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**IN THE MATTER OF** an application submitted by the Department of Small Business Services on behalf of the New Dorp BID Steering Committee pursuant to Section 25-405(a) of Chapter 4 of Title 25 of the Administrative Code of the City of New York, as amended, concerning the establishment of the New Dorp Business Improvement District, Borough of Staten Island, Community District 2.

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On October 25, 2016, on behalf of the New Dorp BID Steering Committee, the Department of Small Business Services submitted a district plan for the New Dorp Business Improvement District, Borough of Staten Island, Community District 2.

## **BACKGROUND**

The Department of Small Business Services (SBS), on behalf of the New Dorp BID Steering Committee, submitted an application to establish the New Dorp Business Improvement District (BID), located along New Dorp Lane and adjacent commercial streets in the mid-island New Dorp neighborhood of Staten Island.

The BID is being established to create an organization that will serve all the constituents in the district. Its organizers plan to work with stakeholders to focus on the needs and concerns of the diverse group of residents and businesses in the district.

New Dorp was originally founded by Dutch colonists in the Mid-Island East section of Staten Island. The proposed New Dorp BID's boundaries follow New Dorp Lane from Richmond Road to Hylan Boulevard (0.6 miles), and along a street called New Dorp Plaza which is bisected by railroad tracks. Along New Dorp Plaza, the BID area runs from Steele Avenue west of the tracks

and from Jacques Avenue east of the tracks to Ross Avenue (0.25 miles). At the center of the proposed BID is the New Dorp Station of the Staten Island Railway (SIR), which connects to the Staten Island Ferry Terminal via a 19-minute train ride. The proposed BID area is a low-density, pedestrian-friendly commercial corridor providing neighborhood-scale retail, services and entertainment.

At the eastern end of the proposed New Dorp BID area is Hylan Boulevard. Hylan Boulevard's character differs starkly from pedestrian-friendly New Dorp Lane, as it is auto-oriented. It is a six-lane street with high traffic volumes and a mix of large and small retail stores, offices, and government facilities. The corridor faces challenges such as traffic congestion, flood resiliency and the aging of some retail structures.

The proposed BID contains 146 properties and 180 businesses, most of which are small and family-owned. New Dorp Lane and New Dorp Plaza are lined with restaurants, boutiques and other specialized retail, health, legal and real estate services, beauty salons, and dance, yoga and karate studios. There are also several banks, two churches, a public library, two gas stations and a municipal parking lot near the SIR station. Commercial vacancy is low. The commercial strip is surrounded by low-density residential neighborhoods. Two properties fronting Hylan Boulevard have also been included in the BID.

Most of the BID area is zoned R3-1 with a C2-1 overlay or R3-2 with a C2-2 overlay. Small sections of the BID area are zoned C8-1 and one block is zoned R3X.

The proposal to establish a BID along New Dorp Lane builds on a three-year process led by the Staten Island Economic Development Corporation (SIEDC), an organization that is not affiliated with the New York City EDC, and the local City Council Member, who funded initial organizing efforts. The BID application was led by a steering committee, which visited all 180 businesses and conducted more than 300 one-on-one meetings. By June 2015, 57 property owners had signed statement of support forms and three commercial property owners opposed establishing the BID. None of the surveyed commercial tenants opposed the BID formation.

In its first year of operation, the BID proposes to provide a sanitation program to supplement City sanitation services; marketing and promotion services, which may include special events, street, TV or online advertising; beautification; economic development initiatives such as free Wi-Fi, storefront façade design and heritage tourism links; and advocacy. The BID will solicit additional support from elected officials and other funders such as Staten Island banks, hospitals and utilities for BID programs and events. In the future, the BID may propose improvements such as sidewalk plantings, plaques identifying the district, trash receptacles, benches, and wayfinding signage.

The BID projects a first-year budget of \$135,000. The BID Steering Committee agreed to an assessment formula where commercial or mixed-use properties would contribute a rate for each foot of property frontage. This results in an estimated average assessment of \$17 per foot per year per property. The median projected first yearly assessment would be \$778 and the average would be \$1,080. Government and not-for-profit properties are exempt from an assessment, and purely

residential properties would contribute \$1 per year. Thirty-six percent of the proposed BID's budget would be allocated to hiring a salaried staff. Other projected expenses in the budget are marketing and promotions (37 percent), sanitation (16 percent), and economic development (11 percent).

## **ENVIRONMENTAL REVIEW**

The district plan was reviewed pursuant to the New York State Environmental Quality Review Act (SEQRA) and the SEQRA regulations set forth in Volume 6 of the New York State Code of Rules and Regulations, Section 617.00 et seq., and the New York City Environmental Quality Review (CEQR) Rules of Procedure of 1991 and Executive Order No. 91 of 1977. The designated CEQR number is 17SBS001R. The lead agency is the Department of Small Business Services.

After a study of the potential environmental impact of the proposed action, a Negative Declaration was issued on September 30, 2016.

## **PUBLIC REVIEW**

On October 25, 2016 SBS submitted a district plan for New Dorp BID to the Department of City Planning. The plan was then transmitted for review to the Office of the Mayor, Office of the Staten Island Borough President, City Council Speaker, City Council Member for Council District 50 and Staten Island Community Board 2.

### **Community Board Public Hearing**

On November 16, 2016, Staten Island Community Board 2 voted to support the establishment of the proposed BID by a vote of 21 in favor and 0 opposed.

### **City Planning Commission Public Hearing**

On November 16, 2016 (Calendar No. 1), the Commission scheduled November 30, 2016 for a public hearing on the BID district plan. On November 30, 2016 (Calendar No. 10), the hearing was duly held.

There were three speakers in favor of the proposal and none in opposition. Those who testified included the chair of the BID steering committee, the staff consultant from the SIEDC who helped organize the proposed BID, and the Deputy Commissioner for Neighborhood Development at SBS.

The SIEDC consultant explained how the proposed BID was organized and addressed the steering committee's efforts to gain the support of property owners within the proposed BID's boundaries. He discussed the details of the outreach effort undertaken, consisting of numerous one-on-one meetings with property and business owners. The Chair of the BID Steering Committee said that the plan was created to be fair to all its constituents and that she expected the proposed BID to increase business activity on New Dorp Lane.

The Deputy Commissioner for Neighborhood Development at SBS said that the agency had provided technical support for the BID organizing effort and explained that the BID would provide funds for at least one full-time staff person, which was key for a successful operation. He stated that the BID would not need to pay rent for staff offices at the existing quarters of a local business. The Deputy Commissioner also said SBS was asking for yearly surveys on commercial occupancy. There were no other speakers and the hearing was closed.

## **CONSIDERATION**

The Commission believes that the proposal to establish the New Dorp Business Improvement District is appropriate.

The New Dorp BID area is a unique Staten Island and New York City neighborhood with historical character that would benefit from additional economic development initiatives. According to the BID plan, the area proposed for the New Dorp BID has about 180 commercial tenants. There are two government-owned properties and about 30 residential units. The neighborhood has few commercial vacancies. Rents for commercial space average about \$30 per foot, according to the BID sponsor.

As New Dorp has evolved, pedestrian activity and litter have increased. The BID will help address those changes by providing guidance and resources. There has also been increased vehicular traffic on New Dorp Lane, causing congestion and parking issues. At some intersections, there are safety concerns due to conflicts between traffic and pedestrians. A BID can help the City by monitoring

these issues, proposing solutions, and advocating for their implementation.

Once established, the BID can also promote beautification, establish a better neighborhood brand, and advance a long-term plan for the area.

The Commission is concerned about the tight budget that is being proposed for this BID. It hopes that in the future, SBS and other BID board members will closely monitor the effectiveness of the BID in providing services. If it is determined that the BID is struggling due to lack of funds, the Board may need to raise the assessment rate to ensure an effective operation.

The businesses in the BID area provide important services that support the quality of life in the New Dorp neighborhood, as well as in the entire Borough. New Dorp businesses are an important source of jobs and entrepreneurship. The commercial activity of the area enhances Staten Island and New York City as a place to live, work and run a business. The proposed BID will be an advocate for New Dorp, which may result in more City resources and public attention for this pedestrian-oriented commercial shopping and service area.

SIEDC, with the support of the local Council Member, is also exploring the possibility of establishing additional BIDs on Hylan Boulevard and on nearby Richmond Road. BIDs at these locations would complement and strengthen the efforts be made by the proposed New Dorp BID and allow for coordination of neighborhood maintenance and revitalization.

The Commission has carefully reviewed the documents that the BID sponsor submitted regarding notification of stakeholders on the proposed BID and believes that these outreach efforts were satisfactory. The Commission believes that the BID sponsors made a reasonable outreach effort and contacted as many property owners, residents and businesses as reasonably possible.

BIDs are important to the City because they promote healthy economic development for the communities they serve and help retain and attract businesses to the district. The proposed New Dorp BID will help manage this existing business area and provide guidance for growth in the future.

