



Fordham Road at 3rd Avenue

EXISTING STATIONS
FORDHAM

FORDHAM

TAKING THE NEXT STEPS



INTRODUCTION

SYNOPSIS

The Fordham Metro-North Station is located on the Fordham Road Corridor, a bustling center of activity and one of the primary business districts in the Bronx. A number of significant regional attractions surround the station area, including the Bronx Zoo, the New York Botanical Garden, the Fordham Road Shopping District and Arthur Avenue/Little Italy. Fordham University is adjacent to the station, adding pedestrian activity and transit ridership. Additionally, the surrounding area has been part of three recent rezonings which have helped to strengthen and stabilize neighborhoods and connections.

While most of the existing stations in this study suffer from lack of ridership, the Fordham Metro-North station is the 3rd busiest station in the system outside of Manhattan, serving as a hub for New Yorkers who reverse commute. Other station areas struggle to build complete retail corridors that support large amounts of pedestrian traffic. The Fordham station area, however, is a model for how mass-transit stations can successfully compliment and integrate transit into the fabric of the surrounding community. The Fordham Shopping District is one of the City's most active and vibrant retail stretches, and begins immediately outside the station.

The unique success of the Fordham Station poses its own singular question: how to build on these strengths? While Fordham Road is identified as a Borough Business District for the Bronx in *PlaNYC*, it is primarily a retail district.¹ The high intensity blend of office, residential and retail uses that characterizes many successful business districts is not present. With its diverse attractions, retail amenities, and unique transit options, Fordham has the potential to become a more prominent Central Business District for the northern section of the city and surrounding suburbs. Increased coordination amongst major institutions, a nuanced re-examination of land uses, and continued improvements to the walkability and cohesiveness of the Fordham Corridor will make large strides to this end. This section examines and identifies improvements that will enable Fordham to take the next step in becoming a regional hub of activity, and a stronger economic engine for the Bronx and New York City.

AREA CHARACTERISTICS

Fordham Station provides commuter rail access to Manhattan and upstate New York via both the Harlem and New Haven Metro North lines, and to Connecticut via the New Haven line. Most significantly,

“ Fordham Road is the third largest commercial corridor in New York City and the premier shopping destination in the Bronx....Enhancing our public transportation system will immediately address the need of the residents and workers, diversify visitorship, and boost economic and business growth... ”

| Wilma Alonso, Executive Director, Fordham Road BID |



FIGURE 1 | Fordham station entrance.

COMMUNITY CHARACTERISTICS | Fordham Study Area

Metro-North Station Weekday Ridership (2011)

 51 inbound passengers
3,055 outbound passengers (New Haven and Harlem lines)

NYC Subway Station Daily Ridership (2012)*

 Fordham Road: 11,521 weekday | 14,157 weekend
 Fordham Road: 12,560 weekday | 14,757 weekend

- Most residents do not have access to a vehicle and either walk or take public transit to work
- The area has a very high rate of renter occupied units; and a very low per capita income
- The area is predominantly Hispanic, 15% higher than the Bronx overall

	STUDY AREA ^{1,2}	THE BRONX	NEW YORK CITY
Hispanic	68%	53%	29%
Per Capita Income	\$11,685	\$17,992	\$31,417
Renter Occupied Units	95%	79%	68%
Housing Units with No Access to a Vehicle	75%	59%	56%
With Access to One Vehicle	22%	30%	31%
Take Public Transit or Walk to Work	75%	64%	67%
Population Density (per square mile)	35,997	32,536	26,953
Unemployment Rate (2010)	15%	12%	11%
TOTAL POPULATION	83,763	1,365,725	8,336,697

¹ The study area is based on select Census tracts within a 1/2 mile radius of the Fordham station
² United States Bureau of the Census, 1006-1010 American community Survey 5-Year Estimates
* MTA Subway Ridership, 2012. http://www.mta.info/nyc/facts/ridership/#chart_s



Land Uses

- | | |
|--|---|
| One and Two Family Homes | Manufacturing Buildings |
| Multi-Family Walkups | Transportation/Utility Buildings |
| Multi-family Elevator buildings | Park/Open Space |
| Mixed Com/Residential Buildings | Parking Lots |
| Commercial Buildings | Vacant Land |
| Institutional Buildings | |

Transportation

- | | |
|--|---|
| Metro North Harlem Line | B/D Subway Lines |
| Bus Routes | |

Notable Land Uses Features:

- ① Highly active commercial uses along Fordham Road to the west.
- ② Emerging commercial along Webster Avenue.
- ③ Belmont commercial uses primarily service-based retail located on or around Arthur Avenue.
- ④ Major institutional uses along Fordham Road to the east.
- ⑤ Residential uses west of Webster Avenue, with lower densities further north.

it is the only Bronx station with direct access to the New Haven Line. The station is located at Fordham Road between Third and Webster Avenues. The station house entrance is on the north side of Fordham Road between Webster Avenue and Fordham University. An additional entrance to the station is in Fordham Plaza on the south side of Fordham Road.

The Fordham station is the most successful station in the Bronx, and the third busiest station in the system outside of Manhattan in total boardings. Fordham Station is also the busiest reverse commute station in the system outside of Manhattan. With more than 3,000 total outbound daily riders during the week, the station has experienced a tenfold increase in ridership since 1982. The station does not have any parking on-site.

