant east-west corridor across the center of the borough where residents, commuters, visitors, teachers, and students shop and find transportation connections to the rest of the borough, city, and areas north in New York and Connecticut.

As a premier retail destination, the commercial core of Fordham is comprised of both locally owned shops and national and regional chains with the surrounding neighborhood primarily consisting of residential buildings and educational facilities. Since the 1920s, the Fordham Road-Grand Concourse intersection has been a great commercial nexus and a center of tree-lined avenues, with spacious homes and apartment buildings designed in the Art Deco and modernist styles. Fordham also boasts iconic office buildings whose tenants add significant value to the neighborhood character, providing support for residents and small businesses, along with access to community-based organizations, government agencies, healthcare, nonprofit, and social service offices.

More than just a commercial district, Fordham's major educational and cultural institutions continue to make the neighborhood a trendy, walkable shopping district that is both accessible for shoppers and home to a growing blend of vibrant trends and fashion.

Neighborhood Demographics

See more on page 16

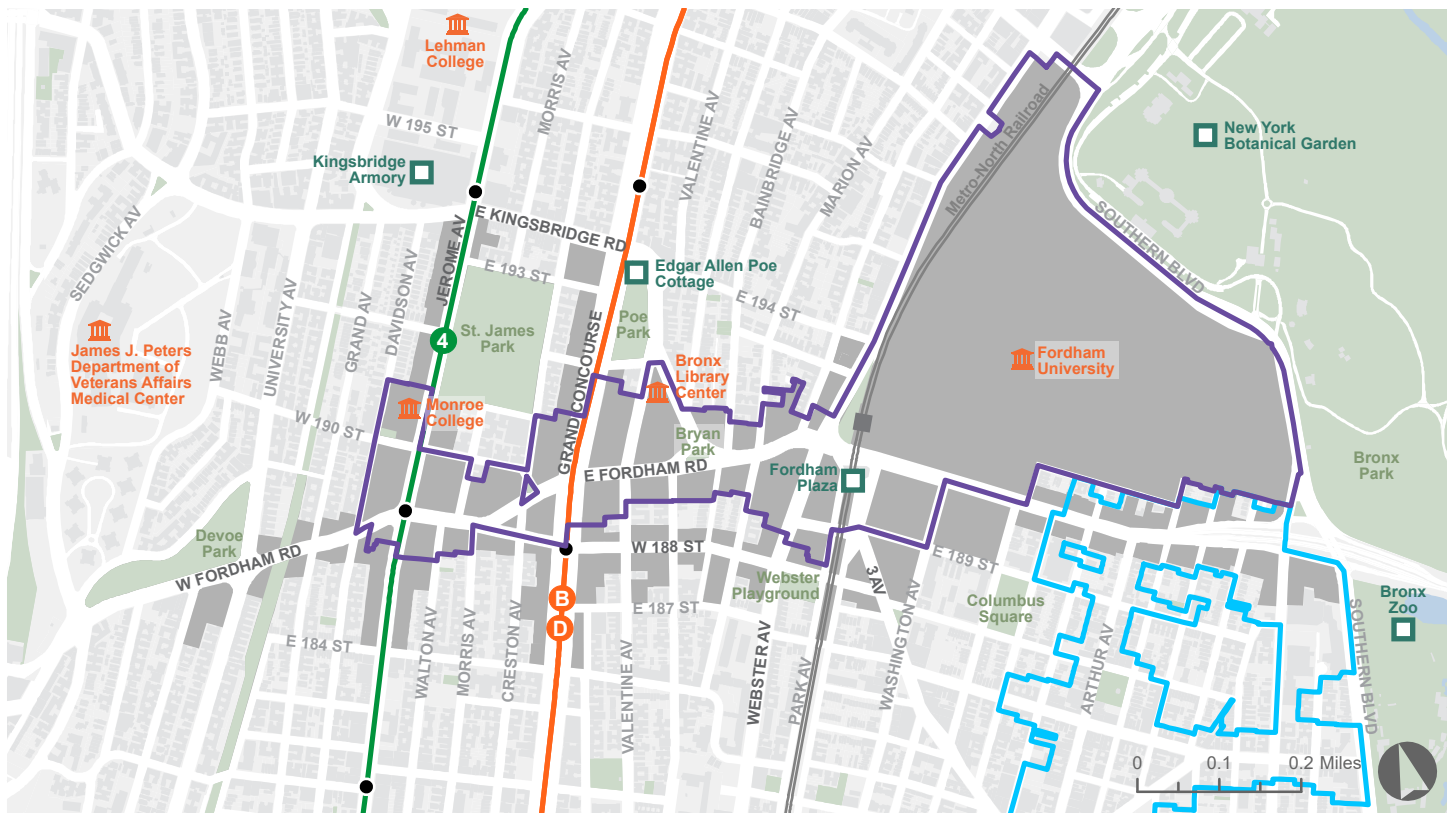
Fordham is a dense and socioeconomically diverse community of approximately 118,000 residents, represented by the variety of unique businesses present in the commercial district. The neighborhood is home to both large Hispanic/Latinx (70%) and African American (19%) communities, a sizeable foreign-born population, as well as a substantial student population, contributing to the social and economic life of the commercial district.

Future Opportunities

See more on page 5

Recent investments, which include additional street lighting along Fordham Road from University Avenue to Southern Boulevard and the redevelopment of Bryan Park and Fordham Plaza, have provided much needed quality of life improvements to the neighborhood by beautifying public spaces for community activities and modifying streets to alleviate traffic congestion. New partnerships between community-based organizations and universities in the area are working to address safety issues and other shared challenges. Fordham remains positioned to build upon its existing strengths and investments for years to come by leveraging these initiatives to bring additional economic opportunities to help the neighborhood thrive.

Fordham



▲ Points of Interest

- Assessed Commercial Corridors
- Belmont BID
- Notable Places
- Fordham Road BID
- Universities & Public Facilities

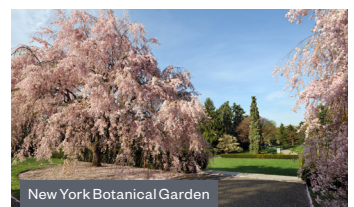
Merchant & Community Groups

- Belmont BID
- Bronx Small Business Development Center at Lehman College
- Fordham Road BID
- Fordham University Center for Community Engaged Learning
- Good Shepherd Services
- Jerome Avenue Revitalization Collaborative

Neighborhood Events

- Bronx Book Fair
- Bronx Celebration Day
- Bronx Night Market
- Fordham Road Fair
- Piazza Di Belmont
- Sparkling the Heart of Fordham
- Summer Film Festival

▲ Notable Places



KEY FINDINGS & OPPORTUNITIES

Strengths

- ▶ Easily accessible public transportation options, including the 4, B, and D subway lines, multiple bus routes, and the fourth busiest Metro-North station, connect the area to the Bronx, Manhattan, and the wider region
- ▶ Diverse community with new and long-standing small businesses alongside local and regional chains that offer a variety of retail, dining, and services for residents, visitors, and commuters
- ▶ High pedestrian foot traffic and wide sidewalks support the thriving commercial district and exemplify the walkability of the neighborhood
- ▶ Large educational institutions with long-term roots in the community employ local residents and bring thousands of students and employees to the neighborhood
- ▶ Renovated public spaces such as Fordham Plaza, Bryan Park, and nearby St. James Park are central meeting spaces that are also used for public events that serve the community

Challenges

- ▶ Crime and safety concerns persist among both merchants and consumers
- ▶ Car and bus traffic as well as a lack of parking lead to high vehicle congestion in the area, making the commercial corridor feel unsafe and contributing to a loud and unpleasant shopping experience
- ▶ High volume of shoppers at busy times leads to sidewalk congestion in certain areas, which is also impacted by the presence of street vendors and merchants displaying items outside their storefronts
- ▶ Sanitation issues such as improper trash disposal, illegal dumping, and graffiti give the appearance of a poorly maintained district and present challenges for maintaining corridor cleanliness
- ▶ Retail businesses' early closing hours as well as real and perceived issues with street lighting contribute to nighttime safety concerns on the corridor
- ▶ Lack of enforcement and limited paths to legalization for street vendors leads to tension between vendors and storefront businesses