## **RESOLUTION**

The Commission supports the proposed BID plan and has adopted the following resolution:

**RESOLVED**, that the City Planning Commission certifies its unqualified approval of the district plan for the New Dorp Business Improvement District.

The above resolution duly adopted by the City Planning Commission on January 4, 2016 (Calendar No. 8) is filed with the City Council and the City Clerk pursuant to Section 25-405 of the Administrative Code of the City of New York.



**CARL WEISBROD**, Chairman

**RAYANN BESSER, ALFRED C. CERULLO, III,  
MICHELLE R. DE LA UZ, RICHARD W. EADDY,  
CHERYL COHEN EFFRON, HOPE KNIGHT, ANNA HAYES LEVIN,  
ORLANDO MARIN, LARISA ORTIZ**, Commissioners



DANA T. MAGEE  
CHAIR

DEBRA A. DERRICO  
DISTRICT MANAGER

THE CITY OF NEW YORK  
**Community Board 2**  
BOROUGH OF STATEN ISLAND

460 BRIELLE AVENUE  
STATEN ISLAND, NEW YORK 10314  
718-317-3235  
FAX: 718-317-3251

November 16, 2016

Ms. Yvette Gruel  
City Planning Commission  
Calendar Information Office, Room 2E  
120 Broadway, 30<sup>th</sup> Floor, Corridor C/D  
New York, New York 10271

Re: ULURP Number: N 170130 BDR  
IN THE MATTER OF an application submitted by the Department of Small Business Services on behalf of the New Dorp Business Improvement District Steering Committee pursuant to Section 25-405(a) of Chapter 4 of Title 25 of the Administrative Code of the City of New York, as amended, concerning the establishment of the New Dorp Business Improvement District.

Dear Ms. Gruel,

Please be advised that on November 15, 2016, at the regular monthly meeting of the full board, Community Board 2 reviewed ULURP Number N 170130 BDR.

The Board Members voted to approve and fully support the above-noted project. For your information, we have listed the exact vote below.

Board Members' Vote: 21 - In favor; 0 - Opposed; 0 - Abstentions

If you have any question or require additional information, please do not hesitate to contact our office.

Sincerely,

A handwritten signature in cursive script that reads 'Dana T. Magee'.

Dana T. Magee  
Chair



CITY PLANNING COMMISSION  
CITY OF NEW YORK

January 5, 2017

Hon. Michael McSweeney  
City Clerk  
141 Worth Street Main Floor  
New York, New York 10013

Re: N170130 BDR DISTRICT FOR THE NEW DORP BUSINESS IMPROVEMENT DISTRICT

Dear Mr. McSweeney:

Pursuant to Section 25-405(a) of Chapter 4 of Title 25 of the Administrative Code of the City of New York, we hereby transmit the City Planning Commission report for the Amended District Plan for the New Dorp Business Improvement District which was adopted on January 4, 2017 and a copy of the district plan cited above.

Very truly yours

A handwritten signature in black ink, appearing to read "Barry Dinerstein".

Barry Dinerstein



CITY PLANNING COMM. SID  
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Small Business Services

October 21, 2016

Gregg Bishop  
Commissioner

Michael Blaise Backer  
Deputy Commissioner

James Mettham  
Assistant Commissioner

110 William Street, 8<sup>th</sup> Fl  
New York, NY 10038

Tel: 212-513-6414

Mr. Carl Weisbrod, Chair  
City Planning Commission  
22 Reade Street, Room 2 West  
New York, NY 10007

Attention: Purnima Kapur

Dear Chair Weisbrod:

In accordance with Section 25-405 of the Administrative Code of the City of New York as amended, we hereby transmit the District Plan for the New Dorp Business Improvement District (BID) in the Borough of Staten Island, Community Board 2, on behalf of the New Dorp BID Steering Committee. The preparation of the amended Plan was provided by written authorization of the Mayor on September 23, 2016.

The proposed BID contains 146 properties along New Dorp Lane bounded by Richmond Road on the west and Hylan Boulevard on the east, and along New Dorp Plaza, bounded by Steele and Jacques Avenues on the north and Ross Avenue on the south.

The enclosed Plan consists of the following:

	Page/Appendix	<u>Reference</u>
1.	A description of the boundaries of the proposed District	Page 3
2.	Uses within the District	Pages 3-6
3.	A description of the services, maintenance, operation, improvements and/or other additional services proposed	Pages 6-8
4.	Proposed timetable for implementing	Page 8

N170130 BDR

Thank you for your cooperation.

Sincerely,

Gregg Bishop

Enclosure

- cc: Jackie Mallon, NYC Department of Small Business Services
- Michael Blaise Backer, NYC Department of Small Business Services
- James Mettham, NYC Department of Small Business Services
- Warren Gardiner, NYC Department of Small Business Services
- Yvette Gruel, NYC Planning Commission
- Barry Dinerstein, NYC Department of City Planning
- Len Garcia-Duran, NYC Department of City Planning

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**DISTRICT PLAN**

*for the*

**NEW DORP**

**BUSINESS IMPROVEMENT DISTRICT**

*in*

**THE CITY OF NEW YORK**

**BOROUGH OF STATEN ISLAND**

EXHIBIT A DISTRICT MAP

EXHIBIT B MAYOR'S LETTER OF AUTHORIZATION

EXHIBIT C TAX BLOCKS AND LOTS OF BENEFITED PROPERTIES

EXHIBIT D ZONING MAP

PREPARED PURSUANT TO SECTION 25-405(a) OF

CHAPTER 4 OF TITLE 25 OF THE ADMINISTRATIVE

CODE OF THE CITY OF NEW YORK

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<b>Exhibit B</b>	MAYOR'S LETTER OF AUTHORIZATION
<b>Exhibit C</b>	TAX BLOCKS AND LOTS OF BENEFITED PROPERTIES
<b>Exhibit D</b>	LAND USE MAP
<b>Exhibit E</b>	ZONING MAP



## **I. DISTRICT BOUNDARIES**

The New Dorp Business Improvement District (hereinafter the "District") is centrally located in the Borough of Staten Island's "Mid-Island" section. Commonly referred to as "New Dorp Town," the District serves as a key commercial corridor and economic hub for the Mid-Island. New Dorp is positioned on the Staten Island Railway and is a 19-minute train ride to the Staten Island Ferry Terminal. The commercial district runs contiguously from Richmond Road to Hylan Boulevard, two of the major arterials on Staten Island, and is intersected by the Staten Island Railway, the sole rail line in the borough.

The District boundaries are as follows:

New Dorp Lane from Richmond Road to Hylan Boulevard (.6 miles)

New Dorp Plaza from Steele Avenue and Jacques Avenue to Ross Avenue (.4 miles)

The precise boundaries and properties within the District are illustrated on the maps in Exhibit A and indicated in the table of benefited properties in Exhibit C, respectively.

The Mayor of the City of New York, by written authorization dated September 23, 2016, a copy of which is annexed hereto as Exhibit B, has provided for the preparation of this plan (the "Plan") pursuant to authority granted by Local law 96 of 1989 (the "Law").

## **II. DISTRICT PROFILE AND PRESENT USES OF THE DISTRICT PROPERTY**

### **A. DISTRICT PROFILE**

New Dorp Town was founded by Dutch colonists in 1602, and was hence dubbed *Nieuw Dorp* (Dutch for *New Village*). Situated geographically in the Mid-Eastern section of Staten Island, New Dorp has been a central shopping and community hub since its founding. The commercial vibrancy of the area has historically been centered on New Dorp Lane and New Dorp Plaza. It wasn't until the opening of the Verrazano Narrows Bridge in 1964, and the subsequent population boom on Staten Island, that development spilled over to the Hylan Boulevard corridor. However, while New Dorp Lane and Plaza maintained their identities as "mom and pop" districts, the Hylan Boulevard

corridor has catered to a mix of small businesses, corporate franchises, and big box store development.

As with many other areas of the borough, New Dorp possessed a small town identity prior to the opening of the Verrazano-Narrows Bridge. In many ways the town was self-sustaining, and many of the everyday needs of residents could be found in town. As Staten Island's population began to grow, the neighborhood began to see investment in new housing, infrastructure and public facilities.

Today, New Dorp remains a vibrant and dense commercial district with over 180 businesses in a 1 mile long area. It is the densest commercial district on Staten Island. As the neighborhood's department stores and retail identity have faded away, New Dorp has found new ways to evolve to serve the surrounding population. The future brand of the district will be focused on restaurants, boutiques, and services.

There are 4 distinct subsections of the neighborhood that reflect different commercial focuses.

The "Upper Lane" is situated between Richmond Road and New Dorp Plaza and is predominantly populated with professional services such as medical, legal, and real estate. It also is home to two major neighborhood institutions, Our Lady Queen of Peace RC Church and Hanley Funeral Home.

"New Dorp Plaza" is home to over 50 business and runs parallel to the Staten Island Railway in between Steele Avenue and Ross Avenue. The rail tracks divide this section into two parts, creating a 100 foot section of dead space above the sunken train line.

