



## CITY PLANNING COMMISSION

---

January 21, 2015/Calendar No. 12

N150156 BDM

---

**IN THE MATTER OF** an application submitted by the Department of Small Business Services on behalf of the Meatpacking Improvement Association 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 Meatpacking Business Improvement District, Borough of Manhattan, Community Districts 2 and 4.

---

On November 3, 2014 on behalf of the Meatpacking Improvement Association, the Department of Small Business Services (SBS) submitted a district plan for the Meatpacking Business Improvement District, Borough of Manhattan, Community Districts 2 and 4.

### **BACKGROUND**

The Department of Small Business Services (SBS), on behalf of the Meatpacking Improvement Association, intends to establish the Meatpacking Business Improvement District (BID).

The proposed BID will be located in the northernmost part of the West Village and the southernmost part of lower Chelsea. The BID has been organized by the Meatpacking Improvement Association (MPIA). MPIA was created in 2010 to revitalize, redesign and manage the areas, including NYC DOT public plazas, and to provide sanitation and landscaping services. In 2014, MPIA merged with the Chelsea Improvement Company. The Chelsea Improvement Company was formed in 2007 to provide sanitation, beautification and public safety services in the area north of 14<sup>th</sup> street contained in the proposed BID.

The proposed BID District boundaries are:

- North side of Horatio Street between Hudson Street and 10th Avenue.
- 8th Avenue/Hudson Street from the north side of Horatio Street up to the south side of 17th Street.
- 10th Avenue from the north side of Horatio Street up to the south side of 13th Street.
- 11th Avenue between 13th Street and the south side of 16th Street.
- South side of 17th Street between 10th Avenue and 8th Avenue.

A large portion of the proposed BID falls within the Gansevoort Market Historic District and the Gansevoort Market State Register of Historic Places District.

The majority of the proposed BID's land use is commercial. There are 760 businesses located on a total of 154 tax lots. 220 of these businesses are located on the ground floor, while 540 are on upper floors. The District offers a vibrant mix of retail and commercial spaces encompassing approximately 7.5 million square feet of gross commercial office and retail space. There is a diverse range of businesses in the district, with 16.3 percent being categorized as Information, 15.8 percent being Professional, Scientific & Tech Services, 14.5 percent being Accommodation & Food Services, and 13.1 percent being Retail Trade. The buildings within the district are predominately low and mid-rise mixed-use structures with street-level commercial units and commercial office space above.

There are four hotels in the area which cumulatively contain almost 1000 rooms. These hotels have helped increase foot traffic, while stores, restaurants, bars and boutiques keep visitors occupied and engaged. Eight public plazas are currently maintained in partnership with the NYC Department of Transportation. In late 2012, Google and the Chelsea Improvement Company (CIC) established a free Wi-Fi program, which serves the plazas in the southern section of the BID area as well as the entire northern section of the district.

In 2015 the Meatpacking District will be home to the new location of the Whitney Museum, one of the City's most well respected art institutions. In the next few years there are plans for nearly 600,000 square feet of commercial office space to be built and come on line. Along with the addition of the Whitney Museum and the development of Piers 54 and 57, it is anticipated that pedestrian and vehicular traffic will increase drastically. The residential land uses are primarily located around the edges of the district and in the north of 14<sup>th</sup> Street. Most of the BID is zoned for manufacturing which does not allow new residential development. The fully residential Caledonia on West 17<sup>th</sup> Street, and the New York City Housing Authority (NYCHA) Robert Fulton Housing Complex on the northern border of the district, accounts for a large population within the boundaries of the District, along with the southern side of 15th Street, the east side of Hudson Street below 14th Street, and the north side of Horatio Street. Most of the 2,700 residential units are located in mixed-use properties with a ground floor retail presence. The Robert Fulton Housing Complex occupies one block within the proposed BID boundaries and

houses approximately 2,200 to 2,500 residents in 540 units. Additionally, Interim Multiple Dwellings (IMDs), resulting from residential occupancy of non-residential buildings, are also scattered throughout several manufacturing zoned buildings in the district.

In the first year, the proposed BID assessment rate would be calculated based upon commercial square feet. The assessment would not exceed \$0.24/sf; it is anticipated that it will be closer to \$0.22/sf, based on current sf and net new sf coming on line by the time the assessment roll is calculated. In either scenario, 40% of assessments are less than \$1,000. Based on an assessment of \$0.22/sf, the maximum assessment is \$475,638, the minimum is \$110 and the median is \$1,760. When calculated with an assessment of \$0.24/sf, the maximum is \$518,878, the minimum assessment would be \$120 and the median assessment would be \$1,920.

Properties devoted wholly to residential use would be assessed at \$1 per year. Not-for-profit and governmental properties would not be assessed. Vacant parcels would be assessed at the commercial rate.

The BID proposes a first year budget of \$1,600,000. The budget will spend \$265,000 for sanitation and maintenance. The budget allocates \$145,000 for beautification and landscape maintenance. An estimated \$378,500 will be spent on security services. Approximately \$145,000 is budgeted for capital maintenance and a reserve fund. The BID has budgeted \$100,000 for furniture maintenance and supplies. The budget also includes \$200,000 for economic development and \$366,500 for advocacy and general administration. In subsequent years the BID budget may rise to \$3.2 million as additional development occurs in the district. The BID Plan allows the BID to fund capital improvements to a sum not to exceed \$32 million, although major capital improvements are not anticipated in the early years of the BID.

The MPIA did outreach to the BID in the form of

- 6 public presentations/forums between January - May 2014
- 3 mass mailings (Survey, Support Form, Public Meeting Information)
- 100% of ground floor businesses visited in person

Property owners businesses and residents were surveyed with the following results:

- **Businesses:** 53.2% of ground floor tenants in support
- **Property Owners:** 82.2% of commercial SF in support
- **Residents:** 33 individual residents in support (.7% of total); 218 of residential tax lots in support (46% of total)

In response to concerns expressed by community residents who live in neighborhoods adjacent to the proposed BID, the BID sponsor agreed to establish an Impact Advisory Committee. The Advisory Committee would be composed of residential representatives in two defined Impact Areas adjacent to the BID area. The first Impact Area would be bound by Horatio Street to the North, 12<sup>th</sup> street to south, West Street to the West and 8<sup>th</sup> Avenue to the east in Community District 2. The second Impact Area is bounded by 18<sup>th</sup> Street to the North, 17<sup>th</sup> Street to the South, West Street to the west and 8<sup>th</sup> Ave to the East in Community District 4. The committee will be run as determined by its members. It will be a public forum for residents to report issues and brainstorm solutions, and serve as a pipeline to communicate the most pressing concerns to the Executive Director of the BID and the Board, who will have the power to communicate directly with businesses and implement programs to address problems. The BID has also agreed to have the Advisory Committee elect two non-voting representatives to the BID Board of Directors. One of the representatives would be from the area to south in Community District 2 and one of the representatives would from Community District 4 in the North.

## **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 155SBS001M. 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 October 22, 2014.

## **WATERFRONT REVITALIZATION PROGRAM (WRP)**

The City Planning Commission, acting as the City Coastal Commission, having reviewed the waterfront aspects of this action, finds that the actions will not substantially hinder the achievement of any WRP policy and hereby determines that this action is consistent with WRP policies. The WRP number is 14-122.

## **LAND USE REVIEW**

On November, 3, 2014 the Department of Small Business Services submitted a district plan for the Meatpacking 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 Manhattan Borough President, City Council Speaker, City Council Member of Council Districts 3 and Manhattan Community Boards 2 and 4.

## **COMMUNITY BOARD PUBLIC HEARING**

Community Board 2 held a public hearing on this application on November 12, 2014, and on November 21, 2014, by a vote of 43 in favor, 3 in opposition with 2 abstentions adopted a resolution recommending approval of the establishment of the BID with the following conditions:

- 1. To assure full incorporation of the MOU into the bylaws and to commit the BID to a transparent process including a public hearing for approval and amendment of bylaws;*
- 2. To assure that the Board members elected by the Impact Areas Advisory Committee (IAAC) will be represented on the Interim Board and on any committee involved in writing or approving the Bylaws;*
- 3. To assure that the IAAC advisory board will be able to designate representatives to participate on BID subcommittees including but not limited to those concerned with Traffic, Public Safety, Sanitation, and Neighborhood Improvement*
- 4. To recognize the impacts of noise, traffic, and other nighttime conditions as harmful to the quality of residential life and balanced business activity and to prioritize nighttime public safety services and specify the budget for such services to focus on nighttime*

*conditions as long as they remain unabated;*

5. *To include a commitment by the BID to preservation of the Gansevoort Market Historic District, and, in the Impact Area, the Greenwich Village Historic District, and generally to the quality and character of the neighborhoods.*
6. *To add a fifth goal to the Vision Statement of the District Plan for “a BID that recognizes its place within an historic district, respects its residential and small business neighbors, and supports the quality of life of the broader community;”*
7. *Consistent with the MOU, to avoid all BID-generated commercial and/or fundraising events in the plazas, and to avoid BID uses of any kind in parks, playgrounds, and Greenstreets.*
8. *To supplement the census information with more detailed data on the number of commercial property owners, residential property owners, commercial tenants, and residential tenants, and the amount of property represented by each group, so that different sectors within each membership class may be fairly represented on the Board;*
9. *To assure an appropriate balance of commercial and residential owners on the board.*
10. *To prohibit advocacy on behalf of individual owners or tenants before City or State agencies.*

Community Board 4 held a public hearing on this application on November 17, 2014, and on December 8<sup>th</sup>, 2014, by a vote of 34 to with no abstentions adopted a resolution recommending approval of the establishment of the BID with the following conditions:

*To assure that the Memorandum of Understanding (MOU) is implemented, that the MOU always be considered as part of the Meatpacking Area BID documents and always filed with the BID’s District Plan;*

*To the extent practicable, that the MOU be fully incorporated into the BID’s bylaws and that BID decision-making be transparent including public hearings for the approval and amendment of bylaws;*

*That the members elected by the Impact Areas Advisory Committee be included on the Interim BID Board and on any committee involved in writing or approving the bylaws.*

## **CITY PLANNING COMMISSION PUBLIC HEARING**

On December 3, 2014 (Calendar No. 1), the Commission scheduled December 17, 2014

for a public hearing on the district plan. On December 17, 2014 (Calendar No 15), the hearing was duly held.

There were nine speakers in favor of the proposal and none in opposition. Those who testified included the chairman of the MPIA Board, the BID sponsor, MPIA staff, business and property owners, a representative of Community Board 4, a neighborhood resident who had been involved with organizing of the BID Impact Area Advisory Committee, the executive director of a nonprofit organization that provides employment and job training, the Director of BID Development at the Department of Small Business Services, and a representative of the Manhattan Borough President.

The chairman of the MPIA Board spoke about the history of the organization. The MPIA staff person explained how the proposed budget was determined by a survey of all constituents and how the Impact Areas were established. The business and property owners stated that they fully supported the BID and that it would be good for the area. The representative of Community Board 4 said that the Board supported the BID. The neighborhood resident stated that area late night uses often created quality of life problems for residents and she felt that the BID Impact Area Committee will help resolve those problems. The representative of the non-profit said that the BID had hired his organization to clean the area and that it was a good partnership with his organization. The representative of the Borough President stated that the Borough President was concerned about how the BID might handle security issues, that it needed to meet regularly with the community boards public safety committees and that the BID Board should have a seat for residents of the New York City Housing Authority Fulton Houses. The representative from the Department of Small Business Services addressed the BID's role in providing workforce development for this BID and for BIDs in general.

There were no other speakers and the hearing was closed.

## **CONSIDERATION**

The Commission believes that the proposal to establish the Meatpacking Business Improvement

District is appropriate.

As an emerging and evolving area of the City, the Meatpacking area has become a 24 hour neighborhood. The area is experiencing increased commercial activity and tourism, resulting in increased pedestrian and vehicular traffic.

In coming years, it is expected that hundreds of thousands of additional square feet of commercial development will be built. While the Meatpacking area and City will benefit from these developments, increased foot and vehicular traffic, and development and construction will strain existing sanitation resources, heighten wear on the physical environment, and introduce significant operational challenges to the district. The Commission believes that the BID will bring new services, such as a much-needed public safety and traffic and noise mitigation program. A BID could leverage the collective resources of the entire district to proactively meet the challenges ahead.

The Commission is pleased that BID Impact Areas have been created in order to ensure that residents who live just outside of the BID boundaries have a voice in the BID's policies related to quality of life issues. Two committees representing residents in the northern and the southern areas adjacent to the BID will be organized. This will ensure that the BID and its constituent businesses and property owners are aware of problems in the area and will be able to work to resolve residents concerns. This innovative approach will create a stronger more effective BID.

The Commission also believes that BIDs can serve as important entry points for residents looking for career opportunities with local businesses. The Commission is therefore pleased that the MPIA is already working with a non-profit that provides employment for homeless individuals trying to reestablish their lives. As the area continues to grow and as new businesses are established, the BID can help local residents, particularly those in the Fulton Houses, find employment. With its many programs for job training and job placement, SBS can help the BID in this endeavor after it is established.

The Commission believes that questions concerning Board representation, appropriate outreach to Community Board committees and specific BID positions, are governance issues to be decided by



the interim BID Board, and ultimately the BID Board. By state and City law, the BID Board requires representation of elected officials including the City Council and the Borough President. Both Community Boards will also be represented on the BID Board. There is also a commitment from the BID sponsor that residents of nearby residential areas on the north and south of the district have representation on the BID Board. Those representatives should be able to guide the BID to ensure that community concerns are addressed, that the BID takes positions that are appropriate and that there is outreach to stakeholders.

The Commission has carefully reviewed the documents that the BID sponsor submitted regarding notification of stakeholders about the proposed BID and believes that these outreach efforts for the BID were satisfactory. The Commission believes that the BID sponsors made the best effort and continues with efforts and outreach to get in touch with 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 Meatpacking BID will help manage this existing business area and provide guidance for growth in the future. The Commission enthusiastically supports the establishment of this BID.

## **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 Meatpacking Improvement Association.

The above resolution duly adopted by the City Planning Commission on January 21, 2015 (Calendar No. 12) 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  
**KENNETH J. KNUCKLES, ESQ.**, Vice Chairman  
**RAYANN BESSER, IRWIN G. CANTOR, P.E., ALFRED C. CERULLO, III,**  
**MICHELLE R. DE LA UZ, , RICHARD W. EADDY,**  
**CHERYL COHEN EFFORN, BOME E JUNG, ANNA HAYES LEVIN,**  
**ORLANDO MARIN, LARISA ORTIZ**, Commissioners

**DISTRICT PLAN**  
**FOR THE**  
**MEATPACKING AREA BUSINESS IMPROVEMENT DISTRICT**  
**IN THE CITY OF NEW YORK**  
**BOROUGH OF MANHATTAN**



Received by Central Intake on November 3, 2014



**N150156BDM**

## **TABLE OF CONTENTS**

I.	DISTRICT BOUNDARIES	1
II.	DISTRICT PROFILE: PRESENT USES OF THE DISTRICT	2
III.	PROPOSED SERVICES	10
IV.	PROPOSED IMPROVEMENTS	13
V.	PROPOSED SOURCES OF FUNDING	15
VI.	PROPOSED EXPENDITURES & ANNUAL BUDGET	19
VII.	BENEFITTED PROPERTIES	21
VIII.	DISTRICT MANAGEMENT ASSOCIATION	21
IX.	USER RIGHTS	22
X.	REGULATIONS	23

## **APPENDIX**

EXHIBIT A DISTRICT MAP (BOUNDARY AND BENEFITTED PROPERTIES)

EXHIBIT B HISTORIC DISTRICT MAPS

EXHIBIT C MAYOR'S AUTHORIZATION FOR THE PREPARATION OF DISTRICT PLAN

EXHIBIT D TAX BLOCKS AND LOTS OF BENEFITTED PROPERTIES

EXHIBIT E ZONING MAP

EXHIBIT F LAND USE MAP

EXHIBIT G COMMUNITY MAPS

EXHIBIT H VISION STATEMENT FOR THE MEATPACKING AREA BID

## **D) DISTRICT BOUNDARIES**

The Meatpacking District Business Improvement District (the "BID") is located within the area generally known as the Meatpacking District, the northernmost part of the West Village, and the southernmost part of lower Chelsea in the Borough of Manhattan. The BID District boundaries are:

- The north side of Horatio Street between Hudson Street and 10th Avenue
- 8th Avenue/Hudson Street from the north side of Horatio Street up to the south side of 17th Street
- 10th Avenue from the north side of Horatio Street up to the south side of 13th Street
- 11th Avenue between 13th Street and the south side of 16th Street
- South side of 17th Street between 10th Avenue and 8th Avenue

Properties located within the BID are indicated on the map (the "District Map") marked as Exhibit A.

A large portion of the BID falls within the Gansevoort Market Historic District boundaries and the Gansevoort Market State Register of Historic Places District, as indicated on the maps marked as Exhibit B.

The Mayor of the City of New York, by written authorization dated October 14, 2014, a copy of which is annexed hereto as Exhibit C, 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: PRESENT USES OF DISTRICT PROPERTY**

### **A) District Profile**

Located on the far west side of Manhattan, the Meatpacking District is flanked by Chelsea to the north and the West Village to the south. The BID encompasses 21 blocks, bounded by 17th Street to the North and Gansevoort and Horatio Streets to the South with the West Side Highway on the West, and Hudson Street, with 9th and 8th Avenues delineating the eastern boundary.

The southern section of the BID is primarily zoned M1-5 ( a few buildings are C6-2A), while the northern section of the District is a mixed-use district partially located in the Special West Chelsea District (WCh), zoned C6-2A, C6-3/WCh, C2-5/R8/WCh, C6-3/WCh, as shown in Exhibit E. The majority of the district's properties are zoned for purely commercial uses, with residential properties lining the southern edge, the south side of 15th Street, and north of 16<sup>th</sup> St between 9th and 10th Avenues. Buildings below 14th Street are lower in height, owing to a mandated low floor area ratio (F.A.R) and keeping in line with the Gansevoort Market Historic District standards. Land use in the district is illustrated in Exhibit F.