E. 188th Street



E. Fordham Road



Grand Concourse



E. Kingsbridge Road



W. Fordham Road



Poe Park



Jerome Avenue



Fruit Vendor on Fordham Road

Opportunities

- ▶ Provide marketing support for businesses to grow their online presence through websites and social media
- ▶ Beautify public spaces and brighten the corridor by adding plantings, public art, and street lighting and expanding supplemental sanitation hours and routes
- ▶ Improve the cleanliness of the commercial corridor and support a safe and healthy neighborhood by training supplemental sanitation workers to observe, identify, and report sanitation and quality of life issues
- ▶ Increase awareness of and access to government assistance programs to support merchants facing financial difficulties
- ▶ Work with property owners to attract new businesses to vacant storefronts to meet the needs of local consumers, including additional healthy food, sit-down dining, and entertainment options
- ▶ Incorporate traffic safety improvements to encourage more walking and biking and reduce the negative impacts of car and bus traffic throughout the corridor
- ▶ Develop district marketing materials to enhance the commercial corridor's sense of place and community, and encourage neighborhood events and institutions to adopt unified branding
- ▶ Coordinate with local groups to create designated zones for street vendors to reduce both sidewalk congestion and competition with brick-and-mortar businesses
- ▶ Work with property owners to reimagine vacant historical landmarks, such as the Dollar Savings Bank Building, to increase economic activity
- ▶ Pursue opportunities to deepen partnerships with local area institutions to enact positive changes on the corridor

What's Next?

To address these key findings and opportunities, multi-year Avenue NYC Commercial Revitalization Grants have been awarded by SBS to nonprofit organizations.

For more information, visit: nyc.gov/avenuenyc

BUSINESS LANDSCAPE: FORDHAM

Business Inventory

657

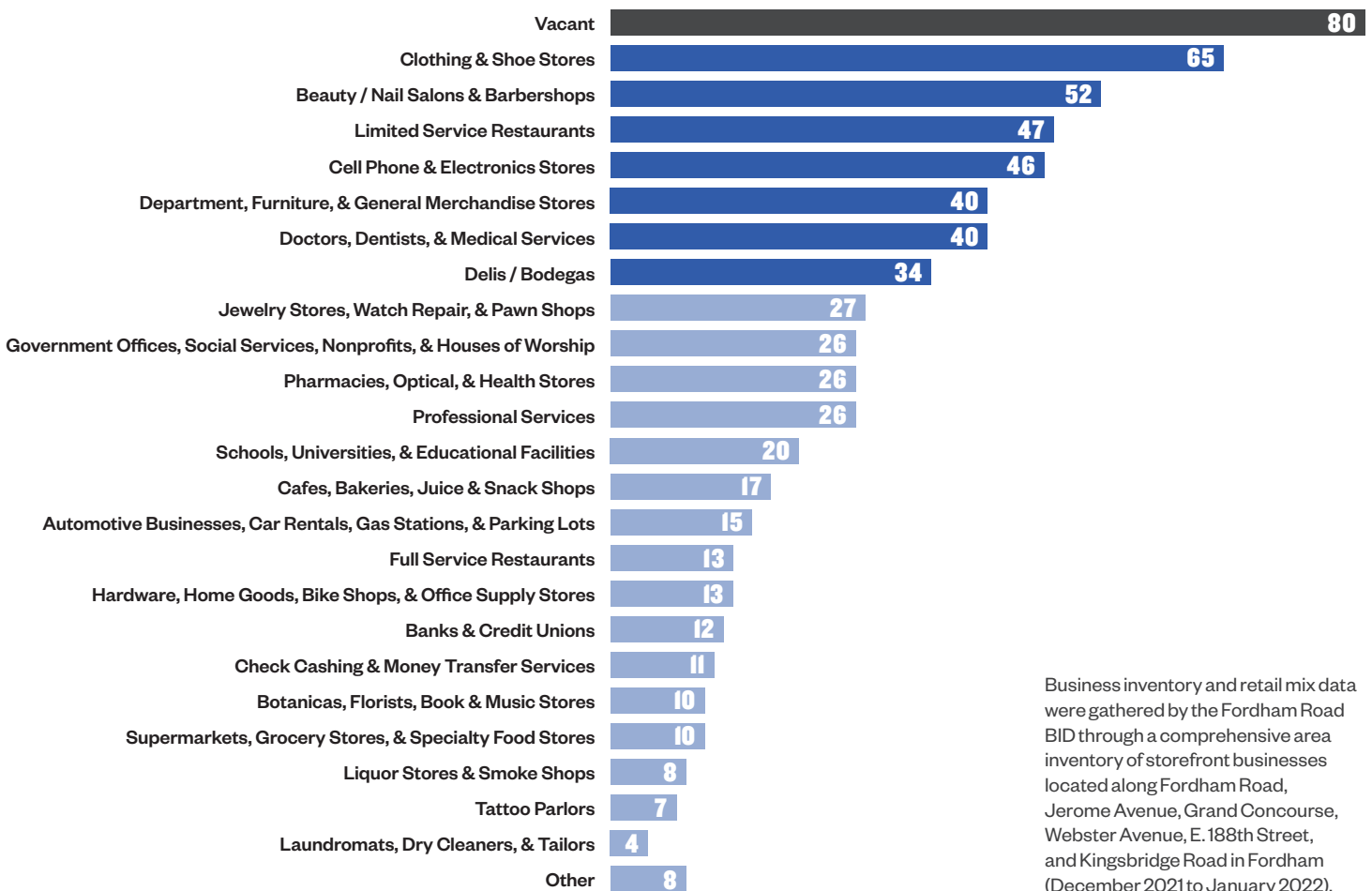
Total Number of Storefronts

12.2%

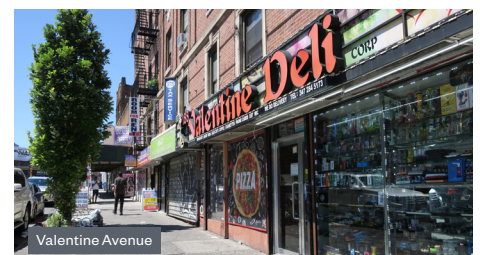
Storefront Vacancy*

*Note: In 2021, New York City's 76 Business Improvement Districts reported an average ground floor vacancy rate of 13% and median ground floor vacancy rate of 11% (SBS BIDs Trends Report, FY21).

Storefront & Retail Mix

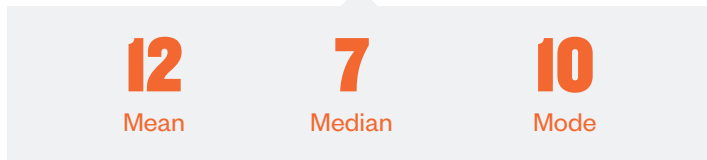
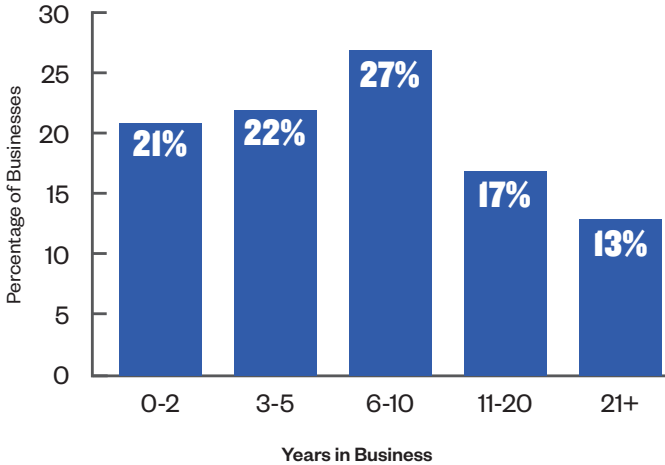


Business inventory and retail mix data were gathered by the Fordham Road BID through a comprehensive area inventory of storefront businesses located along Fordham Road, Jerome Avenue, Grand Concourse, Webster Avenue, E. 188th Street, and Kingsbridge Road in Fordham (December 2021 to January 2022).



