



VENDOR POWER!

ভেণ্ডরের ক্ষমতা! 街販力量! قوّة البّیّاعین! ¡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

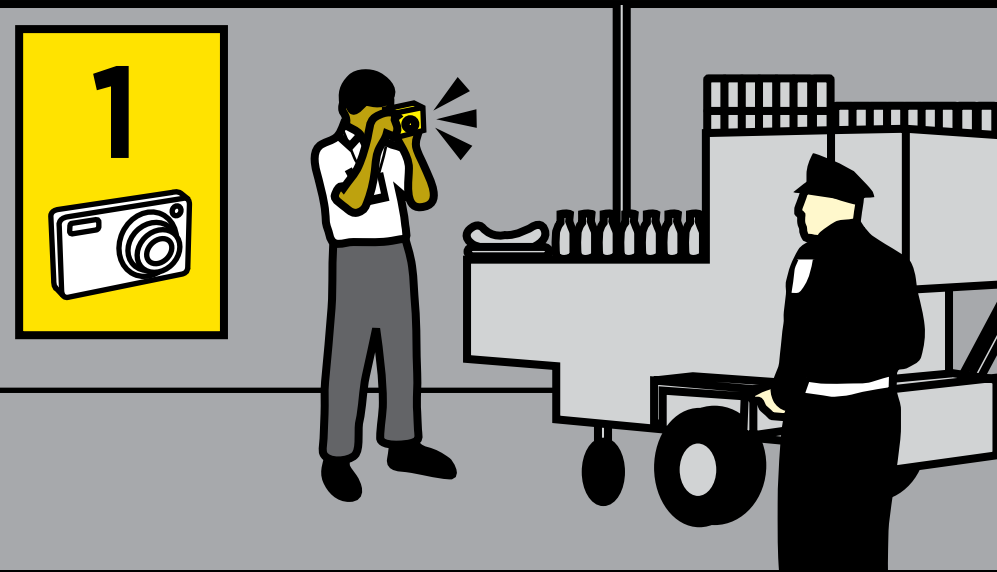
在有大型活动情况下 (如游行)

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:



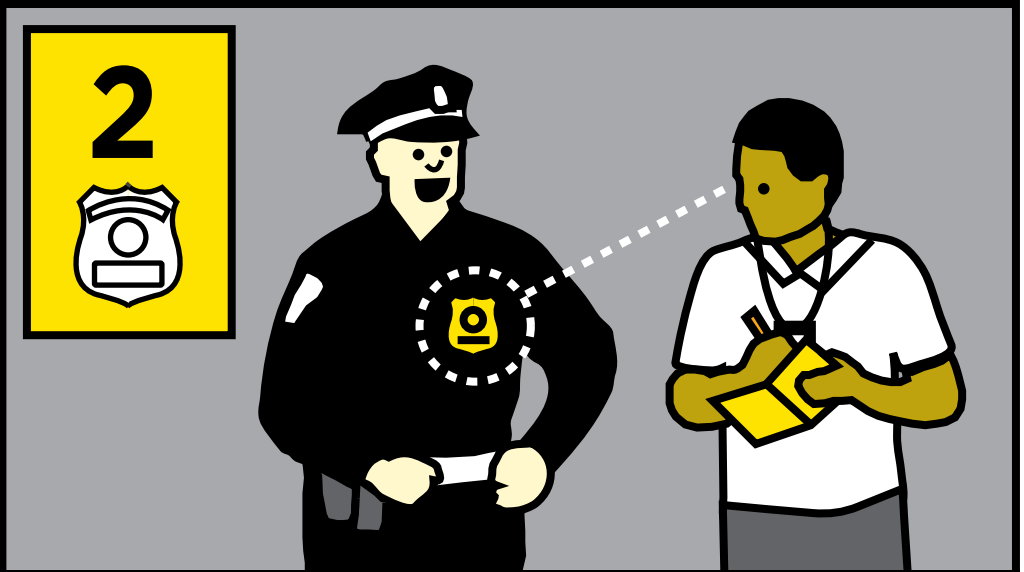
Take a photo or video of your spot. You can use these in court.