The Fordham area is predominately Hispanic, with a 15% higher Hispanic population than the Bronx overall. The per capita income for the area is \$11,685, lower than the \$17,992 per capita income for the Bronx. More residents in the area walk or take public transportation to work than in the Bronx and the

City, as most residents do not have access to a vehicle. The area's population density is higher than the Bronx overall. However the areas populations density is lower than other areas across the city considered Borough Business Districts, or even more so Central Business Districts.

KEY FEATURES

Substantial ridership can be partly attributed to active commercial and retail uses and nearby attractions. The Fordham Shopping District is the 3rd busiest in the city and has more than 300 retail stores.² Approximately 80,000 pedestrians come through Fordham Plaza daily, with 88% of pedestrians arriving by foot or public transit.³ Arthur Avenue, the home of the Bronx's Little Italy, is part of the Belmont BID with 352 primarily food-service oriented businesses.⁴ Additionally, Webster Avenue is an emerging commercial corridor.

The presence of strong institutions makes the area lively and attractive to visitors. Fordham University has over 3,700 students living on campus with an-

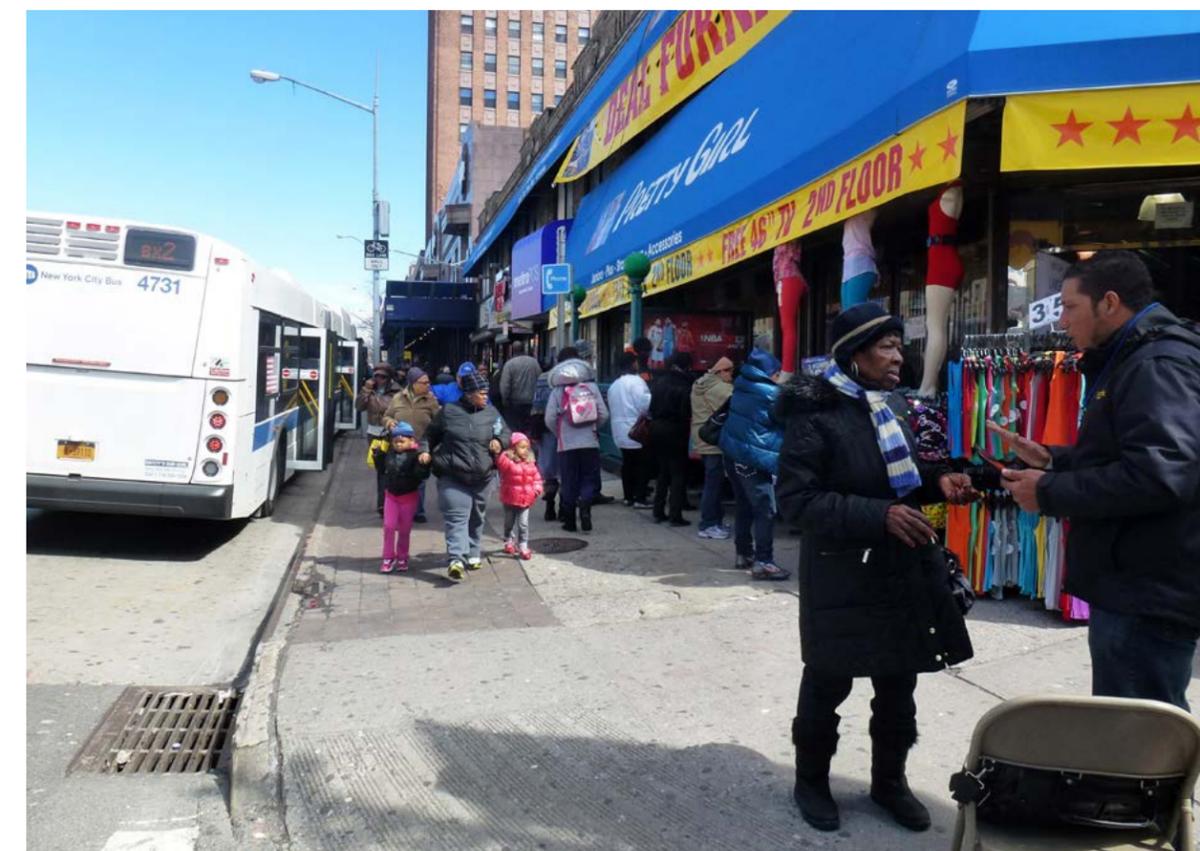


FIGURE 2 | The Fordham Road Shopping District, intersection of Grand Concourse and Fordham Road. With over 300 retail stores, the area is the third busiest shopping district in the City.

other 3,300 commuting from off-campus.⁵ The Bronx Zoo has more than 2 million visitors annually and the Botanical Garden each year has over 825,000 visitors, making these attractions some of the most popular in the borough and in the City (see pgs. 10-11).^{6,7}

EXISTING PLANS & UPCOMING PROJECTS

Several current and future projects will help contribute to strengthening the area. These include the following:

- The Fordham station renovation began in 2013. This \$18 million project will provide vital amenities for this transit hub including: widening the platforms, adding new canopies, and installing real-time train information monitors in the station.⁸
- The reconstruction of Fordham Plaza is currently under way. The project is a partnership between the Economic Development Corporation and the NYC Department of Transportation. It is intended to transform Fordham Plaza into a world-class public space.⁹

- The New York City Economic Development Corporation completed in April 2013 the *Webster Avenue Vision Plan*, proposing to support Webster Avenue as a neighborhood main street. The recommendations are focused on the following: support business development and local entrepreneurship, create destinations and enhance neighborhood centers and to improve pedestrian connections and mobility.¹⁰ The final plan can be seen here: <http://www.nycedc.com/project/webster-avenue-vision-plan>.