The "Central Lane" is located between New Dorp Plaza and 10<sup>th</sup> Street and is considered the most vibrant part of the district. The area is home to many long lasting family businesses and has the lowest vacancy rate in the district. The key landmark for Central Lane and perhaps the entire district is the historic Lane Theater, which is currently home to Crossroads Church.

The "Lower Lane" is situated between 10<sup>th</sup> Street and Hylan Boulevard. This area was once dominated by retail shopping, and while it still maintains a variety of shops, its business class has

diversified over the years. This area will be the main focus for the BID's vacancy reduction program, as it consistently has the highest vacancy rate.

## **B. PRESENT USES OF DISTRICT PROPERTY**

### **1. ZONING**

As shown in Exhibit E, properties within the proposed District are primarily commercial and mixed use and generally fall within the following zoning designations:

C8-1, R3-1 with C2-1 and C2-2 overlay, R3-2 with C2-1 and C2-2 overlay, and R3X with C2-1 and C2-2 overlay.

### **2. COMMERCIAL/RETAIL**

While the retail dominated landscape in New Dorp has faded away, the District has given way to a dynamic and diverse mix of three distinct business types: professional, retail, and service. These businesses are predominantly small in nature (1-10 employees) and family-owned. In many cases, both the business and property is managed by an owner-operator. There is some national brand presence with the inclusion of Santander and Chase banks in the District.

In total, there are 146 properties and 180 businesses within the District. Most of the commercial space in the District is on the ground floor, but there are also a number of buildings with upper floor office space.

### **3. RESIDENTIAL**

Residences within the District consist of mostly one- and two-family private homes. The residential housing stock is some of the oldest on Staten Island. In particular, the surrounding residential neighborhood is known for its tree-covered streets, well-maintained sidewalks, and its high level of pedestrian accessibility to the District.

The adjacent neighborhoods include New Dorp Beach, Oakwood, Grant City, and Todt Hill.

#### **4. GOVERNMENT AND NOT-FOR-PROFIT**

There are two churches located in the District, one municipal parking lot, and the New York Public Library's New Dorp Branch. The Office of U.S. Congressman Daniel Donovan is also located in the District.

#### **5. TRANSPORTATION**

The District has a number of public transit modes making the District convenient for shoppers and visitors. The New Dorp Train Station provides access to the North and South shores of Staten Island and the Staten Island Ferry via the MTA Staten Island Railway.

Bus service includes the S76, S86, S57, S78, S79, which have stops and starts/end points within the District, as well as express bus service to Manhattan via the X2, X3, and X9.

As the automobile is the predominant means of transportation in Staten Island, parking remains a significant challenge in New Dorp.

### **III. PROPOSED SERVICES**

#### **A. DISTRICT SERVICES**

The services to be provided pursuant to this Plan (the "Services") shall include any services required for the enjoyment, protection, and general welfare of the public, the promotion, and enhancement of the District, and to meet needs identified by the members of the District. The Services shall be performed under the direction of the District Management Association (hereinafter, the "DMA") and will be subject to any approvals and controls that may be required by a New York City agency having jurisdiction thereof.

#### **1. SANITATION**

The DMA is authorized to administer a sanitation program, which may include, but shall not be limited to, manual sweeping and cleaning of sidewalks, public plazas, curbs and gutters, sidewalk power washing, emptying of pedestrian trash receptacles<sup>1</sup>, graffiti removal, and

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<sup>1</sup> Lining pedestrian litter baskets and/or public space recycling bins and placing the full liner next to the basket/bin or at a location approved by Department of Sanitation (DSNY) for collection by DSNY.

maintenance of street trees, tree pits, and bus shelters. Any sanitation program approved by the Board of Directors of the DMA will be closely coordinated with the New York City Department of Sanitation and any other government City agency with relevant jurisdiction. The program will supplement, but will not replace, City sanitation services or cleaning by property owners/managers.

## **2. PUBLIC SAFETY**

The DMA is authorized to administer a public safety program, which may include, but shall not be limited to, surveillance equipment and public safety personnel that will be trained, uniformed, licensed, bonded, and experienced. Any public safety program shall operate in conjunction with the local police precinct to accomplish program objectives and maximize public safety.

## **3. MARKETING & PROMOTIONS**

The DMA is authorized to administer marketing and promotion services for the District, which may include, but shall not be limited to, joint advertising, special events, street pole banners, a District website, online business directory and social media presence, shopping guides, business incentives, television commercials, and efforts that build on existing events such as the Annual New Dorp Restaurant Crawl, the Annual Columbus Day Festival, the Annual New Dorp Christmas Tree Lighting as well as Spring Series events such as Dog Day Afternoon and A Stroll Down Memory Lane.

## **4. BEAUTIFICATION**

The DMA is authorized to administer beautification services for the District, which may include, but shall not be limited to, landscaping, seasonal plant purchasing, installation and maintenance, holiday lighting and decorations, and maintenance of tree pits, planters and hanging baskets.

## **5. ECONOMIC DEVELOPMENT**

The DMA is authorized to administer economic development initiatives for the District, which may include, but shall not be limited to, operating business attraction and retention programs, operating a façade/storefront improvement program, creating heritage tourism links, providing free WiFi, providing business support services, and commissioning economic development/planning

studies. Hard costs associated with any façade/storefront improvement program undertaken by the DMA shall not be funded by assessment dollars.

## **6. ADMINISTRATION AND ADVOCACY**

Administration of the District will be performed by a salaried staff (the "Staff"), either in-house or contracted, and may include an Executive Director and any staff deemed necessary by the Board of Directors of the DMA. The Staff will oversee long-and short-term projects in connection with the District Services and Improvements, as directed by the DMA's Board of Directors for the benefit of the District constituents. The Staff may also serve as spokesperson for the BID's business owners and merchants, collectively and individually, as authorized by the DMA's Board of Directors and the individual business owner or merchant. Additional administrative expenses may include but not be limited to, office space rent, utilities, equipment, supplies, insurance, postage and newsletters, and legal and accounting services.

The DMA may also act as an advocate on behalf of the stakeholders of the District. This includes working to ensure the New Dorp area is receiving appropriate levels and intensity of municipal services, as well as liaising with all city agencies to address issues relating to city service delivery and with utilities and other private concerns to coordinate interventions and activities that affect the quality of life in the District. Issues may include, but are not limited to, zoning, crime, traffic and parking.

## **8. ADDITIONAL SERVICES**

Subject to any approvals and controls that may be required by a New York City agency having jurisdiction thereof, and in addition to the approval of the Board of Directors of the DMA, in subsequent years the District may provide such additional services as are necessary and are permitted by applicable law.

## **B. IMPLEMENTATION**

It is anticipated that the DMA will commence most Services during the first Contract Year (hereinafter defined).

C. GENERAL PROVISIONS

1. All Services shall be in addition to (and not in substitution for) required and customary municipal services provided by the City of New York on a citywide basis.
2. The staff and/or subcontractors of the DMA may render such administrative services as are needed to support performance of the Services.

All Services need not be performed in every Contract Year. In the event that in any given Contract Year the aggregate revenue of the DMA is not sufficient to equal the total operating budget of the DMA, then subject to any controlling provisions within the Contract between the City of New York and the DMA, the DMA may elect to forgo providing any services necessary in order to meet the organization's required minimum obligations as identified in the annual operating budget.

IV. PROPOSED IMPROVEMENTS

A. IMPROVEMENTS

The improvements (the "Improvements") to be provided pursuant to this Plan may include, but are not limited to, the following, provided that any Improvements that require review and approval by an appropriate City agency shall be submitted to that City agency, and to the affected Community Board prior to undertaking any Improvement.

1. Sidewalk amenities to identify enhance and beautify the District including the following proposals but not limited to:
  - a. Sidewalk plantings, tree, shrubs and flowers in tubs, at grade or above ground level (i.e., on light standards)
  - b. Sidewalk logos, banners, medallions and/or plaques identifying the area of the District.
2. Street and sidewalk amenities to improve pedestrian circulation and safety, which may include, but are not limited to:
  - a. Trash receptacles
  - b. Light poles
  - c. Street telephones
  - d. Signage

- e. Key building identification
- f. Banners and/or medallions
- g. Gateways
- h. Benches and/or street furniture
- j. Information boards and kiosks
- k. News boxes and newsstands
- l. Street, subway and other transportation modes identification

If necessary, the DMA will select and hire experienced, insured/bonded contractors to create, install, and maintain any signs, banners, or other streetscape furniture throughout the District, and obtain any required permits and licenses for all DMA programs.

**B. IMPLEMENTATION SCHEDULE**

It is anticipated that the Improvements, as identified by the DMA, may be implemented on an as-needed basis, under supervision of the DMA.

**C. GENERAL PROVISIONS**

- 1. All Improvements shall be in addition to and not in substitution for required and customary municipal improvements provided by the City of New York on a citywide basis.
- 2. The staff and/or subcontractors of the DMA may render such administrative services as are needed to support implementation and construction of the Improvements.

