



VENDOR POWER!

ভেণ্ডরের ক্ষমতা! 街販力量! قوّة البّياعين! ¡Sí Se Puede!

A GUIDE TO STREET VENDING IN NEW YORK CITY

There are more than 10,000 street vendors in New York City, and they play an iconic role in urban life. What could be more New York than a hot dog in Times Square or DVDs on Canal Street? Selling things from a table or cart might seem simple, but in New York it's hard — long hours for low pay in a confusing system of regulations. This is a guide to the complicated, and sometimes unfair, rules that govern street vending in New York City.

MAKING
POLICY
PUBLIC

KNOW YOUR RIGHTS

আপনার অধিকারকে জানুন। 懂得你的权力 اعرف حقوقك Conozca Sus Derechos



If you follow the rules, you have the **RIGHT** to vend on a public sidewalk. Store owners and security guards can't make you move.

আইনকে অনুসরণ করে রাস্তার পাশে আপনি ভেড়ার ব্যবসা করতে পারেন। দোকানের মালিক বা সিকিউরিটি গার্ড আপনাকে সরাতে পারবে না।

如果你遵守规则，当你工作在公共人行道时，店员和保安人员不能够让你离开。

إذا تمثلي على القانون، من **حَقِّكَ** ان تبيع على الرصيف العام. ليس من حق ارباب المحلات والحراس ان يمشك من مكانك.

Si usted sigue las reglas, usted tiene el **DERECHO** de vender en una acera. Los propietarios de tiendas o almacenes y los guardias de seguridad no le pueden hacer mover.

Police can't make you move, unless:

পুলিশও আপনাকে সরাতে পারবে না। যদি না, 在以下的几种情况下，警察有权力让你离开:

ليس من حق الشرطة ان يمشك من مكانك الا اذا:

La policia no le puede mover, a menos que:



There is an emergency. (Fire!)

কোন ধরনের অগ্নিকাণ্ডের সূত্রপাত

在紧急情况下 (如火灾)

هناك حالة طارئة. حريق!

Haya una emergencia.

(¡Un incendio!)



There is a big event. (Parade!)

বড় ধরনের প্যারেড

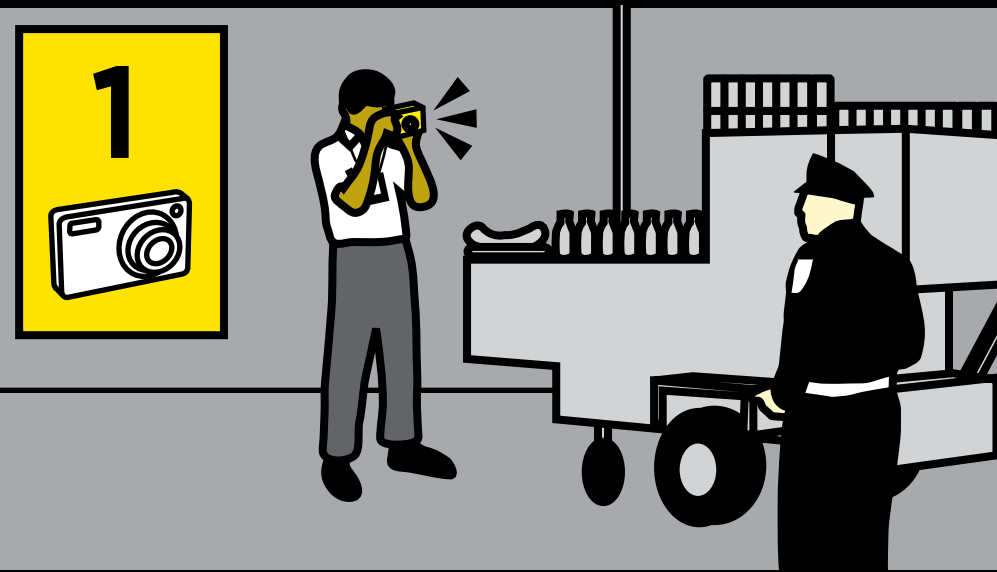
在有大型活动情况下 (如游行)

هناك مناسبة كبيرة. مسيرة احتفالية!

Haya un acontecimiento grande.

(¡Un desfile!)

If you get a ticket: তাহলে: 如果你得到罰單: اذا عطوك (الشرطة) تيكيت: Si le ponen una multa:



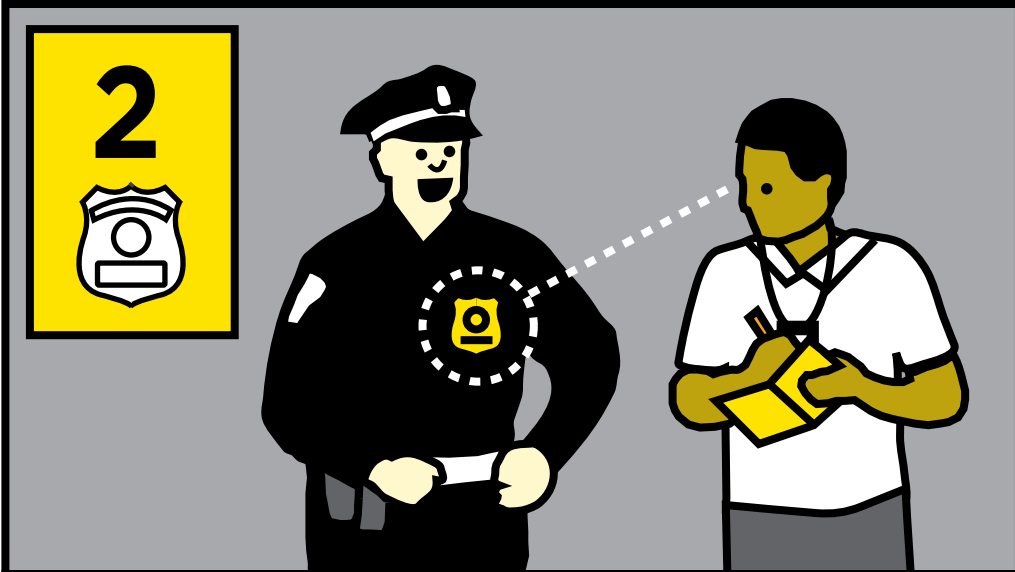
Take a photo or video of your spot. You can use these in court.