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.



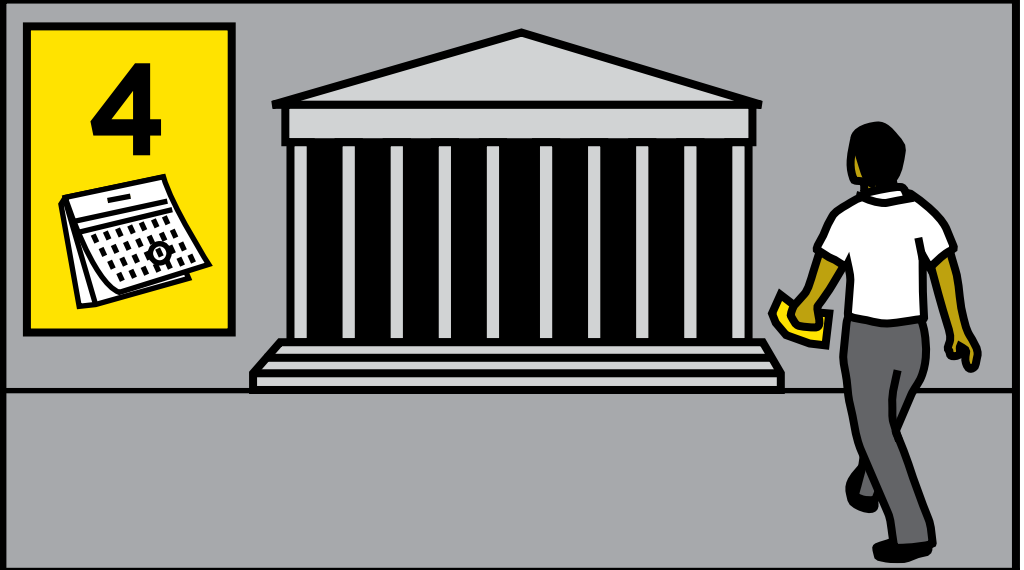
File a complaint if the police abuse your rights or are disrespectful.

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

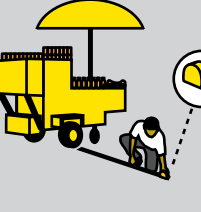
আইনকে জানুন 认识法律 اعرف القانون Conozca la Ley