There are also several public spaces located within the BID, including NYC Dept. of Transportation public plazas, and the lower portion of the High Line, a former elevated railroad spur transformed into a New York City linear park. The BID also includes Corporal John Seravalli Playground on Hudson Street between Gansevoort Street and Horatio Street, and Kelly Playground, a block-through park between 16<sup>th</sup> and 17<sup>th</sup> Streets and 8th and 9th Avenues. The BID is also in close proximity to Hudson River Park to the west.

### **B) Transportation Profile**

The main public transportation access point is the A/C/E/L subway station, located at 8th Avenue and 14th Street. Additionally, the M-11, M-20, M-14A and M-14D bus lines run through the BID. By the end of 2014, the M12 bus line should be operational, and will run along Washington and Greenwich Streets, connecting the district with the planned Hudson Yards development at 30th Street.

Weekend evening vehicular traffic has been an ongoing issue, as taxis flock to the district post-midnight to pick up passengers from the restaurants and nightclubs. Taxis often ignore the rules of the road and stop along Ninth Avenue to pick up partygoers, while patrons often wander into the street, further contributing to slow traffic. A backlog of cars up Greenwich Street occurs regularly, resulting in significant late night traffic, honking and noise complaints by residents. The Ninth Avenue long-term reconstruction project, which changes some of the existing traffic patterns, is set to begin in mid-2014.

### **C) Area History**

A 24-hour neighborhood, the area has undergone tremendous change in the past 20 years. Once home to over 200 meat packing plants and New York's thriving meat packing industry, which extended north to 16th Street, today the district operates mainly as a hub for creative, retail, hospitality and entertainment businesses, with a rapidly expanding tech and office presence.

Originally the site of Fort Gansevoort in the 1800s, Gansevoort Street, named after Colonel Peter Gansevoort in 1837, was a commercial hub that housed the Gansevoort Farmer's Market and the West Washington Market. Gansevoort Street was widened in 1887 to accommodate traffic in and out of these markets. It was at that time that many of the area's iconic lavish townhouses and large industrial spaces were constructed to capitalize on the neighborhood's proximity to the river and rail lines. As a smaller neighbor to both Greenwich Village to the south and Chelsea to the north, the neighborhood's markets (Gansevoort Market for fruits and vegetables and Washington Market for meat, dairy, and animal related products), became the core center of food commerce in Lower Manhattan. The meat industry anchored itself in the neighborhood alongside other industrial, manufacturing and import/export businesses. To the immediate south of what is now defined as the Meatpacking District, Bell Telephone Laboratories took up residence on West Street. This small series of blocks on Manhattan's West Side quietly kept the city fed and the nation technologically advancing through most of the Twentieth Century.

In 1912, when the district provided 50 percent of the meat sold in NYC, Nabisco operated a factory on 15th Street, which produced and sold the first Oreo Cookies.

Iconic buildings like the Milk Building and the Ceco Building (which currently houses Highline Stages) were both Nabisco factories before being transformed for other commercial uses.

In the 1930s, an elevated rail line was established along the west side and the district boasted over 200 meat-packing plants. The area's characteristic architecture had been developed to suit this type of commercial work; broad sidewalks, extended steel canopies and low, generally, two story buildings served to protect the produce from the elements as it was loaded and unloaded from trucks. The High Line tracks stretched through the neighborhood connecting it with its industrial neighbors to the north and south. However, not long after its construction, trucking soon became a more efficient way to transport goods, and urban rail lines started to become obsolete. Food was now refrigerated and more processed, which allowed for longer storage. The proliferation of supermarkets began to replace farmers markets. As this happened nationwide, the Meatpacking District was particularly hard hit. By the late 1960s the neighborhood had begun to shift from an industrial leader to a declining cluster of fringe blocks.

The 1970 establishment of the Westbeth Artist Community, a large resident complex once home to Bell Labs, helped usher in a new cultural scene. At the same time, the 1970s also saw the area turn into a red light district of sorts, with prostitutes openly strolling day and night, and clubs like the Mineshaft, Hellfire, the Anvil, and the Manhole providing outlets for most sexual predilections. The film industry took notice, and the Meatpacking District became the backdrop for movies such as *Fatal Attraction*, *Single White Female*, *Cruising*, and many others.

As the 1980s progressed, the Meatpacking District saw the last train take its run on the High Line, as manufacturing moved to other parts of the region. Drugs were plentiful, and a recession ravaged the neighborhood. New York City, in an attempt to curb the rising AIDS epidemic, began cracking down on sex establishments in 1985, leading some of the city's most iconic gay clubs to close. Artists and meat-packers still operated in the district, and this small section of NYC remained a mixed-use business community. At the same time, a few businesses sprung up including the legendary Florent, open 24-hours, catering to all who ventured to the area.



The late 1990s ushered in an era of reinvention. Exclusive clubs, bars, and artist's studios began to occupy former industrial and meatpacking businesses and carriage houses, as an underground music scene thrived in the district. The first wave of mainstream restaurants, nightclubs and galleries flocked to the area, attracted by low rents and the feeling of being on the frontier of something new. Groundbreaking shops and New York legends like Pastis, Jeffrey and DVF opened and ushered in yet another wave, paving the way for likeminded creative industry types—fashion and graphic designers, architects, tech companies and artists—to move in alongside remaining meat-packing plants, creating a destination known for cutting edge fashion design, food, technology and culture. In 2003, the architecture that had been developed to service the meat packing plants was been preserved as part of the landmarking of the Gansevoort Market Historic District.

Today, the area is an epicenter of activity with people seeking a quality experience and a unique atmosphere, containing an eclectic mix of businesses, and a nearby community of active residents, which attracts visitors from New York City and from around the world. Portions of the district are landmarked, and the area retains a rich visual character and historic sense of place, known for its preserved architecture, unique cobblestone streets, and low building heights.

The first section of the famed High Line park, opened in 2009 and maintained by the non-profit organization Friends of the High Line on behalf of the New York City Department of Parks & Recreation, runs through the west side of the district. As a elevated, green oasis in the district's industrial context, the High Line has become an important community resource and major draw for both visitors and businesses that have moved into or expanded in the district.

Top tier hotels such as The Standard, The Gansevoort, The Maritime and The Dream have entered the area to service a new clientele. These hotels have helped keep foot traffic close, while stores, restaurants, bars and boutiques keep visitors occupied, sated and engaged. Eight public plazas are currently maintained in partnership with the NYC Department of Transportation, for visitors', workers', and residents' relaxation and pleasure. In late 2012, Google and the Chelsea Improvement Company (CIC) established

a free Wi-Fi program, which serves the plazas to the south and the entire northern section of the district.

In 2015, the Meatpacking District will be home to the new location of the Whitney Museum, one of the City's most well respected art institutions. Its opening will bring a many more visitors annually by foot, public transport and private vehicles, which will add to an increasingly congested area.

#### **D) Retail and Commercial Profile**

The District offers a vibrant mix of retail and commercial spaces encompassing approximately 750 businesses and 7.5 million square feet of gross commercial office and retail space. The buildings within the district are predominately low- and mid-rise mixed-use structures with street-level commercial units and predominately commercial office space above.

Recently, the area has had comparatively lower foot traffic during the weekday working hours. Moreover, some high profile businesses that pioneered the retail landscape have left or are contemplating leaving in area. In the last ten years, the price-per-square-foot for retail space has increased, and as a result, the cutting-edge brands that were among the first to move into the area and transform its into a hub of fashion, design and hospitality have not been able to sustain their businesses here. There is concern that that district is at risk of becoming a victim of its own success; however, it is still an area populated by top brands and restaurants. In the next few years, there are plans for nearly 600,000 square feet of commercial office space to be built and come on line. Along with the addition of the Whitney Museum and the development of Piers 54 and 57, its anticipated that foot and vehicular traffic will spike drastically. There is a diverse range of businesses in the district, with 16.3 percent being Information, 15.8 percent being Professional, Scientific & Tech Services, 14.5 percent being Accommodation & Food Services, and 13.1 percent being Retail Trade.

<b>Businesses by NAICS Codes</b>	<b>Employ</b>
Information	16.3%
Professional, Scientific & Tech Services	15.8%
Retail Trade	13.1%
Food Services & Drinking Places	10.9%
Wholesale Trade	7.6%
Health Care & Social Assistance	6.5%
Other Services (except Public Admin.)	5.4%
Public Administration	4.1%
Accommodation	3.7%
Manufacturing	3.6%
Administrative & Support & Waste	3.4%
Construction	2.8%
Arts, Entertainment & Recreation	1.9%
Real Estate, Rental & Leasing	1.8%
Educational Services	1.3%
Transportation & Warehousing	0.8%
Finance & Insurance	0.7%
Management of Companies & Enterprises	0.1%

Commercial office space is at a premium as there is a limited quantity with high demand. Office rents range between \$85/square foot and \$100/square foot with some rents exceeding this depending on the particular space. On the heels of Apple and Google moving to the area, there has been a groundswell of tech firms coming to the area, along with other businesses that seek a downtown-chic office environment.

The area boasts four of the hippest hotels in the city and is also known for being home to some of the nation’s trendiest restaurants.

<b>Hotels</b>	<b>Rooms</b>
Standard	338
Gansevoort	209
Maritime	126
Dream	315
Total	988

In a district needs survey distributed in November 2013, undertaken to assess the needs of the area and determine whether to create a BID, the retail mix and dining options were consistently one of the three top reasons respondents cited for spending time in the area. It will be central to the continued viability of the area to keep the retail mix interesting

and dynamic in order to assure the ongoing differentiation of the area to prevent it from being seen as another “outdoor mall.”

**E) Not-For-Profit and Public Uses**

In addition to the fully residential Robert Fulton NYC Housing Authority buildings on 9th Avenue between 16th and 17th Streets, the district contains several commercial parcels of land owned by public or not-for-profit entities, which are:

<b>Block</b>	<b>Lot</b>	<b>Owner</b>	<b>Address</b>	<b>SF</b>
738	53	Corlears School	322 WEST 15 STREET	1,750
738	54	Corlears School	324 WEST 15 STREET	16,720
644	10	New York City Economic Development Corporation	820 WASHINGTON STREET	24,801
644	1	NYC Department of Small Business Services	555 WEST STREET	77,923
627	25	NYC Dept. of Parks and Recreation	638 HUDSON STREET	400
629	18	St Bernard's Church	330 WEST 14 STREET	9,330
629	21	St Bernard's Church	328 WEST 14 STREET	5,000
629	22	St Bernard's Church	326 WEST 14 STREET	6,555
629	55	St Bernard's Church	327 WEST 13 STREET	38,387
643	66	West Village Nursery	73 HORATIO STREET	4,257
644	5	Whitney Museum Of American Art	99 Gansevoort Street	232,421
			<b>Total</b>	<b>417,544</b>

**F) Residential Profile**

The residential use of the district is primarily located around the edges of the district and in the north, a result of the overarching commercial zoning. There are some residential buildings at the southern edge and then from 14th Street north, there are residential buildings on the 14th, 15th, 16th and 17th Streets. The fully residential Caledonia, and the New York City Housing Authority (NYCHA) Robert Fulton Housing Complex on the northern border of the district, accounts for a large portion of the residential

population, along with the southern side of 15th Street, the east side of Hudson Street below 14th Street, and the north side of Horatio Street. Most of the 2,700 residential units are located in mixed-use properties, with ground floor retail presence and can be viewed in Appendix F. The Robert Fulton Housing Complex occupies one block within the BID boundaries and houses approximately 2,200 to 2,500 residents in 540 units. Additionally, Interim Multiple Dwellings (IMDs), resulting from residential occupancy of non-residential buildings, are also scattered throughout several commercially zoned buildings in the district.

### **G) Neighborhood Organizations**

In 2003, as the neighborhood evolved, area businesses formed the Meatpacking District Initiative (MPDI) to promote the district through an area-wide map. In 2007, a small group of property owners north of 14th Street formed the Chelsea Improvement Company (CIC) to provide sanitation, beautification and public safety services, and implement privately funded capital improvements. In 2010, the MPDI and several area property owners created the nonprofit Meatpacking Improvement Association, Inc. (MPIA) to continue the work of MPDI, as well as revitalize, redesign and manage the area's NYC DOT public plazas, and provide sanitation and landscaping services. In 2014, MPIA entered into a management agreement with CIC to take over its operations, streamlining services for the entire neighborhood.

Several community block associations also function in the area: the Far West 14<sup>th</sup> Street Association, the 300 West 15<sup>th</sup> Street Block Association, the Gansevoort Neighborhood Association, the West 13<sup>th</sup> Street Block Association, and the 305 West 13<sup>th</sup> Street Tenants Association.

### **H) Public Services**

The District is located within both Manhattan Community Boards 2 and 4, and is in New York City Council District 3, shown in Exhibits G. The BID district is represented by the public officials from New York State Senate District #27, Federal Congressional District #10 and New York State Assembly District #66. Additionally, the New York Police Department Precincts 6 and 10 cover the District.

### **III) PROPOSED SERVICES**

#### **A) Description of Services**

The services to be provided pursuant to this Plan (the "Services") are intended to include 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 called the "DMA"). The Services may include, but not be limited to, the following:

##### **i) Sanitation**

The Sanitation Program may include, but not be limited to, manual sweeping and cleaning of sidewalks, public plazas and streets, curbs and gutters, sidewalk power washing, emptying of pedestrian trash receptacles, graffiti and sticker removal, maintenance of street trees, tree pits, lampposts, and street furniture, and snow removal at bus shelters and crosswalks. In any prospective sanitation program, special attention shall be given to problems of overflowing trash receptacles and weekend morning cleanup. Any sanitation program will also monitor other sanitation related problems as well as consistent daytime maintenance. Sanitation personnel may also remove unauthorized posters, signage, stickers etc. Any sanitation program may also include special attention to catch basins with the intention of monitoring the back up of which is often an issue for businesses during and following major rainstorms. The District will closely coordinate any sanitation activities with the New York City Department of Sanitation or any other City agency with relevant jurisdiction

##### **ii) Landscape Maintenance and Beautification**

Any landscape and landscape maintenance program may include, but not be limited to services such as watering, pruning, weeding of the cobblestones, mulching, seasonal plant purchasing and installation, and maintenance of tree pits, planters and traffic islands.

iii) **Public Safety**

The DMA may, at the direction of its Board of Directors, institute a public safety program. Any Public Safety Program may include, but shall not be limited to: unarmed patrol of the District, video camera installation and monitoring, the creation of safety education programs, and the development of a traffic and pedestrian management program. If the use of unarmed patrol is warranted, then a licensed and bonded security company, or the equivalent in staff shall be selected and could act as the representatives of the District paying close attention to all types of activities that might endanger the welfare of residents, workers, patrons, visitors and other neighbors. Any unarmed security patrol shall work in conjunction with the local Police Precinct to provide services during weekends and holiday periods. Any security program shall operate under the direction of the DMA and its Board of Directors, which shall have authority to determine the hours and days of operation of any security program.

iv) **Economic Development**

Economic development activities and new program initiatives may include, but shall not be limited to: encouraging the development of cultural entities, seminars, public programming, free Wi-Fi, business support services, business attraction and retention programs, operating a storefront improvement program and creating tourism links, and marketing and promotion. The DMA, where possible, will make efforts to partner with and support neighborhood institutions, non-contributing assets, cultural venues and parks that add value to the district, including but not limited to the High Line, the Whitney Museum, Hudson River Park and the Lab School. Any economic development program developed by the DMA shall comply with all City rules and regulations, and must gain the approval of any City agency with appropriate jurisdiction.

v) **Advocacy, General and Administration**

The DMA may act as advocate on behalf of the stakeholders of the district to government agencies and elected public officials. Administration of the District may

be by salaried staff (the “Staff”), which may include but will not be limited to: an Executive Director, clerical and bookkeeper support, Staff to support operations and marketing, administrative support and other Staff and/or consultants that the Board of Directors of the DMA may deem necessary from time-to-time, such as accountants and legal counsel. Administrative costs may also include office-related expenses such as rent, supplies, office supplies, telephone, insurance, fringe benefits, and other ordinary, necessary, and reasonable services and supplies.

**B) Additional Services**

Subject to any approvals and controls that may be required by a New York City agency having jurisdiction, 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 permitted by law.

**C) Implementation**

It is anticipated that the DMA will commence Services during the first Contract Year (hereinafter defined in Section X, paragraph A.).

**D) General Provisions**

- i) All Services shall be in addition to and not in substitution for required and customary municipal services provided by the New York City on a citywide basis.
- ii) The Staff and/or subcontractors of the DMA may render such administrative services as 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: CAPITAL INVESTMENT**

### **A) Proposed Improvements**

The improvements (the “Improvements”) suggested within this plan are suggestions and may include but are not limited to the following, provided that any Improvements that require review and approval by an appropriate City Agency must be submitted to that City Agency and to the affected community board(s) prior to undertaking any Improvement.

- i) Amenities to enhance the pedestrian environment and beautify the District, including but not limited to:

- (a) Plantings such as trees, shrubs and flowers in planters,

- ii) Tree guards and any additional tree pit plantings; Street and sidewalk amenities to improve pedestrian circulation and safety, which may include but not be limited to:

- (a) Trash receptacles

- (b) Light poles and lighting, ambient or other,

- (c) Surveillance cameras and monitoring equipment;

- (d) Street telephones and/or WiFi service;

### **B) Implementation Schedule**

The Improvements may be implemented on an as-needed basis as determined by the DMA and its Board of Directors. The City’s long-term reconstruction project of Ninth Avenue from 16<sup>th</sup> Street to Gansevoort Street shall help inform any possible future efforts by the DMA regarding aesthetics, district needs, and capital investments.