কোর্টে ব্যবহার করার জন্য আপনার ভেড়ার জায়গার (স্পট) ছবি ও ভিডিও তুলে রাখুন।

尽量拍下照片或是录像，可以作为法庭的证据

خذ صورة او فيديو لمكانك والحدث لكي تستخدمهما في المحكمة.

Tome fotos o video de su lugar. Usted puede utilizar éstos en un tribunal.



Get names and badge numbers of the police.

জরিমানা প্রদানকারী (টিকেট দানকারী) পুলিশের বেজ নম্বর ও নাম লিখে রাখুন।

尽量记下警察的名子和警号。

سجل اسم ورقم بادج الشرطي.

Consiga los nombres y números de insignia de la policía.



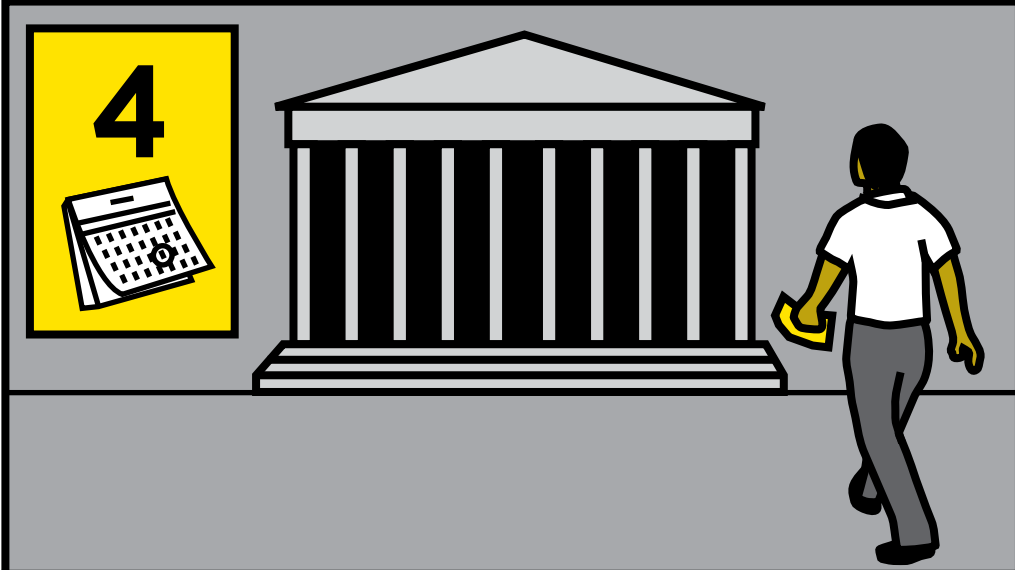
File a complaint if the police abuse your rights or are disrespectful.

পুলিশ যদি আপনার অধিকার ও মর্যাদাকে ক্ষুণ্ণ করে তাহলে তার বিরুদ্ধে অভিযোগ করুন।

如果警察侵犯你的权力或找你的麻烦，你有权力投诉他。

سجل شكوة اذا الشرطة انتهكوا حقوقك او تعاملوا معك بعدم احترام.

Haga una queja formal si la policía abusa sus derechos o le trata con una falta de respeto.



Show up in court. If you don't, you'll be fined more.

কোর্টে হাজিরা দেন। হাজিরা না দিলে, আপনার উপর বেশী জরিমানা করা হতে পারে।


一定要准时出庭。如果没有到庭，你将会被加重罚款。

احظر الى المحكمة. اذا لا تحظر. سيغرمونك اكثر.


Aparezca en el tribunal. Si no lo hace, será penalizado con mayores multas.

KNOW THE LAW

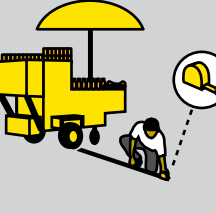
আইনকে জানুন 认识法律 اعرف القانون Conozca la Ley