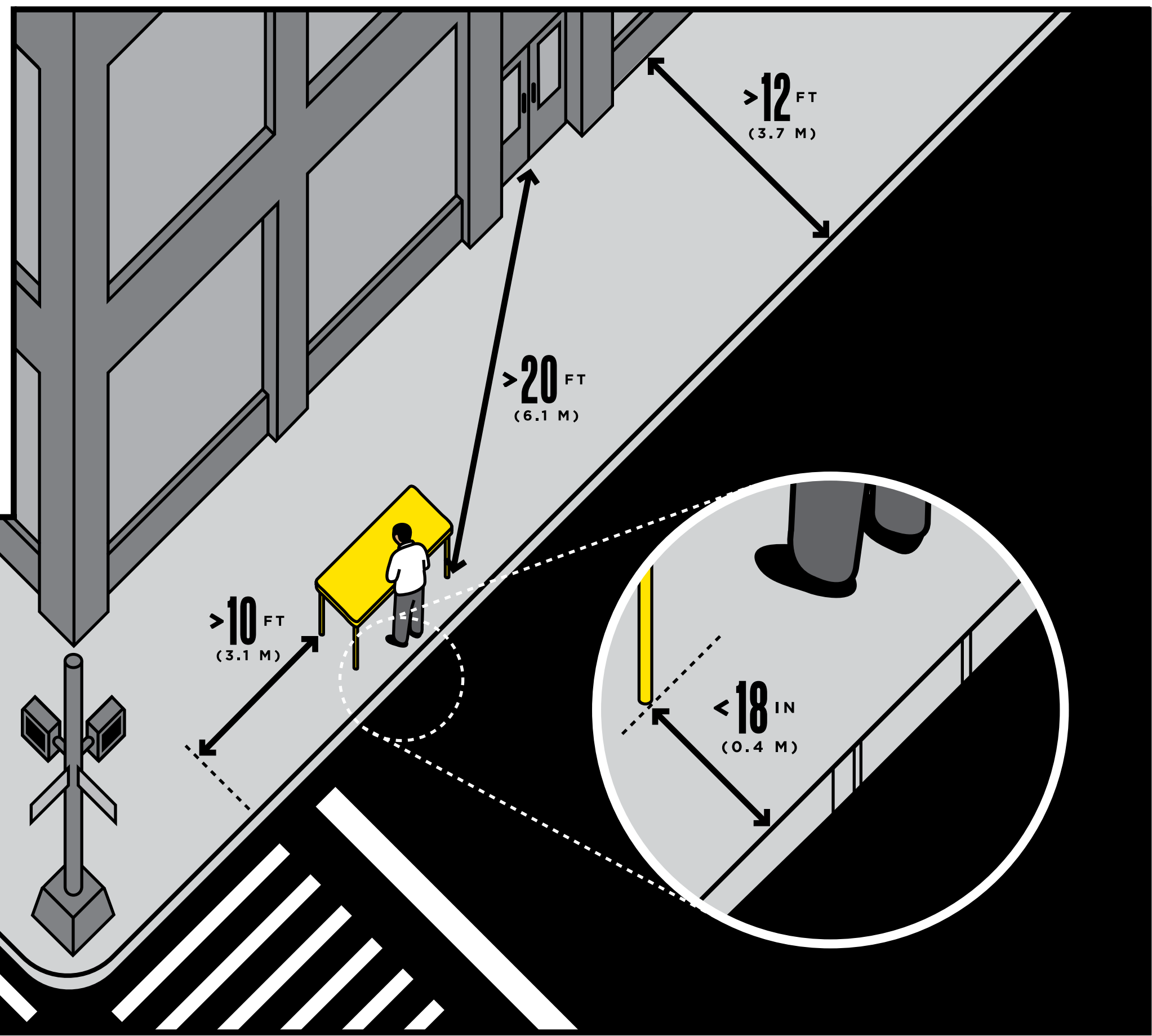
1. Get a license.
১) ভেডার লাইসেন্স নিন।
1. 要持有执照
1. احصل على رخصة
1. Obtenga una licencia.



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.



Dimensions for vending machine:
 - <8 FT (2.4 M) (width)
 - <5 FT (1.5 M) (height)
 - >2 FT (0.6 M) (leg height)
 - <3 FT (0.9 M) (leg angle)

Illustrations of correct and incorrect setups:
 - Incorrect: Vending machine on ground (marked with a red X).
 - Correct: Vending machine on a table (marked with a green checkmark).
 - Incorrect: Vending machine with a box on top (marked with a red X).
 - Correct: Vending machine with a table top (marked with a green checkmark).
 - Police officer checking a vending machine on a table with a license (marked with a green checkmark).

WAYS TO A BETTER VENDOR WORLD

In New York, street vending has always attracted ambitious, hard-working men and women with limited economic options...

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.

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 table with categories like LICENSE, FOOD PERMIT, TABLE, CART, GARAGE RENTAL, INVENTORY.