**V. PROPOSED SOURCES OF FUNDING**

**A. SOURCES OF FUNDING: GENERAL**

The proposed sources of funding for all (i) Services, (ii) Improvements, (iii) proceeds arising from indebtedness, as permitted pursuant to paragraph D herein below, and (iv) administrative costs necessary to support the program contemplated under this Plan shall be the sources of funding described in paragraphs B through G (inclusive). Subject to requirements of the law, the DMA may apply all monies derived from the sources of funding permitted herein to fund any expenditure permitted under this Plan.



**B. SOURCES OF FUNDING: ASSESSMENTS**

The DMA shall enter into a Contract (hereinafter defined) for the purpose of having the City of New York levy, collect and disburse to the DMA, assessments with respect to the Benefited Properties (hereinafter defined) in exchange for the rendering of Services and Improvements. Such assessments, as described herein below, shall be defined as "Assessments".

**1. GENERAL**

To defray the cost of Services and Improvements in the District, as herein before defined, all real property in the District shall be assessed in proportion to the benefit such property receives from the Services and Improvements. Each property shall be assessed an amount, that when totaled together with amounts for other properties in the District shall yield an amount sufficient to meet the District's annual budget as determined by the DMA. Each individual assessment shall be calculated based upon a formula (set forth below) applicable to the class of property (hereinafter defined).

The amounts, exclusive of debt service, assessed and levied in a given year against the Benefited Properties as Assessments, may not exceed 20% of the total general City taxes levied in that year against the Benefited Properties.

**2. SPECIFIC FORMULA**

All properties as classified in the most recent New York City tax rolls and as described below as Classes A, B, C and D shall assessed as follows:

**CLASS A PROPERTY – COMMERCIAL OR MIXED-USE**

All properties in whole or in part devoted to commercial use, including parking facilities, are defined as Class A property and shall be assessed at a rate reflective of the linear front footage (FF) within the District for a specific property. Class A property shall be assessed in the following manner:

Class A FF Rate -

[(Total District Assessment) - (Total Class A Corner Fee + Total Class D Corner Fee) - (Total Class C Assessment)]

[ Total Class A FF + Total Class D FF]

The "Class A FF Rate" from above will be inserted into the following formula to determine the unique assessment for an individual Class A property:

$$\text{Individual Class A assessment} = [(\text{Class A FF Rate}) \times (\text{Individual Property FF})]$$

Properties on corners, or with multiple frontage sides in the District, will be charged according to the longest frontage receiving services, and \$50 for each additional frontage side receiving District Services.

#### CLASS B PROPERTY – GOVERNMENT & NOT-FOR-PROFIT

Government- and not-for-profit-owned property classified as such by the City of New York and devoted in whole to public or not-for-profit use are defined as Class B and are exempt from an assessment. Government- or not-for-profit-owned property devoted in whole or in part to commercial/for-profit use shall constitute Class A property and the proportion of the property devoted to commercial/for-profit uses shall be assessed according to the Class A rate. Proportions for commercial/for-profit uses of a property shall be calculated based on the percentage of a property's gross square footage devoted to commercial/for-profit use. This percentage will be multiplied by the property's total linear front footage and assessed at the Class A rate.

#### CLASS C PROPERTY – RESIDENTIAL

All properties devoted in whole to residential uses are defined as Class C and will be assessed at one dollar (\$1.00) per year.

#### CLASS D PROPERTY – VACANT PARCELS

All vacant parcels, without structures or any commercial use, shall be assessed on the front footage and calculated at the Class A rate, until such time as they receive a temporary or permanent certificate of occupancy. Lots on corners, or with multiple frontage sides in the District, will be charged according to the longest frontage receiving services, and \$50 for each additional frontage side receiving services.

$$\text{Individual Class D assessment} = [(\text{Class A FF Rate}) \times (\text{Individual Property FF})]$$

### **3. LIMITATIONS ON ASSESSMENT**

The amounts, exclusive of debt service, assessed and levied in any given year against the benefited properties, as assessments, shall not exceed 20 percent of the total general City real property tax levied in that year against benefited properties.

#### **C. SOURCE OF FUNDING: GRANTS AND DONATIONS**

The DMA may accept grants and donations from private institutions, the City, State or Federal government, other public and private entities and individuals, elected officials, universities, corporations, partnerships, not-for-profit organizations, and charitable foundations.

#### **D. SOURCE OF FUNDING: BORROWING**

1. Subject to subparagraphs 2 and 3 in this subsection V. D., and with the approval of its Board of Directors, the DMA may borrow money from private lending institution, the City, other public and private entities or individuals, firms, corporations or partnerships, and other not-for-profit organizations for the purposes of funding operations or financing the cost of Services or Improvements.
2. The use of monies received by the DMA from the City or from any other public entity, whether in the form of a grant or as proceeds from a loan, shall be subject to (i) all statutory requirements applicable to the expenditure and use of such monies, and (ii) any contractual requirements imposed by the City (whether pursuant to any Contract or otherwise) or by any other public entity, as the case may be.
3. Any loans, which the DMA may enter into as a borrower shall be subject to Section VI of this Plan.

#### **E. SOURCE OF FUNDING: CHARGES FOR USER RIGHTS**

The DMA may undertake or permit commercial activities or other private uses of the streets, public plazas or other parts of the District in which the City has any real property interests (the "User Rights"), provided however, that (i) User Rights to be so undertaken or permitted by the DMA shall have been set forth in this Plan or authorized for licensing or granting by the City to the DMA in a Local Law adopted by the City Council and (ii) licensed or granted to the DMA by the City, and (iii) authorized by the appropriate City agency having jurisdiction thereof. Once so granted or licensed, the User Rights in questions shall be undertaken or permitted by

the DMA in such a manner as to conform to the requirements, if any, set forth in the Plan or the aforesaid Local Law with respect to the User Rights, and conform to the requirements authorized by the appropriate City agency having jurisdiction. Such requirements may include but shall not be limited to:

- i) Consideration the DMA shall pay to the City for the grant and/or license in question;
- ii) Whether and how the DMA may permit others to undertake the User Rights in question pursuant to a sub-grant or sub-license;
- iii) What charges the DMA may impose upon other persons as consideration for such a sub-grant or sub-license; and
- iv) The general regulation of the User Rights by whomsoever undertaken.

Subject to the approval and control of the foregoing, the DMA may undertake or permit the following User Rights:

- i) Public Plaza Uses
- ii) Concession Stands in Public Plaza
- iii) Such other User Rights as may be appropriate in the District.

#### **F. SOURCE OF FUNDING: OTHER**

The DMA may derive revenues from any other sources of funding not heretofore mentioned and which are permitted by law.

#### **G. ASSIGNMENT OF FUNDING**

The DMA may assign revenues from the sources of funding described in paragraphs A, B, C, D, E and F of this Section V for the purpose of securing loans which the DMA may enter in pursuant to paragraph D of this Section V, provided such assignments are subject to the requirements of Section V of this Plan.

**VI. PROPOSED EXPENDITURES: ANNUAL BUDGETS**

**A. TOTAL ANNUAL EXPENDITURES AND MAXIMUM COST OF IMPROVEMENTS**

The total amount proposed to be expended by the DMA for Improvements, if any, Services and Operations for the First Contract Year is \$135,000 as more fully set forth in Subsection B of this Section VI. This is the maximum amount that can be collected from the Assessments for the First Contract Year and any subsequent Contract Year, as set forth in Section V, above. Changes to the maximum amount to be collected from Assessments shall be subject to the requirements set forth in the Law.

The total, as proposed to be expended by the DMA for any subsequent Contract Year, shall not be greater than aggregate amount of all monies which the DMA may collect for the Contract Year in question from all funding sources permitted under Section V of this Plan. During the existence of this BID, the maximum cost of the Improvements, if any, will not exceed \$1.35 million.

**B. ANNUAL BUDGET**

**1. FIRST YEAR BUDGET**

It is estimated that the annualized budget of proposed expenditures to be made during the First Contract Year shall be as follows:

<b>PROGRAMS AND SERVICES</b>	<b>\$86,500</b>
Sanitation	\$21,500
Marketing & Promotions	\$50,000
Economic Development	\$15,000
<b>ADVOCACY, GENERAL &amp; ADMINISTRATION</b>	<b>\$48,500</b>
<b>TOTAL FIRST YEAR BUDGET</b>	<b>\$135,000</b>

In the event additional sources of funding are made available during the First Contract Year, the DMA may revise the Budget with the appropriate review and approval of the Board of Directors and in accordance with the Contract.

## 2. SUBSEQUENT BUDGETS

The DMA shall establish for each Contract Year after the First Contract Year, a proposed budget of expenditures that must be approved by the Board of Directors. Such proposed budgets shall with respect to the Contract Years to which they respectively apply: (i) reasonably itemize the purposes for which monies are proposed to be expended by the DMA; (ii) specify the amount, if any, proposed to be expended by the DMA for debt service; and (iii) set forth the total amount proposed to be expended (the "Total Annual Budget Amount"). A proposed budget, whether for the First Contract Year or for a subsequent Contract Year, shall be referred to as a "Budget".