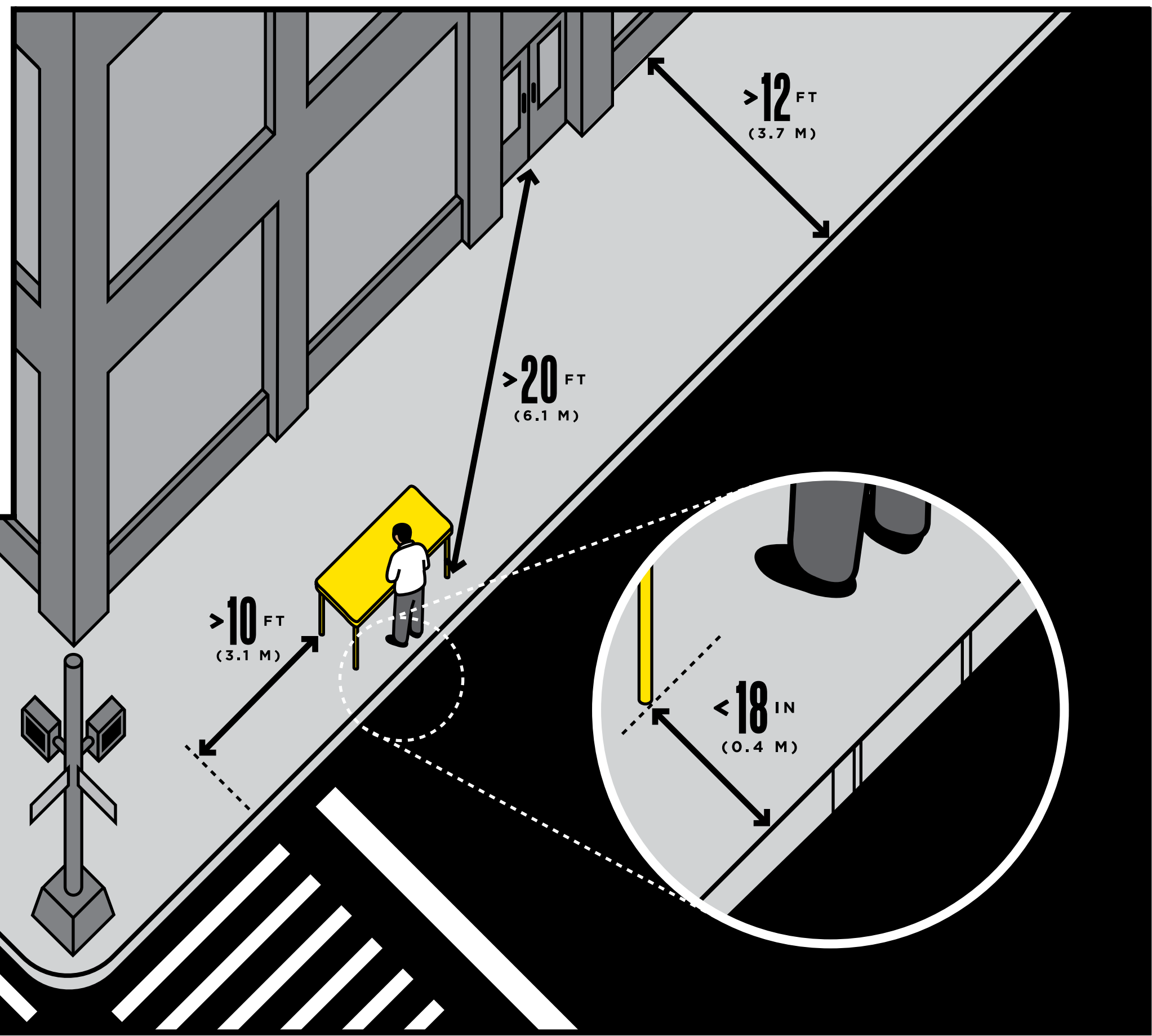
1. Get a license.
১) ভেডার লাইসেন্স নিন।
1. 要持有执照
1. احصل على رخصة
1. Obtenga una licencia.



2. Vend on a legal street.
২) বৈধ রাস্তার মধ্যে ব্যবসা করুন।
2. 要在正确的街头
2. بيع على شارع مسموح
2. Venda en una calle legal.



3. Vend in a legal spot.
৩) বৈধ জায়গায় (স্পটে) ব্যবসা করুন।
3. 要在正确的地方
3. بيع في مكان مسموح
3. Venda en un lugar legal.



