



CITY PLANNING COMMISSION

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June 9, 2004      Calendar No. 21

N 040395 BDK

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**IN THE MATTER** of an application submitted by the Department of Small Business Services on behalf of the Myrtle Avenue Brooklyn Business Improvement District pursuant to Section 25-405 of the Administrative Code of the City of New York, as amended, concerning the formation of the Myrtle Avenue Brooklyn Business Improvement District, Borough of Brooklyn, Community District 2.

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On February 3, 2004, the Mayor authorized the preparation of a district plan for the Myrtle Avenue Brooklyn Business Improvement District (BID). On April 5, 2004, on behalf of the Myrtle Avenue Brooklyn District Management Association (DMA), the Department of Small Business Services (DSBS) submitted the district plan for the BID, located in Community District 2 in the Borough of Brooklyn.

**BACKGROUND**

The proposed Myrtle Avenue Brooklyn BID is located in the areas generally known as Fort Greene and Clinton Hill, in the Borough of Brooklyn. The BID's boundaries extends along Myrtle Avenue from Flatbush Avenue Extension to Classon Avenue.

There are 179 properties in the BID, 3 are wholly residential and 9 properties are tax-exempt. The District represents 143 property owners and 170 businesses.

The District can be described as a local commercial neighborhood street with ground floor commercial and residential units above. Within the BID, there are also two New York City Housing Authority housing developments: the Raymond Ingersoll and Walt Whitman houses and Fort Greene Park. The Metrotech BID borders the western edge of the proposed BID.

The services of the expanded BID will primarily focus on sanitation, security, holiday lighting and marketing. The sanitation program may include cleaning and sweeping of sidewalks and gutters; graffiti removal; maintenance of street trees and snow removal at bus shelters and crosswalks. The BID proposes to employ a sanitation crew of two to four persons, and services will be provided 7 days a week. The program will supplement the existing municipal sanitation program.

The budget for the first year of the BID is projected to be \$250,000. The budget will allocate \$65,000 to sanitation, \$25,00 to holiday lighting, \$50,000 to marketing, \$97,000 to administration and \$13,000 towards the contingency plan.

The BID assessment method is based upon linear front footage. Commercial properties will be assessed at \$41 dollars per linear foot. Vacant or undeveloped lots along with wholly residential

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properties will be assessed at \$1, annually.

Outreach to property owners, merchants and residents was done by the Myrtle Avenue Brooklyn BID Steering Committee. All property owners were informed of the approximate BID assessment for their properties. The outreach for the BID was documented and submitted to City Planning.

#### **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 04SBS003K. 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 January 12, 2004.

#### **LAND USE REVIEW**

On April 5, 2004 the Department of Small Business Services submitted the district plan for the Myrtle Avenue Brooklyn Business Improvement District (BID) to the Department of City Planning. The

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plan was then transmitted for review to the Office of the Mayor, Office of the Brooklyn Borough President, City Council Speaker, City Council Member of Community District 35 and Brooklyn Community Board 2.

Community Board Public Hearing

On April 14, 2004, Community Board 2 adopted a resolution recommending approval of this application (N 040395 BDK) by a vote of 32 in favor, 1 opposed with 0 abstentions.

City Planning Commission Public Hearing

On April 28, 2004 (Calendar No. 3) the Commission scheduled May 12, 2004 for a public hearing on the district plan. On May 12, 2004 (Calendar No. 15), the hearing was duly held. There were three speakers in favor of the proposal and none in opposition.

The executive director of the Myrtle Avenue Revitalization Project LDC and member of the steering committee, spoke about the types of outreach that was done within the District. She also stated that the BID had 66% of total assessed value property owners in support of the BID. In addition, she explained how the boundaries of the BID were drawn to capture the properties that showed strong support of the BID and that also Community District 2's boundary also ended on Classon Avenue.

A property owner, member of Community Board 2 and resident of the area spoke about the need for improvements to the area and that the BID would be beneficial to aid in the maintenance of the properties.

The president of the Myrtle Avenue Merchants Association spoke about past attempts to provide similar services to the properties in the area and that graffiti removal and garbage collection were the most successful improvements for the properties.

There were no other speakers and the hearing was closed.

#### Consideration

The Commission believes that the proposal to create the Myrtle Avenue Brooklyn Business Improvement District in Brooklyn is appropriate.

The Commission has carefully reviewed the documents that the proposed BID sponsor submitted regarding notification of constituents about the pending BID. It believes that these outreach efforts for the BID were adequate and satisfactory.

BID's are important to the City because they help retain and attract businesses to the District and promote healthy economic

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development for the City.

Resolution

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

RESOLVED, that the City Planning Commission certifies its unqualified approval of the proposed district plan for the Myrtle Avenue Brooklyn Business Improvement District.

The above resolution duly adopted by the City Planning Commission on June 9, 2004 (Calendar No. 21) 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.

**AMANDA M. BURDEN, AICP, Chair**

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