LAND USE & ZONING

Around the Fordham Station area, there is a wide mix of uses that include a variety of retail uses, significant land dedicated to institutional uses, fledgling office uses, and a mix of residential uses located in neighborhoods off of the retail corridor. Along the corridor west of the station, generally within the boundaries of the Fordham BID at University Avenue, the area is characterized by intense retail activity. Retail options include department stores such as Marshalls, Sears, and the recently opened TJ Maxx and Burlington Coat Factory, smaller scale clothing

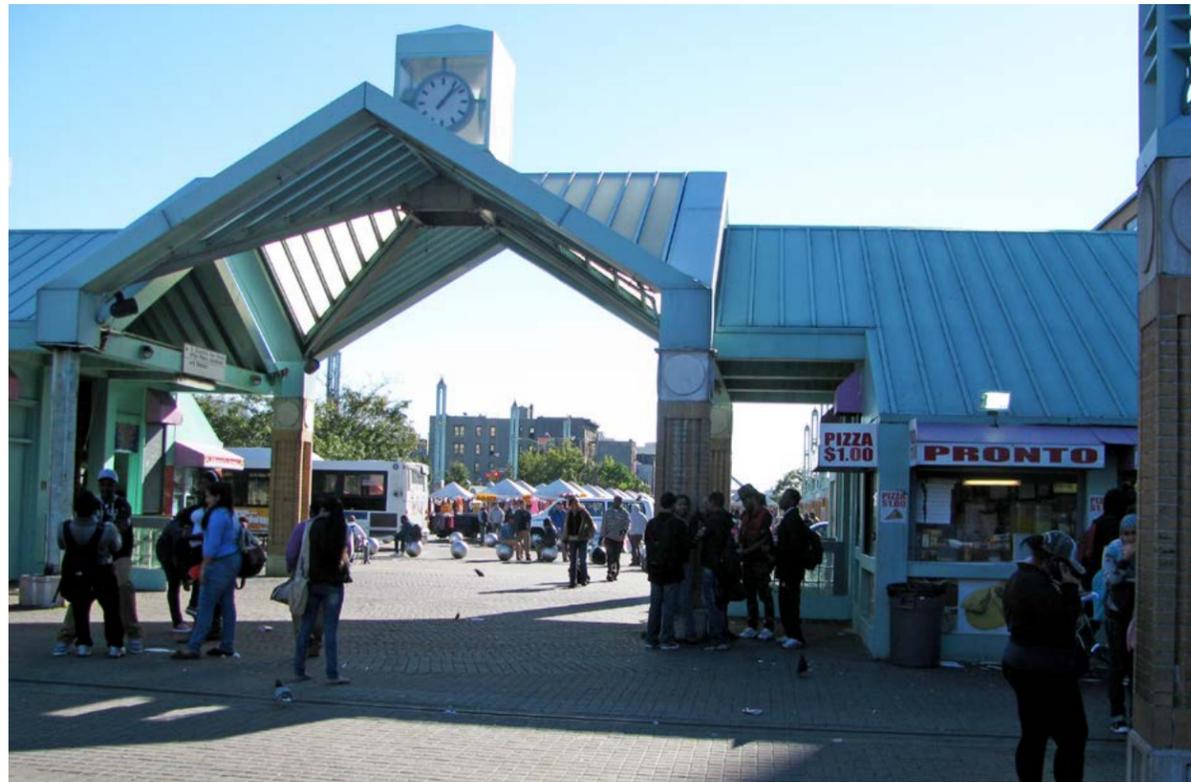


FIGURE 3 | Metro-North station entrance at Fordham Plaza. The Plaza is currently under reconstruction as part of a EDC and NYC Department of Transportation partnership.