### **C) General Provisions**

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

## **V) PROPOSED SOURCES OF FUNDING**

### **A) Sources of Funding: General**

The proposed sources of funding for all Services, Improvements, proceeds arising from indebtedness, as permitted pursuant to paragraph 2 herein below, and administrative costs necessary to support the program contemplated under this Plan shall be the sources of funding described in paragraphs 2 through 6 (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 New York City 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”.

#### **i) General**

To defray the cost of Services and Improvements in the District, 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 determined by the DMA, that when totaled together with amounts for other properties in the District shall yield an amount sufficient to meet the District's annual budget. The rate will be calculated by dividing the total District Budget by the total Adjusted Commercial Square Footage of the District.

#### **ii) Classes of Properties**

All properties as classified in the most recent New York City tax rolls and as described below as Classes shall be assessed as follows:

(a) *Class A: Commercial Use*

All properties in whole or in part devoted to commercial uses shall be assessed at the rate anticipated to be no greater than \$0.24 (twenty four cents) per commercial square foot for the first Contract Year.

$$\text{Class A Assessment Rate} = \frac{[\text{Year 1 Budget}] - [\text{Total Class B Tax Lots} \times \$1.00]}{[\text{Total Assessable Square Feet (Class A+C+E)}]}$$

(b) *Class B: Residential*

All properties devoted exclusively to residential uses will be assessed at the rate of one dollar (\$1.00), per tax lot, per year.

(c) *Class C: Vacant Parcels*

All vacant properties, without structures or any commercial use, shall be assessed on the lot square footage and calculated at the Class A rate, until such time as they receive a temporary or permanent certificate of occupancy.

(d) *Class D: Not-for-Profit and Government*

Government and not-for-profit owned property devoted in whole to public or not-for-profit use shall be exempt from District assessment. Government or not-for-profit owned property devoted in part to commercial/for-profit uses shall constitute Class A property and the proportion of the property devoted to commercial/for-profit uses shall be assessed in the same manner as those properties listed in Class A properties.

(e) *Class E: Parking Lots*

All properties without structures and used as parking lots shall be assessed on the lot square footage and calculated at the Class A rate.

iii) **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: Donations and Grants**

The DMA may accept grants and donations from private institutions, the City or State of New York, other public and private entities and individuals, and other not-for-profit organizations.

i) **Source of Funding: Borrowing**

(a) Subject to Subparagraphs i and ii immediately herein below, the DMA may borrow money from private lending institutions, the City, other public and private entities or individuals, and other not-for-profit organizations for the purposes of funding operations or financing the cost of improvements.

(b) 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 the Contract or otherwise) or by any other public entity, as the case may be.

(c) Any loans, which the DMA may enter into as a borrower shall be subject to Section VI of this Plan.

**D) 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:

- v) Public Plaza Uses
- vi) Concession Stands in Public Plaza
- vii) Such other User Rights as may be appropriate in the District.

***E) Source of Funding: Other***

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

***F) Assignment of Funding***

The DMA may assign revenues from the sources of funding described in paragraphs 2, 3, 4, 5 and 6 of this Section V for the purpose of securing loans which the DMA may enter

in pursuant to paragraph 4 of this Section V, provided such assignments are subject to the requirements of Section VI of this Plan.

**VI) PROPOSED EXPENDITURES & ANNUAL BUDGET**

The total amount proposed to be expended by the DMA for Services, operations and Improvements, if any, for the First Contract Year is a maximum of \$1,600,000. In subsequent years, the maximum amount to be expended in any contract year shall not exceed \$3,200,000, as more fully set forth in section 1 of this Section VI.

The total, as proposed to be expended by the DMA for any 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, shall not exceed \$32,000,000.

**A) 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>\$1,233,500</b>
Sanitation	\$265,000
Beautification & Landscape Maintenance	\$145,000
Public Safety	\$378,500
Capital Maintenance & Reserve	\$145,000
Furniture Maintenance & Supplies	\$100,000
Economic Development	\$200,000
<b>ADVOCACY, GENERAL &amp; ADMINISTRATION</b>	<b>\$366,500</b>
<b>TOTAL FIRST YEAR BUDGET</b>	<b>\$1,600,000</b>

## **B) Subsequent Budgets**

The DMA shall establish a Total Annual Budget for each Contract Year after the first Contract Year. Such proposed budgets shall reasonably itemize the purposes for which monies are proposed to be expended by the DMA; specify the amount, if any, proposed to be expended by the DMA for debt service; set forth the total amount proposed to be expended; and set forth the anticipated sources of revenue for such expenditures. A proposed budget, whether for the first Contract Year or for a subsequent Contract Year shall be referred to as a "Budget" and shall be reviewed and approved by the DMA's Board of Directors.

Any proposed increase in the annual assessment shall be adopted pursuant to Local Law relating to the formation and management of Business Improvement Districts.

## **C) General Provisions**

The DMA shall make no expenditure other than in accordance with, and pursuant to: (i) a Budget for which a Total Annual Budget Amount has been approved by the City and the Directors of the DMA; (ii) any provisions in the Contract providing for the satisfaction of outstanding obligations of the DMA; or (iii) any provisions in the Contract providing for the expenditure of amounts provided in the Budget for, but not expended in a previous Contract Year.

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 Paragraph A of this Section VI.

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.

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.



## **VII) BENEFITED PROPERTIES**

The providing of Services and Improvements shall benefit all properties within the District (the "Benefited Properties"). The Benefited Properties are described by the District Map (Exhibit A) and Tax Block and Lots of Benefitted Properties (Exhibit D).

## **VIII) DISTRICT MANAGEMENT ASSOCIATION**

The District Management Association (DMA) established for the Meatpacking District Business Improvement District (BID) 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 inclusively for purposes specified in Section 501(c) of the Internal Revenue Code of 1986, 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, (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 includes the representatives of owners of record of real commercial 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 Manhattan; 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 District Management Association 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 District Management Association shall have been: (i) set forth in this Plan or authorized for licensing or granting by the City council, and/or (ii) licensed or granted to the District Management Association by the City, pursuant to the contract and/or (iii) authorized by the appropriate City agency having jurisdiction thereof. Once so granted or licensed, the User Right(s) in question shall be undertaken or permitted by the District Management Association 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 Right(s), 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 District Management Association shall pay to the City for the grant and/or license in question; (ii) requirements as to whether and how the District Management Association may permit other persons to undertake the User Right(s) in question pursuant to a sub-grant or sub-license; (iii) requirements as to what charges the District Management Association may impose upon other persons as consideration for such sub-grant or sub-license; and (iv) requirements as to the general regulation of the User Right(s) by whomsoever undertaken.

### **B) User Rights: Proposed**

Subject to the approval of the appropriate City agency and/or subject to any requirements set forth in any Contract, the District Management Association may, but is not required,

to undertake or to permit User Rights, subject to the requirements of this District Plan and the Contract with the City of New York.

## **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) elsewhere set forth in this Plan, and (ii) 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.

**APPENDIX**

**FOR THE**

**MEATPACKING AREA BUSINESS IMPROVEMENT DISTRICT IN**

**THE CITY OF NEW YORK**

**BOROUGH OF MANHATTAN**

## **APPENDIX**

EXHIBIT A DISTRICT MAP (BOUNDARY AND BENEFITED PROPERTIES)

EXHIBIT B HISTORIC DISTRICT MAPS

EXHIBIT C MAYOR'S AUTHORIZATION FOR THE PREPARATION OF DISTRICT PLAN

EXHIBIT D TAX BLOCKS AND LOTS OF BENEFITED PROPERTIES

EXHIBIT E ZONING MAP

EXHIBIT F LAND USE MAP

EXHIBIT G COMMUNITY MAPS

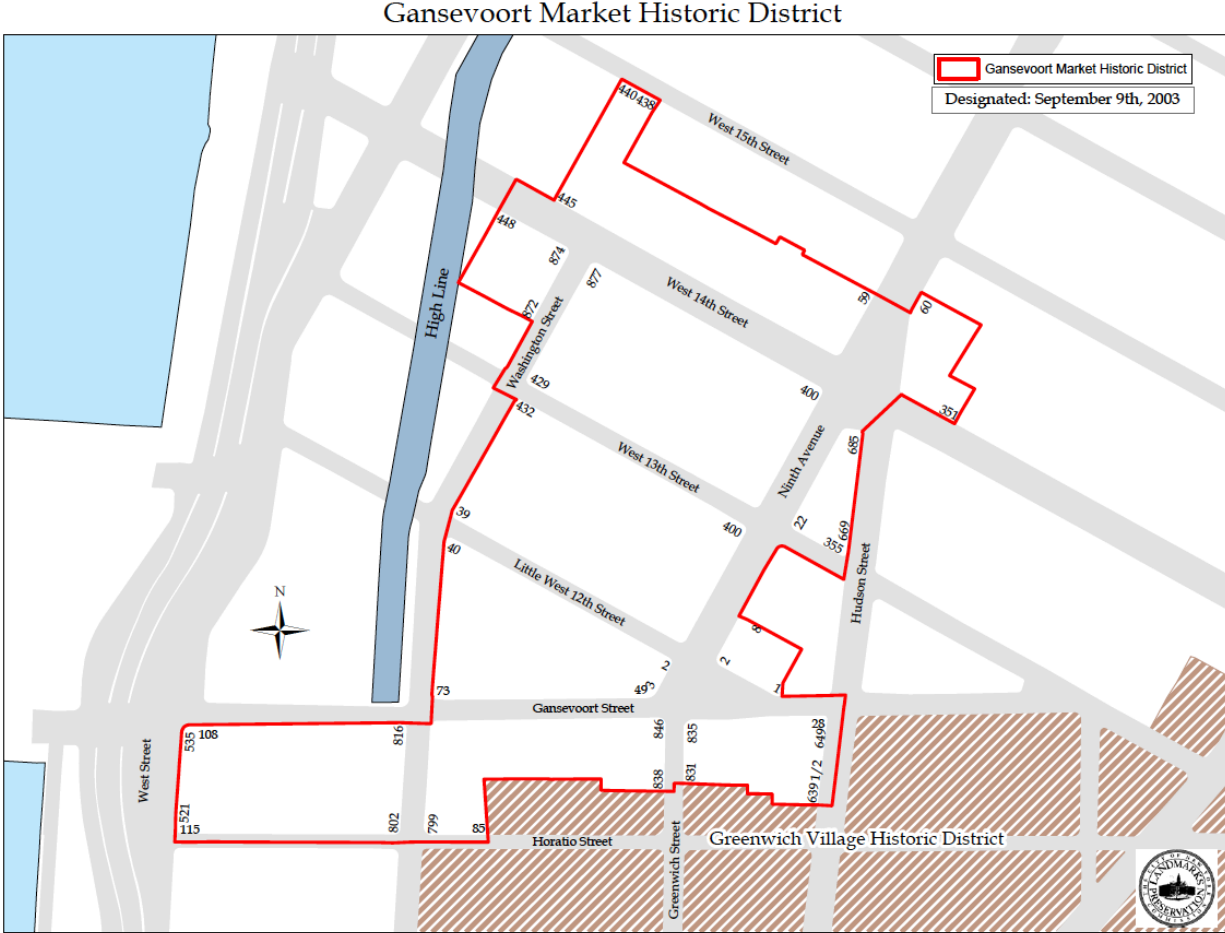
EXHIBIT H VISION STATEMENT FOR THE MEATPACKING AREA BID

**EXHIBIT A**  
**DISTRICT MAP (BOUNDARY AND BENEFITTED PROPERTIES)**

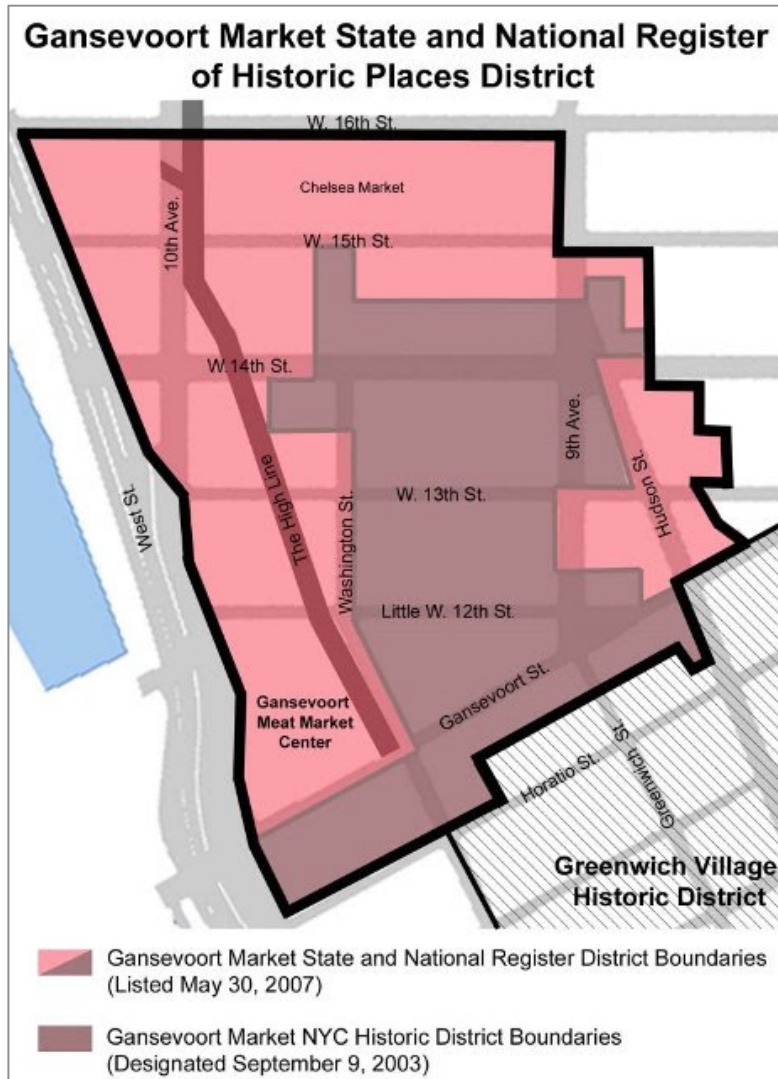


**EXHIBIT B**  
**HISTORIC DISTRICT MAPS**

1. Gansevoort Market Historic District



2. Gansevoort Market State Register Of Historic Places District





**EXHIBIT A**

MAYOR'S AUTHORIZATION FOR THE PREPARATION OF DISTRICT PLAN



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

October 14, 2014

Ms. Maria Torres-Springer  
Commissioner  
Department of Small Business Services  
110 William Street, 7th Floor  
New York, NY 10038

Dear Commissioner Torres-Springer:

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 Meatpacking Area Business Improvement District (BID), located in the Borough of Manhattan. The proposed boundaries and sponsor organization for the proposed BID are as follows:

Proposed BID Boundaries: Properties broadly bounded by West 17<sup>th</sup> Street to the north, 10<sup>th</sup> Avenue to the west, Horatio Street to the south, and Eighth Avenue to the east.

Sponsor Organization: Meatpacking District Improvement Association

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,

A handwritten signature in black ink that reads "Bill de Blasio".