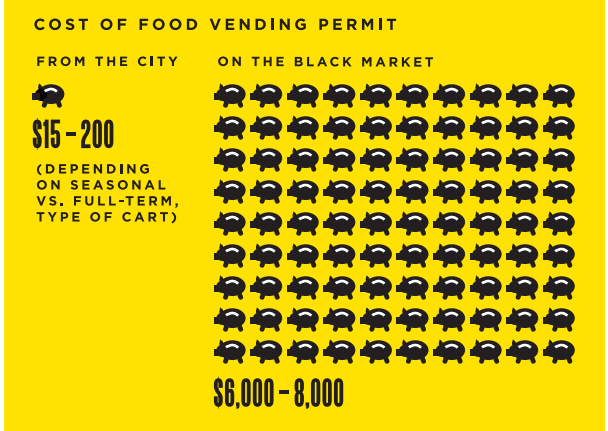
FORMER NYC VENDORS: JERRY SEINFELD, JAY-Z, JEAN-PIERRE JEAN-PIERRE, AMAOUI DIALLO, LEVI STRAUSS.

BUSINESSES THAT STARTED AS PUSHCARTS: Bloomingdale's, Macy's, Roc-A-Fella Records, Cohen's Fashion Optical, Goldman Sachs. Includes historical photos and text.

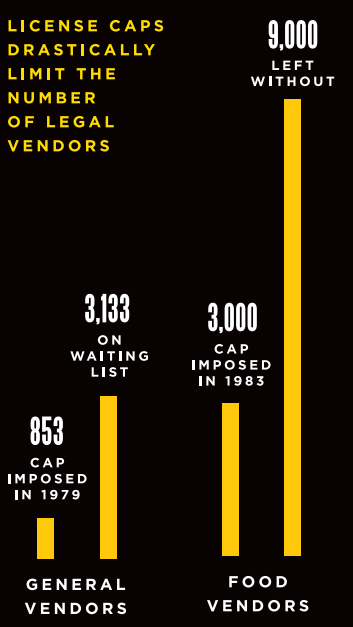
ETHNIC BACKGROUND OF VENDORS IN LOWER MANHATTAN: Pie charts showing percentages for 1925 and 2005 across various ethnicities.

NUMBER OF NYC VENDORS: ~12,000. AVERAGE NYC VENDOR SALARY: \$14,000. WHY DO VENDORS VEND? 50% WANT TO, 50% HAVE TO.

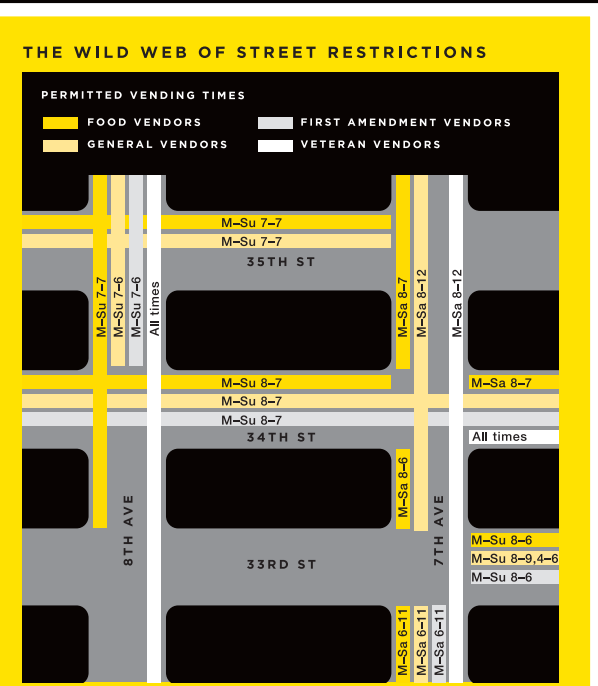
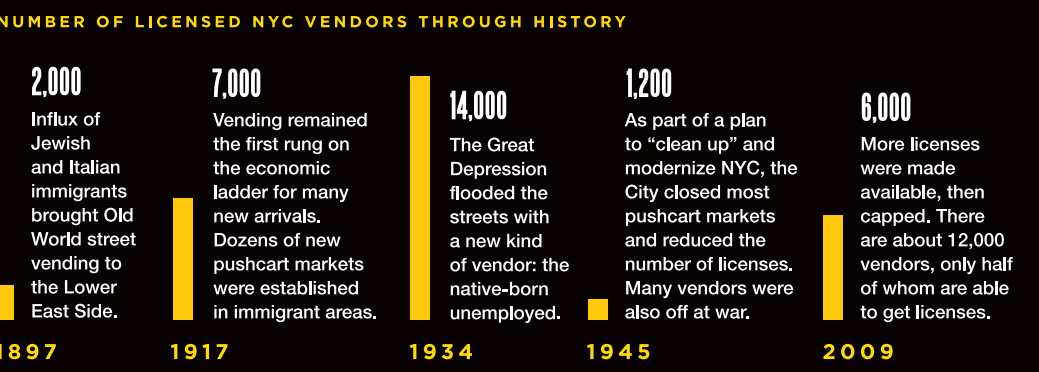
OPPOSITION TO AN "OLD WORLD" JOB: Mayor Fiorello LaGuardia (1924-1945) was the son of immigrants and a champion of the poor...