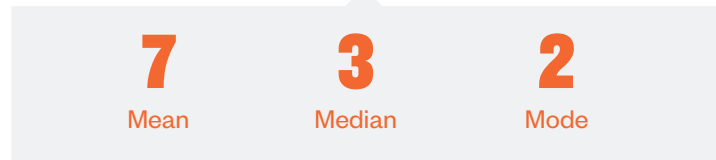
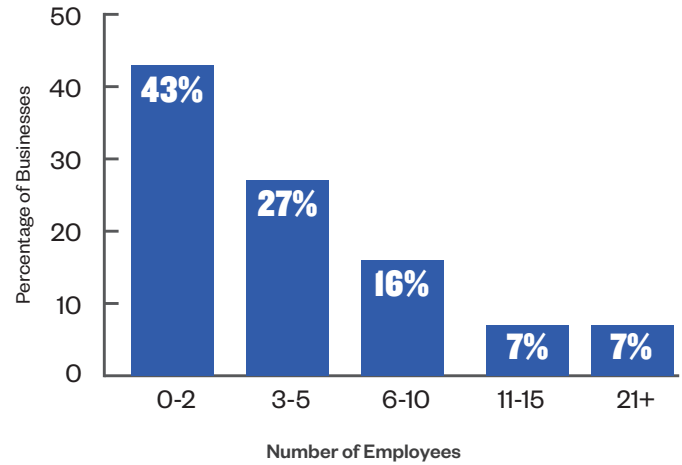
What We've Heard from Fordham Merchants

How many years have you been in business here?



Note: The mean is the average of all responses, the median is the middle number when all responses are arranged in ascending order, and the mode is the most common response.

How many full-time employees do you have?



Do you own or rent your property?



Does your business currently have a website?



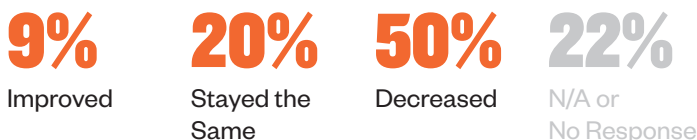
Are you a minority or woman-owned business?



Does your business currently use social media?



Over the past year, has your business improved, stayed the same, or decreased?



Source: Based on 234 merchant surveys conducted by the Fordham Road BID in Winter and Spring 2022.

BUSINESS LANDSCAPE

Street Vendor Study

Street vending, an integral part of New York City's urban experience, has a significant presence on Fordham's commercial corridors. Home to the largest street vending scene in the Bronx, Fordham vendors represent the diversity and variety of the neighborhood's retail offerings. New York City regulations distinguish street vending into three distinct categories, all of which can be found in Fordham, as reflected in the street vendor inventory below. This categorization includes first amendment vendors (e.g., those who sell books, magazines, or artwork), food vendors, and general vendors (e.g., those who sell general merchandise such as clothing, accessories, flowers, or toys). On certain blocks of Fordham Road, the number of street vendors can be equal to that of storefront businesses. As valued community stakeholders, Fordham vendors were surveyed with language interpretation support in May 2022. These survey responses provide insight into vendors' unique backgrounds and experiences, as well as highlight challenges and opportunities that can enable the development of more inclusive commercial revitalization strategies.

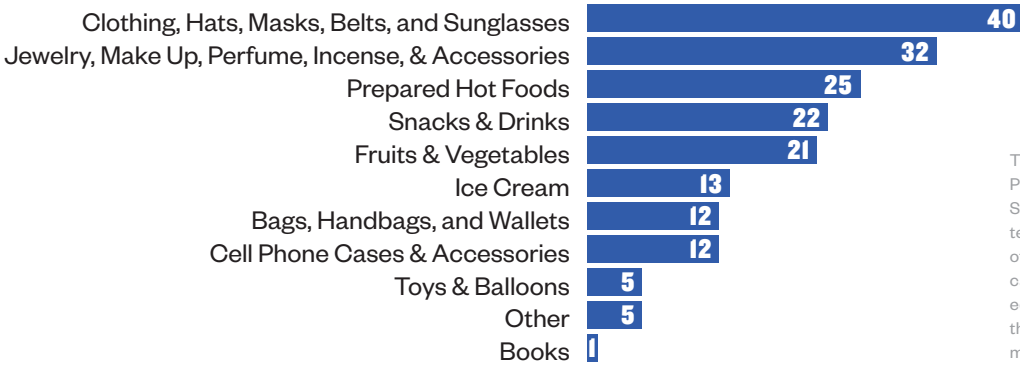
Total Number of Street Vendors

188

Average Number of Years Spent Vending

8

Street Vendor Retail Mix



This information was gathered by the Street Vendor Project on Friday, May 13, 2022, between 4 - 8 p.m. and Sunday, May 15, 2022, between 12 - 7 p.m., with a high temperature of 66° and 78° respectively. The presence of each stationary street vendor (food truck, food cart, pushcart, tables, and stands) and those using no equipment (e.g., selling out of a cooler) was documented through on-the-ground observations. Vendors in movement were excluded from this study.

Vendor Types by Equipment



Food Truck vendors prepare and sell meals, offering a large selection of products



Food Cart vendors prepare and sell meals, offering a large selection of products



Pushcart vendors typically sell a limited selection of prepared foods, drinks, and/or accessories

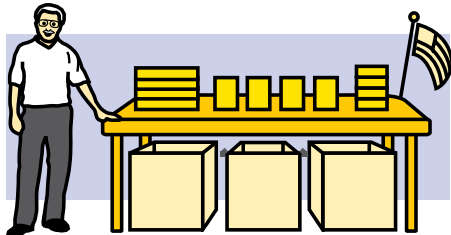
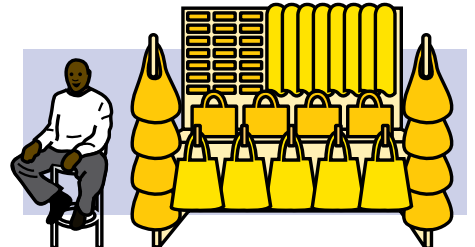


Table vendors sell accessories and/or small merchandise



Cooler vendors sell drinks, ice cream, and snacks



Stand vendors sell fruits, vegetables, and sometimes drinks, plants, or accessories

Vendor illustrations used courtesy of the Center for Urban Pedagogy (CUP) and are excerpted from Vendor Power!, a collaboration of CUP, The Street Vendor Project and designer Candy Chang. The project, which folds out to a large-scale poster, decodes the rules and regulations for New York's street vendors so they can understand their rights and avoid unnecessary fines.

What We've Heard From Fordham Street Vendors

Do you live in this neighborhood?



Is vending your only source of income?

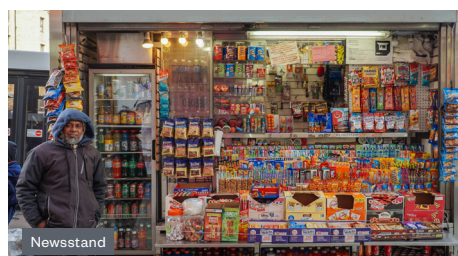


Do you have a vendor's license?



What kinds of resources would help you grow your business?

▶ Access to licenses / permits	62%
▶ Access to financing	30%
▶ Assistance with regulatory compliance	19%
▶ Legal support	18%
▶ New equipment (cart, truck, etc.)	11%
▶ Marketing support	6%
▶ Technology improvements (mobile payments)	6%
▶ Other	4%



Source: Based on 97 street vendor surveys conducted by the Street Vendor Project on Friday, May 13, 2022, between 4 - 8 p.m. and Sunday, May 15, 2022, between 12 - 7 p.m., with a high temperature of 66° and 78° respectively. Surveys were conducted interview-style and in the language most appropriate, when possible.