Bill de Blasio  
Mayor

BDB:pw

cc: The Honorable Melissa Mark-Viverito, Speaker, New York City Council  
The Honorable Julissa Ferreras, Chair, Finance Committee, New York City Council  
The Honorable Gale A. Brewer, Manhattan Borough President  
Members of the New York City Council  
Alicia Glen, Deputy Mayor for Housing and Economic Development  
Euan Robertson, First Deputy Commissioner, Department of Small Business Services  
Michael Blaise Backer, Deputy Commissioner, Department of Small Business Services  
James Mettham, Assistant Commissioner, Department of Small Business Services  
Lydon Sleeper, Senior Advisor, Department of Small Business Services  
Jon Paul Lupo, Director of City Legislative Affairs, Office of the Mayor

**EXHIBIT D**  
**TAX BLOCKS AND LOTS OF BENEFITTED PROPERTIES**

Block	Lot	Address
616	41	345 WEST 4 STREET
616	42	308 WEST 13 STREET
616	43	306 WEST 13 STREET
616	46	55 8 AVENUE
616	51	1 HORATIO STREET
616	52	3 HORATIO STREET
616	53	5 HORATIO STREET
627	5	831 GREENWICH STREET / 40 Gansevoort St
627	7	34 GANSEVOORT STREET
627	8	32 GANSEVOORT STREET
627	9	649 HUDSON STREET
740	10	347 WEST 16 STREET
740	11	345 WEST 16 STREET
740	12	343 WEST 16 STREET
740	17	333 WEST 16 STREET
740	22	321 WEST 16 STREET
740	23	319 WEST 16 STREET
627	10	647 HUDSON STREET
740	43	320 WEST 17 STREET
740	44	322 WEST 17 STREET
740	45	324 WEST 17 STREET
740	46	326 WEST 17 STREET
740	49	332 WEST 17 STREET
740	50	334 WEST 17 STREET
740	51	336 WEST 17 STREET
740	52	338 WEST 17 STREET
740	53	340 WEST 17 STREET
740	54	344 WEST 17 STREET
740	1102	127 8 AVENUE
627	11	645 HUDSON STREET
627	12	643 HUDSON STREET
627	13	641 HUDSON STREET
644	5	99 Gansevoort Street
643	66	73 HORATIO STREET
627	14	639 HUDSON STREET
627	43	320 WEST 13 STREET
627	1001	637 HUDSON STREET
627	1201	59 HORATIO STREET
628	1	2 9 AVENUE
629	21	328 WEST 14 STREET
629	22	326 WEST 14 STREET
629	18	330 WEST 14 STREET
628	4	10-18 9 AVENUE
738	15	335 WEST 14 STREET
738	18	331 WEST 14 STREET
628	17	652 HUDSON STREET
738	19	329 WEST 14 STREET
629	1	669 HUDSON STREET
629	12	348 WEST 14 STREET
738	23	321 WEST 14 STREET
738	26	315 WEST 14 STREET
738	27	313 WEST 14 STREET

738	28	309 WEST 14 STREET
738	48	312 WEST 15 STREET
738	51	318 WEST 15 STREET
738	52	320 WEST 15 STREET
629	13	344 WEST 14 STREET
738	57	330 WEST 15 STREET
629	23	324 WEST 14 STREET
629	27	316 WEST 14 STREET
629	28	314 WEST 14 STREET
629	29	304 WEST 14 STREET
629	55	327 WEST 13 STREET
738	61	338 WEST 15 STREET
738	62	340 WEST 15 STREET
738	63	342 WEST 15 STREET
738	65	346 WEST 15 STREET
738	66	348 WEST 15 STREET
738	67	350 WEST 15 STREET
738	68	352 WEST 15 STREET
738	72	358 WEST 15 STREET
629	38	73 8 AVENUE
629	39	71 8 AVENUE
738	1003	85 8 AVENUE
738	1102	66 9 AVENUE
738	1103	66 9 AVENUE
738	1104	66 9 AVENUE
738	1105	66 9 AVENUE
738	1106	66 9 AVENUE
738	1107	66 9 AVENUE
738	1108	66 9 AVENUE
738	1109	66 9 AVENUE
738	1110	66 9 AVENUE
738	1111	66 9 AVENUE
738	1112	66 9 AVENUE
738	1113	66 9 AVENUE
738	1114	66 9 AVENUE
738	1115	66 9 AVENUE
738	1116	66 9 AVENUE
738	1117	66 9 AVENUE
738	1118	66 9 AVENUE
738	1119	66 9 AVENUE
738	1120	66 9 AVENUE
738	1121	66 9 AVENUE
738	1122	66 9 AVENUE
738	1123	66 9 AVENUE
738	1201	333 WEST 14 STREET
738	1202	333 WEST 14 STREET
738	1203	333 WEST 14 STREET
738	1204	333 WEST 14 STREET
738	1205	333 WEST 14 STREET
738	1206	333 WEST 14 STREET
738	1207	333 WEST 14 STREET
738	1208	333 WEST 14 STREET
738	1209	333 WEST 14 STREET

629	40	69 8 AVENUE
629	41	67 8 AVENUE
629	42	65 8 AVENUE
714	1001	450 WEST 17 STREET (Caledonia)
714	1002	450 WEST 17 STREET (Caledonia)
714	1003	450 WEST 17 STREET (Caledonia)
714	1004	450 WEST 17 STREET (Caledonia)
714	1005	450 WEST 17 STREET (Caledonia)
714	1006	450 WEST 17 STREET (Caledonia)
714	1007	450 WEST 17 STREET (Caledonia)
714	1008	450 WEST 17 STREET (Caledonia)
714	1009	450 WEST 17 STREET (Caledonia)
714	1010	450 WEST 17 STREET (Caledonia)
714	1011	450 WEST 17 STREET (Caledonia)
714	1012	450 WEST 17 STREET (Caledonia)
714	1013	450 WEST 17 STREET (Caledonia)
714	1014	450 WEST 17 STREET (Caledonia)
714	1015	450 WEST 17 STREET (Caledonia)
714	1016	450 WEST 17 STREET (Caledonia)
714	1017	450 WEST 17 STREET (Caledonia)
714	1018	450 WEST 17 STREET (Caledonia)
714	1019	450 WEST 17 STREET (Caledonia)
714	1020	450 WEST 17 STREET (Caledonia)
714	1021	450 WEST 17 STREET (Caledonia)
714	1022	450 WEST 17 STREET (Caledonia)
714	1023	450 WEST 17 STREET (Caledonia)
714	1024	450 WEST 17 STREET (Caledonia)
714	1025	450 WEST 17 STREET (Caledonia)
714	1026	450 WEST 17 STREET (Caledonia)
714	1027	450 WEST 17 STREET (Caledonia)
714	1028	450 WEST 17 STREET (Caledonia)
714	1029	450 WEST 17 STREET (Caledonia)
714	1030	450 WEST 17 STREET (Caledonia)
629	43	303 WEST 13 STREET
714	1031	450 WEST 17 STREET (Caledonia)
714	1032	450 WEST 17 STREET (Caledonia)
714	1033	450 WEST 17 STREET (Caledonia)
714	1034	450 WEST 17 STREET (Caledonia)
714	1035	450 WEST 17 STREET (Caledonia)
714	1036	450 WEST 17 STREET (Caledonia)
714	1037	450 WEST 17 STREET (Caledonia)
714	1038	450 WEST 17 STREET (Caledonia)
714	1039	450 WEST 17 STREET (Caledonia)
714	1040	450 WEST 17 STREET (Caledonia)
714	1041	450 WEST 17 STREET (Caledonia)
714	1042	450 WEST 17 STREET (Caledonia)
714	1043	450 WEST 17 STREET (Caledonia)
714	1044	450 WEST 17 STREET (Caledonia)
714	1045	450 WEST 17 STREET (Caledonia)
714	1046	450 WEST 17 STREET (Caledonia)
714	1047	450 WEST 17 STREET (Caledonia)
714	1048	450 WEST 17 STREET (Caledonia)
714	1049	450 WEST 17 STREET (Caledonia)

714	1050	450 WEST 17 STREET (Caledonia)
714	1051	450 WEST 17 STREET (Caledonia)
714	1052	450 WEST 17 STREET (Caledonia)
714	1053	450 WEST 17 STREET (Caledonia)
714	1054	450 WEST 17 STREET (Caledonia)
714	1055	450 WEST 17 STREET (Caledonia)
714	1056	450 WEST 17 STREET (Caledonia)
714	1057	450 WEST 17 STREET (Caledonia)
714	1058	450 WEST 17 STREET (Caledonia)
714	1059	450 WEST 17 STREET (Caledonia)
714	1060	450 WEST 17 STREET (Caledonia)
714	1061	450 WEST 17 STREET (Caledonia)
714	1062	450 WEST 17 STREET (Caledonia)
714	1063	450 WEST 17 STREET (Caledonia)
714	1064	450 WEST 17 STREET (Caledonia)
714	1065	450 WEST 17 STREET (Caledonia)
714	1066	450 WEST 17 STREET (Caledonia)
714	1067	450 WEST 17 STREET (Caledonia)
714	1068	450 WEST 17 STREET (Caledonia)
714	1069	450 WEST 17 STREET (Caledonia)
714	1070	450 WEST 17 STREET (Caledonia)
714	1071	450 WEST 17 STREET (Caledonia)
714	1072	450 WEST 17 STREET (Caledonia)
714	1073	450 WEST 17 STREET (Caledonia)
714	1074	450 WEST 17 STREET (Caledonia)
714	1075	450 WEST 17 STREET (Caledonia)
714	1076	450 WEST 17 STREET (Caledonia)
714	1077	450 WEST 17 STREET (Caledonia)
629	50	317 WEST 13 STREET
629	1101	350 WEST 14 STREET
714	1078	450 WEST 17 STREET (Caledonia)
714	1079	450 WEST 17 STREET (Caledonia)
714	1080	450 WEST 17 STREET (Caledonia)
714	1081	450 WEST 17 STREET (Caledonia)
714	1082	450 WEST 17 STREET (Caledonia)
714	1083	450 WEST 17 STREET (Caledonia)
714	1084	450 WEST 17 STREET (Caledonia)
714	1085	450 WEST 17 STREET (Caledonia)
714	1086	450 WEST 17 STREET (Caledonia)
714	1087	450 WEST 17 STREET (Caledonia)
714	1088	450 WEST 17 STREET (Caledonia)
714	1089	450 WEST 17 STREET (Caledonia)
714	1090	450 WEST 17 STREET (Caledonia)
714	1091	450 WEST 17 STREET (Caledonia)
714	1092	450 WEST 17 STREET (Caledonia)
714	1093	450 WEST 17 STREET (Caledonia)
714	1094	450 WEST 17 STREET (Caledonia)
714	1095	450 WEST 17 STREET (Caledonia)
629	1201	345 WEST 13 STREET
629	1301	77 8 AVENUE
629	1302	77 8 AVENUE
643	1	521 WEST STREET / 95 Horatio
643	27	99 HORATIO STREET

643	36	799 WASHINGTON STREET
714	1096	450 WEST 17 STREET (Caledonia)
714	1097	450 WEST 17 STREET (Caledonia)
714	1098	450 WEST 17 STREET (Caledonia)
714	1099	450 WEST 17 STREET (Caledonia)
714	1100	450 WEST 17 STREET (Caledonia)
714	1101	450 WEST 17 STREET (Caledonia)
714	1102	450 WEST 17 STREET (Caledonia)
714	1103	450 WEST 17 STREET (Caledonia)
714	1104	450 WEST 17 STREET (Caledonia)
714	1105	450 WEST 17 STREET (Caledonia)
714	1106	450 WEST 17 STREET (Caledonia)
714	1107	450 WEST 17 STREET (Caledonia)
714	1108	450 WEST 17 STREET (Caledonia)
714	1109	450 WEST 17 STREET (Caledonia)
714	1110	450 WEST 17 STREET (Caledonia)
714	1111	450 WEST 17 STREET (Caledonia)
714	1112	450 WEST 17 STREET (Caledonia)
714	1113	450 WEST 17 STREET (Caledonia)
714	1114	450 WEST 17 STREET (Caledonia)
714	1115	450 WEST 17 STREET (Caledonia)
714	1116	450 WEST 17 STREET (Caledonia)
714	1117	450 WEST 17 STREET (Caledonia)
714	1118	450 WEST 17 STREET (Caledonia)
714	1119	450 WEST 17 STREET (Caledonia)
714	1120	450 WEST 17 STREET (Caledonia)
714	1121	450 WEST 17 STREET (Caledonia)
714	1122	450 WEST 17 STREET (Caledonia)
714	1123	450 WEST 17 STREET (Caledonia)
714	1124	450 WEST 17 STREET (Caledonia)
714	1125	450 WEST 17 STREET (Caledonia)
714	1126	450 WEST 17 STREET (Caledonia)
714	1127	450 WEST 17 STREET (Caledonia)
643	38	803 - 807 WASHINGTON STREET
643	43	809 WASHINGTON STREET
714	1128	450 WEST 17 STREET (Caledonia)
714	1129	450 WEST 17 STREET (Caledonia)
714	1130	450 WEST 17 STREET (Caledonia)
643	49	52 GANSEVOORT STREET
714	1131	450 WEST 17 STREET (Caledonia)
643	54	842 GREENWICH STREET/46-48 Gansevoort St
714	1132	450 WEST 17 STREET (Caledonia)
714	1133	450 WEST 17 STREET (Caledonia)
644	30	817 WASHINGTON STREET
714	1134	450 WEST 17 STREET (Caledonia)
714	1135	450 WEST 17 STREET (Caledonia)
714	1136	450 WEST 17 STREET (Caledonia)
644	33	823 WASHINGTON STREET
714	1137	450 WEST 17 STREET (Caledonia)
714	1138	450 WEST 17 STREET (Caledonia)
714	1139	450 WEST 17 STREET (Caledonia)
714	1140	450 WEST 17 STREET (Caledonia)
714	1141	450 WEST 17 STREET (Caledonia)

644	36	829 WASHINGTON STREET
644	37	831 WASHINGTON STREET
644	38	833 WASHINGTON STREET
644	40	36 LITTLE WEST 12 ST
644	41	32 LITTLE WEST 12 ST
644	43	22-26 LITTLE WEST 12 ST/63/65 Gansevoort
644	48	14 LITTLE WEST 12 ST
714	1142	450 WEST 17 STREET (Caledonia)
714	1143	450 WEST 17 STREET (Caledonia)
644	51	8-12 LITTLE WEST 12 ST
714	1144	450 WEST 17 STREET (Caledonia)
714	1145	450 WEST 17 STREET (Caledonia)
714	1146	450 WEST 17 STREET (Caledonia)
714	1147	450 WEST 17 STREET (Caledonia)
644	53	8-12 LITTLE WEST 12 ST
644	54	7 9 AVENUE
644	55	5 9 AVENUE
644	56	3 9 AVENUE
644	60	53-61 GANSEVOORT STREET
644	63	67 GANSEVOORT STREET
644	64	69 GANSEVOORT STREET
645	11	856 WASHINGTON STREET
645	21	51 LITTLE WEST 12 ST
645	22	53 LITTLE WEST 12 ST
645	23	55 LITTLE WEST 12 ST
645	25	837 WASHINGTON STREET
645	29	416 WEST 13 STREET
645	33	414 WEST 13 STREET
645	35	408 WEST 13 STREET
645	38	406 WEST 13 STREET
645	39	402 WEST 13 STREET
645	44	21-27 9 AVENUE
645	49	9-19 9 AVENUE
714	1148	450 WEST 17 STREET (Caledonia)
714	1149	450 WEST 17 STREET (Caledonia)
645	51	13-15 LITTLE WEST 12 ST
714	1150	450 WEST 17 STREET (Caledonia)
714	1151	450 WEST 17 STREET (Caledonia)
645	62	39 LITTLE WEST 12 ST/835 Washington Street
714	1152	450 WEST 17 STREET (Caledonia)
646	1	40 10 AVENUE
714	1153	450 WEST 17 STREET (Caledonia)
714	1154	450 WEST 17 STREET (Caledonia)
714	1155	450 WEST 17 STREET (Caledonia)
714	1156	450 WEST 17 STREET (Caledonia)
714	1157	450 WEST 17 STREET (Caledonia)
714	1158	450 WEST 17 STREET (Caledonia)
714	1159	450 WEST 17 STREET (Caledonia)
714	1160	450 WEST 17 STREET (Caledonia)
714	1161	450 WEST 17 STREET (Caledonia)
646	14	446 WEST 14 STREET
714	1162	450 WEST 17 STREET (Caledonia)
714	1163	450 WEST 17 STREET (Caledonia)



714	1164	450 WEST 17 STREET (Caledonia)
714	1165	450 WEST 17 STREET (Caledonia)
714	1166	450 WEST 17 STREET (Caledonia)
714	1167	450 WEST 17 STREET (Caledonia)
714	1168	450 WEST 17 STREET (Caledonia)
714	1169	450 WEST 17 STREET (Caledonia)
714	1170	450 WEST 17 STREET (Caledonia)
714	1171	450 WEST 17 STREET (Caledonia)
714	1172	450 WEST 17 STREET (Caledonia)
714	1173	450 WEST 17 STREET (Caledonia)
714	1174	450 WEST 17 STREET (Caledonia)
714	1175	450 WEST 17 STREET (Caledonia)
714	1176	450 WEST 17 STREET (Caledonia)
714	1177	450 WEST 17 STREET (Caledonia)
714	1178	450 WEST 17 STREET (Caledonia)
714	1179	450 WEST 17 STREET (Caledonia)
714	1180	450 WEST 17 STREET (Caledonia)
714	1181	450 WEST 17 STREET (Caledonia)
627	25	638 HUDSON STREET
740	24	317 WEST 16 STREET
644	1	555 WEST STREET
645	2	10 AVENUE
645	8	32 10 AVENUE
714	31	430 WEST 17 STREET
644	10	820 WASHINGTON STREET
646	16	444 WEST 14 STREET
646	17	442 WEST 14 STREET
646	18	440 WEST 14 STREET
646	19	437 - 441 WEST 13 STREET / 860 Washington
645	1	20 10 AVENUE
646	20	439 - 443 WEST 13 STREET
646	27	428 WEST 14 STREET
646	29	426 WEST 14 STREET
646	30	420 WEST 14 STREET
646	32	414-418 WEST 14 STREET
646	37	410 WEST 14 STREET
646	38	404-408 West 14 Street
646	43	400 WEST 14 STREET
646	47	29-35 9 AVENUE - Soho House
646	49	405 WEST 13 STREET
646	56	419 WEST 13 STREET
646	57	421-425 WEST 13 STREET
646	1001	415 WEST 13 STREET
646	1002	415 WEST 13 STREET
646	1003	415 WEST 13 STREET
646	1004	415 WEST 13 STREET
646	1201	450 WEST 14 STREET
646	1202	450 WEST 14 STREET
654	31	500 WEST 14 STREET
687	29	85 10 AVENUE
712	1	58 10 AVENUE/450 West 15th Street
712	6	58-76 10 AVENUE
712	11	439 WEST 14 STREET

712	14	421 WEST 14 STREET
712	21	413 WEST 14 STREET
643	57	838 GREENWICH STREET
643	59	832 GREENWICH STREET
643	62	65 HORATIO STREET
643	63	67 HORATIO STREET
643	64	69 HORATIO STREET
643	65	71 HORATIO STREET
643	69	79 HORATIO STREET
643	70	81 HORATIO STREET
643	71	83 HORATIO STREET
643	1001	77 HORATIO STREET
643	1002	77 HORATIO STREET
643	1003	77 HORATIO STREET
643	1004	77 HORATIO STREET
643	1005	77 HORATIO STREET
643	1006	77 HORATIO STREET
643	1007	77 HORATIO STREET
643	1008	77 HORATIO STREET
643	1009	77 HORATIO STREET
643	1010	77 HORATIO STREET
643	1011	77 HORATIO STREET
643	1012	77 HORATIO STREET
712	24	409 WEST 14 STREET
738	53	322 Y WEST 15 STREET
629	17	336 WEST 14 STREET
738	54	324 WEST 15 STREET
629	24	322 WEST 14 STREET
629	25	320 WEST 14 STREET
629	26	318 WEST 14 STREET
629	44	305 WEST 13 STREET
629	51	319 WEST 13 STREET
629	1001	321 West 13th Street
629	1002	321 West 13th Street
629	1003	321 West 13th Street
629	1004	321 West 13th Street
629	1005	321 West 13th Street
629	1006	321 West 13th Street
629	1007	321 West 13th Street
629	1008	321 West 13th Street
629	1009	321 West 13th Street
629	1010	321 West 13th Street
629	1011	321 West 13th Street
629	1012	321 West 13th Street
629	1013	321 West 13th Street
629	1014	321 West 13th Street
629	1015	321 West 13th Street
629	1016	321 West 13th Street
629	1017	321 West 13th Street
629	1018	321 West 13th Street
629	1019	321 West 13th Street
629	1020	321 West 13th Street
629	1021	321 West 13th Street