## 3. GENERAL PROVISIONS

1. The DMA shall make no expenditure other than in accordance with and pursuant to:
  - a. a Budget for which a Total Annual Budget Amount has been approved by the City and the Directors of the DMA;
  - b. any provisions in the Contract providing for the satisfaction of outstanding obligations of the DMA; or
  - c. any provisions in the Contract providing for the expenditure of amounts provided in the Budget for, but unexpended in, a previous Contract Year.
2. The Total Annual Budget Amount shall not exceed the maximum total and annual amount that the DMA may expend for the Contract Year in question, pursuant to subsection A of this Section VI.
3. The Total Annual Budget Amount shall not be less than the amount needed to satisfy the DMA's debt service obligations for the Contract Year in question.
4. Subject to the DMA's need to satisfy its debt service obligations for the Contract Year in question, the DMA may revise the itemizations within any Budget accordingly.
5. In the event that in any given Contract Year the sources of funding do not in the aggregate produce revenues equal to the Total Annual Budget Amount for such Contract Year, the DMA may, subject to the Contract, forego some or all of the non-debt service expenditures as are provided for in the Budget in question in order to have revenues sufficient to pay the debt service provided for in such Budget.
6. In the event the DMA needs to reallocate its non-debt service expenditures for the Contract Year in question, and provided further, that any debt service has been

provided for, the DMA may revise the itemizations within any Budget to accomplish such goal with the appropriate review and approval of the Board of Directors and in accordance with the Contract.

## **VII. BENEFITED PROPERTIES**

The providing of Services and Improvements shall benefit all properties within the District (hereinafter the "Benefited Properties"). The Benefited Properties are illustrated by the District Map (Exhibit A) and tax block and lots indicated in Exhibit C.

## **VIII. DISTRICT MANAGEMENT ASSOCIATION**

The DMA established for the New Dorp Business Improvement District shall be incorporated under Section 402 of the New York State Not-for-Profit Corporation Law. The DMA shall be organized for the purpose of executing the responsibilities of a DMA as set forth in the Law. Furthermore, the DMA shall carry out the activities prescribed in the Plan and shall promote and support the District.

The DMA shall be organized exclusively for charitable and education purposes as specified in Section 501 (c) of the Internal Revenue Code, as amended.

The DMA shall have four (4) classes of voting membership and one class of non-voting membership. The voting classes are composed of: (i) owners of record of real property located within the District; (ii) commercial tenants leasing space within the District; (iii) residential tenants leasing space within the District, and (iv) public representatives. The non-voting class shall include community board representatives, and may include others with an interest in the welfare of the District.

Each voting class shall elect members to the Board of Directors in the manner prescribed by the By-Laws of the Corporation. The Board of Directors shall include the representatives of owners of record of real property located within the District (which shall constitute a majority of the Board), representatives of both commercial and residential tenants (including proprietary leases) leasing space in the buildings within the District and one member appointed by each of the following public officials: the Mayor of the City; the Comptroller of the City; the Borough

President of Staten Island; and the City Council member who represents the District or, if more than one City Council member represents a portion of the District, by appointment of the Speaker of the City Council. The Community Board Chairperson or designated representative shall serve in a non-voting capacity.

## **IX. USER RIGHTS**

### **A. USER RIGHTS: GENERAL**

The DMA may undertake or permit commercial activities or other private uses of the streets or other parts of the District in which the City has any real property interest (the "User Rights"), provided, however, that the User Rights to be so undertaken or permitted by the DMA shall have been: (i) set forth in this Plan or authorized for licensing or granting by the City Council, and (ii) licensed or granted to the DMA by the City pursuant to the Contract, and (iii) authorized by the appropriate City agency having jurisdiction thereof. Once so granted or licensed, the User Rights in question shall be undertaken or permitted by the DMA in such a manner as to conform to the requirements, if any, set forth in this Plan, or the aforesaid Local Law with respect to User Rights, and conform to the requirements authorized by the appropriate City agency having jurisdiction thereof. Such requirements may include but shall not be limited to: (i) requirements as to what consideration the DMA shall pay to the City for the grant and/or license in question; (ii) requirements as to whether and how the DMA may permit other persons to undertake the User Rights in question pursuant to a sub-grant or sub license; (iii) requirements as to what charges the DMA may impose upon other persons as consideration for such sub-grant or sub-license; and (iv) requirements as the general regulation of the User Rights by whomsoever undertaken.

Once so granted or licensed, the User Rights in question shall be undertaken or permitted by the DMA in such a manner as to conform to the requirements, if any, set forth in the Plan or the aforesaid Local Law with respect to User Rights, and conform to the requirements authorized by the appropriate City agency having jurisdiction thereof. Such requirements may include but shall not be limited to:

- a. requirements as to what consideration the DMA shall pay to the City for the grant and/or license in question;



- b. requirements as to whether and how the DMA may permit others to undertake the User Rights in question pursuant to a sub-grant or sub-license;
- c. requirements as to what charges the DMA may impose upon other persons as consideration for such sub-grant or sub-license; and
- d. requirements as to the general regulation of the User Rights by whomsoever undertaken.

#### **B. USER RIGHTS: PROPOSED**

Subject to the approval and control of the appropriate City agency and/or subject to any requirements set forth in any Contract, the DMA may undertake or permit the following User Rights, subject to the requirements set forth in the Contract:

1. Any marketing or beautification program that makes use of the NYC Department of Transportation light poles or fixtures
2. Information Stands
3. News Racks
4. Promotion Signs or Kiosks
5. User rights not specifically granted may be authorized with prior written approval of the Deputy Commissioner of Neighborhood Development of the NYC Department of Small Business Services.

#### **X. REGULATIONS**

The rules and regulations proposed for governing the operation of the District and the provision of Services and Improvements by the DMA ("the Regulations") are set forth herein below.

- A. The DMA shall obligate itself to provide the Services and Improvements in a Contract or Contracts into which both the DMA and the City shall enter (collectively, the "Contract") for a specified term (each year or the Contract term to be defined as a "Contract Year"). The City shall, pursuant to the terms, conditions and requirements of the Contract, levy, collect and disburse to the DMA the Assessments. Such disbursements shall be made in accordance with general procedures for the payment of other City expenditures.

- B. The DMA shall comply with all terms, conditions and requirements (i) that are elsewhere set forth in this Plan; (ii) that are to be set forth in the Contract and in any other Contracts into which both the DMA and the City may enter; and (iii) shall comply with all terms, conditions and requirements set forth by the appropriate City agency which is required to give its approval.
- C. The DMA shall let any sub-contracts that it intends to enter into in connection with providing the Services and/or the Improvements.

B. USER RIGHTS PROPOSED

subject to the approval and control of the appropriate City agency and/or subject to any requirements set forth in any Contract, the DMA may undertake or permit the following User Rights, subject to the requirements set forth in the Contract:

- 1. Any marketing or identification program that makes use of user ID Department of Transportation light poles or fixtures
- 2. Information Stands
- 3. News Racks
- 4. Promotional Signs or Banners
- 5. User rights not specifically granted may be authorized with prior written approval of the Department of Neighborhood Development, the N.C. Department of Small Business Services

C. REGULATIONS

The rules and regulations proposed for governing the operation of the District and the provision of Services and Improvements by the DMA ("the Regulations") are set forth herein below.

A. The DMA shall obligate itself to provide the Services and Improvements in a Contract or Contracts into which both the DMA and the City shall enter collectively; the "Contract" for a specified term (each year of the Contract term to be defined as a "Contract Year"). The City shall, pursuant to the terms, conditions and requirements of the Contract, levy, collect and disburse to the DMA the Assessment. Such disbursements shall be made in accordance with general practices for the payment of other City expenditures.

**XI. GLOSSARY OF TERMS**

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**VI GLOSSARY OF TERMS**

Exhibit A Block and Lot Map of the District

Exhibit B Mayor's Authorization Letter to Prepare a District Plan

Exhibit C Table of Benefited Properties with Tax Block and Lots and Property Class

Exhibit D Land Use Map of the District

Exhibit E Zoning Map of District

Exhibit A – Map of Proposed District



Exhibit B: Mayor's Authorization to Prepare a District Plan





THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, N.Y. 10007

September 23, 2016

Mr. Gregg Bishop  
Commissioner  
NYC Department of Small Business Services  
110 William Street, 7th Floor  
New York, New York 10038-3951

Dear Commissioner Bishop:

Pursuant to Section 25-405(a) of the Administrative Code of the City of New York, I hereby authorize the preparation of a district plan for the establishment of the New Dorp Business Improvement District (BID), located in the Borough of Staten Island.

Proposed Boundaries: Properties along New Dorp Lane bounded by Richmond Road on the west and Hylan Boulevard on the east, and along New Dorp Plaza, bounded by Steele and Jacques avenues on the north and Ross Avenue on the south.

Sponsor Organization: New Dorp BID Steering Committee

The Department of Small Business Services shall prepare the District Plan pursuant to authority granted by Section 25-405(a) of this law. The authorization shall take effect immediately.