KEY

1 FT = 0.31 M
1 M = 3 FT 3 IN

> Greater than
(অধিক)
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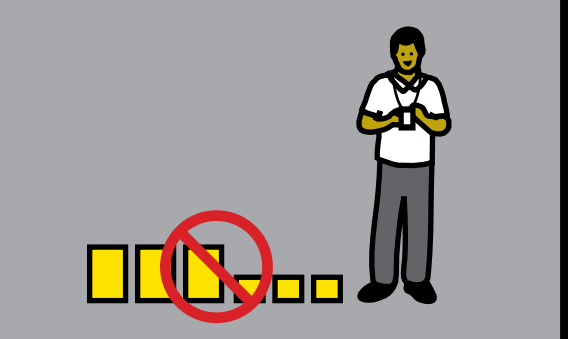
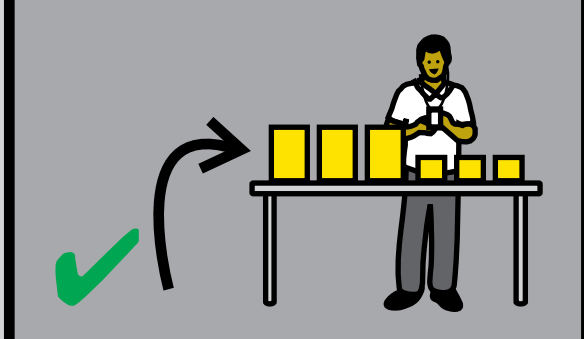
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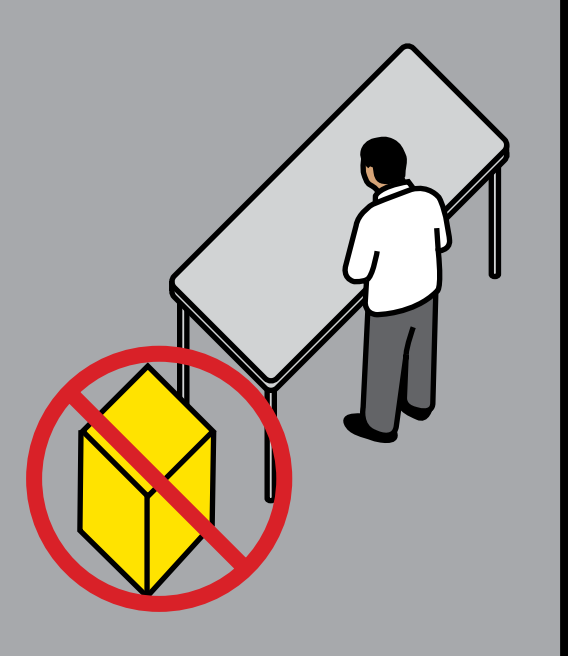
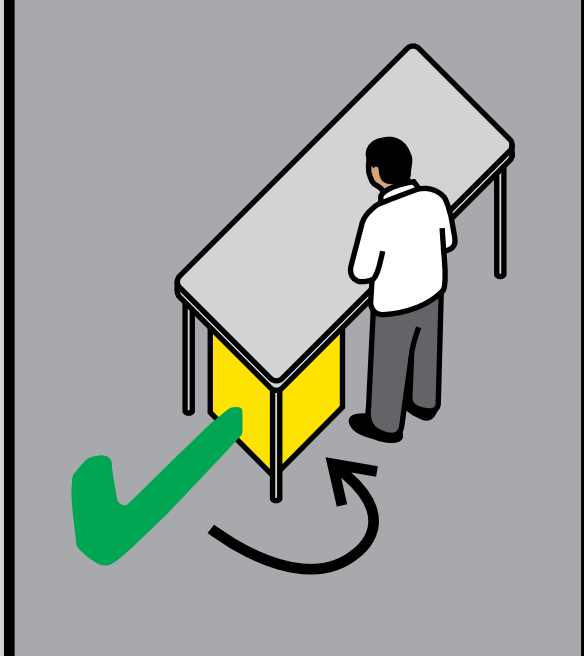
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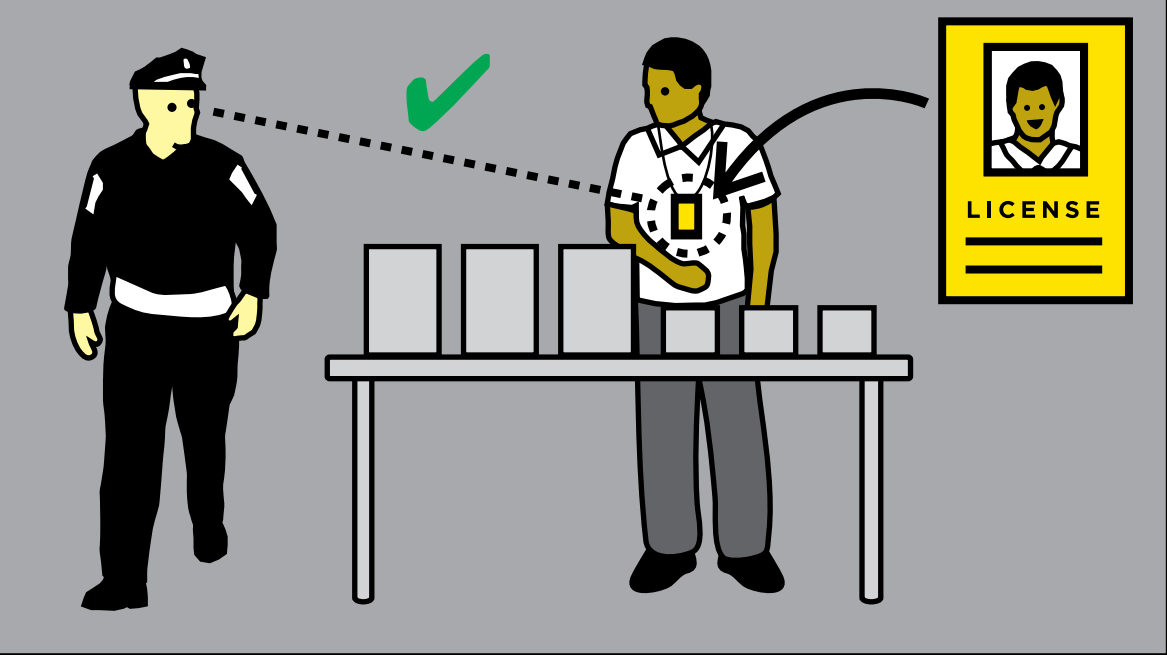
<5 FT (1.5 M)

>2 FT (0.6 M)

<3 FT (0.9 M)



WAYS TO A BETTER VENDOR WORLD

In New York, street vending has always attracted ambitious, hard-working men and women with limited economic options. Successive waves of immigrants — Jewish and Italian in a previous era, now Chinese, Bangladeshi, Afghan, and Senegalese — have used vending to gain a foothold in their new country. Its low start-up costs, independence, and flexibility make vending a traditional first stop for small business entrepreneurs.

But vending isn't an easy way to get ahead. Throughout New York City's history, merchants resentful of "unfair" competition have joined forces with city officials concerned with congestion, modernization, and "quality of life" to bar vendors from streets and regulate them excessively. These complex and shifting laws force vendors back and forth across the border between the formal and informal economies, making it difficult for vendors to serve the public and make a decent and honest living.

Here are four basic ways the City can make vending laws work better for vendors, their customers, and everyone else.

START-UP COSTS TO VEND

LICENSE	\$25-200 PER YEAR
FOOD PERMIT	\$15-200
TABLE	\$20-200
CART	\$3,000-80,000
GARAGE RENTAL FOR CART	\$300-500 PER MONTH
INVENTORY	\$500-3,000 TO START

FORMER NYC VENDORS

JERRY SEINFELD
JAY-Z
JEAN-MICHEL BASQUIAT
AMADOU DIABLO
LEVI STRAUSS

BUSINESSES THAT STARTED AS PUSHCARTS

1880s: Bloomingdale's, Delecting Macys, Roc-A-Fella Records, Cohen's Fashion Optical, Goldman Sachs

1927: Four Jewish peddlers set up pushcarts along Hester Street on the Lower East Side, leading to the first pushcart market in New York City. The main Italian market evolved on Grand Street in lower Manhattan, and Paddy's Market in Hell's Kitchen served Irish immigrants.

1939: New York City featured an exhibit in the World's Fair called "The Life and Death of a Pushcart."