What are the 3 biggest challenges facing your business?

▶ Government regulations (lack of licenses/permits)	60%
▶ Crime/Safety	46%
▶ Fines and tickets	43%
▶ Lack of transparent rules	18%
▶ Access to loans/credit/financing	11%
▶ Lack of training & education programs specific to vending	11%
▶ Sanitation and cleanliness	9%
▶ Language barriers	5%
▶ Problems with brick-and-mortar businesses	5%
▶ Restricted streets	4%
▶ Other	3%

Why do you choose to vend?

▶ Schedule flexibility	42%
▶ Family care	40%
▶ I enjoy vending	28%
▶ Opportunity to run own business	26%
▶ Cannot find another job	23%
▶ Lost job during pandemic	18%
▶ Immigration status	6%
▶ Money is better than other jobs	4%
▶ Disability	3%
▶ Opportunity to produce own merchandise	2%

BUSINESS LANDSCAPE

What We've Heard from Fordham Merchants and Shoppers

What do you like about the commercial district?

"Everyone has been around a long time and that's glorious."

"Busy streets, lively atmosphere."

"A lot of foot traffic, close to public transportation."

"Diversity and many young people."

"Fordham Road is the major street for business in the Bronx."

"Classic business road with a lot of history."

What makes the Fordham commercial district unique?

"The Latino and urban flavor that is unique Bronx flavor. The energy and diversity of the Bronx on display by those shopping and street vendors."

"I really like the diversity. Anything you could possibly be looking for is offered in the neighborhood."

"Unique customer base, access to multiple points of public transportation diversifying access for our consumers."

"People from different cultures come and share their experiences and cultures."

"I like the diversity in this district and the access to virtually every kind of product within walking distance. I also like the cultural pride people have."

"It has more variety than most Bronx business districts. The library is a great asset."

"I like the hilliness, I like the concentration of people. It makes a unique experience."

What changes need to occur in Fordham to attract more visitors/shoppers?

	% Merchant Response	% Consumer Response	% Vendor Response
▶ Safety	82%	51%	56%
▶ Sanitation, street cleaning	56%	44%	29%
▶ Landscaping/beautification	35%	30%	13%
▶ Storefront improvements	33%	28%	N/A
▶ Street lighting	33%	31%	N/A
▶ Community events	29%	31%	20%
▶ Graffiti removal	22%	17%	N/A
▶ Merchant collaboration	18%	18%	N/A
▶ More open space	14%	31%	N/A
▶ Other	11%	6%	2%
▶ Parking	3%	38%	4%

Source: Based on 234 merchant surveys, 332 consumer surveys, and 97 street vendor surveys conducted by the Fordham Road BID and the Street Vendor Project in Winter and Spring 2022.

Fordham Retail Demand

Residents spend

\$1.82B

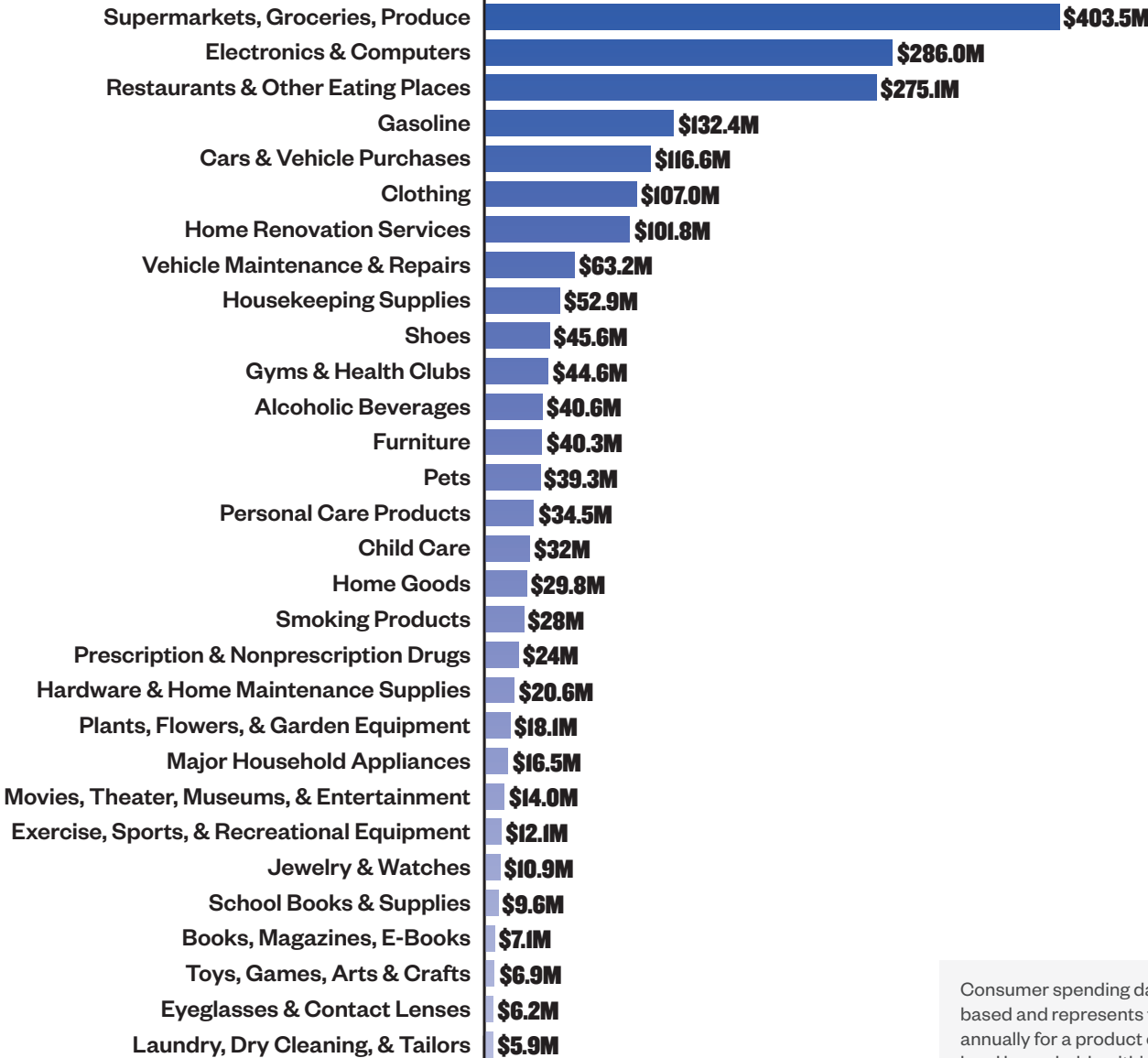
each year on retail goods and services

Residents will spend

\$2.14B

each year on retail goods and services by 2027

2022 Consumer Spending



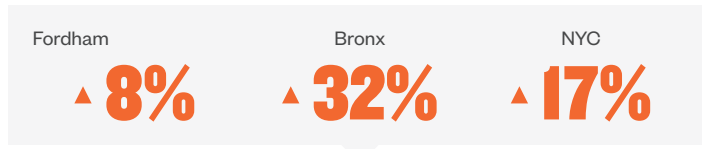
Consumer spending data is household-based and represents the amount spent annually for a product or service by all local households within the trade area.