Sincerely,

Bill de Blasio  
Mayor

BDB:jk

cc: The Honorable Melissa Mark-Viverito, Speaker of the City Council  
The Honorable Julissa Ferreras-Copeland, Chair of the City Council Finance Committee  
The Honorable Eric L. Adams, Brooklyn Borough President  
Members of the New York City Council  
Alicia Glen, Deputy Mayor for Housing and Economic Development  
Gregg Bishop, Commissioner, Department of Small Business Services  
Jackie Mallon, First Deputy Commissioner, Department of Small Business Services  
Michael Blaise Backer, Deputy Commissioner, Department of Small Business Services  
James Metham, Assistant Deputy Commissioner, Dept. of Small Business Services  
Warren Gardiner, Director Intergovernmental Affairs, Dept. of Small Business Services  
Kris Goddard, Executive Director, Department of Small Business Services  
Jennifer Kitson, BID Program Director, Department of Small Business Services

Exhibit C: Tax Blocks and Lots of Benefited Properties

Block	Lot	Address	Class
3627	1	2420 RICHMOND ROAD	A
3627	12	27 NEW DORP LANE	A
3627	29	101 3 STREET	A
3627	34	37 NEW DORP LANE	A
3627	37	31 NEW DORP LANE	A
3629	33	1375 NORTH RAILROAD AVE	A
3630	1	62 CLOISTER PLACE	A
3630	28	5 NEW DORP PLAZA	A
3630	30	105 NEW DORP LANE	A
3630	40	95 NEW DORP LANE	A
3630	41	93 NEW DORP LANE	A
3630	42	91 NEW DORP LANE	A
3630	43	85 NEW DORP LANE	A
3630	1001	97 NEW DORP LANE	A
3630	1002	97 NEW DORP LANE	A
3630	1002	97 NEW DORP LANE	A
3630	1003	97 NEW DORP LANE	A
3630	1004	97 NEW DORP LANE	A
3631	1	NORTH RAILROAD AVE	B
3631	10	NORTH RAILROAD AVE	B
3631	25	NEW DORP LANE	B
3637	1	257 NEW DORP LANE	A
3637	4	253 NEW DORP LANE	A
3637	6	241 NEW DORP LANE	A
3637	9	235 NEW DORP LANE	A
3637	15	193 NEW DORP LANE	A
3637	17	187 NEW DORP LANE	A
3637	19	183 NEW DORP LANE	A
3637	22	181 NEW DORP LANE	A
3637	23	177 NEW DORP LANE	A
3637	25	173 NEW DORP LANE	A
3637	26	153 NEW DORP LANE	A
3637	31	147 NEW DORP LANE	A
3637	34	143 NEW DORP LANE	A
3637	36	139 NEW DORP LANE	A
3637	38	135 NEW DORP LANE	A
3637	41	131 NEW DORP LANE	A
3637	43	125 NEW DORP LANE	A

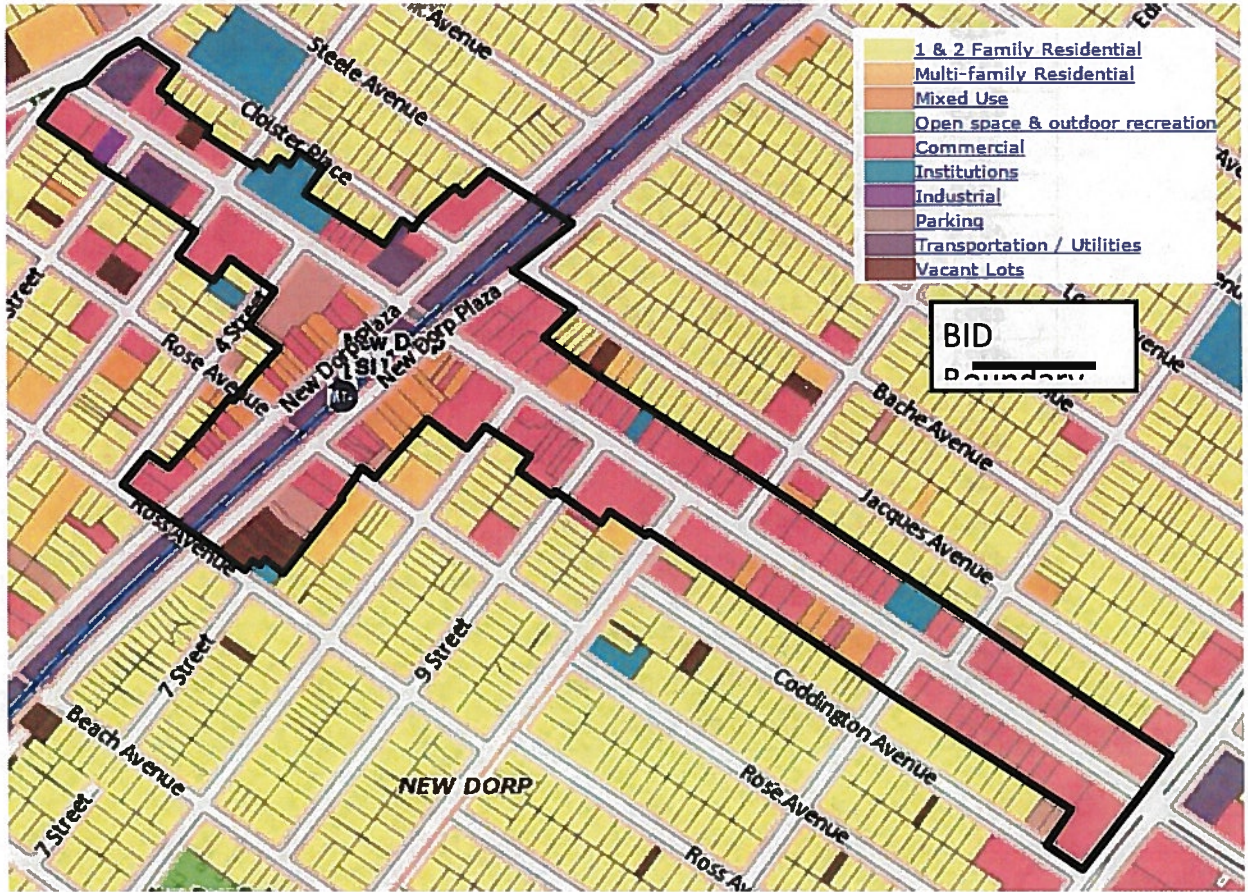


3643	1	323 NEW DORP LANE	A
3643	3	319 NEW DORP LANE	A
3643	5	309 NEW DORP LANE	B
3643	11	305 NEW DORP LANE	A
3643	13	299 NEW DORP LANE	A
3643	15	295 NEW DORP LANE	A
3643	16	291 NEW DORP LANE	A
3643	18	285 NEW DORP LANE	A
3643	21	281 NEW DORP LANE	A
3643	1001	265 NEW DORP LANE	A
3643	1002	265 NEW DORP LANE	A
3643	1003	265 NEW DORP LANE	A
3643	1004	265 NEW DORP LANE	A
3643	1005	265 NEW DORP LANE	A
3643	1006	265 NEW DORP LANE	A
3649	1	2477 HYLAN BOULEVARD	A
3649	9	363 NEW DORP LANE	A
3649	14	357 NEW DORP LANE	A
3649	16	353 NEW DORP LANE	A
3649	18	343 NEW DORP LANE	A
3649	23	337 NEW DORP LANE	A
3649	27	331 NEW DORP LANE	A
4191	31	2 NEW DORP PLAZA	A
4191	35	14 NEW DORP LANE	A
4191	38	16 NEW DORP LANE	A
4192	29	32 NEW DORP LANE	B
4192	38	40 NEW DORP LANE	A
4198	31	60 NEW DORP LANE	A
4199	1	31 NEW DORP PLAZA	A
4199	3	35 NEW DORP PLAZA	A
4199	6	43 NEW DORP PLAZA	A
4199	7	45 NEW DORP PLAZA	A
4199	10	49 NEW DORP PLAZA	A
4199	11	53 NEW DORP PLAZA	A
4199	12	55 NEW DORP PLAZA	A
4199	13	59 NEW DORP PLAZA	A
4199	14	61 NEW DORP PLAZA	A
4199	15	63 NEW DORP PLAZA	A
4199	17	67 NEW DORP PLAZA	A
4199	18	71 NEW DORP PLAZA	A
4199	29	4 STREET	A