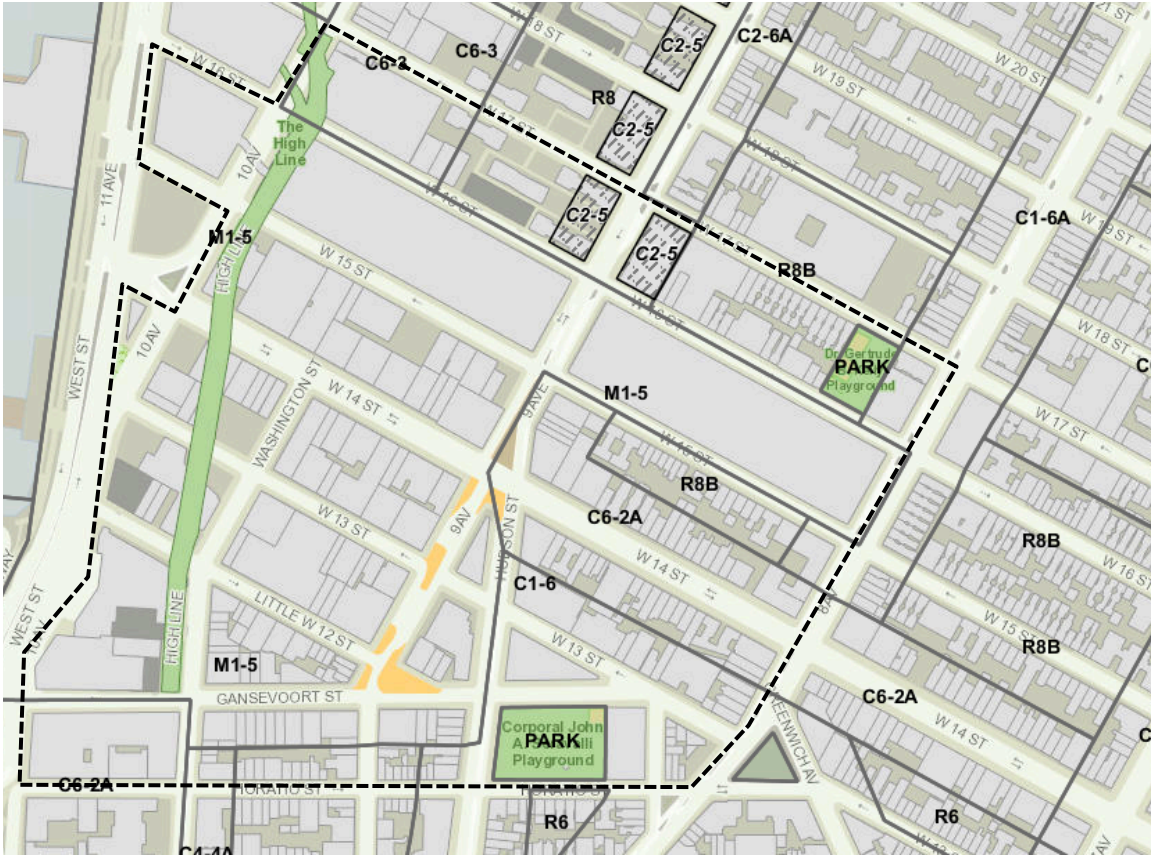
629	1102	350 WEST 14 STREET
629	1103	350 WEST 14 STREET
629	1104	350 WEST 14 STREET
629	1105	350 WEST 14 STREET
629	1106	350 WEST 14 STREET
629	1107	350 WEST 14 STREET
629	1108	350 WEST 14 STREET
629	1109	350 WEST 14 STREET
629	1110	350 WEST 14 STREET
629	1111	350 WEST 14 STREET
629	1112	350 WEST 14 STREET
629	1113	350 WEST 14 STREET
629	1114	350 WEST 14 STREET
629	1115	350 WEST 14 STREET
629	1116	350 WEST 14 STREET
629	1117	350 WEST 14 STREET
629	1118	350 WEST 14 STREET
629	1119	350 WEST 14 STREET
629	1120	350 WEST 14 STREET
629	1121	350 WEST 14 STREET
629	1122	350 WEST 14 STREET
629	1123	350 WEST 14 STREET
629	1124	350 WEST 14 STREET
629	1125	350 WEST 14 STREET
629	1126	350 WEST 14 STREET
629	1127	350 WEST 14 STREET
629	1128	350 WEST 14 STREET
629	1129	350 WEST 14 STREET
629	1130	350 WEST 14 STREET
629	1131	350 WEST 14 STREET
629	1132	350 WEST 14 STREET
629	1133	350 WEST 14 STREET
629	1134	350 WEST 14 STREET
629	1135	350 WEST 14 STREET
629	1136	350 WEST 14 STREET
629	1137	350 WEST 14 STREET
629	1138	350 WEST 14 STREET
629	1139	350 WEST 14 STREET
629	1140	350 WEST 14 STREET
629	1141	350 WEST 14 STREET
629	1142	350 WEST 14 STREET
629	1143	350 WEST 14 STREET
629	1144	350 WEST 14 STREET
629	1145	350 WEST 14 STREET
629	1146	350 WEST 14 STREET
629	1147	350 WEST 14 STREET
629	1148	350 WEST 14 STREET
629	1149	350 WEST 14 STREET
629	1150	350 WEST 14 STREET
629	1202	345 WEST 13 STREET
629	1203	345 WEST 13 STREET
629	1204	345 WEST 13 STREET
629	1205	345 WEST 13 STREET

629	1206	345 WEST 13 STREET
629	1207	345 WEST 13 STREET
629	1208	345 WEST 13 STREET
629	1209	345 WEST 13 STREET
629	1210	345 WEST 13 STREET
629	1211	345 WEST 13 STREET
629	1212	345 WEST 13 STREET
629	1213	345 WEST 13 STREET
629	1214	345 WEST 13 STREET
629	1215	345 WEST 13 STREET
629	1216	345 WEST 13 STREET
629	1217	345 WEST 13 STREET
629	1218	345 WEST 13 STREET
629	1219	345 WEST 13 STREET
629	1220	345 WEST 13 STREET
629	1221	345 WEST 13 STREET
629	1222	345 WEST 13 STREET
629	1223	345 WEST 13 STREET
629	1224	345 WEST 13 STREET
629	1225	345 WEST 13 STREET
629	1226	345 WEST 13 STREET
629	1227	345 WEST 13 STREET
629	1228	345 WEST 13 STREET
629	1229	345 WEST 13 STREET
712	26	407 WEST 14 STREET
712	27	405 WEST 14 STREET
712	29	49 9 AVENUE/401 West 14th St (Apple Store)
712	36	61 9 AVENUE
629	1230	345 WEST 13 STREET
629	1231	345 WEST 13 STREET
629	1232	345 WEST 13 STREET
629	1233	345 WEST 13 STREET
629	1234	345 WEST 13 STREET
629	1235	345 WEST 13 STREET
629	1236	345 WEST 13 STREET
629	1237	345 WEST 13 STREET
629	1238	345 WEST 13 STREET
629	1239	345 WEST 13 STREET
712	38	404 WEST 15 STREET
712	40	408 WEST 15 STREET
629	1240	345 WEST 13 STREET
629	1241	345 WEST 13 STREET
712	42	412 WEST 15 STREET
629	1242	345 WEST 13 STREET
629	1243	345 WEST 13 STREET
629	1244	345 WEST 13 STREET
629	1245	345 WEST 13 STREET
629	1246	345 WEST 13 STREET
629	1247	345 WEST 13 STREET
629	1248	345 WEST 13 STREET
712	46	422 WEST 15 STREET
712	51	436 WEST 15 STREET
629	1303	77 8 AVENUE

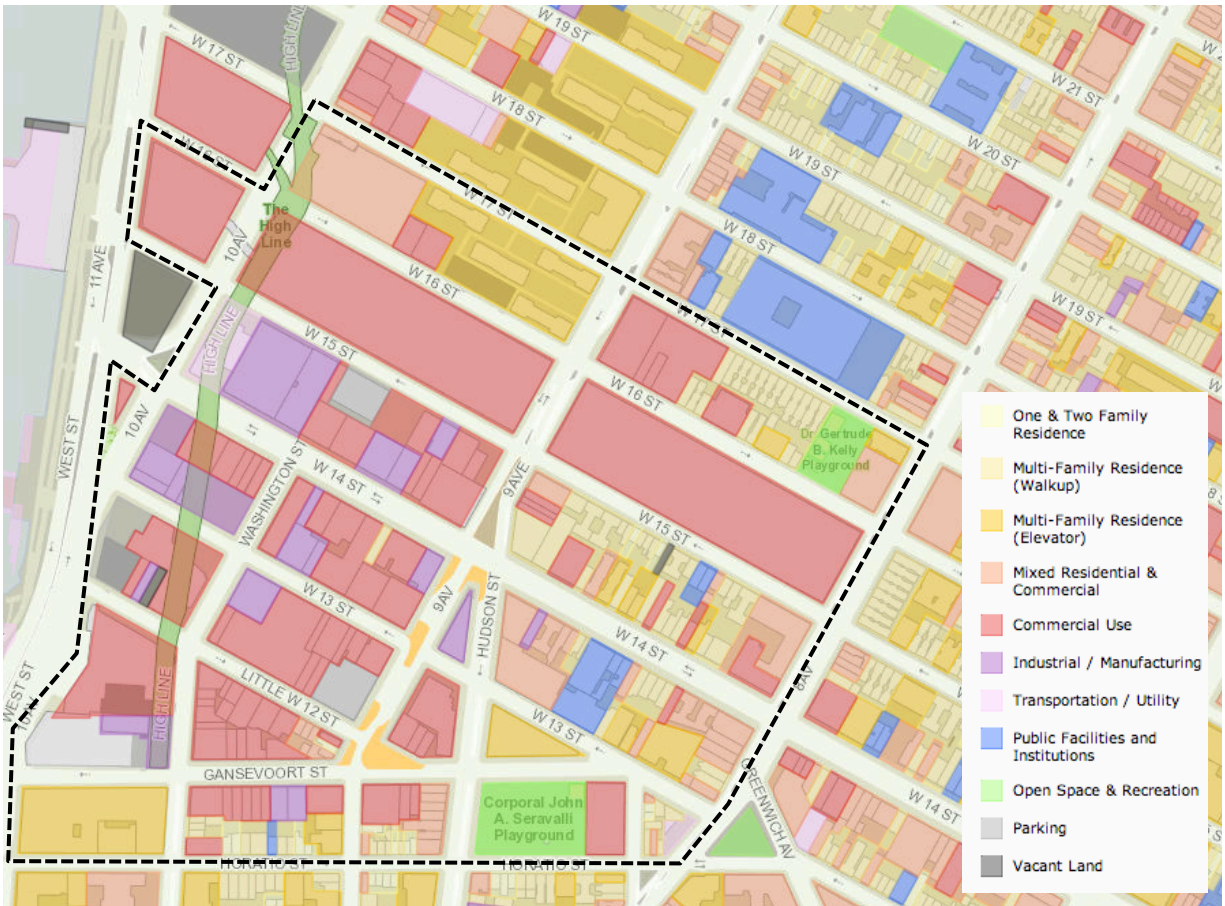
629	1304	77 8 AVENUE
629	1305	77 8 AVENUE
629	1306	77 8 AVENUE
629	1307	77 8 AVENUE
629	1308	77 8 AVENUE
713	1	401 WEST 15 STREET (Chelsea Market)
629	1309	77 8 AVENUE
629	1310	77 8 AVENUE
629	1311	77 8 AVENUE
629	1312	77 8 AVENUE
629	1313	77 8 AVENUE
629	1501	325 WEST 13 STREET
629	1502	325 WEST 13 STREET
714	14	437 WEST 16 STREET
629	1503	325 WEST 13 STREET
629	1504	325 WEST 13 STREET
629	1505	325 WEST 13 STREET
629	1506	325 WEST 13 STREET
629	1507	325 WEST 13 STREET
714	16	431 WEST 16 STREET
714	63	458 WEST 17 STREET
714	1182	450 WEST 17 STREET (Caledonia)
714	1183	450 WEST 17 STREET (Caledonia)
714	1184	450 WEST 17 STREET (Caledonia)
714	1185	450 WEST 17 STREET (Caledonia)
714	1186	450 WEST 17 STREET (Caledonia)
738	1	44 9 AVENUE
738	8	351 WEST 14 STREET
738	10	345 WEST 14 STREET
738	13	343 WEST 14 STREET
738	14	337 WEST 14 STREET
738	20	327 WEST 14 STREET
738	21	325 WEST 14 STREET
738	22	323 WEST 14 STREET
738	24	319 WEST 14 STREET
738	25	317 WEST 14 STREET
738	33	81 8 AVENUE
738	56	328 WEST 15 STREET
738	60	336 WEST 15 STREET
738	64	344 WEST 15 STREET
627	1	829 GREENWICH STREET
738	78	60 9 AVENUE
627	17	45 HORATIO STREET
627	18	47 HORATIO STREET
627	19	49 HORATIO STREET
627	20	51 HORATIO STREET
627	21	53 HORATIO STREET
627	22	55 HORATIO STREET
627	1002	637 HUDSON STREET
627	1003	637 HUDSON STREET
627	1004	637 HUDSON STREET
627	1101	57 HORATIO STREET
627	1102	57 HORATIO STREET

627	1103	57 HORATIO STREET
627	1202	59 HORATIO STREET
738	79	58 9 AVENUE
627	1203	59 HORATIO STREET
738	80	56 9 AVENUE
738	1001	85 8 AVENUE
738	1002	85 8 AVENUE
738	1101	66 9 AVENUE
739	1	103 8 AVENUE (111 Eighth Ave)
740	1	88 9 AVENUE
740	6	357 WEST 16 STREET
740	13	335 WEST 16 STREET
740	18	331 WEST 16 STREET
616	44	302 WEST 13 STREET
616	142	347 WEST 4 STREET
740	48	330 WEST 17 STREET
616	143	349 WEST 4 STREET
616	1001	2 HORATIO STREET
616	1002	2 HORATIO STREET
740	19	323 WEST 16 STREET
740	37	139 8 AVENUE
740	47	328 WEST 17 STREET
740	1001	346 WEST 17 STREET
740	1002	346 WEST 17 STREET
740	1101	127 8 AVENUE
645	5	28 10 AVENUE