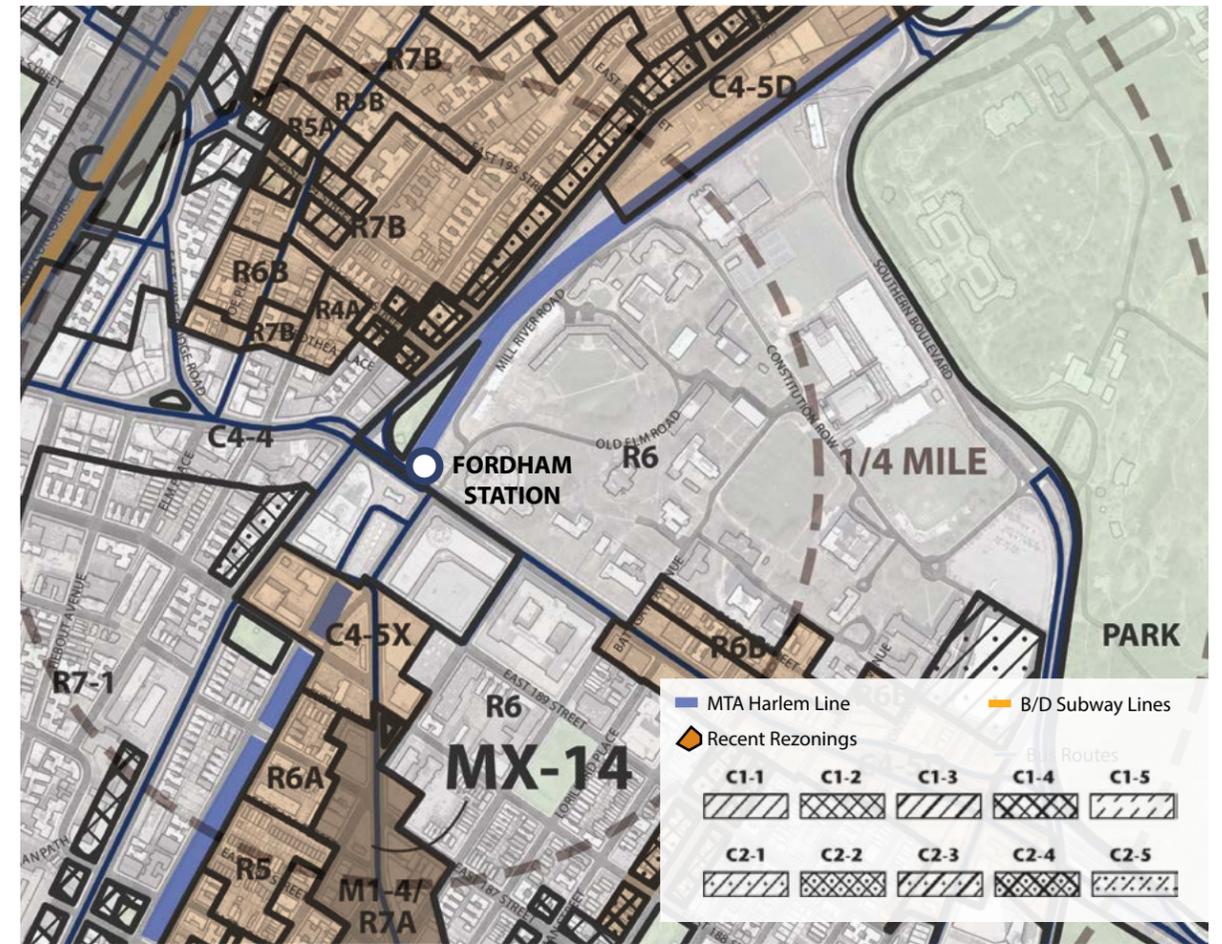


FIGURE 4 | Zoning map of the Fordham neighborhood.

stores including The GAP, Foot Locker, Dr. Jay's, Jimmy Jazz, Modell's, and American Eagle, electronic stores like Best Buy and PC Richard and Son, as well as a variety of smaller retailers focused on consumer goods. The Bronx Library Center, located on Kingsbridge Road just north of Fordham Road, serves as the Bronx's central library and was opened in 2006. To the east of the station along the Fordham Road Corridor, major institutional uses are interspersed with a hodge-podge of community facility, auto-related services, and sporadic retail space.

Along Webster Avenue, both north and south of the station area, a recent rezoning is supporting an emerging commercial district. West of Webster Avenue, north of the Fordham Road corridor, consists of mid to low-density residential uses. Southeast of the station, the Belmont neighborhood contains retail businesses and services centered around Arthur Avenue with low to mid-density residential buildings surrounding and supporting the corridor.

Zoning along the Fordham Road Corridor is mapped primarily as a higher-density commercial district. The station itself and the Fordham University campus are zoned as R6 residential. A C4-4 district is mapped on the western end of the corridor, which permits a 3.4 Commercial FAR and 3.4 Residential FAR. The district has a residential equivalent of R7. Slightly higher density C4-5X is mapped south of Fordham Plaza and C4-5D is mapped along the recently rezoned section of the corridor to the east of the station area. Along the recently rezoned portions of Webster Avenue, north of the station, contextualized medium-density residential with commercial overlays are mapped. Mid-density residential, in the form of R6 and R7-1, is generally mapped south of the Fordham Road corridor. A mixed-use (MX) district along Third Avenue promotes medium-density residential while still allowing light manufacturing and most commercial uses. In recent years, much of the area has been rezoned to promote growth along major corridors and protect neighborhood character.

