

# 2011 P6 Client Periodic Report/Lobbyist Annual Report

Lobbyist Name: Fordham University

Client Name: Fordham University

## Lobbyist Information

Principal Officer Name	Muriana, Joseph
Principal Officer Title	Assoc. VP for Gov't & Urban Affairs
Principal Officer Email	BLOCKED_EMAIL
Principal Officer Phone	(718) 817-3020
Lobbyist Business Name	Fordham University
Lobbyist Business Address	Administration Building Rm. 220_ 441 East Fordham Road, Bronx, NY 10458 United States of America
Lobbyist Business Phone	(718) 817-3020

## Client Information

Client Name	Fordham University
Business Address	Administration Building Rm. 220_ 441 East Fordham Road, Bronx, NY 10458 United States of America
Client P.O. Name	Muriana, Joseph
Business Phone	(718) 817-3020
Business Email	BLOCKED_EMAIL

## Employee(s) Lobbying for Client

### Employee # 1

Employee's Name	Muriana, Joseph
Employee's Work Address	441 East Fordham Road, Bronx, NY 10463 United States of America
Employee's Work Phone	(718) 817-3020
Employee's Salary	\$536.28

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## Lobbying Activities

### Activity # 1

#### Subject Category

Obtain, maintain and advance the support of New York City and its agencies for the full full funding & implementation of a plan for the North Bronx

#### Subject Details

Obtain, maintain and advance the support of New York City, it's agencies, departments, commissions and public authorities/corporations -- including the Mayor's Office, the various Deputy Mayors, Transportation, Parks, City Planning Departments, DDC, EDC, HPD, SBS, Local Community Boards and the MTA -- for the full funding, implementation and necessary approvals of an ambitious revisioning, urban redesign and redevelopment plan for the cultural district of the north central Bronx, located around Bronx Park and the Mosholu. This plan involves a re-design, re-engineering of infrastructure and reconstruction and beautification of the emerald necklace of parkways and roadways, along with mass transit and other gateway improvements leading to the areas premier cultural, educational, health, and research institutions, consisting of New York Botanical Garden, The Wildlife Conservation Society/Bronx Zoo, Montefiore Medical Center and Fordham University, known collectively as the Four Bronx Institutions Alliance (or the Quad). The Plan also includes a comprehensive rezoning for both Webster Avenue, from Fordham to Gunhill Roads (already approved), and the eastern stretch of Fordham Road from Bathgate Avenue to Southern Boulevard. Focus is on commencing the reconfiguration and reconstruction work along Fordham Road and the upgrade of transportation facilities that constitute the "gateways" to the institutions and the community, as well as tree planting, drainage and traffic issues. This effort also worked to achieve a restoration of the storied name of Southern Blvd to that historic street along its full length, and obtaining new street signs for that redesignation. In a certain portion of the Fordham Road rezoning Fordham is seeking a partial carve-out of a proposed downzoning of a certain development parcel where it plans to build a science facility. The Reconstruction of Fordham Road is one objective already underway between the Bronx River Parkway and Southern Boulevard, with the emphasis now on construction progress. Two minor foci for this period was to receive an update on the progress of the Fordham Road reconstruction, and provide focused feedback from the institutions, along with an update on the progress of the Fordham Plaza Redesign and related traffic/transit reconfiguration from DDC. The major focus this period was to commence the conversation with respect on how to begin to trigger and advance redevelopment opportunities along Webster Avenue, now that the mixed use re-zoning has been approved. The discussion focused on potential redevelopment strategies and mechanisms that might be employed to advance and jumpstart this effort, and was accompanied by a bus tour of the Webster Avenue corridor for relevant City Agency Officials.

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Target	Office/Department	Contact Name
Mayor, Office of the (OTM)	Deputy Mayors	Metzger, Vicki Lynch, Nnenna King, Penny
	Community Affairs Unit	Torres, George
City Planning, Department of (DCP)		Horstman, Juton Philps, Paul
Economic Development Corporation (NYCEDC)		Konan, Alyssa Cobb Sun, Jennifer Hess, Patrick
Housing Preservation & Development, Department of (HPD)		Weinstein, Ted
Business Services, Department of Small (DBS)		Rothrock, Laura
Design & Construction, Department of (DDC)		Ng, Dino Y.P. Zetterlue, Richard
Parks and Recreation, Department of		Gobin, Joseph
Transportation, Department of (DOT)		Moran, Connie

## Activity # 2

### Subject Category

Determination of Board or Commission

### Subject Details

In a certain portion of the Fordham Road Retail Corridor proposed comprehensive rezoning, where a segment of an adjacent residential block is being proposed for downzoning instead of upzoning, Fordham University is seeking a partial carve-out of a parcel in the proposed downzoning area to preserve the status quo, where a Fordham redevelopment parcel is designated for the building of a new 7 story science facility. The Department of City Planning had previously indicated that it had no problem with the carve-out subject to consent by Bronx Community Board \_6. The focus during this period was explaining the nature and the purpose of the carve-out to staff and a member of Bronx Community Board \_6 to obtain their OK for the proposed carve-out to the proposed rezoning.

Target	Office/Department	Contact Name
Community Boards	Bronx Board No. 6	Galarza, Ivone Franz, Frank

## Summary of Compensation from Client

**Total Compensation Paid or Owed for Current Period**      \$536.28

## Lobbying Expenses

**Aggregate of all expenses for salaries of support staff**      \$0.00

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Total of Aggregate Expenses \$75.00 or less	\$0.00
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Are there expenses greater than \$75.00?	No
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Itemized Expense Total	\$0.00
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Total Expenses for Current Period	\$0.00
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### Reimbursed Expenses

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Total Reimbursed Expenses for Current Period	\$0.00
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## CERTIFICATION

I certify that all statements made on this report are true and correct to the best of my knowledge and belief, and I understand that the willful false statement of any material fact herein will subject me to the provisions of law relevant to the making of false instruments and will render such statement null and void.

Principal Officer Name	Muriana, Joseph
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Principal Officer Email	BLOCKED_EMAIL
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Certification Date	01/06/2012 18:15
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## ELECTRONIC SIGNATURE

Joseph Muriana was required to indicate acceptance of the representations made in the following statement by entering his or her password used to access the E-Lobbyist, New York City Lobbyist Filing System and pressing the Submit button to affix his or her electronic signature and file the report with the Office of City Clerk - City of New York.

"I certify that all statements made on this report are true and correct to the best of my knowledge and belief, and I understand that the willful false statement of any material fact herein will subject me to the provisions of law relevant to the making of false instruments and will render such statement null and void."