



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

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

BACKGROUND

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

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

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

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

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

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

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

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

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

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

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

ENVIRONMENTAL REVIEW

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

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

PUBLIC REVIEW

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

Community Board Public Hearing

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

City Planning Commission Public Hearing

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

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

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

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

CONSIDERATION

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

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

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

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

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

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

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

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

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

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

RESOLUTION

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

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

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

CARL WEISBROD, Chairman

**RAYANN BESSER, ALFRED C. CERULLO, III,
MICHELLE R. DE LA UZ, RICHARD W. EADDY,
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November 16, 2016

Ms. Yvette Gruel
City Planning Commission
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120 Broadway, 30th Floor, Corridor C/D
New York, New York 10271

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

Dear Ms. Gruel,

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

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

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

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

Sincerely,

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

Dana T. Magee
Chair