FORDHAM AREA ATTRACTIONS | By the Numbers*

*Sources page 19

B/D & 4 FORDHAM STOPS

7,602,632 annual ridership (2012)



B/D, 2/3, 4/5, & N/Q/R ATLANTIC AVE-BARCLAYS CENTER STOP
11,526,090 annual ridership (2012)



1,000,000 riders

FORDHAM SHOPPING DISTRICT

300+ retailers

\$439 million annual retail spending
(1 mile radius of Fordham Plaza)

3rd busiest shopping district in New York City

FORDHAM PLAZA

80,000 pedestrians cross through daily



SOHO
48,940 pedestrians cross through daily



HERALD SQUARE
94,730 pedestrians cross through daily



FLUSHING MAIN STREET
97,290 pedestrians cross through daily



10,000 pedestrians

FORDHAM STATION

2,985 weekday boardings
(3rd busiest station outside Manhattan)

FORDHAM UNIVERSITY

6,869 students (Rose Hill campus)

MONROE COLLEGE

4,725 students (Bronx campus - Jerome Ave)

LITTLE ITALY | ARTHUR AVENUE

352 food-related businesses



LITTLE ITALY | MANHATTAN
41 food-related businesses



50 businesses

REZONINGS

167 blocks in 3 DCP led rezonings

3rd Avenue
Webster Avenue
East Fordham Road

NEW YORK BOTANICAL GARDEN

850,000 annual visitors

BRONX ZOO

2,000,000 annual visitors



BROOKLYN BOTANIC GARDEN
725,000 annual visitors (2012)

PROSPECT PARK ZOO
234,000 annual visitors (2007)

BROOKLYN MUSEUM
340,000 annual visitors (2010)



200,000 visitors



Source: Orthophoto Base Map Copyrighted by the New York City Department of Information Technology and Telecommunications. All rights reserved.

- 1 B/D Subway Line
- 2 BX12 (Select Bus Service)
- 3 Fordham University
- 4 New York Botanical Gardens
- 5 The Bronx Zoo
- 6 Fordham Road Shopping District
- 7 Little Italy
- 8 Fordham Plaza
- 9 East Fordham Rezoning



FIGURE 5 | R6 Zoning on Decatur Avenue.

RECENT REZONINGS

Three rezonings were recently completed by DCP and approved. Each of these effects major portions of the study area and contain elements that strengthen the Fordham Road Corridor. These include:

Webster Ave./Bedford Park/Norwood Rezoning

Approved in March 2011, the rezoning covers much of the Bedford Park and Norwood neighborhoods and allows for mid-density housing and retail along Webster Avenue. The rezoning is intended to help this corridor become a vibrant and walkable mixed residential and commercial avenue. Under the rezoning, most new developments are required to include ground floor commercial to increase retail options and services available to the residents on Webster Avenue and the neighboring communities. Height limits and contextual requirements in the Bedford Park and Norwood neighborhoods shift development incentives from these low-density neighborhoods to Webster Avenue, helping to strengthen it as a mixed-use corridor. Additionally, incentives to develop affordable housing within the corridor are provided under the Inclusionary Housing Program.

Tremont & Third Avenues Rezoning

In October 2010, New York City Council approved a rezoning of Tremont Avenue and Third Avenue, two diverse intersecting corridors. The goal of the rezoning was to strengthen these vital avenues, and promote a mix of uses. Height limits were put in place to preserve neighborhood character. Along Third Avenue, an MX district was mapped from 184th to 188th street adjacent to the Fordham area which allows for new housing and commercial opportunities, with light industrial uses permitted in limited locations. Finally, the Inclusionary Housing Program provides incentives along these corridors to develop affordable housing.

East Fordham Road Rezoning

In October 2013, East Fordham road was rezoned to strengthen its existing commercial character and unify the look and feel of this prominent corridor. The area includes a twelve block section of East Fordham Road along the Gateway to Arthur Avenue and previous C8 zoning did not permit residential uses. The rezoning promotes opportunities for new commercial and community facility development. Height limits were set to help unify the corridor and



FIGURE 6 | Fordham Road, towards Grand Concourse. Lack of street amenities enhance the shopping experience are one of the major challenges for the Fordham Shopping District.

ensure predictable development. Similar to Webster Avenue and Tremont/Third Avenue, the rezoning established the Inclusionary Housing Program to provide incentives for the creation and preservation of affordable units along the corridor.

TRANSPORTATION

In addition to Metro-North, the area is also accessible by the B/D subway at the intersection of Grand Concourse and Fordham Road, as well as the 4 subway at Jerome Avenue and Fordham Road. These subway stations are each about a half mile from the Fordham Metro-North station. The 2/5 Pelham Parkway stop is about a mile east of the station.

Fordham Plaza is a hub for bus lines, with 15 bus lines passing through the station area. The BX12 Select Bus Service (SBS), the first SBS in the city, began in 2008 providing service along Fordham Road, and the BX41 SBS, the most recent in the city, began in 2013, providing service along Webster Avenue. These lines have increased ridership and connectivity between the station area and other major corridors in the Bronx. The Westchester Department of

Transportation Bee-Line bus offers connecting service into Westchester County, using a Metro Card, via the 60/61/62 lines, which run down Fordham Road and have a stop close to the Metro-North station. The Bronx River Parkway, a north-south commuter route, is also easily accessible from Fordham Road.