4200	1	RAILROAD AVENUE	A
4203	1	81 NEW DORP PLAZA	A
4203	4	91 NEW DORP PLAZA	A
4203	6	93 NEW DORP PLAZA	A
4203	7	95 NEW DORP PLAZA	A
4203	8	97 NEW DORP PLAZA	A
4203	9	99 NEW DORP PLAZA	A
4203	11	101 NEW DORP PLAZA	A
4203	12	109 NEW DORP PLAZA	A
4203	16	113 NEW DORP PLAZA	A
4209	1	148 NEW DORP LANE	A
4209	17	70 NEW DORP PLAZA	A
4209	18	68 NEW DORP PLAZA	A
4209	19	66 NEW DORP PLAZA	A
4209	20	62 NEW DORP PLAZA	A
4209	22	58 NEW DORP PLAZA	A
4209	25	54 NEW DORP PLAZA	A
4209	26	50 NEW DORP PLAZA	A
4209	29	46 NEW DORP PLAZA	A
4209	31	42 NEW DORP PLAZA	A
4209	34	32 NEW DORP PLAZA	A
4209	35	NEW DORP LANE	A
4209	36	136 NEW DORP LANE	A
4209	37	138 NEW DORP LANE	A
4209	38	140 NEW DORP LANE	A
4209	121	60 NEW DORP PLAZA	A
4210	1	174 NEW DORP LANE	A
4210	36	168 NEW DORP LANE	A
4210	41	160 NEW DORP LANE	A
4210	46	170 NEW DORP LANE	A
4210	47	172 NEW DORP LANE	A
4210	48	172A NEW DORP LANE	A
4211	29	200 NEW DORP LANE	A
4212	27	NEW DORP PLAZA	A
4212	30	104 NEW DORP PLAZA	A
4212	33	100 NEW DORP PLAZA	A
4212	36	NEW DORP PLAZA	A
4212	37	NEW DORP PLAZA	A
4212	43	88 NEW DORP PLAZA	A
4212	44	178 ROSE AVENUE	A
4219	34	260 NEW DORP LANE	A

4219	45	268 NEW DORP LANE	A
4219	47	272 NEW DORP LANE	A
4219	49	276 NEW DORP LANE	A
4219	52	280 NEW DORP LANE	A
4219	55	286 NEW DORP LANE	A
4219	57	288 NEW DORP LANE	A
4219	59	290 NEW DORP LANE	A
4219	60	294 NEW DORP LANE	A
4219	64	302 NEW DORP LANE	A
4219	66	310 NEW DORP LANE	A
4219	70	NEW DORP LANE	B
4221	1	2505 HYLAN BOULEVARD	A
4221	39	322 NEW DORP LANE	A
4221	42	324 NEW DORP LANE	A
4221	47	334 NEW DORP LANE	A
4221	49	336 NEW DORP LANE	A
4221	51	342 NEW DORP LANE	A
4221	53	346 NEW DORP LANE	A
4221	56	356 NEW DORP LANE	A
4221	58	358 NEW DORP LANE	A
4221	60	360 NEW DORP LANE	A
4221	62	366 NEW DORP LANE	A

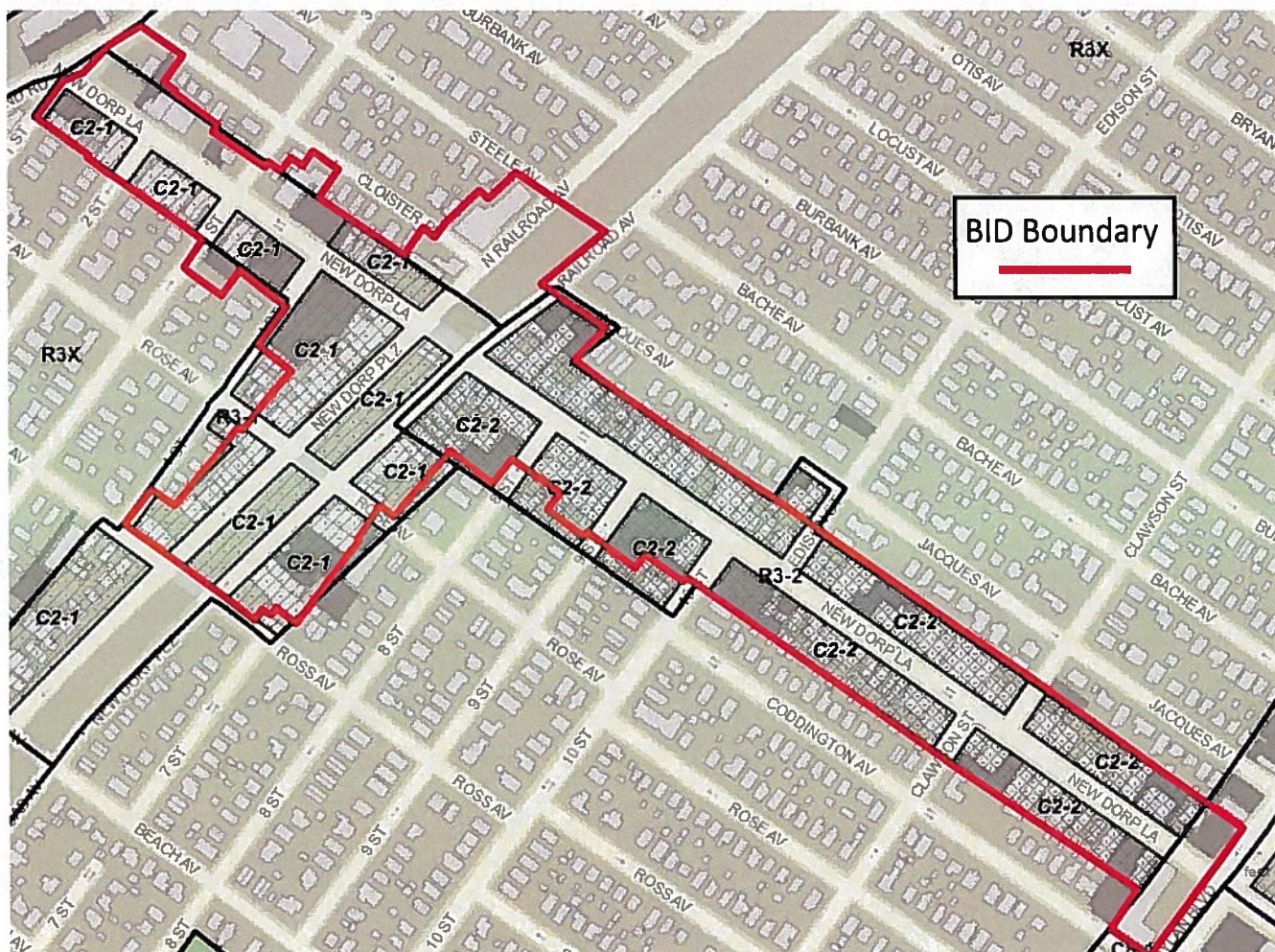
Exhibit D - Land Use Map of New Dorp



### Exhibit E - Zoning Map of the District

Properties within the proposed District are primarily commercial and mixed use and generally fall within the following zoning designations:

C8-1, R3-1 with C2-1 and C2-2 overlay, R3-2 with C2-1 and C2-2 overlay, and R3X with C2-1 and C2-2 overlay.





CITY PLANNING COMMISSION

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January 4, 2016 / Calendar No.8

N 170130 BDR

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**IN THE MATTER OF** an application submitted by the Department of Small Business Services on behalf of the New Dorp BID Steering Committee pursuant to Section 25-405(a) of Chapter 4 of Title 25 of the Administrative Code of the City of New York, as amended, concerning the establishment of the New Dorp Business Improvement District, Borough of Staten Island, Community District 2.

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On October 25, 2016, on behalf of the New Dorp BID Steering Committee, the Department of Small Business Services submitted a district plan for the New Dorp Business Improvement District, Borough of Staten Island, Community District 2.

**BACKGROUND**

The Department of Small Business Services (SBS), on behalf of the New Dorp BID Steering Committee, submitted an application to establish the New Dorp Business Improvement District (BID), located along New Dorp Lane and adjacent commercial streets in the mid-island New Dorp neighborhood of Staten Island.

The BID is being established to create an organization that will serve all the constituents in the district. Its organizers plan to work with stakeholders to focus on the needs and concerns of the diverse group of residents and businesses in the district.

New Dorp was originally founded by Dutch colonists in the Mid-Island East section of Staten Island. The proposed New Dorp BID's boundaries follow New Dorp Lane from Richmond Road to Hylan Boulevard (0.6 miles), and along a street called New Dorp Plaza which is bisected by railroad tracks. Along New Dorp Plaza, the BID area runs from Steele Avenue west of the tracks

and from Jacques Avenue east of the tracks to Ross Avenue (0.25 miles). At the center of the proposed BID is the New Dorp Station of the Staten Island Railway (SIR), which connects to the Staten Island Ferry Terminal via a 19-minute train ride. The proposed BID area is a low-density, pedestrian-friendly commercial corridor providing neighborhood-scale retail, services and entertainment.

At the eastern end of the proposed New Dorp BID area is Hylan Boulevard. Hylan Boulevard's character differs starkly from pedestrian-friendly New Dorp Lane, as it is auto-oriented. It is a six-lane street with high traffic volumes and a mix of large and small retail stores, offices, and government facilities. The corridor faces challenges such as traffic congestion, flood resiliency and the aging of some retail structures.

