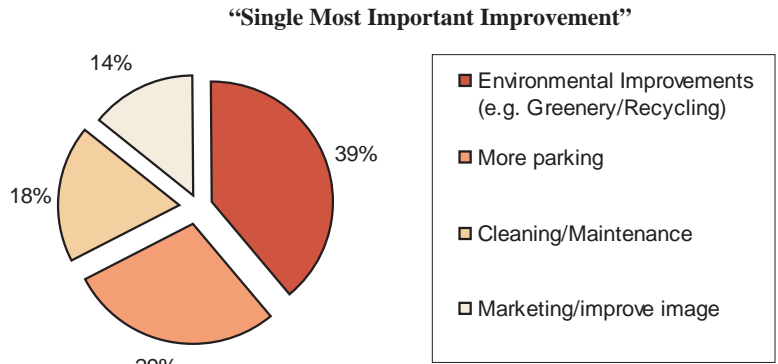




The RBA Group performed a thorough analysis of the existing streetscape conditions on Fordham Road. Based on community outreach results, including survey data, feedback from the design charrette on 3/26/08, and meeting with the BID, the following streetscape measures are recommended for Fordham Road to beautify the corridor while improving pedestrian safety.



*Survey Results
66 Responses*

Phase I – Immediate implementation

- Create plaza at Bryan Park, Concourse, & Creston Ave.
- Re-stripe new high visibility crosswalks
- Install countdown pedestrian signals and/or LPI’s
- Plant street trees
- Install informational directories
- Implement a way-finding system to nearby destinations
- Install recycling receptacles/trash receptacles
- Specify new benches
- Install pedestrian-level lighting and decorative banners
- Build neckdowns at intersecting cross streets

Phase II – BID/merchant coordination

- Replace roll-down security gates with transparent gates
- Install lighting on storefront windows for advertisement and improved night quality of streetscape
- Implement façade improvement program
- Advertise “Improved Fordham Road” on MetroNorth, MTA, and nearby educational facilities
- Enforce traffic and vendor laws (NYPD)
- Consider installation of public art at key focal points

Phase III – Capital & Long-term Improvements

- Replace sidewalks according to recommended standard
- Install new gateways
- Regulate sidewalk vendors through legislation, design, and enforcement

For additional information about the study, please contact the Fordham Road BID at 718-562-2104.