CHALLENGES & RECOMMENDATIONS

With a wide variety of regional attractions, shopping options, a cultural and food destination in Arthur Avenue, and 20 minute direct access to Grand Central Terminal, the Fordham Area should be a major shopping, dining, and entertainment destination for visitors, and would be capable of supporting hotels as well. These amenities, combined with easy access to Manhattan, upstate New York, and Connecticut should also make the Fordham Area a highly desirable place to live and work. However, there are still opportunities to improve connections and coordination between institutions and to promote higher-density growth in supportive sectors along the corridor. This could help the Fordham area become a more dynamic central business district.

For the purpose of this section, the challenges and recommendations are discussed in **four focus areas:** (1) the Metro-North Station and Plaza Area, (2) the Fordham Road Corridor West of the Station, (3) the Connections to the Fordham Road Corridor, and (4) Area Wide recommendations. The recommendations take a look at both short and long term ideas that will enable Fordham to take the next step.

(1) STATION AND PLAZA AREA

The Fordham Metro-North station is already extremely successful, but there are opportunities to build on this success. The station currently lacks many of the amenities typically provided at regional transit hubs. Currently there is insufficient signage to indicate the direction and distance of area destinations including the Botanical Gardens, Bronx Zoo, Fordham University, and shopping and restaurant districts. This kind of wayfinding signage would help visitors navigate the area and increase awareness of additional destinations. Lack of signage not only discourages use of mass transit, but limits the potential for overlapping destinations as disoriented visitors may be unaware of or unfamiliar with additional attractions outside of their planned destination.

Many commuters arriving to the station through modes other than personal vehicle will require a transfer to their final location once they disembark from Metro-North service. There are a number of available connections to bus (local and select) or subway lines; however, a lack of real time information, schedules and way-finding create a stressful connection for visitors unfamiliar with the area. Additionally, there are limited bike facilities and limited connections to the local network of bicycle routes. Improving these facilities and connections would provide additional access to area institutions and recreational uses.

Fordham Plaza, which is decked over the Metro-North Rail line, ends at 189th Street. The street wall along 189th between 3rd Avenue and Park Avenue is discontinued which discourages activity at the south end of plaza. This is an important connection to both 3rd and Webster Avenues and the residents entering from the south.

Recommendations:

- Provide consistent neighborhood way-finding signs depicting contextual location to key area destinations, transportation options, and informational maps. Fordham would be an ideal candidate for the new DOT neighborhood signage program which is 80% funded by the Fed-

eral Department of Transportation (FDOT). This could be coordinated through the Fordham BID.

- Provide intermodal transit schedules and information on electronic boards and clocks on the outside of station entrances or in the plaza.
- Identify opportunities to increase station area amenities. This could be at the Metro-North Station itself as well as part of the Fordham Plaza improvements and partnerships with DPR to better utilize Rose Hill Park, which occupies the northeast corner of Fordham Road and Webster Avenue. Typical amenities include more indoor/sheltered space, station supportive retail and information kiosks, and adequate maintenance and security features. These amenities were detailed in *Section 1: Strategies for Intermodal Connectivity and Commuter Rail Stations*.
- Provide inbound access to Fordham Station from Webster Avenue from a new entrance at or around 193rd Street. This would improve connectivity to surrounding neighborhoods, the Botanical Gardens, and BX41 Select Bus Service on Webster Avenue. In combination with the additional station improvements currently underway this would improve flow in and out of the station during peak hours. This would require access through Rose Hill Park. As of this report Metro-North is currently exploring this as part of the current station improvements and is coordinating with Department of Parks and Recreation.
- As a long-term option, an additional east/west connection across Metro-North tracks, directly connecting Fordham University and Webster Avenue, would increase activity and provide opportunities for student supportive uses and neighborhood retail along Webster Avenue.
- Provide sufficient bike facilities and/or a dedicated space for the next phase of the City's bike sharing program in a centralized area such as Rose Hill Park.
- Eliminate gaps in bike routes. Specifically the route that currently terminates at Park Avenue and 187th to connect to the regional bike paths at Mosholu Parkway. Explore a neighborhood comprehensive bike plan that links points of interest with transportation centers
- Identify strategies to extend the street wall on the south end of Fordham Plaza. Utilize best practices identified by this report in *Section 1: Strategies for Intermodal Connectivity and Commuter Rail Stations*.

CASE STUDY | University City District, Philadelphia

The University City neighborhood in West Philadelphia is home to several world-class institutions including the University of Pennsylvania, Drexel University, the University of the Sciences in Philadelphia, several major hospitals and the Philadelphia Zoo. In 1997, institutions led by the University of Pennsylvania created the University City District (UCD), a non-profit organization that is responsible for several district improvement programs. UCD started as a small organization but has grown to include many paid staff and volunteers, and has earned a positive reputation from institutions and the community. UCD partners with several organizations, small businesses, and residents with the goal of improving the quality of life in the area and creating economic opportunity. To accomplish these goals, UCD maintains clean and safe streets, links institutions to community residents for skills training and job placement, connects the area to world-class arts and culture amenities, and makes improvements to transit and public open spaces like plazas. This holistic approach

to community building leverages institutional assets to improve the entire community. UCD relies on annual donations from institutional partners. As a partner and generous donor, the University of Pennsylvania has become an active participant in the revitalizing University City Area.