Source: ESRI forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

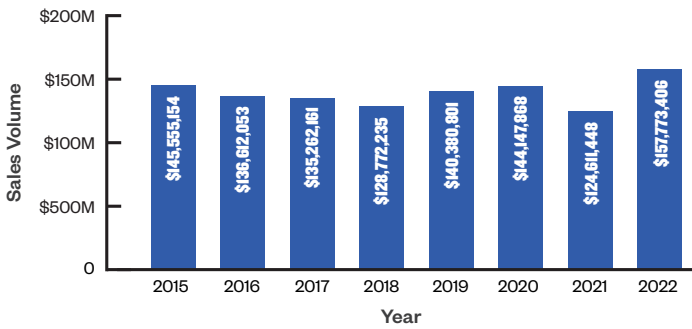
BUSINESS OUTLOOK

Business Trends

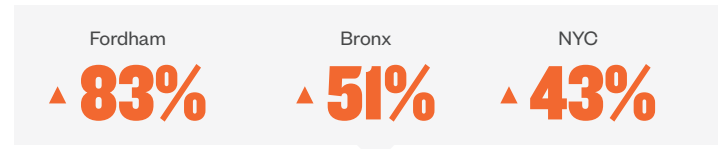
Change in Total Business Sales, 2015-2022



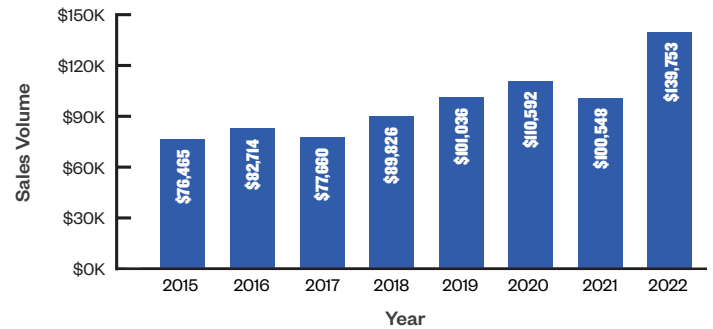
Fordham Total Business Sales*



Change in Median Sales by Business, 2015-2022








Fordham Sales by Business*



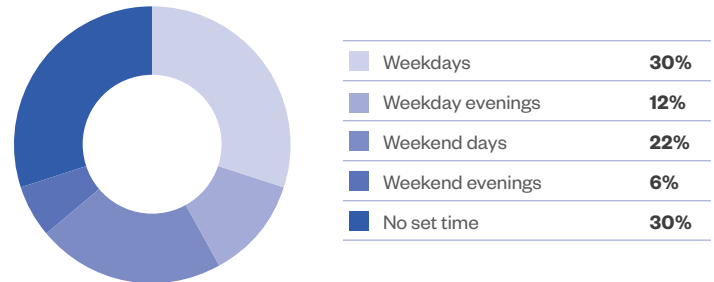
*Year 2022 reflects data gathered up until March 2022. Source: Division of Tax Policy, NYC Department of Finance

What We've Heard from Shoppers

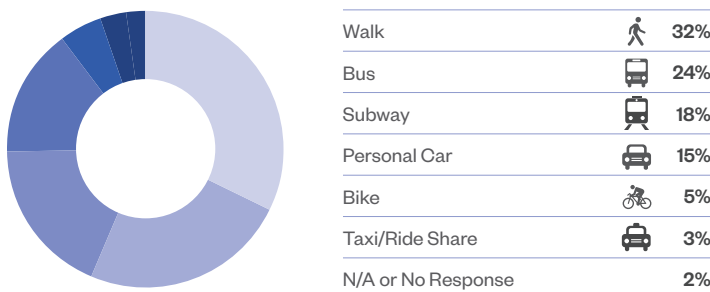
What additional types of businesses would you like to see in Fordham?

- ▶ Restaurants 
- ▶ Supermarkets & healthy food stores 
- ▶ Department stores 
- ▶ Clothing stores 
- ▶ Recreational activities 

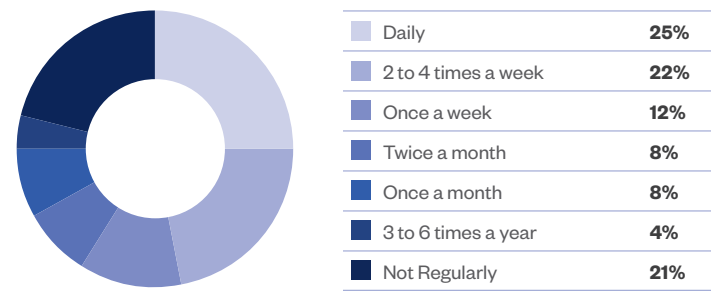
When do you usually shop in Fordham?



What are the top three ways you travel to Fordham?

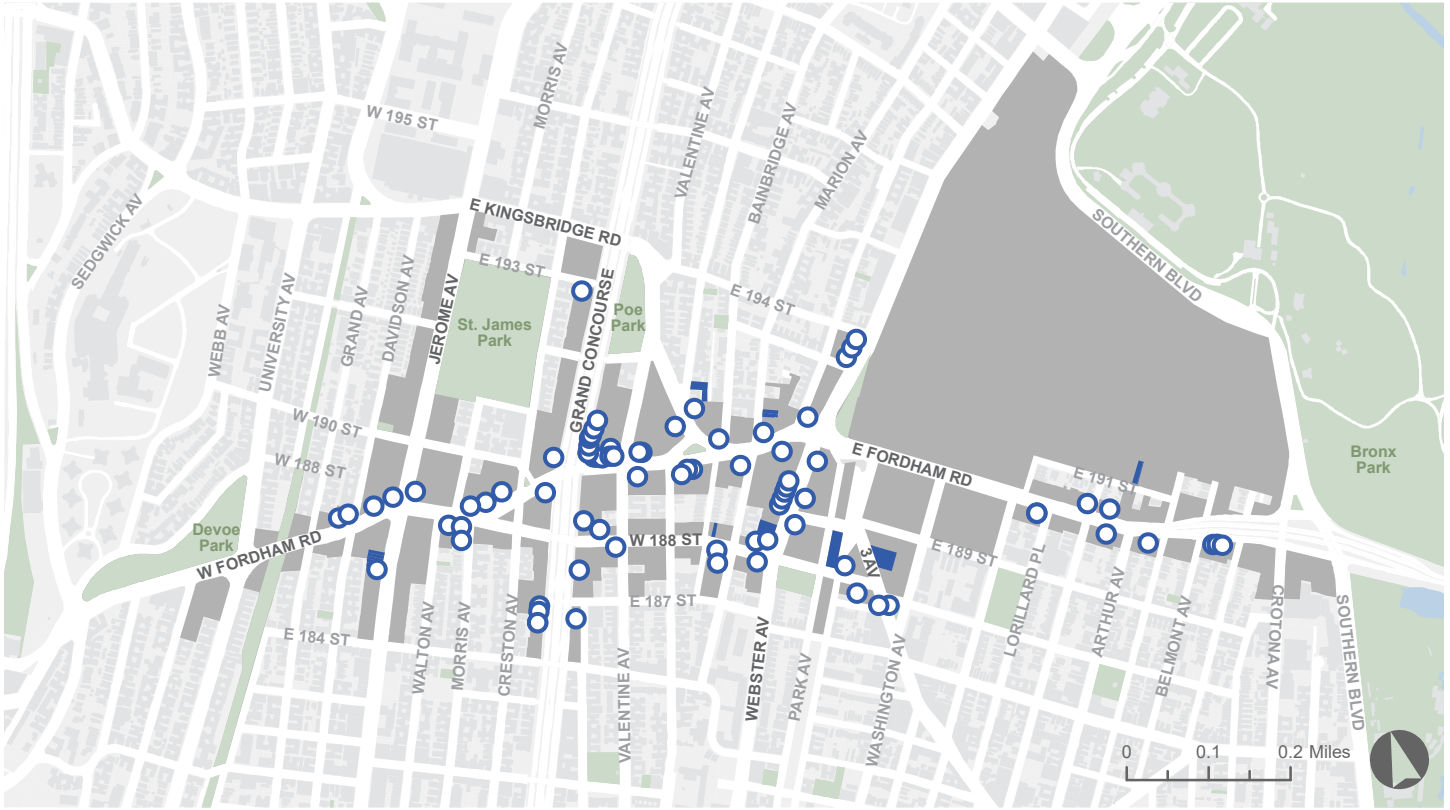


How often do you shop in Fordham?