ETHNIC BACKGROUND OF VENDORS IN LOWER MANHATTAN

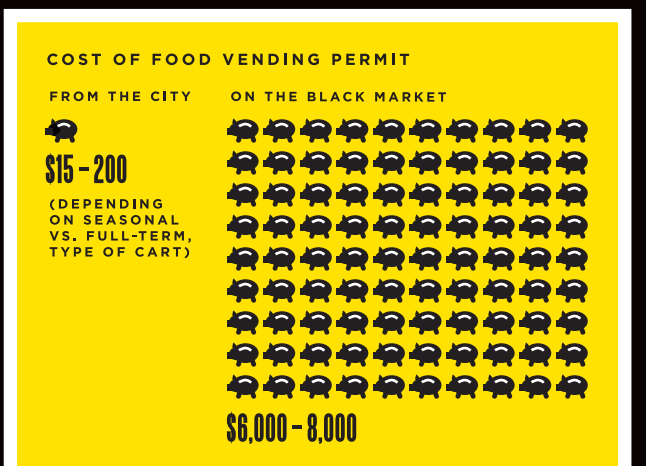
1925	2005
72% JEWISH	10% BANGLADESHI
22% ITALIAN	17% U.S.-BORN (ALMOST ALL WAR VETERANS)
6% GERMAN, RUSSIAN, SPANISH, POLISH, "NEGRO OR MULATTO"	18% CHINESE
	18% SENEGALESE
	12% AFGHAN
	5% EGYPTIAN
	4% CARIBBEAN
	12% OTHER

WHY DO VENDORS VEND?

50% WANT TO HAVE TO GO

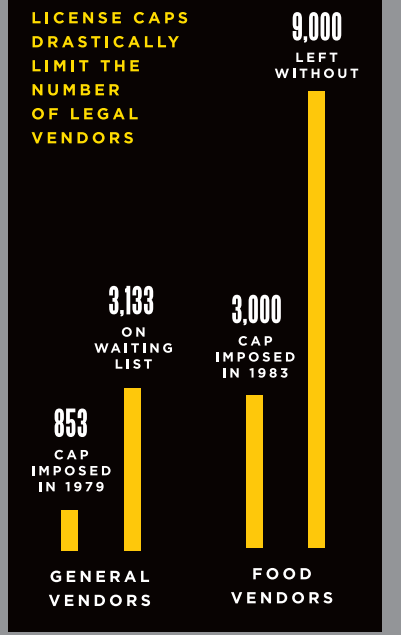
OPPOSITION TO AN "OLD WORLD" JOB

Mayor Fiorello LaGuardia (1924-1945) was the son of immigrants and a champion of the poor, but he thought of street vending as an "Old World" form of retailing unsuitable for modern New York. He tried to ban outdoor vending and moved vendors to indoor markets. Some of these markets, like the Essex Street Market, still exist.



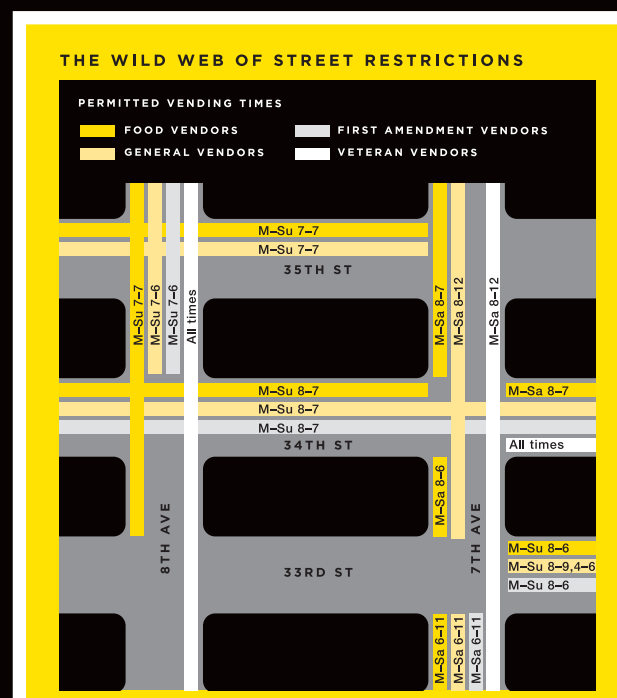
1. LIFT THE CAPS

It's virtually impossible to get a vending license in New York City because of strict caps, or limits, placed on the number of vendors in the 1970s and '80s. The estimated wait for a general vending license is several decades. By setting the caps far below vendor supply and public demand, the City unintentionally creates a thriving and exploitative black market for permits and licenses. Legal vendors have to buy licenses from illegal middlemen at exorbitant prices. Other vendors are driven underground, where they're unlicensed and unregulated. To bring vendors into the legal mainstream, the City should raise the caps to realistic levels and crack down on the black market in licenses and permits.



MIXED ACTION TOWARDS A "NOBLE PROFESSION"

Mayor Edward Koch (1976-1990) said "peddling is a noble profession." He proposed a bill to open more streets to vending while restricting the number of vendors per block through a site lottery, but it didn't pass. While he didn't enforce increased street restrictions, he signed Local Law 50 in 1979, capping general vendor licenses at 853, the number of licenses at the time. It was the first hard cap in the city's history.



2. INCREASE STREET ACCESS

Vendors need foot traffic to survive, but waves of street restrictions have forced them further away from the areas of the city that can support them. Pressure from merchant associations in the 1970s and Business Improvement Districts (BIDs) in later decades led to widespread restrictions, and Mayor Rudolph Giuliani made street restrictions a centerpiece of his "quality of life" campaign. Even on open streets, complex rules make it difficult to vend legally. The City should review street closings according to set criteria and rescind restrictions not founded in legitimate concerns about safety and street congestion. It should also simplify time-of-day restrictions to make them easier for vendors to understand and follow.