Fordham Plaza sits at the heart of the Fordham neighborhood in the Bronx. The area is home to many world-class institutions and active community organizations. The Bronx Zoo, the New York Botanical Garden and Fordham University are already engaged with groups like the Fordham BID and Belmont BID. The planned improvements to Fordham Plaza will help to activate the space, but management, maintenance and programming will be essential to ensuring its success. A partnership of local institutions and businesses around the plaza similar to the University City District efforts would complement the improvements and contribute to the neighborhood's continued success.



FIGURE 7 | University City, Philadelphia. Source: RowEpic/ CC-BY-SA-3.0, via Wikimedia Commons from Wikimedia Commons



FIGURE 8 | One Fordham Plaza, across from Fordham University. This office building is one of the few C4-4 zoned buildings in the area.

(2) FORDHAM ROAD CORRIDOR WEST OF THE STATION

As indicated, the Fordham Road Shopping District is one of the busiest in city, but it is lacking the blend of retail, office, entertainment, community facility and residential uses that characterizes many successful business districts. Zoning along the retail corridor west of the station has permitted a variety of ground floor retail uses to flourish. As one of the Borough's three primary business districts, the area should be able to accommodate office space or hotel rooms without sacrificing retail space on the first and second story.

The retail corridor maintains a constant buzz providing an excellent climate for retailers and shops. However, for shoppers and visitors passing through the area, this can at times be an intimidating and exhausting experience. Difficult crossings across a wide and busy street combined with a steep grade add to this experience. There is insufficient green space, tree plantings or seating to provide a respite from shopping, and the lack of wayfinding signage discourages visitors from exploring beyond the corridor.

Recommendations:

- Support the Fordham Road BID streetscape plan. The next step in the plan is to explore funding opportunities to facilitate implementation of the un-financed phases. Identify opportunities to add seating, street tree planting and green space through this process.
- Connect the retail corridor as part of a consistent neighborhood signage program which identifies attractions and transit.
- Identify opportunities to incorporate more diverse uses along the corridor, such as coffee shops or sit down restaurants that will allow for patrons to relax during a shopping visit, and encourage a longer stay from visitors and tourists.
- Conduct a feasibility study along Fordham Road to examine the market demand for office, retail and hotel density. The study could highlight any retail gaps, and could illuminate why office space is not more successful. This should be done in close coordination with the Fordham BID, local community boards, and residents in order to determine how the area can thoughtfully take the next step. The results of this study may suggest future land use and zoning changes,

to be explored in consultation with relevant stakeholders. Examples of zoning recently mapped in other borough business districts can be seen along 161 Street and in the Hub.

(3) CONNECTIONS

Despite consistent high pedestrian volumes along sections of Fordham Road, other portions of the corridor to the east, as well as adjacent connector streets, lack pedestrian amenities. The vibrant shopping district along Fordham Road west of the station is disconnected from the regional amenities to the east. New York Botanical Garden and The Bronx Zoo are major destinations that see more than 2.8 million combined visitors annually. Arthur Avenue and the surrounding Belmont neighborhood are regional restaurant and food destinations. However, these destinations are difficult to access for pedestrians arriving on public transit or attempting to walk between multiple destinations.

The development of the Select Bus Service (SBS) along Webster Avenue, in addition to the existing BX 12 SBS along Fordham Road, provides an opportunity to improve regional connections and local streetscape improvements. Sidewalks on the east side of Webster Avenue between 193rd and 197th Streets are inadequate, and SBS improvements including a planned 8-foot median could reduce remaining area within the public right-of-way for future sidewalk widening.

The BX 12 SBS, the first in the city, has boosted ridership and enhanced commutes along Fordham Road, but heavy traffic and multiple bus lines using the same lane often leaves the SBS bus blocked or slow moving, limiting the line's effectiveness.

Zoning lots along the east side of Webster Avenue north of Fordham Road about the Metro-North rail line and are difficult to develop or undevelopable, for reasons discussed in *Section 1: Strategies for Rail Adjacent Lots*. Many of the lots are vacant or unkempt and take away from walkability and development potential along Webster Avenue.

The Belmont neighborhood has architectural character which defines it, but it does not currently have contextual zoning to preserve this identity. A few out-of-context developments could negatively affect this delicate fabric. There have been numerous rezoning and programmatic efforts to maximize contextual development potential in the Fordham Area. The transition of these zonings into the Belmont neighborhood require careful consideration

to maintain its character as the area continues to develop.

Recommendations:

- Add sidewalk improvements and additional amenities to connect Fordham Road to areas east of the station, between the Station Area and the Bronx River Parkway. This should include where the on and off ramps cross Fordham Road.
- Widen bus lanes along the west side of Webster Avenue between 193rd Street and Bedford Park Boulevard to provide flexibility in potential future sidewalk widening.
- Announce area destinations on buses that stop near the station, specifically on SBS routes along Webster Avenue and Fordham Road.
- Install signage at bus stops indicating direction and distance of area destinations.
- Enforce dedicated bus lanes along Fordham Road. Automobiles routinely stop in and block the current bus lanes.
- Explore opportunities to enhance or develop lots adjacent to the rail line on the east side of Webster Avenue. Utilize strategies indicated in *Section 1: Strategies for Rail Adjacent Lots*.
- Study the Belmont area to identify zoning which preserves neighborhood character and allows it continue to thrive as a regional attraction and food destination.
- Monitor and evaluate Webster Avenue and 3rd Avenue corridors as new development occurs to determine effectiveness of re-zoning and support development consistent with re-zonings.