Source: Based on 332 consumer surveys conducted by the Fordham Road BID in Winter and Spring 2022.

Storefront Vacancies



■ Vacant Lots

○ Vacant Storefronts

■ Parks & Community Gardens

An analysis of 657 storefronts along Fordham Road, Jerome Avenue, Grand Concourse, Webster Avenue, E. 188th Street, and Kingsbridge Road revealed that 21% of storefronts are in poor condition, 36% are in average condition, and 43% are in good condition.

Streetscape Observations

- ▶ Sidewalk litter accumulation and overflowing litter baskets, particularly at major intersections and by the subway and Metro-North entrances, contribute to public health and walking hazards as well as perceptions of area neglect.
- ▶ Many brick pavers along curbs throughout the corridor need repair/replacement and cause unsafe walking conditions.
- ▶ Graffiti, particularly in areas that are less frequented and poorly lit, and lack of beautification adds to a perception of a neglected streetscape.
- ▶ Lack of tree guards and plantings in certain tree pits contributes to both a walking hazard and makes the limited amount of greenery on the corridor appear unattractive.
- ▶ Traffic congestion, worsened by limited parking for commercial pick-up and drop-off, contributes to noisy streetscape conditions and unsafe road crossings.
- ▶ Lack of general upkeep and maintenance of Fordham Plaza causes the area to feel uninviting.



PHYSICAL ENVIRONMENT

Public Space Study: Fordham Plaza

Fordham Plaza is a major public transportation hub located on the south side of E. Fordham Road between Third and Webster avenues. Situated across the street from Fordham University and above the Fordham station of the Metro-North Railroad, Fordham Plaza serves tens of thousands of daily pedestrians and commuters who use the space to shop, rest, and access local jobs, the Metro-North station, and the multiple bus routes that pass through the plaza. Fordham Plaza was reconstructed in 2016 through a nearly \$34 million investment to improve transit access and connectivity as well as add new open space, greenery, street lighting, seating, and tables. As part of the redevelopment, adjacent streets were modified to alleviate traffic congestion, enhance pedestrian safety, and improve accessibility to the plaza for people with disabilities and mobility issues. Since 2018, Fordham Plaza has been home to the Bronx Night Market, which hosts events from April through October, featuring multiple food and beverage vendors, more than two dozen arts and crafts merchants, live performances, kid zones, and general information booths. Bronx Celebration Day and Fordham Flea also host annual events on the plaza showcasing local vendors and performers with the goal of presenting the best that the Bronx has to offer. In addition, Fordham Plaza is home to permanent vendor kiosks that provide an opportunity for local entrepreneurs to rent the space and provide food, beverages, or merchandise.

What is your relationship to this space?

% Space User Responses

▶ Live in neighborhood	61%
▶ Visiting	17%
▶ Work in neighborhood	8%
▶ Study in neighborhood	5%
▶ Other/No response	10%

How do you typically use this space?

% Space User Responses

▶ Shopping	48%
▶ Commuting/Passing through	43%
▶ Eating/Drinking	33%
▶ Socializing/Meeting friends	20%
▶ Other	13%
▶ Family activities	10%
▶ Planned events	10%
▶ Playing games/Sports	3%
▶ Exercising	2%
▶ Sleeping/Napping	2%

What are the top 3 things you like best about this space?

% Space User Responses

▶ Proximity to shops	43%
▶ Events	35%
▶ Convenient location	31%
▶ Vending	13%
▶ Crowds	9%

What are the top 3 biggest challenges of this space?

% Space User Responses

▶ Crime and safety	43%
▶ Cleanliness	28%
▶ Mental health and homelessness	28%
▶ Vending	11%
▶ Crowds	9%

How often do you visit this plaza?



Source: Based on 61 surveys conducted by the Fordham Road BID in Spring 2022 in Fordham Plaza.

Public Space Study: Bryan Park

Bryan Park, located at the intersection of E. Fordham Road and E. Kingsbridge Road, is a beautiful public space that was renovated in 2015 to incorporate more seating, greenery, and open plaza space. Officially opened in 1933, Bryan Park is named for Bronx World War I veteran John Fraser Bryan (1885-1918), a native New Yorker, member of the United States' Allied Expeditionary Force (AEF), and avid athlete who organized the first Fordham Tennis Club. Bryan Park is a central meeting space for community events throughout the year, including an annual film festival, live music and concerts, a food truck extravaganza, and many other promotional and holiday events. The largest holiday event in the entire Bronx, "Sparkling the Heart of Fordham," now entering its 17th year, also takes place in Bryan Park every December and features a special holiday tree lighting event, live music, performances, raffles, prizes, and giveaways. Outside of planned community events, the park functions as a daily meeting and resting place for residents and shoppers on Fordham Road.

What is your relationship to this space?

% Space User Responses

▶ Live in neighborhood	56%
▶ Visiting	9%
▶ Work in neighborhood	9%
▶ Study in neighborhood	15%
▶ Other/No response	12%

What are the top three things you like best about this space?

% Space User Responses

▶ Seating	43%
▶ Convenient location	39%
▶ Openness	16%
▶ Proximity to shops	16%
▶ Green landscape	13%

How do you typically use this space?

% Space User Responses

▶ Commuting/Passing through	42%
▶ Eating/Drinking	39%
▶ Shopping	35%
▶ Socializing/Meeting friends	29%
▶ Planned events	13%
▶ Exercising	6%
▶ Other	6%
▶ Playing games/Sports	3%

What are the top three biggest challenges of this space?

% Space User Responses

▶ Cleanliness	55%
▶ Mental health and homelessness	50%
▶ Crime and safety	45%
▶ Beautification	14%
▶ Seating	9%

When do you typically visit this space?

72%

Day

16%

Evening

12%

N/A or No Response

How often do you visit this plaza?

34%

Daily

41%

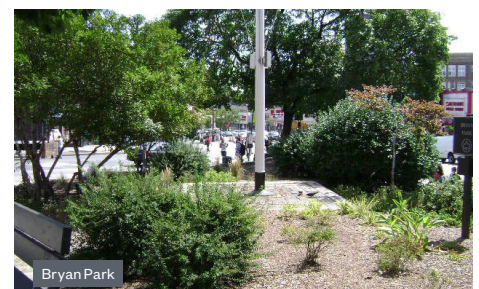
Weekly

16%

Monthly

9%

Rarely



Source: Based on 32 surveys conducted by the Fordham Road BID in Spring 2022 in Bryan Park.

DATA APPENDIX

Study Area Boundaries

Assessed Commercial Corridors

Primary data on Fordham storefront businesses and street vendors presented on pg. 6-9 was gathered along the following commercial corridors:

