



PB Americas to head consultant team for Staten Island's North Shore study

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New York City Economic Development Corp. (NYCEDC) and the city's Dept. of City Planning (NYCDCP) recently selected PB Americas to head a consultant team that will study land use and transportation issues on the North Shore of the borough. The study was a recommendation of mayor Bloomberg's Staten Island Growth Management Task Force, which identified a number of initiatives to tackle over-development concerns throughout the borough. It is also in keeping with PlaNYC's commitment to extend transit access to new and emerging neighborhoods. The consultant team will provide professional land use and transportation planning, as well as market analysis and feasibility studies. In addition to PB Americas, other members of the consultant team include Basile Baumann Prost Cole and Associates (BBPC), D.I.R.T. Studio, Green Shield Ecology, Inc., Zetlin Strategic Communications and Historical Perspectives. â€

"Staten Island's North Shore represents an area of tremendous opportunity for economic development," said NYCEDC president Seth Pinsky. "The consultant team, led by PB Americas and working with a local advisory committee, will ensure that development of the area is both responsible and sustainable, while meeting the needs of a growing Staten Island. This is another example of mayor Bloomberg's commitment to create a more sustainable New York City for residents of all five boroughs."

"From the restoration of the North Shore Railroad to the expansion of the Containerport, the North Shore of Staten Island is ripe for opportunity, job creation, mass transit and a better quality of life for every neighborhood," said Staten Island borough president James Molinaro. "I look forward to working with the consultant team, EDC and the NYCDCP to improve waterfront access, increase maritime industrial uses and explore possible reuse of the North Shore Railroad property. It is vitally important that we work together to ensure that the North Shore Study does not die on the vine, but instead helps us to achieve these worthwhile goals on Staten Island."

The study area is comprised of six miles of shoreline along the Kill van Kull and includes the neighborhoods of Mariner's Harbor, Arlington, Port Richmond, Elm Park, West Brighton, Livingston, New Brighton and St. George, all within walking distance of the former North Shore Rail right-of-way.â€ The area includes long-established active maritime and industrial businesses, as well as historic residential neighborhoods and retail areas and the Snug Harbor Cultural Center.â€â€

The North Shore Study will create a framework and long-term vision and planning implementation strategy to assure thoughtful and sustainable development for this 3.5-square-mile area of privately and publicly-owned property and identify short-term actions to jump start early initiatives. It will also research the potential for reuse of the North Shore Rail right-of-way and other transportation improvements.

The consultant team was selected for the study as a result of a Request for Proposals issued in June 2008. The team is targeting summer 2009 for release of its preliminary recommendations.

New York City Economic Development Corporation is the City's primary vehicle for promoting economic growth in each of the five boroughs. NYCEDC's mission is to stimulate growth through expansion and redevelopment programs that encourage investment, generate prosperity and strengthen the City's competitive position. NYCEDC serves as an advocate to the business community by building relationships with companies that allow them to take advantage of New York City's many opportunities. About NYCEDC The Department of City Planning is responsible for the City's physical and socioeconomic planning, including land use and environmental review; preparation of plans and policies; and provision of technical assistance and planning information to government agencies, public officials, and community boards.

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