(4) AREA WIDE

As indicated, the Fordham Area has significant cultural and community attractions that draw tourists, families, shoppers and diners. It has mass transit options that provide easy access to other portions of the Bronx, Manhattan, upstate New York, and Connecticut. While the individual institutions in Fordham attract a large number of visitors each year, there is a lack of cohesion between them that would make Fordham a singular destination. There are currently few options or incentives for visitors who may be interested in visiting multiple attractions in the area to use the Fordham area as a stay-over or even a base for their New York City visit.

Fordham Station has more than 3,000 daily out-



FIGURE 9 | Arthur Avenue in the Belmont BID, home to a vibrant Italian neighborhood with over 300 food-related businesses.

bound commuters and is a gateway to job centers north of the city. There are gaps in transit connections for commuters, or “last mile” issues, that slow commutes and discourage additional usage. Identifying key destination points for Bronx residents and intermodal “last mile” improvements would ease the commute for Bronx residents.

Community amenities should be considered for improvement to support existing regional attractions. The Edgar Allen Poe Park visitor’s center, northwest of the station along the Grand Concourse, is housed in a state of the art facility. Unfortunately, it is understaffed and underutilized by visitors. Bryan Park, which sits in the heart of the Fordham shopping district, is currently under renovation and could offer an excellent break for shoppers.

Recommendations:

- Promote the creation of an unaffiliated community development organization that works with existing institutions and encompasses a distinct boundary or “Fordham District”. This organiza-

tion could establish and oversee the following:

- A cooperative parking strategy that better utilizes unused parking spots between the various institutions, and their events, seasons and peak hours which fluctuate between uses.
- Offers that incentivize patronage at multiple area destinations.
- Oversee establishment of Trolley or shuttle system that promotes access to and between regional institutions.
- Support marketing programs for neighborhood businesses and promote area as a singular regional destination.
- Explore potential for hotels within the neighborhood could promote the area as a base to visit multiple attractions city-wide.
- Utilize existing open space to meet the needs of residents and visitors. This includes Poe Park, Bryan Park, and improving connections to Bronx River Park and Mosholu Parkway. The new Bry-

an Park should include programming such as diverse food trucks, pop-up markets, green or fresh food markets, outdoor seating and other opportunities to enhance the shopping experience and promote the area’s assets.

- Identify job markets and key destination points along Metro North Rail corridor as opportunities for residents of the study area. Identify intermodal “last mile” improvements to ease the commute for Bronx residents.

CONCLUSION

The Fordham Metro-North Station is not only extremely successful, it has incredible potential for additional growth and to serve as a centerpiece in the future of the Fordham Area. Popular institutions and attractions, recent rezonings, ongoing improvements to both the plaza and station, and new SBS service in addition to existing regional transit options are all catalysts for the area to take the next step as regional Business District and transit hub. Identifying areas where recent rezonings, station upgrades and plaza improvements can dovetail with pedestrian enhancements will create better connections to area attractions. A unified approach to promote its cultural, educational, retail, and professional attractions, paired with amenities that allow visitors to better take advantage of multiples attractions, will benefit the entire area and allow for its continued success.

PRIORITY RECOMMENDATIONS SUMMARY | Fordham Study Area

- Strengthen connections between area attractions, surrounding neighborhoods and transit assets by identifying where pedestrian improvements can tie into recent rezonings, plaza and station enhancements, and new SBS routes.
- Improve coordination between area attractions to encourage visits that take advantage of the diverse options the area offers.
- Identify land use policies which promote additional growth near transit, along important retail corridors and includes opportunity for a diverse mix of uses typical of regional business districts.

SOURCES

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³ Fordham Plaza Study. <http://www.nycdc.com/resource/fordham-plaza-conceptual-design-study>

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⁶ Bronx Zoo. <http://www.nycgovparks.org/about/history/zoos/bronx-zoo>

⁷ http://www.nybg.org/about/mission_and_history.php

⁸ <http://new.mta.info/press-release/metro-north/mta-metro-north-railroad-buy-land-expand-platform-fordham-station>

⁹ <http://www.nycdc.com/resource/fordham-plaza-conceptual-design-study>

¹⁰ <http://www.nycdc.com/project/webster-avenue-vision-plan>

* *Fordham Area Attractions By the Numbers:*

Brooklyn Museum Visitors. <http://www.nytimes.com/2010/06/15/arts/design/15museum.html?pagewanted=all&r=0>

Monroe College Students. <http://www.campusexplorer.com/colleges/E62478E0/New-York/Bronx/Monroe-College-Bronx/>

MTA, Annual Subway Ridership. http://www.mta.info/nyct/facts/ridership/ridership_sub_annual.htm

Prospect Park Zoo Visitors. http://en.wikipedia.org/wiki/Prospect_Park_Zoo

Brooklyn Botanic Garden Visitors. http://www.bbg.org/press/capital_campaign