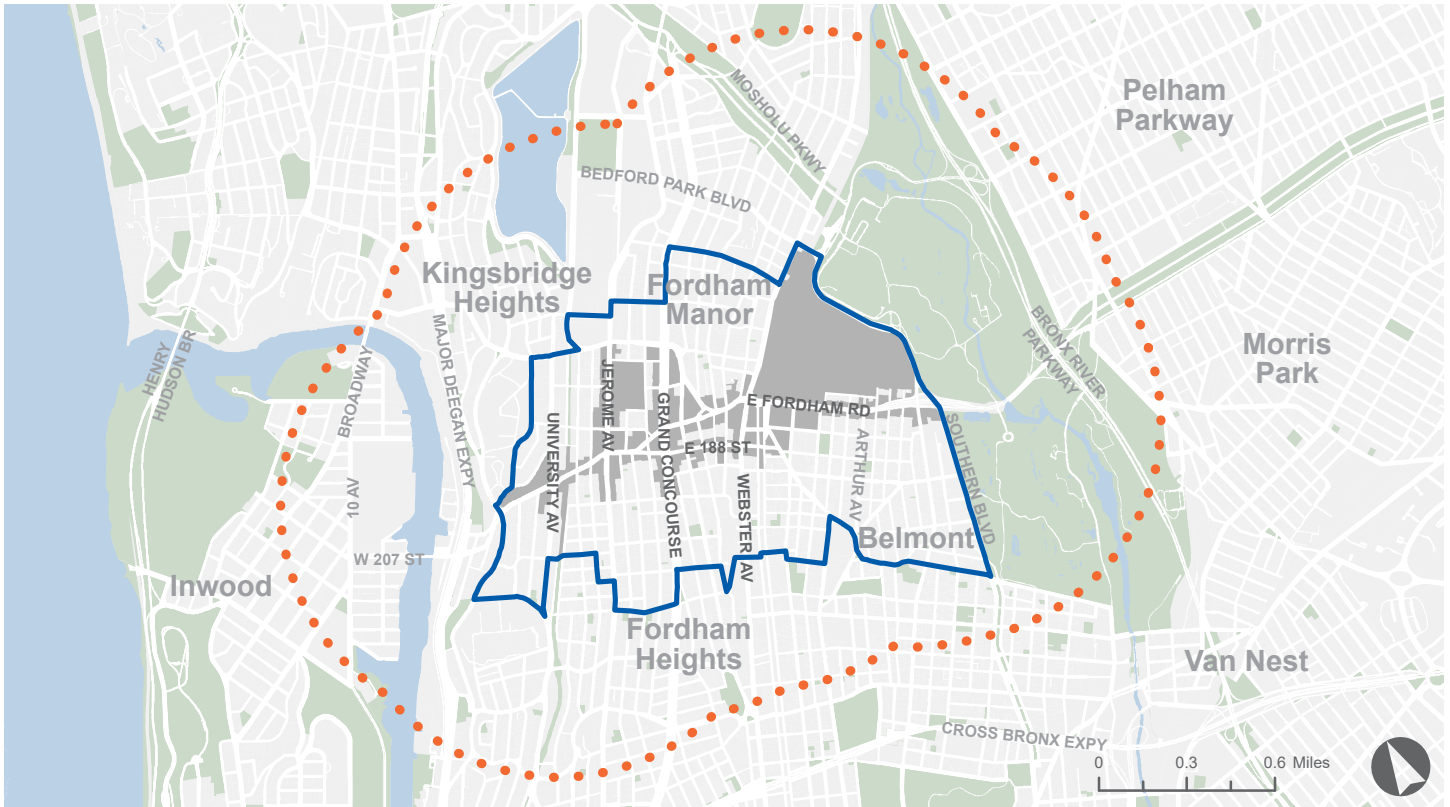
- ▶ Fordham Road between Andrews Avenue and Southern Boulevard
- ▶ Jerome Avenue between E. 184th Street and E. Kingsbridge Road
- ▶ Grand Concourse between E. 184th Street and E. Kingsbridge Road
- ▶ E. 188th Street between Grand Concourse and 3rd Avenue
- ▶ Webster Avenue between E. 188th and E. 194 streets
- ▶ 3rd Avenue between E. 188th Street and E. Fordham Road

Fordham Context Area

Demographic and employment data on pg. 16-17 represents the population within the Fordham neighborhood context area.

Trade Area

Consumer spending data on pg. 11 corresponds to the 0.75 mile trade area.



Area Demographics

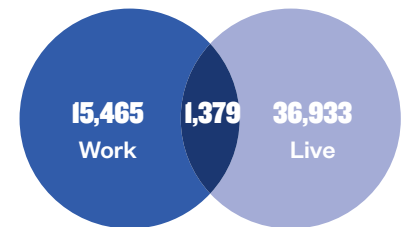
Total Population

118,076	Fordham
1,435,068	Bronx
8,419,316	New York City

Average Household Size

3.23	Fordham
2.76	Bronx
2.60	New York City

Commuting Patterns



Population Density (per square mile)

86,189	Fordham
33,711	Bronx
27,845	New York City

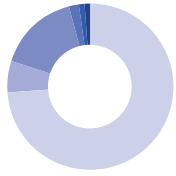
Car Ownership

23.7%	Fordham
41.0%	Bronx
45.4%	New York City

15,465	Work in Fordham, live elsewhere
1,379	Live & Work in Fordham
36,933	Live in Fordham and work elsewhere

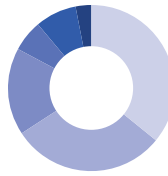
Area Demographics

Race/Background



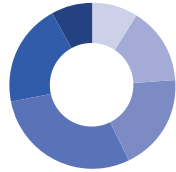
	Fordham	Bronx	NYC
Hispanic or Latino (of any race)	74%	56%	29%
White alone	6%	9%	32%
Black or African American alone	16%	29%	22%
Asian alone	2%	4%	14%
Two or more races	1%	1%	2%
Some other race alone	1%	1%	1%
American Indian and Alaska Native alone	0%	0%	0%
Native Hawaiian and Other Pacific Islander	0%	0%	0%

Educational Attainment



	Fordham	Bronx	NYC
12th Grade or Less, No Diploma	36%	27%	18%
High School Graduate	30%	28%	24%
Some College, No Degree	17%	18%	14%
Associate's Degree	6%	7%	6%
Bachelor's Degree	8%	13%	22%
Graduate or Professional Degree	3%	7%	16%

Population Age



	Fordham	Bronx	NYC
Under 5 Years	9%	7%	6%
5-14 Years	15%	14%	11%
15-24 Years	19%	16%	12%
25-44 Years	29%	28%	31%
45-64 Years	20%	23%	25%
65+ Years	8%	12%	15%

Median Age

29	Fordham
34.2	Bronx
36.7	New York City

Foreign-Born Population

43%	Fordham
35%	Bronx
37%	New York City

Income

Median Household Income

\$31,696	Fordham
\$40,088	Bronx
\$63,998	New York City

Pop. Below Poverty Line

37%	Fordham
28%	Bronx
18%	New York City

Employment

Population in Labor Force

62%	Fordham
60%	Bronx
64%	New York City

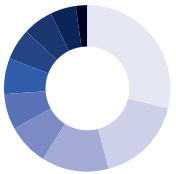
Unemployment*

14.6%	Fordham
10.0%	Bronx
6.3%	New York City

Note: As of May 2022, the unemployment rate is 8.0% for the Bronx and 5.7% for New York City (NYS DOL); updated neighborhood-level data for Fordham is not available.

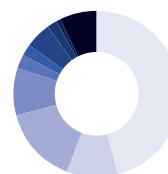
Local Jobs and Employment

Local Residents' Employment



Educational Services, Health Care, Social Assistance	29%
Accommodation, Food Services, Arts, & Entertainment	17%
Retail Trade	13%
Transportation, Warehousing, Utilities	8%
Construction	7%
Professional, Scientific, & Technical Services	7%
Finance, Insurance, Real Estate	6%
Other Services	6%
Manufacturing	5%
Public Administration	2%