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.



MIXED ACTION TOWARDS A "NOBLE PROFESSION": Mayor Edward Koch (1978-1998) said "peddling is a noble profession."



2. INCREASE STREET ACCESS: Vendors need foot traffic to survive, but waves of street restrictions have forced them farther away from the areas of the city that can support them.

LISTENING TO HIS INNER VENDOR: As a youth, Mayor David Dinkins (1990-1995) was an unlicensed vendor in Harlem.

MOST RESTRICTED VENDING AREAS: Map highlighting Harlem, Midtown, and 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.

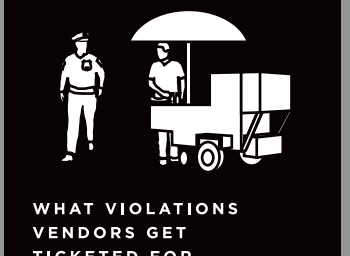
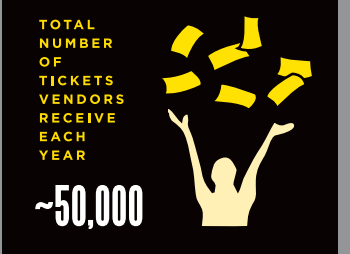
WHAT'S A BUSINESS IMPROVEMENT DISTRICT (BID)? First formed in the 1960s, BIDs are groups of merchants and property owners that voluntarily pay additional taxes to fund services and public improvements in their neighborhoods.

LOWERING THE QUALITY OF VENDORS' LIVES: Mayor Rudolph Giuliani (1994-2001) cracked down on vendors as part of his "quality of life" campaign.



3. REDUCE THE FINES: In 2005, Mayor Michael Bloomberg quadrupled the maximum fines for street vendor violations from \$250 to \$1,000.

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.