**EXHIBIT E**  
**ZONING MAP**



## EXHIBIT F LAND USE MAP



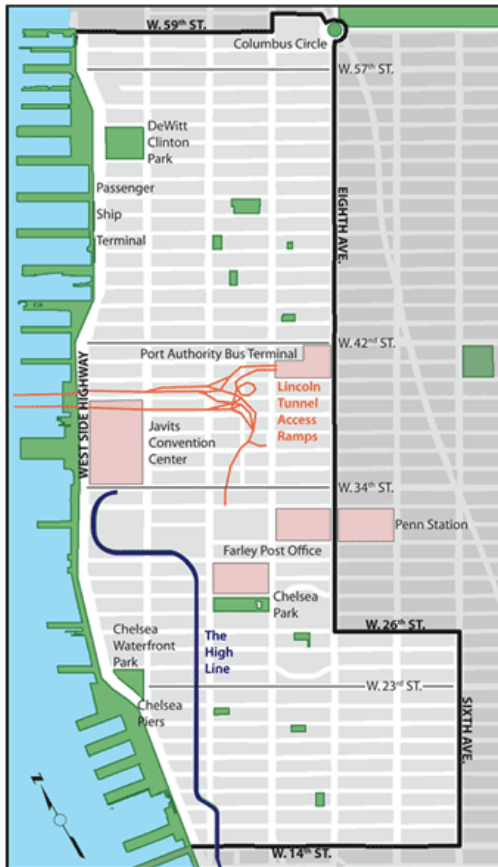


# EXHIBIT G COMMUNITY MAPS

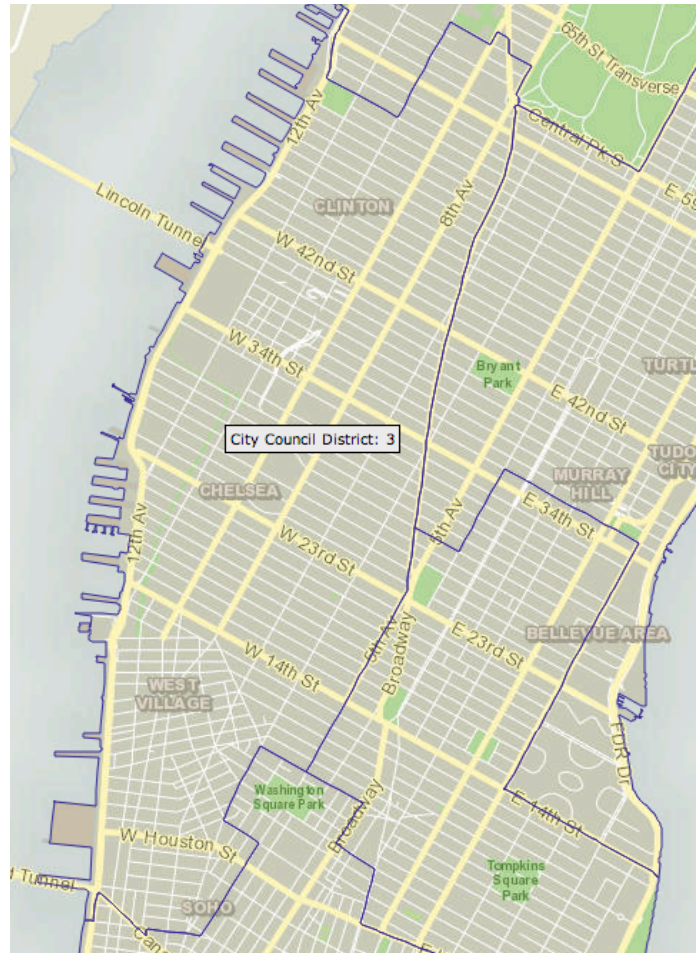
## 1. Community District 2 Boundaries



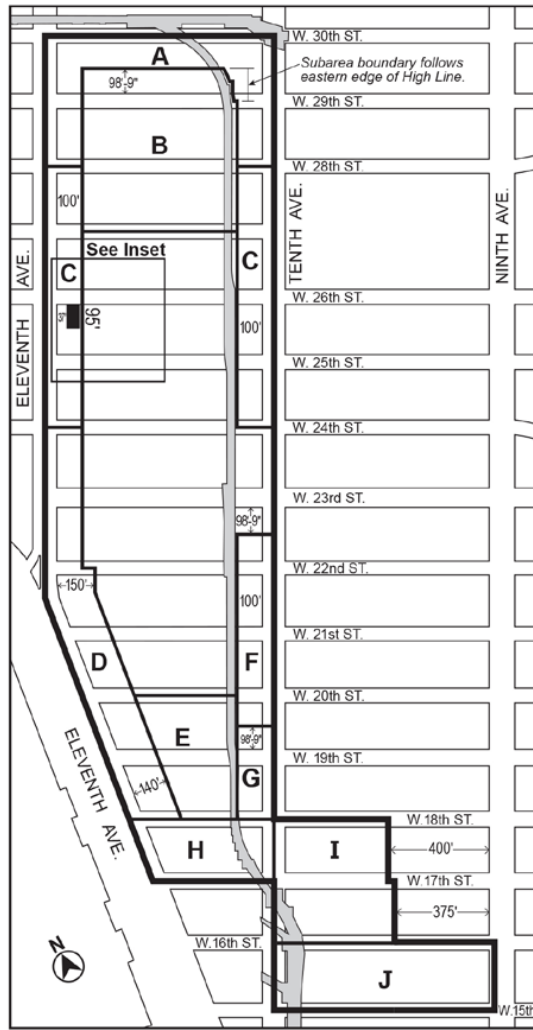
## 2. Community District 4 Boundaries







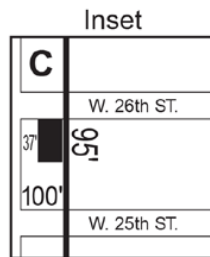
### 3. City Council District 3 Boundaries



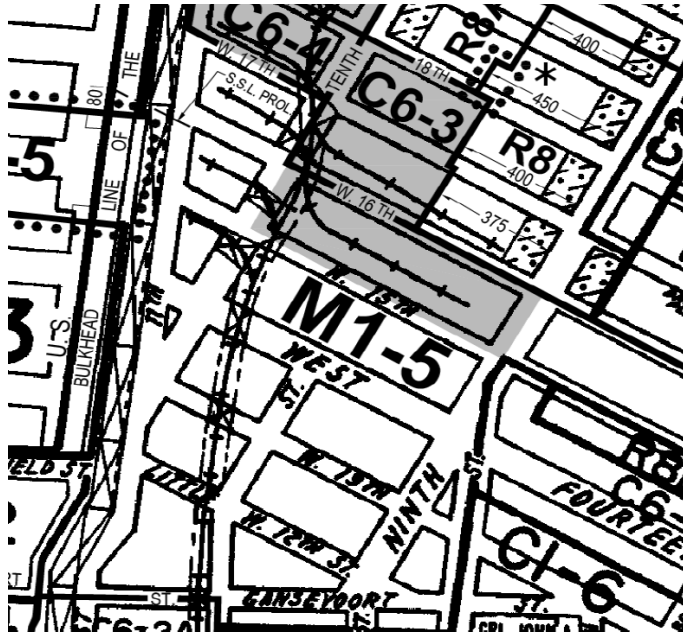
#### 4. Special West Chelsea District & Subareas



-  Special West Chelsea District boundary
-  Subarea boundary
-  High Line
-  Transit Facility

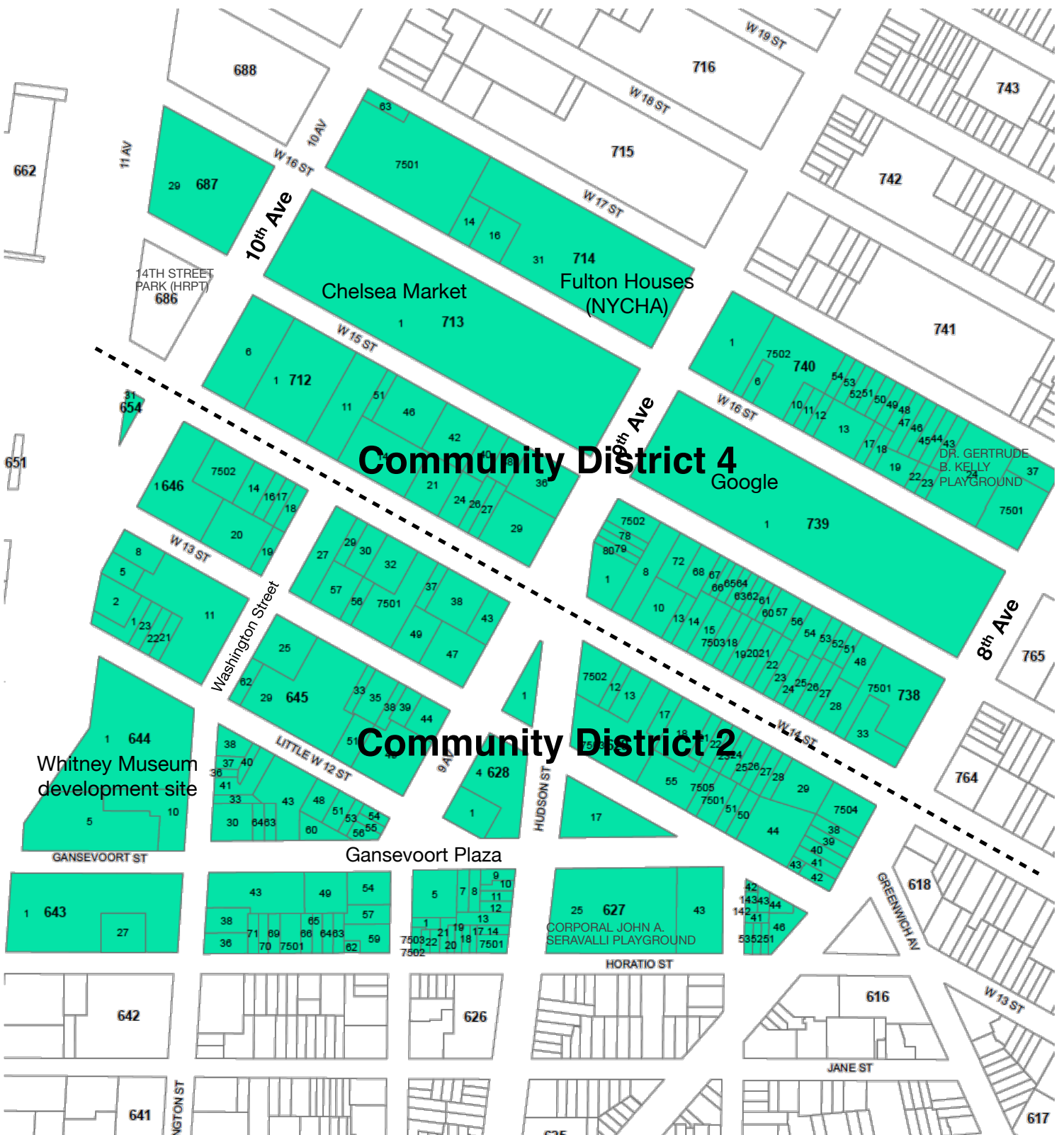


5. Special West Chelsea District Proposed Zoning Change

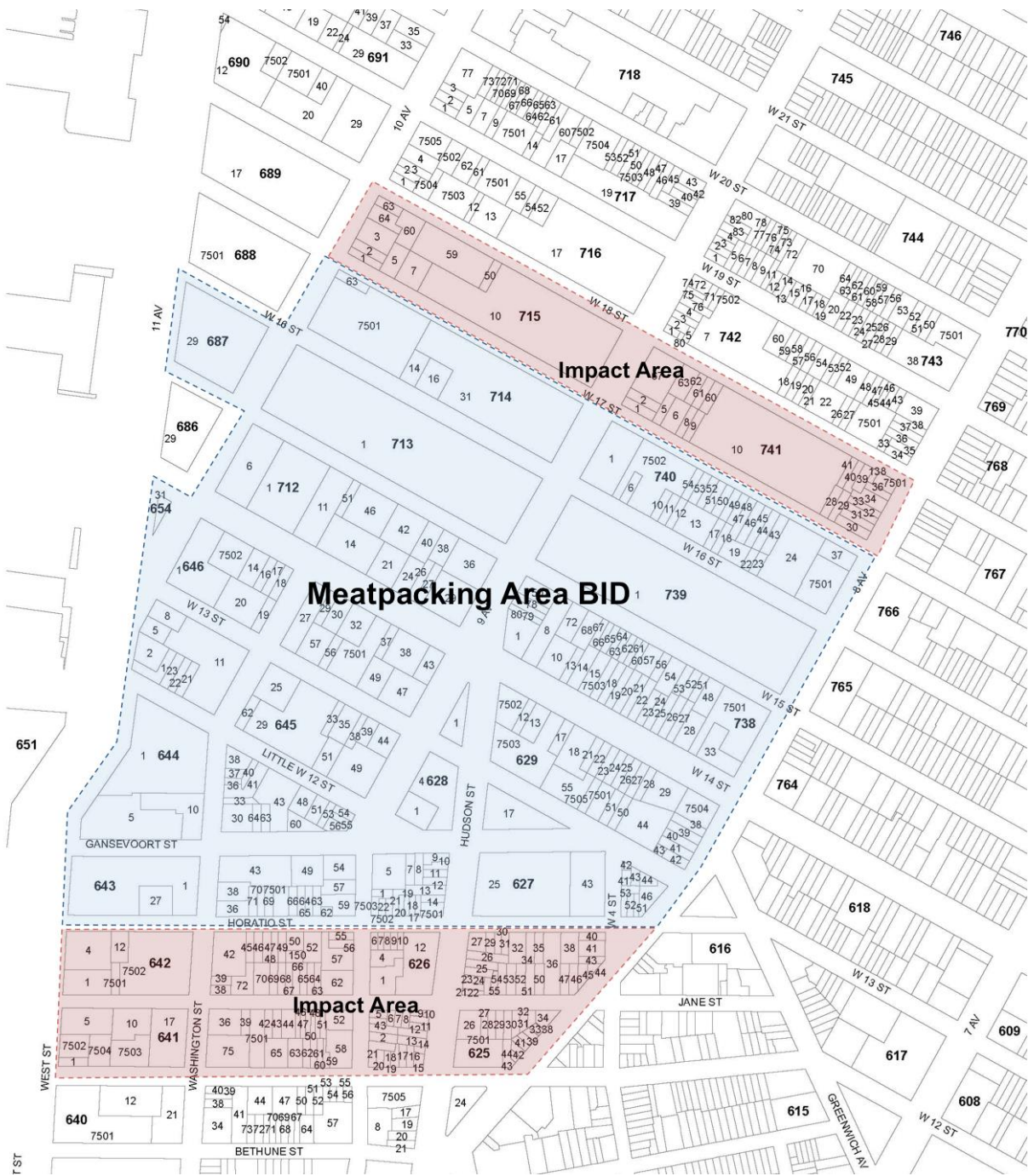


*Area being rezoned is outlined with dotted lines. Changing an M1-5 district to an M1-5 (WCh) district*

6. Community District Overlap with BID Boundaries



## 7. Impact Area Map



This map identifies the North and South Impact Areas and should be used for informational purposes only. Impact Area properties are not located within the Meatpacking Area BID boundaries, are not assessed an annual fee, and are not included as benefited properties of the Meatpacking Area BID. The DMA will monitor the effects of BID programs in Impact Areas and consult with impact area representatives from time to time on the development and implementation of BID programming.

## **EXHIBIT H**

### **VISION STATEMENT FOR THE PROPOSED MEATPACKING AREA BUSINESS IMPROVEMENT DISTRICT**

#### **BACKGROUND**

In recent years, the Meatpacking Area has experienced increasing commercial activity, visitation, pedestrian and vehicular traffic. In response, local businesses and property owners volunteered to collectively fund additional services to care for the public plazas, maintain clean sidewalks and streets, and advocate for and support the local business community. These voluntary efforts substantially improved the quality of the public realm and fostered a strong business alliance in this vibrant mixed-use community.

In coming years, hundreds of thousands of additional square feet of commercial development will be built and will undoubtedly affect all constituents of the Meatpacking Area; the Whitney Museum of American Art will open its doors at the base of the High Line Park, an international tourist destination; two piers nearby on the west side will be developed as major retail centers; and the City will begin a large-scale public works project and the full reconstruction of Ninth Avenue through the heart of the district. While the Meatpacking Area will benefit from these exciting developments, increased visitation, foot and vehicular traffic, and even more development and construction will strain existing sanitation resources, heighten wear on the physical environment, and introduce significant operational challenges to the district.

With demand for services anticipated to rise sharply, voluntary efforts of the current scale will be insufficient to fund the services needed to manage the district's growth. Concern about how to meet upcoming challenges, and a desire to do more for the neighborhood (by enhancing current services and adding new services, such as a much-needed public safety and traffic and noise mitigation program) has spurred a diverse range of neighborhood stakeholders to advocate for the creation of a Business Improvement District (BID). A BID will leverage the collective resources of the entire district to proactively meet the challenges ahead. To ensure that residents who live just outside of the BID boundaries have a voice in the BID's policies related to quality of life issues, an Impact Area and a committee representing this area will be created.

#### **VISION**

Upon formation, the Meatpacking Area BID would be guided by the pursuit of the following goals:

- ❖ Creation and maintenance of a clean public realm that is well cared for and free from refuse;
- ❖ A safe and secure environment, where municipal rules governing traffic, noise, sanitation, and public safety are adhered to;
- ❖ A physically appealing environment that enables a positive user experience; and
- ❖ A successful and vibrant business district with diverse commercial and retail uses that reflect the unique character of the Meatpacking Area and provides value to the broader mixed-use community.

Through a collaborative partnership between commercial entities and the City, and engagement with all constituents of the district—property owners, business owners, employees, residents both within the district boundaries as well as the expanded Impact Areas, and visitors—the BID will develop and implement effective strategies to achieve these goals for the neighborhood and the surrounding communities:

- ❖ **Providing a range of community services** that will supplement, not replace, existing City services:

**Sanitation services**, for the ongoing maintenance of clean sidewalks, streets, plazas, curbs and gutters free from trash and debris. Sanitation needs are acutely needed during peak nightlife hours when visitation to the district’s businesses spikes, as well as in peak daytime periods for summer visitation, when favorable weather brings office and retail workers, and visitors to the public spaces.

**Beautification services**, for the creation of an enjoyable pedestrian environment, through the installation and maintenance of plantings and other physical improvements.

**Public safety and traffic mitigation services**, to ensure the wellbeing of all constituents and to proactively address anticipated increased visitation and traffic within the commercial core as the neighborhood develops further. Concerns about traffic, noise and public safety are shared by residents, commercial property owners and tenants, both within the district and in surrounding Impact Areas, and efforts to reduce noise and other public disturbances resulting from nightlife activity will be a core mission for the BID. The goal is to proactively mitigate excessive noise, traffic congestion and honking, street crowds and other negative behaviors and issues, with a minimum of four public safety officers patrolling the streets during peak nightlife hours, likely 9pm – 4am, and likely, Thursday, Friday and Saturday nights. Efforts would presumably concentrate on the areas identified at the core of existing issues and officers would circulate walking coordinated “beats”.

**Capital services**, to invest in public realm improvements throughout the district as identified by the BID and through collaboration with the surrounding community.

**Economic development services**, to support and manage the intrinsic growth of the neighborhood, engage in community programming and neighborhood advocacy efforts in support of the ongoing commercial viability of the district and entire community.

- ❖ **Providing district-wide oversight and management**, streamlining the operational functions of the district and serving as a neighborhood resource for all constituents.
- ❖ **Create channels of open communication between the District and its neighbors, to engage** in a collaborative effort to develop impactful strategies to mitigate concerns such as noise, public safety, traffic and sanitation impacting constituents within the BID’s boundaries and in surroundings areas.

Guided by these principles and goals, the Meatpacking Area BID will bring together business owners, property owners, commercial and residential tenants in pursuit of a clean, safe, and beautiful district for all.