LOWERING THE QUALITY OF VENDORS' LIVES

Mayor Rudolph Giuliani (1994-2001) cracked down on vendors as part of his "quality of life" campaign. He enforced street restrictions that Koch and Dinkins disregarded. He closed the outdoor bazaar on 125th Street in Harlem. He also wrestled control of street closures from the City Council and formed a special committee — the Street Vendor Review Panel — with one mission: to close more streets.

LISTENING TO HIS INNER VENDOR

As a youth, Mayor David Dinkins (1990-1995) was an unlicensed vendor in Harlem. He proposed raising the license caps and increasing vending enforcement. After an attempt to ban vendors from 125th Street in 1993 led to large protests, the mayor refrained from further restrictions.

MOST RESTRICTED VENDING AREAS

HARLEM

MIDTOWN

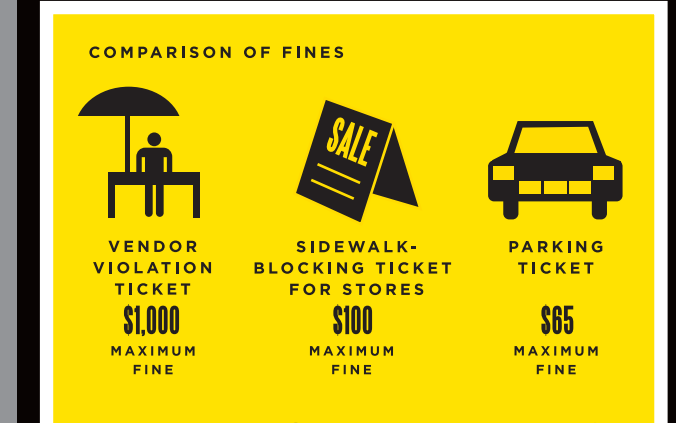
FINANCIAL DISTRICT

MIDTOWN MAN

The first Midtown ban dates back to the Depression, when thousands of former bankers, brokers, and other jobless residents took to Midtown to sell the iconic 5-cent apple.

WHAT'S A BUSINESS IMPROVEMENT DISTRICT (BID)?

First formed in the 1960s, BIDs are groups of merchants and property owners that voluntarily pay additional taxes to fund services and public improvements in their neighborhoods — like sidewalk maintenance, security, and capital projects. Historically, the merchants and property owners who control BIDs have led the fight against street vendors, pressing city officials for caps and street restrictions, or simply placing planters and other obstructions to prevent vendors from operating on their streets.



3. REDUCE THE FINES

In 2005, Mayor Michael Bloomberg quadrupled the maximum fines for street vendor violations from \$250 to \$1,000. A few tickets for parking a cart more than 18 inches from the curb or less than 20 feet from a store entrance can wipe out months of earnings. Other businesses pay less for more serious violations while having a greater ability to pay. Vendors are entry-level small business owners who cannot absorb fines as a cost of business. The City should reduce fines to pre-2005 amounts — a level that deters violations but doesn't put vendors out of business.

SETBACKS AND STEPS FORWARD

Mayor Michael Bloomberg (2002-present) is responsible for increasing fines from \$250 to \$1,000 and for banning vending near the World Trade Center. He did, however, sign the GreenCarts bill in 2008 which grants specialized vending permits that allow vendors to sell fruit in low income neighborhoods. While limited in scope, it is the first increase in vending permits in decades.



WHAT VIOLATIONS VENDORS GET TICKETED FOR

22%	PARKED MORE THAN 18 INCHES FROM CURB
16%	PARKED ON A RESTRICTED STREET
15%	PARKED LESS THAN 20 FEET FROM A STOREFRONT
10%	HEALTH VIOLATIONS
8%	PARKED ON A SIDEWALK LESS THAN 12 FEET WIDE
8%	UNLICENSED
5%	LICENSE NOT VISIBLE
4%	NO PRICES POSTED
12%	OTHER



4. REFORM ADMINISTRATION AND ENFORCEMENT

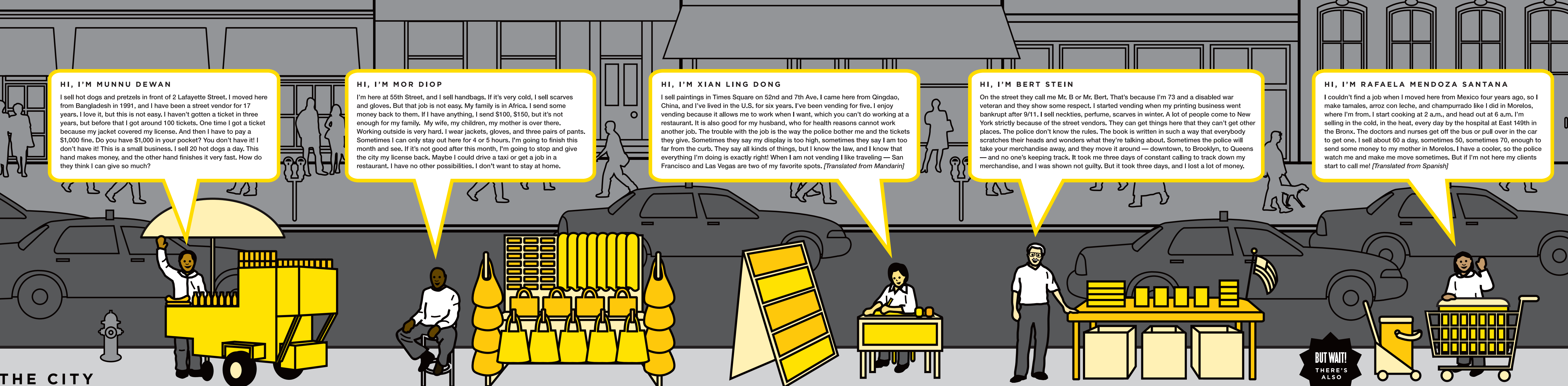
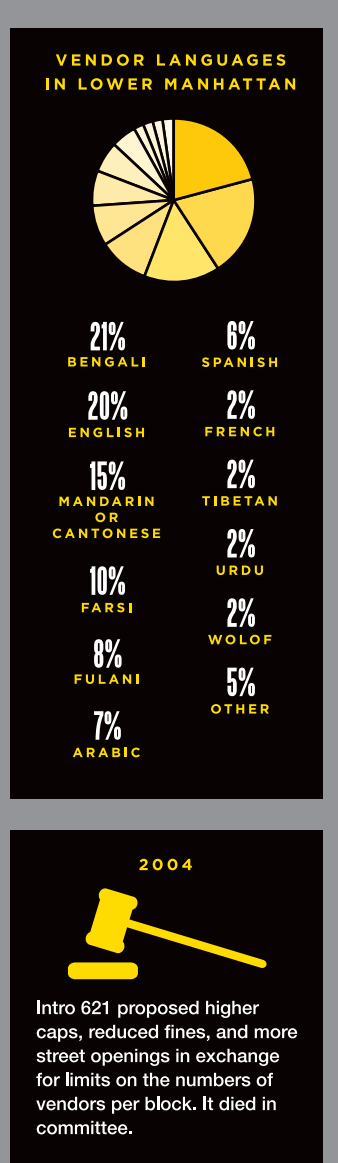
Vending regulation is a patchwork of policies from the last hundred years that vendors and police find hard to understand. The rulebook is a series of photocopied and unformatted excerpts from the city code — rough going, even for native English speakers. As a consequence, vendors who want to follow the rules get tickets for violations they don't understand, and police who want to enforce the rules get tickets for violations that don't exist. To increase compliance, the City should simplify vendor regulation and create a new rulebook that clearly explains the rules in English and a few of the many languages vendors speak.

