



CITY PLANNING COMMISSION

May 25, 2005 Calendar No. 18

N 050365 BDK

IN THE MATTER of an application submitted by the Department of Small Business Services on behalf of the DUMBO 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 DUMBO Business Improvement District, Borough of Brooklyn, Community District 2.

On March 3, 2005, the Mayor authorized the preparation of a district plan for the DUMBO Business Improvement District (BID). On March 14, 2005, on behalf of the DUMBO 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 BID is located in the area generally known as DUMBO, in the Borough of Brooklyn. The BID's boundaries extends along the East River waterfront on the north; Old Fulton Street on the west, York Street on the south and generally Gold and Bridge streets on the east.

There are 366 properties in the BID, represented by 283 property owners. There are 575 businesses which include 25 retail businesses and 550 commercial spaces on the upper floors of the buildings within the District.

Historically, DUMBO was a manufacturing and shipping district. Today, DUMBO can be described as a mixed-use neighborhood with artists studios, offices, light manufacturing and residences. Within the BID, there are two major not-for-profit organizations; the Watchtower Bible and Tract Society and Phoenix House. The Metrotech, Montague Street and Myrtle Avenue BIDs are in close proximity to the proposed BID.

The services of the BID will primarily focus on sanitation, security, promotion and marketing. The sanitation program may include cleaning and sweeping of sidewalks and gutters; graffiti removal; maintenance of street trees and maintenance of street furniture. The BID proposes to employ a sanitation crew of two or more persons, and services will be provided throughout the week and possibly the weekends. The program will supplement the existing municipal sanitation program.

The budget for the first year of the BID is projected to be \$400,000. The budget will allocate \$60,600 to sanitation, \$52,080 to security, \$30,000 to marketing and promotions, \$60,320 to capital improvements, \$140,000 to administration, \$18,000 to OTPS and \$39,000 towards the contingency plan.

The BID assessment method is based upon total square footage and

assessed valuation per individual property. Properties devoted to commercial and industrial use will be assessed at a rate not to exceed \$.05 per property square foot and \$.004 per dollar of the individual property assessed valuation. Vacant or undeveloped lots will pay the commercial rate. Wholly residential properties and properties devoted in part to commercial and/or industrial use and in part to residential use will be assessed at \$1, annually. Government and not-for-profit properties will not be assessed. Utility properties 60,000 square feet or larger will pay 1% of the commercial rate. Utility properties less than 60,000 square feet will be assessed at the commercial rate.

Outreach to property owners, merchants and residents was done by the DUMBO BID Steering Committee. All property owners were informed of the BID assessment and services . 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

05SBS003K. 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 March 9, 2005.

LAND USE REVIEW

On March 14, 2005 the Department of Small Business Services (DSBS) submitted the district plan for the DUMBO Business Improvement District(BID) to the Department of City Planning. The 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 33 and Brooklyn Community Board 2.

Community Board Public Hearing

On April 13, 2005, Community Board 2 adopted a resolution recommending approval of this application (N 050365 BDK) by a vote of 37 in favor, 0 opposed with 0 abstentions.

City Planning Commission Public Hearing

On April 13, 2005 (Calendar No. 3) the Commission scheduled April 27, 2005 for a public hearing on the district plan. On April 27, 2005 (Calendar No. 32), the hearing was duly held. There were three speakers in favor of the proposal and none in opposition.

The president of the Downtown Brooklyn Council stated that the council is a supporter of the proposed BID. He explained how other BIDs in proximity to the proposed BID, were strong business and economic mechanisms that helped to strengthen the areas. He spoke about how the evolving transformation of DUMBO, from a manufacturing district to a business and residential district, has attracted more businesses. He also stated that the community organizations in the area are in support of the proposed BID.

The president of Constructive Strategies--a planning and consultant company-- and member of the BID's Steering Committee, also spoke in favor of the BID. He talked about the outreach efforts by the DUMBO Steering Committee, that included several mailings and public meetings.

The vice-president of Two Trees, a development company, and a member of the Steering Committee spoke about the sources of support for the BID that will be received from the community, retailers, residents and developers. He stated that the proposed BID would be great for the neighborhood as well as the City.

There were no other speakers and the hearing was closed.

Consideration

The Commission believes that the proposal to create the DUMBO 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 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 DUMBO Business Improvement District.

The above resolution duly adopted by the City Planning Commission on May 25, 2005 (Calendar No. 18) 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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