The proposed BID contains 146 properties and 180 businesses, most of which are small and family-owned. New Dorp Lane and New Dorp Plaza are lined with restaurants, boutiques and other specialized retail, health, legal and real estate services, beauty salons, and dance, yoga and karate studios. There are also several banks, two churches, a public library, two gas stations and a municipal parking lot near the SIR station. Commercial vacancy is low. The commercial strip is surrounded by low-density residential neighborhoods. Two properties fronting Hylan Boulevard have also been included in the BID.

Most of the BID area is zoned R3-1 with a C2-1 overlay or R3-2 with a C2-2 overlay. Small sections of the BID area are zoned C8-1 and one block is zoned R3X.



The proposal to establish a BID along New Dorp Lane builds on a three-year process led by the Staten Island Economic Development Corporation (SIEDC), an organization that is not affiliated with the New York City EDC, and the local City Council Member, who funded initial organizing efforts. The BID application was led by a steering committee, which visited all 180 businesses and conducted more than 300 one-on-one meetings. By June 2015, 57 property owners had signed statement of support forms and three commercial property owners opposed establishing the BID. None of the surveyed commercial tenants opposed the BID formation.

In its first year of operation, the BID proposes to provide a sanitation program to supplement City sanitation services; marketing and promotion services, which may include special events, street, TV or online advertising; beautification; economic development initiatives such as free Wi-Fi, storefront façade design and heritage tourism links; and advocacy. The BID will solicit additional support from elected officials and other funders such as Staten Island banks, hospitals and utilities for BID programs and events. In the future, the BID may propose improvements such as sidewalk plantings, plaques identifying the district, trash receptacles, benches, and wayfinding signage.

The BID projects a first-year budget of \$135,000. The BID Steering Committee agreed to an assessment formula where commercial or mixed-use properties would contribute a rate for each foot of property frontage. This results in an estimated average assessment of \$17 per foot per year per property. The median projected first yearly assessment would be \$778 and the average would be \$1,080. Government and not-for-profit properties are exempt from an assessment, and purely

residential properties would contribute \$1 per year. Thirty-six percent of the proposed BID's budget would be allocated to hiring a salaried staff. Other projected expenses in the budget are marketing and promotions (37 percent), sanitation (16 percent), and economic development (11 percent).

### **ENVIRONMENTAL REVIEW**

The district plan was reviewed pursuant to the New York State Environmental Quality Review Act (SEQRA) and the SEQRA regulations set forth in Volume 6 of the New York State Code of Rules and Regulations, Section 617.00 et seq., and the New York City Environmental Quality Review (CEQR) Rules of Procedure of 1991 and Executive Order No. 91 of 1977. The designated CEQR number is 17SBS001R. The lead agency is the Department of Small Business Services.

After a study of the potential environmental impact of the proposed action, a Negative Declaration was issued on September 30, 2016.

### **PUBLIC REVIEW**

On October 25, 2016 SBS submitted a district plan for New Dorp BID to the Department of City Planning. The plan was then transmitted for review to the Office of the Mayor, Office of the Staten Island Borough President, City Council Speaker, City Council Member for Council District 50 and Staten Island Community Board 2.

### **Community Board Public Hearing**

On November 16, 2016, Staten Island Community Board 2 voted to support the establishment of the proposed BID by a vote of 21 in favor and 0 opposed.

### **City Planning Commission Public Hearing**

On November 16, 2016 (Calendar No. 1), the Commission scheduled November 30, 2016 for a public hearing on the BID district plan. On November 30, 2016 (Calendar No. 10), the hearing was duly held.

There were three speakers in favor of the proposal and none in opposition. Those who testified included the chair of the BID steering committee, the staff consultant from the SIEDC who helped organize the proposed BID, and the Deputy Commissioner for Neighborhood Development at SBS.

The SIEDC consultant explained how the proposed BID was organized and addressed the steering committee's efforts to gain the support of property owners within the proposed BID's boundaries. He discussed the details of the outreach effort undertaken, consisting of numerous one-on-one meetings with property and business owners. The Chair of the BID Steering Committee said that the plan was created to be fair to all its constituents and that she expected the proposed BID to increase business activity on New Dorp Lane.

The Deputy Commissioner for Neighborhood Development at SBS said that the agency had provided technical support for the BID organizing effort and explained that the BID would provide funds for at least one full-time staff person, which was key for a successful operation. He stated that the BID would not need to pay rent for staff offices at the existing quarters of a local business. The Deputy Commissioner also said SBS was asking for yearly surveys on commercial occupancy. There were no other speakers and the hearing was closed.

### **CONSIDERATION**

The Commission believes that the proposal to establish the New Dorp Business Improvement District is appropriate.

The New Dorp BID area is a unique Staten Island and New York City neighborhood with historical character that would benefit from additional economic development initiatives. According to the BID plan, the area proposed for the New Dorp BID has about 180 commercial tenants. There are two government-owned properties and about 30 residential units. The neighborhood has few commercial vacancies. Rents for commercial space average about \$30 per foot, according to the BID sponsor.

As New Dorp has evolved, pedestrian activity and litter have increased. The BID will help address those changes by providing guidance and resources. There has also been increased vehicular traffic on New Dorp Lane, causing congestion and parking issues. At some intersections, there are safety concerns due to conflicts between traffic and pedestrians. A BID can help the City by monitoring

these issues, proposing solutions, and advocating for their implementation.

Once established, the BID can also promote beautification, establish a better neighborhood brand, and advance a long-term plan for the area.

The Commission is concerned about the tight budget that is being proposed for this BID. It hopes that in the future, SBS and other BID board members will closely monitor the effectiveness of the BID in providing services. If it is determined that the BID is struggling due to lack of funds, the Board may need to raise the assessment rate to ensure an effective operation.

The businesses in the BID area provide important services that support the quality of life in the New Dorp neighborhood, as well as in the entire Borough. New Dorp businesses are an important source of jobs and entrepreneurship. The commercial activity of the area enhances Staten Island and New York City as a place to live, work and run a business. The proposed BID will be an advocate for New Dorp, which may result in more City resources and public attention for this pedestrian-oriented commercial shopping and service area.

SIEDC, with the support of the local Council Member, is also exploring the possibility of establishing additional BIDs on Hylan Boulevard and on nearby Richmond Road. BIDs at these locations would complement and strengthen the efforts be made by the proposed New Dorp BID and allow for coordination of neighborhood maintenance and revitalization.

The Commission has carefully reviewed the documents that the BID sponsor submitted regarding notification of stakeholders on the proposed BID and believes that these outreach efforts were satisfactory. The Commission believes that the BID sponsors made a reasonable outreach effort and contacted as many property owners, residents and businesses as reasonably possible.

BIDs are important to the City because they promote healthy economic development for the communities they serve and help retain and attract businesses to the district. The proposed New Dorp BID will help manage this existing business area and provide guidance for growth in the future.

## **RESOLUTION**

The Commission supports the proposed BID plan and has adopted the following resolution:

**RESOLVED**, that the City Planning Commission certifies its unqualified approval of the district plan for the New Dorp Business Improvement District.

The above resolution duly adopted by the City Planning Commission on January 4, 2016 (Calendar No. 8) is filed with the City Council and the City Clerk pursuant to Section 25-405 of the Administrative Code of the City of New York.

**CARL WEISBROD, Chairman**

**RAYANN BESSER, ALFRED C. CERULLO, III,  
MICHELLE R. DE LA UZ, RICHARD W. EADDY,  
CHERYL COHEN EFFORN, HOPE KNIGHT, ANNA HAYES LEVIN,  
ORLANDO MARIN, LARISA ORTIZ, Commissioners**







DANA T. MAGEE  
CHAIR

DEBRA A. DERRICO  
DISTRICT MANAGER

THE CITY OF NEW YORK  
**Community Board 2**  
BOROUGH OF STATEN ISLAND

460 BRIELLE AVENUE  
STATEN ISLAND, NEW YORK 10314  
718-317-3235  
FAX: 718-317-3251

November 16, 2016

Ms. Yvette Gruel  
City Planning Commission  
Calendar Information Office, Room 2E  
120 Broadway, 30<sup>th</sup> Floor, Corridor C/D  
New York, New York 10271

Re: ULURP Number: N 170130 BDR  
IN THE MATTER OF an application submitted by the Department of Small Business Services on behalf of the New Dorp Business Improvement District Steering Committee pursuant to Section 25-405(a) of Chapter 4 of Title 25 of the Administrative Code of the City of New York, as amended, concerning the establishment of the New Dorp Business Improvement District.

Dear Ms. Gruel,

Please be advised that on November 15, 2016, at the regular monthly meeting of the full board, Community Board 2 reviewed ULURP Number N 170130 BDR.

The Board Members voted to approve and fully support the above-noted project. For your information, we have listed the exact vote below.

Board Members' Vote: 21 - In favor; 0 - Opposed; 0 - Abstentions

If you have any question or require additional information, please do not hesitate to contact our office.

Sincerely,

Dana T. Magee  
Chair