GOOD LUCK TO YOU

Vendors lucky enough to get a license from the City also receive a photocopied packet meant to explain the rules. It includes direct excerpts from the City administrative code and a long list of streets with the various days and times the City prohibits vending on each. This is a sample page from that book.

AGENCIES INVOLVED IN VENDOR REGULATION

CONSUMER AFFAIRS
HEALTH AND MENTAL HYGIENE
SANITATION
ENVIRONMENTAL PROTECTION
FINANCE
PARKS AND RECREATION
POLICE



HI, I'M MUNNU DEWAN

I sell hot dogs and pretzels in front of 2 Lafayette Street. I moved here from Bangladesh in 1991, and I have been a street vendor for 17 years. I love it, but this is not easy. I haven't gotten a ticket in three years, but before that I got around 100 tickets. One time I got a ticket because my jacket covered my license. And then I have to pay a \$1,000 fine. Do you have \$1,000 in your pocket? You don't have it! I don't have it! This is a small business. I sell 20 hot dogs a day. This hand makes money, and the other hand finishes it very fast. How do you think I can give so much?

HI, I'M MOR DIOP

I'm here at 55th Street, and I sell handbags. If it's very cold, I sell scarves and gloves. But that job is not easy. My family is in Africa. I send some money back to them. If I have anything, I send \$100, \$150, but it's not enough for my family. My wife, my children, my mother is over there. Working outside is very hard. I wear jackets, gloves, and three pairs of pants. Sometimes I can only stay out here for 4 or 5 hours. I'm going to finish this month and see. If it's not good after this month, I'm going to stop and give the city my license back. Maybe I could drive a taxi or get a job in a restaurant. I have no other possibilities. I don't want to stay at home.

HI, I'M XIAN LING DONG

I sell paintings in Times Square on 52nd and 7th Ave. I came here from Qingdao, China, and I've lived in the U.S. for six years. I've been vending for five. I enjoy vending because it allows me to work when I want, which you can't do working at a restaurant. It is also good for my husband, who for health reasons cannot work another job. The trouble with the job is the way the police bother me and the tickets they give. Sometimes they say my display is too high, sometimes they say I am too far from the curb. They say all kinds of things, but I know the law, and I know that everything I'm doing is exactly right! When I am not vending I like traveling — San Francisco and Las Vegas are two of my favorite spots. [Translated from Mandarin]

HI, I'M BERT STEIN

On the street they call me Mr. B or Mr. Bert. That's because I'm 73 and a disabled war veteran and they show some respect. I started vending near my printing business went bankrupt after 9/11. I sell neckties, perfume, scarves in winter. A lot of people come to New York strictly because of the street vendors. They can get things here that they can't get other places. The police don't know the rules. The book is written in such a way that everybody scratches their heads and wonders what they're talking about. Sometimes the police will take your merchandise away, and they move it around — downtown, to Brooklyn, to Queens — and no one's keeping track. It took me three days of constant calling to track down my merchandise, and I was shown not guilty. But it took three days, and I lost a lot of money.

HI, I'M RAFAELA MENDOZA SANTANA

I couldn't find a job when I moved here from Mexico four years ago, so I make tamales, arroz con leche, and champurrado like I did in Morelos, where I'm from. I start cooking at 2 a.m., and head out at 6 a.m. I'm selling in the cold, in the heat, every day by the hospital at East 149th in the Bronx. The doctors and nurses get off the bus or pull over in the car to get one. I do about 60 a day, sometimes 50, sometimes 70, enough to send some money to my mother in Morelos. I have a cooler, so the police watch me and make me sometimes. But if I'm not here my clients start to call me! [Translated from Spanish]

THE CITY DEFINES FOUR TYPES OF VENDORS

FOOD VENDORS

COMMON ITEMS SOLD

Hot dogs, coffee, fruit, ice cream, donuts, bagels, burritos, falafel, halal, tamales, arepas, dosas, roasted nuts, pretzels

NUMBER OF VENDORS

Only 3,000 2-year food vending permits are available. The average wait time to receive one is 5-10 years.