4. REFORM ADMINISTRATION AND ENFORCEMENT

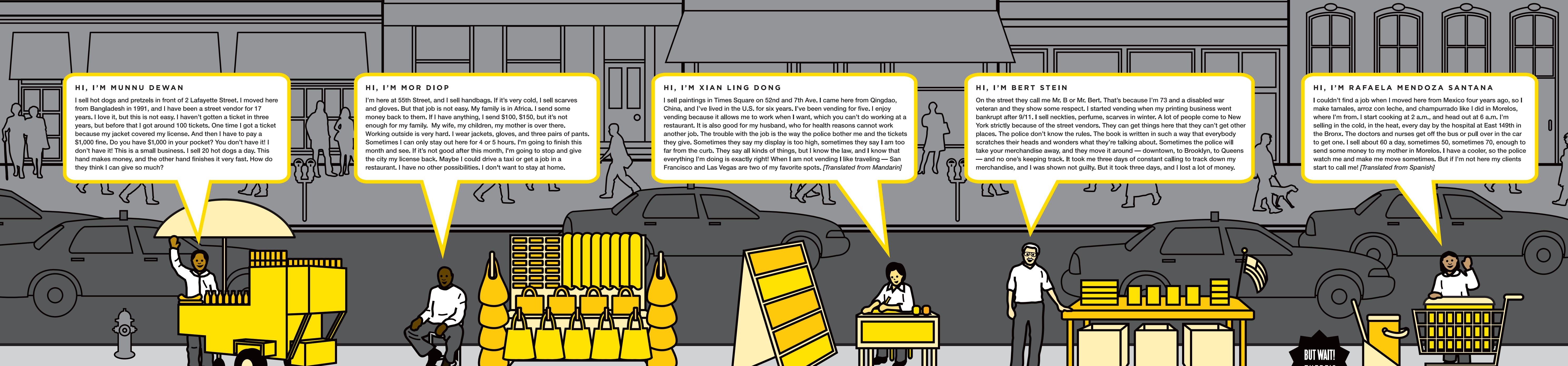
Vending regulation is a patchwork of policies from the last hundred years that vendors and police find hard to understand.

GOOD LUCK TO YOU: Vendors lucky enough to get a license from the City also receive a photocopy of a packet meant to explain the rules.

AGENCIES INVOLVED IN VENDOR REGULATION: Consumer Affairs, Health and Mental Hygiene, Sanitation, Environmental Protection, Finance Parks and Recreation, Police.

VENDOR LANGUAGES IN LOWER MANHATTAN: Pie chart showing percentages for various languages.

2004: Intro 621 proposed higher caps, reduced fines, and more street openings in exchange for limits on the numbers of vendors per block.



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.

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.

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.

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.

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.

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) and NUMBER OF VENDORS (Only 3,000 2-year food vending permits are available).

GENERAL VENDORS: COMMON ITEMS SOLD (T-shirts, handbags, watches, scarves, gloves, belts, neckties, perfume, umbrellas, cell phone accessories) and NUMBER OF VENDORS (New York City has capped the number of general vending licenses at 853).

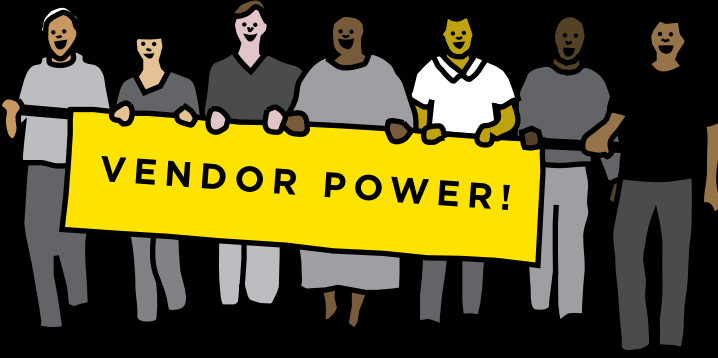
FIRST AMENDMENT VENDORS: COMMON ITEMS SOLD (Books, newspapers, CDs, DVDs, paintings, photographs, handmade crafts and jewelry, items with political messages) and NUMBER OF VENDORS (Since 1982, vendors who sell expressive material have been protected by the First Amendment).

VETERAN VENDORS: COMMON ITEMS SOLD (Anything from the General Vendor category: gloves, neckties, cell phone accessories, scarves, t-shirts, handbags, watches, belts, perfume, umbrellas) and NUMBER OF VENDORS (Under New York state law, honorably discharged U.S. military veterans may receive a general vending license).

UNLICENSED VENDORS: COMMON ITEMS SOLD (Anything from the previous category: umbrellas, tamales, ice cream, handbags, scarves, watches, perfume, DVDs) and NUMBER OF VENDORS (There are perhaps 6,000 unlicensed vendors 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 بائع 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

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State of the Arts



NYSCA



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