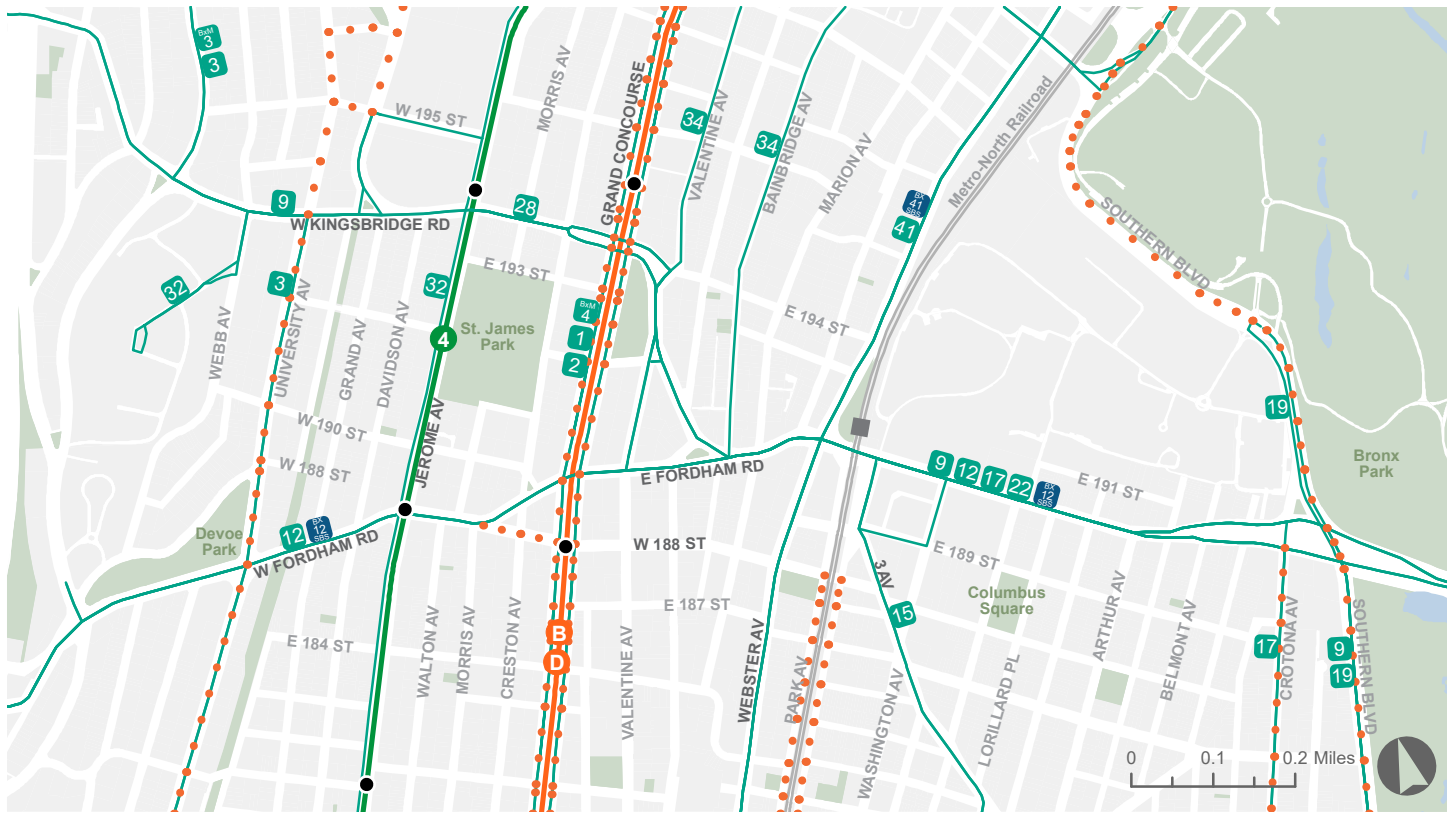
Jobs Located in Fordham



Educational Services, Health Care, Social Assistance	46%
Accommodation, Food Services, Arts, & Entertainment	10%
Retail Trade	15%
Transportation, Warehousing, Utilities	9%
Construction	2%
Professional, Scientific, & Technical Services	3%
Finance, Insurance, Real Estate	5%
Other Services	2%
Manufacturing	1%
Public Administration	7%

DATA APPENDIX

Fordham Transportation



▲ Fordham Transportation

— Bus Routes

... Bicycle Lanes

— NYC Subway

Average Monthly Bus Ridership (2021)

114,809	Bx1
119,646	Bx2
169,418	Bx9
63,841	Bx12
875,152	Bx12-SBS
140,358	Bx15
67,187	Bx17
193,984	Bx19
54,509	Bx28
48,492	Bx32
20,845	Bx34
43,024	Bx41 Local/SBS

Average Weekday Subway Ridership (2021)

4,719	4	Kingsbridge Road
5,666	4	Fordham Road
3,269	4	183 Street
3,788	B D	Kingsbridge Road
5,766	B D	Fordham Road
2,535	B D	182-183 streets

Pedestrian Counts

East Fordham Road from Valentine to Tiebout avenues

1,798	Weekday Morning
7,296	Weekday Afternoon
4,864	Weekend

Average Daily Vehicular Traffic (2019)

32,103	E. Fordham Rd. from Webster Ave. to Route 907H Bronx River Parkway South
29,885	E. Fordham Rd. from E. Kingsbridge Rd. to Webster Ave.
30,089	E. Fordham Rd. from Grand Concourse to E. Kingsbridge Rd.
23,916	E. Fordham Rd. from Jerome Ave. to Grand Concourse
34,769	W. Fordham Rd. from University to Jerome avenues
26,611	Grand Concourse from E. Fordham to E. Kingsbridge roads
28,210	Grandcourse from E. Tremont Ave. to E. Fordham Rd.
31,173	W. Fordham Rd. from I87 to University Ave.
8,389	Jerome Ave. from E. 167th St. to E. Mosholu Parkway South

Source: MTA 2021; NYS DOT, 2019 Annual Average Daily Traffic data; NYC DOT October 2021 Bi-Annual Pedestrian Counts.

Recent SBS Neighborhood Investments

▶ *Commercial Revitalization, Avenue NYC* multi-year grant of \$300,000 awarded to Fordham Road BID, 2021-2024.

Existing Plans & Studies

Devoe Park Dog Run Construction, NYC Parks, 2021-Present.

Fordham Area Bicycle Network Plan, NYC Department of Transportation, 2021-Present.

Fordham Road Transit Improvements between Major Deegan Expressway and Boston Road, NYC Department of Transportation, 2021-Present.

Grand Concourse Capital Project between 175th Street and Fordham Road, NYC Department of Transportation and NYC Department of Design and Construction, 2016-Present.

Arthur Avenue Hotel Rezoning, NYC Department of City Planning, 2021.

Jerome Avenue Rezoning, NYC Department of City Planning, 2018.

Fordham Plaza Reconstruction, NYC Department of Transportation, 2016.

Sources

ESRI and Consumer Expenditure Surveys, Bureau of Labor Statistics. 2022 ESRI Retail Demand Outlook.

Metropolitan Transportation Authority, 2021. Average Weekday Subway Ridership and Average Monthly Bus Ridership.

NYS Department of Labor. May 2022. Unemployment Rate Rankings by County.

NYS Department of Transportation. 2019 Annual Average Daily Traffic, using Traffic Data Viewer.

NYC Department of Finance, Division of Tax Policy, using data from NYS Department of Taxation and Finance. Business sales are reported by tax year, which runs from March 1st to February 28th. Sales data are compiled from sales tax returns, which are rolled up by tax filer within a year, excluding returns with negative sales amounts. For each year, each tax filer is reported according to the address listed on their latest return. Large outliers were removed from the analysis, and the top 5% of filers from Manhattan and the top 1% of filers from the outer boroughs by sales were removed.

NYC Department of Small Business Services. Fiscal Year 2021. Business Improvement Districts Trends Report.

NYC Department of Transportation. October 2021 Bi-Annual Pedestrian Counts.

U.S. Census Bureau. 2019. OnTheMap Application. Longitudinal-Employer Household Dynamics Program.

U.S. Census Bureau. American Community Survey, 2019 American Community Survey 5-Year Estimates, using NYC Population FactFinder. Fordham Census Tracts: 237.02, 237.03, 237.04, 239, 253, 255, 263, 265, 383.01, 383.03, 383.04, 385, 387, 389, 391, 393, 397, 399.01, 399.02, 401, 403.02, 403.03, 403.04, 405.01, 405.02.

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ABOUT SBS

The NYC Department of Small Business Services helps unlock economic potential and create economic security for all New Yorkers by connecting New Yorkers to good jobs, creating stronger businesses, and building a fairer economy in neighborhoods across the five boroughs.

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Fordham University Center for Community Engaged Learning
Good Shepherd Services
Fordham Merchants and Street Vendors
Fordham Shoppers and Residents