CITY OF NEW YORK  
MANHATTAN COMMUNITY BOARD FOUR

330 West 42<sup>nd</sup> Street, 26<sup>th</sup> floor New York, NY 10036  
tel: 212-736-4536 fax: 212-947-9512  
www.nyc.gov/mcb4

**CHRISTINE BERTHET**  
Chair

**NELLY GONZALEZ**  
Acting District Manager

September 5, 2014

Corey Johnson  
Councilmember  
224 West 30th Street, Suite 1206  
New York, NY 10001

David Gruber  
Chair  
Manhattan Community Board 2  
3 Washington Square Village, #1A  
New York, NY 10012

Paul Pariser  
Chair  
Meatpacking BID Steering Committee



**N150156BDM**

Received by Central Intake on November 3, 2014



**Re: Meatpacking District BID Memorandum of Understanding**

Dear Councilmember Johnson, Mr. Gruber and Mr. Pariser:

At a regular Board meeting on September 3, 2014 Manhattan Community Board 4 (CB4) by a unanimous vote, approved CB4 Chair's signing the Memorandum of Understanding (MOU) for the proposed Meatpacking BID with the condition that when the Impact Advisory Committee elects two representatives, one would be from the northern Impact Area (in Community District 4) and one would be from the southern Impact Area (in Community District 2). It is understood that this stipulation would not be embodied in the current MOU but should be honored when the Impact Advisory Committee becomes operational.

CB 4 is pleased that the Meatpacking BID proposal is advancing and looks forward to the review of the District Plan.

Sincerely,

Christine Berthet

- C: Jeffrey Le Francois, Office of Councilmember Johnson Chief of Staff  
Lee Compton, Manhattan Community Board 4 Co-Chair Chelsea Land Use Committee  
Lauren Danziger, Meatpacking Improvement Association Executive Director

## MEMORANDUM OF UNDERSTANDING

THIS MEMORANDUM OF UNDERSTANDING (“MOU”) is made as of the 26th day of August 2014, by Meatpacking Area BID Formation Steering Committee Chairman Paul Pariser, on behalf of the full Steering Committee (hereinafter collectively referred to as the “Steering Committee”), and New York City Council Member Corey Johnson, Democratic representative of Council District 3 in Manhattan (hereinafter referred to as the “Council Member”) and Manhattan Community Board 2 and Manhattan Community Board 4.

WHEREAS, Pursuant to Local Law 82 of 1990, authorized by section 980 of the New York General Municipal Law, codified in Chapter 4 of Title 25 of the Administrative Code of the city of New York, the City Council assumed responsibility for adopting the legislation that would establish individual business improvement districts, which are specifically defined areas of designated properties; and

WHEREAS, Business Improvement Districts use the City's real property tax collection mechanism to collect a special assessment on commercial property to pay for additional services beyond those that the City provides; and

WHEREAS, Business Improvement Districts collect contributions through fundraising mechanisms for expenditures on services beyond those that the City provides and on capital projects as determined at the discretion of the BID; and

WHEREAS, The additional services, which are in the areas of public safety, sanitation, landscaping and beautification services, and related economic development and business support services, are intended to maintain a clean, safe and beautiful neighborhood and to support local businesses; and

WHEREAS, The BID may enter into contract with the City Department of Transportation for the care, maintenance, and management of the Ninth Avenue public plazas and Chelsea Triangle;

WHEREAS, it is recognized that transportation, noise and traffic issues significantly impact the area within the BID boundaries and these issues flow into neighboring areas impacting the residential blocks adjacent to the BID's boundaries;

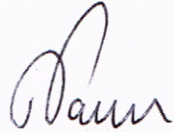
WHEREAS, While it is the intent of the of Meatpacking Area BID to directly improve conditions within the commercial core of the BID boundaries, the BID contends that addressing these issues will mitigate impacts on affected residential neighborhoods; and

NOW, THEREFORE, THE STEERING COMMITTEE AND THE COUNCIL MEMBER HEREBY AGREE AND CONSENT TO THE FOLLOWING CONDITIONS, PRIOR TO INITIATING THE PROCESS ESTABLISHED BY LOCAL LAW 82 OF 1990 TO ESTABLISH THE MEATPACKING AREA BID:

1. Designate the geographic areas adjacent to the BID's southern and northern boundaries as the "Impact Area(s)," defined in two portions; firstly by Horatio Street to the north, 12th Street to the south, West Street to the west, and 8<sup>th</sup> Avenue to the east; and secondly by 18<sup>th</sup> Street to the north, 17<sup>th</sup> Street to the south, West Street to the west, and 8<sup>th</sup> Avenue to the east.
2. Establish an Impact Area(s) Advisory Committee, which will consist of residential representatives of the Impact Area(s) as defined by the enclosed Impact Area Map.
3. The BID Executive Director and the Impact Area(s) Advisory Committee will meet on a quarterly basis.
4. The Impact Area(s) Advisory Committee will elect two representatives from the Committee who will be appointed to the BID Board of Directors in a non-voting capacity and will be entitled to participation on BID Subcommittees pertaining to the Impact Area(s) (such as traffic mitigation, public safety, and sanitation).
5. Establishment of an official committee structure to be specified by the BID by-laws, and intended to include committee(s) focusing on key quality of life issues by the Board of Directors and the Impact Area(s) Advisory Committee. The elected Impact Area(s) board members will serve on the committee(s) intended to address these quality of life issues.
6. The BID will explore opportunities to raise and spend capital dollars in an effort to enhance the physical environment of the district.
7. Transition of the City Department of Transportation contract(s) for management of the public plazas, currently held by the existing organization(s), the Meatpacking Improvement Association, Inc. and the Chelsea Improvement Company, Inc. to the BID upon expiration of the current contract(s). In the event the city changes regulations and commercial events are no longer being held in the plazas, the BIDs will concede that the contract with the City to manage the space would no longer include management of commercial events.
8. This agreement shall take effect upon its execution by the Steering Committee, the Council Member, and upon the adoption of Int. 598, A Local Law to amend the administrative code of the city of New York, in relation to the establishment of the Meatpacking Area BID by the City Council.
9. This agreement shall continue until such a time as the Meatpacking Area BID is dissolved, or ceases operations, or as required by amendment of the bylaws.
10. If any clause, sentence, paragraph, section or part of this agreement shall be adjudged by any court of competent jurisdiction to be invalid, such judgment shall not affect, impair or invalidate the remainder thereof, but shall be confined in its operation to the clause, sentence, paragraph, section or part thereof directly involved in the controversy in which such judgment shall have been rendered.

Signature Page

August 26, 2014



---

Steering Committee Chairman  
Paul Pariser

---

District 3 Council Member  
Corey Johnson

---

Community Board 2 Chair  
David Gruber

---

Community Board 4 Chair  
Christine Berthet

Signature Page

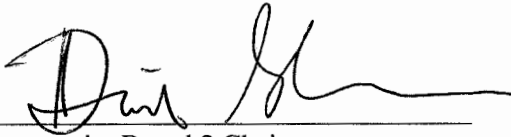
August 26, 2014

---

Steering Committee Chairman  
Paul Pariser

---

District 3 Council Member  
Corey Johnson



---

Community Board 2 Chair  
David Gruber

---

Community Board 4 Chair  
Christine Berthet

Signature Page

September 5, 2014

---

Steering Committee Chairman  
Paul Pariser

---

District 3 Council Member  
Corey Johnson



---

Community Board 2 Chair  
David Gruber

---

Community Board 4 Chair  
Christine Berthet

Signature Page

August 26, 2014



---

Steering Committee Chairman  
Paul Pariser

---

District 3 Council Member  
Corey Johnson

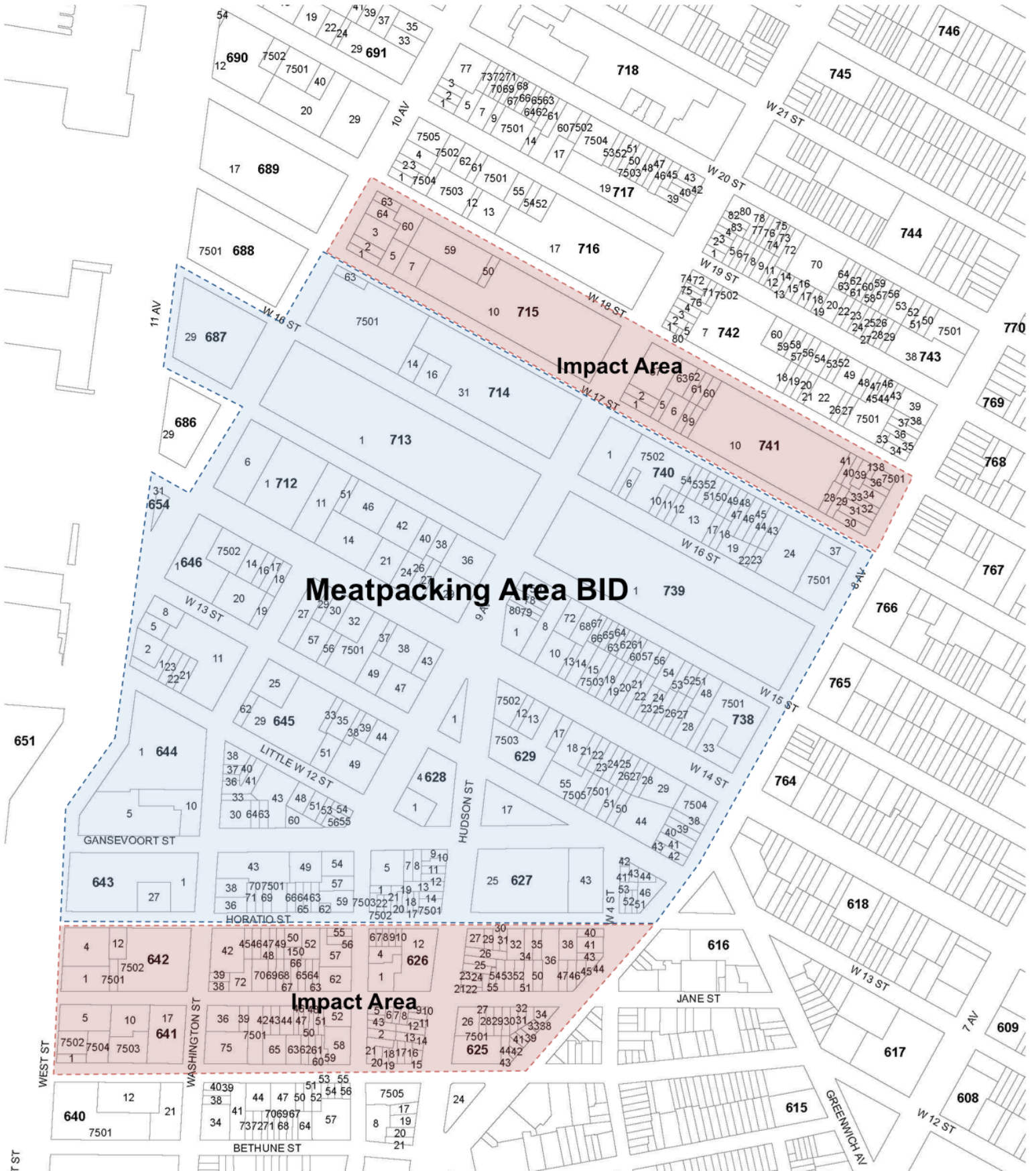
---

Community Board 2 Chair  
David Gruber

---

Community Board 4 Chair  
Christine Berthet

# Impact Area Map





David Gruber, *Chair*  
Bo Riccobono, *First Vice Chair*  
Terri Cude, *Second Vice Chair*  
Bob Gormley, *District Manager*



Antony Wong, *Treasurer*  
Susan Kent, *Secretary*  
Keen Berger, *Assistant Secretary*

## COMMUNITY BOARD NO. 2, MANHATTAN

3 WASHINGTON SQUARE VILLAGE  
NEW YORK, NY 10012-1899

[www.cb2manhattan.org](http://www.cb2manhattan.org)

P: 212-979-2272 F: 212-254-5102 E: [info@cb2manhattan.org](mailto:info@cb2manhattan.org)

Greenwich Village ♦ Little Italy ♦ SoHo ♦ NoHo ♦ Hudson Square ♦ Chinatown ♦ Gansevoort Market

November 21, 2014

Mr. Kris Goddard, Executive Director  
BID Program & Development  
Department of Small Business Services  
110 William Street, 7<sup>th</sup> Floor  
New York, NY 10038

Mr. Carl Weisbrod  
Director  
City Planning Commission  
22 Reade Street  
New York, NY 10007

Dear Messrs. Goddard and Weisbrod:

At its Full Board meeting on November 20, 2014, CB#2, Manhattan (CB#2-Man.), adopted the following resolution:

**Meatpacking District Business Improvement District.** Application to the City Planning Commission for a new Business Improvement District generally bounded by Horatio Street to the south, 8th Avenue to the east, 17th Street to the north, and 11th Avenue to the west, to provide services including sanitation, landscape maintenance and beautification, public safety, economic development, advocacy, and administration.

**A resolution recommending approval of the District Plan for the Meatpacking Business Improvement District and a related Memorandum of Understanding (MOU), with changes.**

**Whereas,**

1. The proposed District Plan for a Meatpacking Business Improvement District was presented to the committee by Laura Danziger, Executive Director of the Meatpacking Improvement Association, as part of the Business Improvement District Legislation Authorization Process;
2. This new Business Improvement Association is proposed to encompass 21 blocks, within Manhattan Community Districts 2 and 4, bounded by 17<sup>th</sup> Street to the North, Gansevoort and Horatio Streets to the South, West and Washington Streets to the West, and 8<sup>th</sup> Avenue to the East;
3. Consistent with the defined process for establishing a new BID, the District Plan was prepared by a Steering Committee including property owners, commercial tenants, elected officials, residents, community organizations, including representatives of the two affected Community;

4. Letters in support of the proposal were received by CB2 from Aurora Capital Associates, High Line Stages; Elite Investigations, Brass Monkey, Screen Shot, and Irene and Elizabeth Doyle;
5. Statements were made at the meeting in favor of the proposal on behalf of The Whitney Museum, Jamestown Properties, Friends of The High Line, 320 West 15<sup>th</sup> Street Owners, and Chelsea Market Baskets;
6. The president of the Jane Street Block Association spoke in favor of the proposal but expressed concern about insufficient influence of residents;
7. Two residents spoke in favor of the proposal based on improvements to the proposal made during consideration by the project Steering Committee;
8. Residents who participated in discussions resulting in the MOU spoke in favor of the plan generally but expressed concern that the priorities of the BID might not address the quality of life concerns of residents and some retail businesses;
9. There were no letters or statements from the public opposing the proposal;
10. Whereas the Legislation Authorization Process is as follows

ACTION MANDATED	TIME
1. Inter-Agency review by SBS.	Official Start
2. SBS submits district plan to City Planning Commission (CPC). SBS notifies City Council (CC) of submission of plan to CPC.	No mandated time: submission after steering committee and SBS finalize district plan.
3. CPC submits district plan to Community Boards (CB), Borough Boards (BB), and CC.	Within 5 days of receipt of district plan.
4. CB and BB hold hearings and make recommendations for the district plan, which are then taken to the CPC.	Within 30 days of receipt of plan from CPC.
5. CPC holds public hearings, makes recommendations, approves report, and sends report to the Mayor, the affected Borough President, the CC and City Clerk.	Within 60 days of the receipt of CB recommendation.
<p>6. CC introduces both a Resolution and Local Law (LL).</p> <ul style="list-style-type: none"> <li>• Resolution contains the district plan and all information about the BID and sets the date for the Finance Committee hearing on the LL establishing the BID.</li> <li>• Local Law incorporates the BID plan (by reference), CPC, Borough President and CB recommendations, if any, and CC report.</li> </ul>	<p>Next stated CC meeting following the filing of a district plan with the City Clerk.</p> <ul style="list-style-type: none"> <li>• CC must approve the Resolution.</li> <li>• Local Law is forwarded to Finance Committee for hearing.</li> <li>• Notice is published from 10 to 30 days before the Finance Committee’s hearing.</li> </ul>

• CC Resolution or summary is published in the City Record and mailed to property owners.	
7. Finance Committee holds first hearing on BID LL. Hearing adjourns without vote.	Within the 10 to 30 day period after Resolution approved by full CC.
8. Mandatory objection period for affected property owners to file objections with the City Clerk.	30 days from close of Finance Committee's hearing.
9. Finance Committee holds second hearing to consider and enact BID LL.	No earlier than 30 days from the adjournment of the first Finance Committee's public hearing.
10. CC adopts BID LL.	Next stated CC meeting following Finance Committee's approval of BID LL.
11. Mayor signs BID LL at public hearing.	Mayoral public hearing within 20 days after CC adoption. Mayoral signing within 30 days (usually happens day of public hearing).
12. NYC sends statements regarding the financial impact of the proposed BID to State Comptroller for review and approval.	Within 20 days from the date of BID LL signing.
13. State Comptroller issues approval notification.	Within 60 days of receipt of statements.
14. SBS files LL with the City Clerk.	Within 10 days of receipt of State Comptroller's approval.
15. City Clerk publishes LL in the City Record.	Within 14 days of filing receipt.
16. Public has opportunity to seek judicial review.	Within 30 days from date of publication in the City Record.
17. SBS signs contract with District Management Association	As soon as 30 days after judicial review period.