GENERAL VENDORS

COMMON ITEMS SOLD

T-shirts, handbags, watches, scarves, gloves, belts, neckties, perfume, umbrellas, cell phone accessories

NUMBER OF VENDORS

New York City has capped the number of general vending licenses at 853 (excluding veteran vendors). The waiting list for licenses has been closed since 1992.

FIRST AMENDMENT VENDORS

COMMON ITEMS SOLD

Books, newspapers, CDs, DVDs, paintings, photographs, handmade crafts and jewelry, items with political messages

NUMBER OF VENDORS

Since 1982, vendors who sell expressive material have been protected by the First Amendment and do not need a license. There are around 1,000 First Amendment vendors.

VETERAN VENDORS

COMMON ITEMS SOLD

Anything from the General Vendor category: gloves, neckties, cell phone accessories, scarves, t-shirts, handbags, watches, belts, perfume, umbrellas

NUMBER OF VENDORS

Under New York state law, honorably discharged U.S. military veterans may receive a general vending license despite the 853-vendor cap. There were 1,704 veteran vendors on record in 2005.

UNLICENSED VENDORS

COMMON ITEMS SOLD

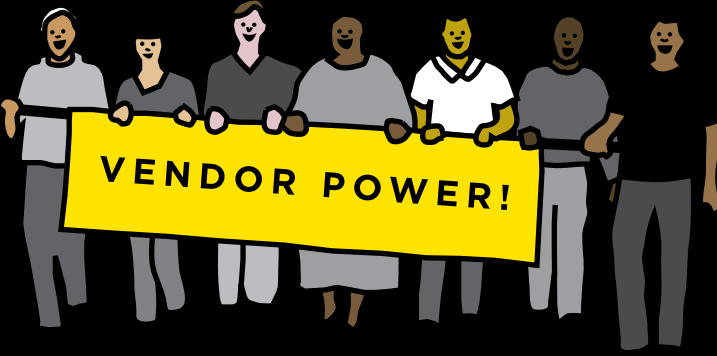
Anything from the previous category: umbrellas, tamales, ice cream, handbags, scarves, watches, perfume, DVDs

NUMBER OF VENDORS

There are perhaps 6,000 unlicensed vendors (nobody really knows). Only half of vendors are licensed due to license caps.

GET INVOLVED

সংশ্লিষ্ট হউন 踊跃参加组织活动 اشترك Unase



Street vending is an important but challenging job in New York City. By working together we can create positive changes for our community. The Street Vendor Project is a union of more than 700 NYC street vendors of all kinds. To learn more: join a meeting, call 646-602-5679, or visit www.streetvendor.org.

নিউইয়র্ক সিটিতে স্ট্রীট ভেন্ডিং দরকারী ও চ্যালেঞ্জিং কাজ। একসাথে কাজ করলে আমরা কমিউনিটিতে ইতিবাচক পরিবর্তন আনতে পারি। নিউইয়র্ক সিটির সব ধরনের ৭ শতাধিক স্ট্রীট ভেন্ডরসকে নিয়ে 'দ্য স্ট্রীট ভেন্ডর প্রজেক্ট' গঠিত। এ বিষয়ে বিস্তারিত জানার জন্য, আমাদের কোন একটি সভায় যোগ দিতে (৬৪৬) ৬০২-৫৬৭৯ ফোন করুন অথবা আমাদের ওয়েবসাইট www.streetvendor.org ভিজিট করুন।

在纽约，街头商贩是一个重要的行业。如果大家团结起来，我们能够增加我们的力量和利益。我们的组织现在有大约700多成员。我们希望有更多的人加入。如果你有兴趣加入，请拨打 646-602-5679 或上网查询。 www.streetvendor.org

البيع في الشارع في مدينة نيويورك عمل مهم ولكن فيه تحديات. من خلال العمل الجماعي نستطيع ان ندخل تغييرات ايجابية لجاليتنا. "مشروع الباعة المتجولين" The Street Vendor Project هو نقابة متكون من اكثر من 700 بياع متجول من كل نوع. لتتعلم اكثر، تعال الى احدى اجتماعاتنا، اتصل هاتفياً على 646-602-5679 او زور www.streetvendor.org.

En la ciudad de Nueva York el trabajo de vendedor ambulante es importante pero difícil. Trabajando juntos, nosotros podemos crear cambios positivos para nuestra comunidad. The Street Vendor Project es una coalición de más de 700 vendedores ambulantes de todo tipo. Para aprender más, venga a una de nuestras reuniones, llame al 646-602-5679, o visite nuestra página web: www.streetvendor.org.



CREDITS

ABOUT THIS PROJECT

Making Policy Public is a project of the Center for Urban Pedagogy (CUP) that pairs policy advocates with graphic designers to produce fold-out posters like this one. CUP chooses project participants through a jury process and facilitates their collaboration. www.makingpolicypublic.net

COLLABORATORS

Sean Basinski (The Street Vendor Project), Candy Chang, John Mangin (CUP), Rosten Woo (CUP)

THE CENTER FOR URBAN PEDAGOGY (CUP)

CUP produces creative education about places and how they change. www.anothercupdevelopment.org

THE STREET VENDOR PROJECT

The Street Vendor Project, part of the Urban Justice Center, is a membership-based organization of more than 700 vendors who work together to protect the rights of vendors and promote vendor-friendly reform. www.streetvendor.org

CANDY CHANG

With a background in graphic design and urban planning, Candy Chang likes to make city information more accessible and engaging through design and the creative use of public space. www.candychang.com

BIG THANKS TO

Lei Bai, Rupa Bhattacharya, Ryan Devlin, Mark Foggin, Cesar Fuentes, Ali Issa, Serge Martinez, Valeria Mogilevich, Elizabeth Stanton, Sam Stark, Abu Taher, Paula Winograd, Tina Wu

Support for this project was provided by the New York State Council on the Arts (NYSCA) and the NYC Department of Cultural Affairs.

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