**Therefore it is resolved that CB#2, Man. recommends approval of the District Plan and MOU subject to amendment as follows:**

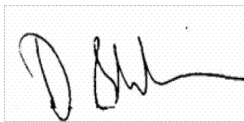
- 1. To assure full incorporation of the MOU into the bylaws and to commit the BID to a transparent process including a public hearing for approval and amendment of bylaws;**
- 2. To assure that the Board members elected by the Impact Areas Advisory Committee (IAAC) will be represented on the Interim Board and on any committee involved in writing or approving the Bylaws;**
- 3. To assure that the IAAC advisory board will be able to designate representatives to participate on BID subcommittees including but not limited to those concerned with Traffic, Public Safety, Sanitation, and Neighborhood Improvement;**

4. **To recognize the impacts of noise, traffic, and other nighttime conditions as harmful to the quality of residential life and balanced business activity and to prioritize nighttime public safety services and specify the budget for such services to focus on nighttime conditions as long as they remain unabated;**
5. **To include a commitment by the BID to preservation of the Gansevoort Market Historic District, and, in the Impact Area, the Greenwich Village Historic District, and generally to the quality and character of the neighborhoods.**
6. **To add a fifth goal to the Vision Statement of the District Plan for “a BID that recognizes its place within an historic district, respects its residential and small business neighbors, and supports the quality of life of the broader community;”**
7. **Consistent with the MOU, to avoid all BID-generated commercial and/or fundraising events in the plazas, and to avoid BID uses of any kind in parks, playgrounds, and Greenstreets.**
8. **To supplement the census information with more detailed data on the number of commercial property owners, residential property owners, commercial tenants, and residential tenants, and the amount of property represented by each group, so that different sectors within each membership class may be fairly represented on the Board;**
9. **To assure an appropriate balance of commercial and residential owners on the board.**
10. **To prohibit advocacy on behalf of individual owners or tenants before City or State agencies.**

Vote: Passed, with 43 Board members in favor, 3 in opposition (D. Ballen, A. Meadows, R. Sanz), 2 in abstention (D. Diether, S. Sweeney) and 1 recusal (D. Collins).

Please advise us of any decision or action taken in response to this resolution.

Sincerely,



David Gruber, Chair  
Community Board #2, Manhattan



Tobi Bergman, Chair  
Land Use & Business Development Committee  
Community Board #2, Manhattan

DG/em

c:

Hon. Jerrold L. Nadler, Congressman  
Hon. Sheldon Silver, Assembly Speaker  
Hon. Deborah Glick, Assembly Member  
Hon. Daniel Squadron, NY State Senator  
Hon. Brad Hoylman, NY State Senator  
Hon. Gale A. Brewer, Manhattan Borough President  
Hon. Margaret Chin, Council Member  
Hon. Rosie Mendez, Council Member  
Hon. Corey Johnson, Council Member  
Edwin Marshall, Dept. of City Planning



CITY OF NEW YORK

**MANHATTAN COMMUNITY BOARD FOUR**

330 West 42<sup>nd</sup> Street, 26<sup>th</sup> floor New York, NY 10036  
tel: 212-736-4536 fax: 212-947-9512  
www.nyc.gov/mcb4

**CHRISTINE BERTHET**  
Chair

**JESSE BODINE**  
Acting District Manager

December 8, 2014

Carl Weisbrod, Chair  
City Planning Commission  
22 Reade Street  
New York, NY 10007

**Re: District Plan for the Meatpacking Area Business Improvement District,  
N150156BDM**

Dear Chair Weisbrod:

At its regularly scheduled full Board meeting on December 3, 2014, Manhattan Community Board 4, on the recommendation of its Chelsea Land Use Committee and following a duly noticed public hearing, voted by roll call 34 for, 0 against, 0 abstaining and 0 present not eligible to recommend approval of the District Plan for the Meatpacking Area Business Improvement District (BID) with three conditions:

1. To assure that the Memorandum of Understanding (MOU) is implemented, that the MOU always be considered as part of the Meatpacking Area BID documents and always filed with the BID's District Plan;
2. To the extent practicable, that the MOU be fully incorporated into the BID's bylaws and that BID decision-making be transparent including public hearings for the approval and amendment of bylaws;
3. That the members elected by the Impact Areas Advisory Committee be included on the Interim BID Board and on any committee involved in writing or approving the bylaws.

Description of Proposed BID

The proposed BID District covers 21 blocks, from West 17<sup>th</sup> Street on the north to Horatio Street to the south; tenth and Eleventh Avenues to the west, and Hudson Street and Eight Avenue to the east. The BID area is bisected by West 14<sup>th</sup> Street which is the boundary between CD4 and CD2. The portion within CD4 includes Chelsea Market, the Google building and part of Fulton Houses, a New York City public housing complex. Most of the BID area falls within the Gansevoort Market Historic District.

The creation of the Meatpacking BID was triggered by the growth of commercial uses (currently 750 businesses), and the increasing popularity of the area for visitors to restaurants, shops, and the High Line. More visitors and workers are anticipated when the Whitney Museum opens and Piers 54 and 57 are developed. All this activity is straining the resources of the community. The

proposed BID would provide services in addition to City services: to maintain clean public spaces, assure a safe and physically appealing environment, and to promote a vibrant, diverse business district, reflecting the unique character of the Meatpacking area.

The proposed BID has an annual budget of \$1.6 million. Business property owners would pay \$.24 per square foot. Residential property owners would pay a symbolic \$1 per lot. Six community information meetings were held between January and May 2014. The proposal has gotten robust support from property owners and commercial tenants.

The development of the BID proposal has been guided by a Steering Committee composed of representatives from businesses, residents, Community Boards 2 and 4, and elected officials. The New York City Small Business Services staff advised the committee which met nine times, between October 2013 and August 2014.

### Vision Statement

The Steering Committee determined that in addition to a District Plan, a more specific description of the BID's goals was needed. This statement details the range of community services the BID would provide, including specifics about sanitation, beautification, public safety and traffic mitigation services as well as capital and economic services. The Vision Statement also mentions district-wide oversight and management, and open communication between the District and its neighbors. The statement is Exhibit H in the District Plan.

### Memorandum of Understanding

Residents in the eight-block area south of the southern-most boundary of the proposed BID – from Horatio Street to W. 12<sup>th</sup> Street – have been concerned that they would not have a voice in the decisions about quality of life issues that currently have a serious impact on their area such as late night noise, unruly behavior in front of homes, and traffic congestion.

To address those concerns a Memorandum of Understanding (MOU) was prepared that designates two “Impact Areas”: Horatio Street to West Twelfth Street (south of BID southern border, in CD2) and West 17th Street to West 18<sup>th</sup> Street (north of BID northern border in CD4).

This MOU specifies that an Impact Areas Advisory Committee would consist of representatives from the two areas. The BID Executive Director and this Committee would meet quarterly. The Committee would elect two representatives who would be appointed to the BID Board of Directors in a non-voting capacity and would participate in BID Subcommittees pertaining to the Impact Areas such as traffic, public safety and sanitation.

The MOU was signed by the chairs of CB2 and CB4, the Councilmember and the BID Steering Committee in August and September 2014. This document is not included in the District Plan but is part of the BID proposal and carries the same ULURP number. CB4 unanimously approved the MOU at its September 3, 2014 full Board meeting with the condition that when the Impact Advisory Committee elects two representatives, one would be from the northern Impact Area (in CD4) and one would be from the southern Impact Area (in CD2). The letter CB4 sent describing that decision is also part of the BID package.

CB4: Approval with Conditions

CB4 enthusiastically supports the creation of the proposed Meatpacking Area BID. We appreciate the need to preserve the neighborhood's unique, vibrant character and recognize the challenges that increased commercial and tourist activity have brought to the area. The Whitney Museum's opening in the spring 2015 and the addition of new office buildings will bring additional visitors and employees. We believe that a BID will sustain the vitality of the neighborhood for businesses, residents and visitors.

CB4 approves the proposed Meatpacking Area BID with the following conditions:

1. To assure that the Memorandum of Understanding is implemented, that the MOU always be considered as part of the Meatpacking Area BID documents and always filed with the BID's District Plan;
2. To the extent practicable, that the MOU be fully incorporated into the BID's bylaws and that BID decision-making be transparent including public hearings for the approval and amendment of bylaws;
3. That the members elected by the Impact Areas Advisory Committee be included on the Interim BID Board and on any committee involved in writing or approving the bylaws.

CB4 looks forward to establishment of the Meatpacking Area Business Improvement District and is optimistic that the BID will provide cohesive, enhanced services to keep this exciting historic area attractive, safe, and vibrant.

Sincerely,



Christine Berthet  
Chair



J. Lee Compton  
Co-Chair  
Chelsea Land Use Committee



Betty Mackintosh  
Co-Chair  
Chelsea Land Use Committee

CC: Corey Johnson, Councilmember  
Small Business Services  
David Gruber, CB2 Chair  
Lauren Danziger, Meatpacking Improvement Association Executive Director



OFFICE OF THE PRESIDENT  
BOROUGH OF MANHATTAN  
THE CITY OF NEW YORK

1 Centre Street, 19th floor  
New York, NY 10007  
(212) 669-8300 p (212) 669-4306 f  
[www.manhattanbp.nyc.gov](http://www.manhattanbp.nyc.gov)

Gale A. Brewer, Borough President

December 8, 2014

Carl Weisbrod, Chair  
City Planning Commission  
22 Reade Street  
New York, NY 10007

**Re: District Plan for the Meatpacking Business Improvement District, N150156 BDM**

Dear Chair Weisbrod:

I write to you today to provide my comments for the upcoming City Planning Commission hearing on the proposed Meatpacking Business Improvement District's ("Meatpacking BID") District Plan and the associated Memorandum of Understanding (MOU) dated August 26, 2014. Pursuant to Title 25, Chapter 4 of the Administrative Code of the city of New York, if and when a local law establishing the BID is approved, I am to appoint one member of the Board of Directors of the district management association ("DMA").

**Description**

The catchment area for the proposed BID crosses various boundaries, both administrative and perceived. The BID would include portions of Community Districts 2 and 4. The "Meatpacking District" as it is commonly known can be described as the area where Chelsea and the West Village converge. Generally, the boundaries of the BID are West Street/Tenth Avenue to the west, West 17<sup>th</sup> Street to the north, Eighth Avenue to the east and Horatio Street to the south.

The Meatpacking District's name is something of an anachronism, as it describes what used to be an industrial cluster of firms that dealt in the business of producing preserved animal products. Today, former factory lofts have changed use for what is now universally known as a node where fashion, marketing, technology, and entertainment meet. The Highline brought additional international attention to a neighborhood that was already in transition to become the present day's commercial environment. Other than West 14<sup>th</sup> Street, the area inside of the BID is accessed by crossing through residential areas.

The proposed District Plan delineates the services that will be provided by the BID. The DMA is the legal entity that receives the assessments on properties in the BID collected by New York City, and enters into contracts to distribute that funding to achieve the goals set out in the District Plan and MOU. The services, which will be performed under the direction of the DMA will include, but not be limited to sanitation; landscape maintenance and beautification; public safety; economic development; advocacy, and administration. The majority of these services are de rigeur for many Manhattan BIDs, however the provision of public safety services speaks to the 24-hour nature of the neighborhood that the BID is intended to serve. The District



Plan describes the effort as something that may include, but not be limited to unarmed security officers, and monitored video cameras.

The Chelsea Improvement Company (“CIC”) and the Meatpacking District Improvement Association (“MPIA”) jointly proposed the formation of a Meatpacking BID to consolidate the services that are currently being provided by the two groups. The catchment area of the BID roughly coincides with the catchment areas of the organizations that it is intended to replace. Both groups are membership organizations of local property owners and businesses that work to market the neighborhoods and program and maintain public spaces through contracts with the Department of Transportation. The Steering Committee that is guiding the formation process of the new BID and that will select the members of the interim board of directors is staffed by the MPIA.

The principal funding source for the DMA will be an assessment of real property, particularly from commercial properties. Residential land owners will be assessed a symbolic \$1.00 per lot per year. Non-for-profit and government-owned property will be exempt from the assessment. The budget for the first contract year would not exceed \$1,600,000. For later years, this would increase to \$3,200,000.

### **Memorandum of Understanding**

Early in the planning stages of the proposed BID, Community Boards 2 and 4 raised concerns about the proposed boundaries of the BID, which includes portions of the Meatpacking District and Chelsea that bordered on lower-density residential neighborhoods. Areas of concern were spillover effects from nightlife, the commercialization of the public spaces managed by the BID, and residential representation on the BID Board of Directors. As a result of the concerns, Councilmember Corey Johnson, the Meatpacking BID Steering Committee, and representatives from Community Boards 2 and 4 signed a Memorandum of Understanding (MOU). The MOU attempts to establish a feedback mechanism that responds to potential unintended negative consequences at the BID’s periphery. Areas to the south and north of the BID’s catchment area will be delineated and defined as “Impact Areas” that will be monitored for quality-of-life issues that come as a result of businesses that operate within the BID. An advisory committee consisting of residential representatives from the two Impact Areas will meet with the Executive Director of the BID on a quarterly basis. The Advisory Committee will also elect two representatives to be appointed as non-voting members to the Board of Directors.

The MOU also states that the BID will assume responsibility for public plazas within the catchment area as contracts between the New York City Department of Transportation and existing organizations, the CIC and the MPIA, Inc. expire. Finally, the MOU states that the BID will “explore opportunities to raise and spend capital dollars in an effort to enhance the physical environment of the district.”

## Community Board Recommendations

### *Community Board 2*

On November 21, 2014 Manhattan Community Board 2 (“CB2”) recommended approval of the BID District Plan and MOU with changes, by a vote of 43 in the affirmative, 3 in the negative, 2 abstentions and one recusal. CB2 requested a number of changes to the BID formation documents outlined generally as follows:

1. Ensuring the implementation of the MOU relating to the Impact Areas Advisory Committee and ensure the participation of the Impact Area Advisory Committee members into the bylaws and subcommittee process of the BID;
2. Recognizing and prioritizing quality of life issues relating to nighttime conditions;
3. Commitments by the BID, and addition of language to its vision statement, to preserve the Gansevoort Market and Greenwich Village Historic Districts and the Impact Areas and the quality and character of the neighborhoods;
4. To assure fair and proportional representation of all classes on the BID’s Board, specifically residential and commercial tenants;
5. To avoid BID-generated commercial events in the public plazas and BID uses of the parks, playgrounds and Greenstreets; and
6. To prohibit BID advocacy on behalf of individual property owners or tenants before governmental agencies.

### *Community Board 4*

On December 3, 2014, Manhattan Community Board 4, on the recommendation of its Chelsea Land Use Committee, voted 34 for, 0 against, 0 abstaining and 0 present not eligible to recommend approval of the District Plan for the Meatpacking Area Business Improvement District with three conditions:

1. To assure that the MOU is implemented, that the MOU always be considered as part of the Meatpacking Area BID documents and always filed with the BID’s District Plan;
2. To the extent practicable, that the MOU be fully incorporated into the BID’s bylaws and that BID decision-making be transparent including public hearings for the approval and amendment of bylaws;
3. That the members elected by the Impact Areas Advisory Committee be included on the Interim BID Board and on any committee involved in writing or approving the bylaws.

## **Borough President’s Comments**

The proposed Meatpacking Business Improvement District’s boundaries would cover the area, between 8<sup>th</sup> and 11<sup>th</sup> avenues where the West Village and Chelsea meet. In general, assessments on commercial property would fund services in addition to those that are currently being provided fully or in part by the Chelsea Improvement Company and the Meatpacking District Improvement Association.

The BID has a number of unique characteristics that distinguish it from other BIDs. It borders two historic districts and its boundaries cross into two defined communities – the West Village and Chelsea. In addition its northern border takes in a portion of the Fulton Houses, which is a development in the New York City Housing Authority's (NYCHA) portfolio. According to NYCHA's 2013 Development Data Book, the entire estate houses 2,208 residents in eleven buildings, four of which are inside of the proposed BID's catchment area. Three additional buildings of the Fulton development fall within the northern Impact Area that is defined in the MOU. Residential tenants comprise one of the four voting membership classes of the DMA's Board of Directors. Therefore, the Fulton Houses development should have guaranteed representation in the residential tenants voting membership class. The BID by-laws should enshrine the importance of this requirement. Additionally, while the District Plan outlines minimum numbers of residential and tenant representatives on the Board, it does not mandate the *proportion* of these representatives within the Board. Moving forward, the Steering Committee and interim Board should work to ensure that these voting classes represent a real voice at the table and include adequate representation from the Fulton Houses.

As a 24-hour neighborhood, the Meatpacking District would benefit from a BID that includes security within its scope. While these security services may prove to be necessary, if the BID does become responsible for providing any level of security within its catchment area, the DMA and any affiliate organization will also need oversight over its efforts. There is no language in the proposed District Plan or the MOU that establishes a protocol for reporting on security efforts to any organization outside of itself or any strategic partners or affiliates. At the very least, the BID should report regularly to public safety-related committees of Community Boards 2 and 4 on the security-related activities of the BID.

Often a BID's DMA will contract with an outside organization to administer the operations of the BID. It is important that any entity managing the BID be inclusive of the various stakeholders and consider the impacts of BID operations on all affected communities. Although the District Plan mentions that the CIC and MPIA are two of many neighborhood organizations, there is no explanation of how both of those entities will relate to the BID itself after it is formed and operational. The MPIA has served as the driving force behind the creation of the BID to date. The membership of the MPIA, however, is not restricted by the same requirements for inclusivity as the BID. Before approval of the District Plan, the MPIA and the Steering Committee should clarify how the two organizations will relate to each other moving forward, and how the MPIA envisions its role in the neighborhood in the future.

Based on the concerns listed above, I recommend approval of the District Plan on the following conditions:

1. That the MOU is fully incorporated into the BID bylaws and any related elements of the District Plan;
2. That the Interim Board include fair and proportional representation of all membership classes in its voting members, specifically residential and commercial tenants and representation from Fulton Houses;
3. That the Interim Board include in the BID by-laws that the BID report regularly to public safety-related committees of Community Boards 2 and 4 on the security-related activities of the BID;

3. That the Interim Board include in the BID by-laws that the BID report regularly to public safety-related committees of Community Boards 2 and 4 on the security-related activities of the BID;
4. That the relationship between the proposed BID and the existing MPIA be made more clear and explicit; and
5. That the administration of the BID be conducted with the same emphasis on inclusion of the various stakeholders and consideration for all impacted communities as we hope to see reflected in the BID's Board of Directors.

Sincerely,

A handwritten signature in black ink, appearing to read "Gale A. Brewer". The signature is written in a cursive, flowing style.

Gale A. Brewer