



May 25, 2011 / Calendar No. 2

N 110261 BDX

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IN THE MATTER of an application submitted by the Department of Small Business Services on behalf of the Westchester Square Business Improvement District pursuant to Section 25-405 of the Administrative Code of the City of New York, as amended, concerning the formation of the Westchester Square Business Improvement District, Borough of the Bronx, Community Districts 10 and 11.

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On March 7, 2011 the Mayor authorized the preparation of a district plan for the Westchester Square Business Improvement District (BID). On March 21, 2011, on behalf of the Westchester Square District Management Association (DMA), the Department of Small Business Services (DSBS) submitted the district plan for the BID, located in Community Districts 10 and 11 in the Borough of the Bronx.

### **BACKGROUND**

The proposed Westchester Square BID is located in the Borough of the Bronx. The BID boundaries extend along East Tremont Avenue, from Lurting Avenue to Westchester Avenue; Williamsbridge Road from Silver Street to Westchester Avenue and along Westchester Avenue, from Seabury Avenue to Blondell Avenue. The proposed district is within Community Districts 10 and 11.

The District represents 90 tax lots and 145 businesses. The area contains a mix of retail and neighborhood services. There are several regional and national chains that include Walgreens, Footlocker and Rite Aid located within the district.

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The services of the BID will provide sanitation, marketing and promotions, and special events.

The first year budget for the BID is projected to be \$320,000. The budget will allocate \$120,000 to sanitation; \$72,000 to marketing; \$12,000 to special events; \$12,000 to holiday lighting and promotion \$8,500 to a reserve fund and \$95,500 to administrative expenses.

The BID assessment method is based upon linear front footage. Commercial properties shall be assessed at a rate not to exceed \$57 per linear foot. Properties with more than one frontage shall pay an assessment based on the longer frontage. In addition, corner lots and properties with commercial uses above the ground floor shall be assessed an additional \$300 annually. Vacant mid-block properties shall be assessed at \$300 and vacant corner properties shall be assessed at \$600. All wholly residential properties shall be assessed at one dollar annually. Government and not-for-profit owned properties devoted in whole to public or not-for-profit use shall be exempt from assessment.

Outreach to property owners, merchants and residents was done by the Westchester Square Steering Committee. The BID has obtained support from 51 percent assessed value property owners.

### **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 11SBS005X. The lead agency is the Department of Small Business Services.

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After a study of the potential environmental impact of the proposed action, a Negative Declaration was issued on March 11, 2011.

### **LAND USE REVIEW**

On March 11, 2011, the Department of Small Business Services submitted the district plan for the Westchester Square 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 Bronx Borough President, City Council Speaker, City Council Member of Council District 13 and Bronx Community Boards 10 and 11.

#### **Community Board Public Hearing**

On April 14, 2011, Community Board 10 unanimously adopted a resolution in favor of this application (N 110261 BDX). On April 22, Community Board 11's Land Use and Morris Park/Pelham Parkway/Van Nest committees voted in favor of the application.

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

On April 13, 2011 (Calendar No. 1), the Commission scheduled April 27, 2011 for a public hearing on the district plan. On April 27, 2011 (Calendar No. 4), the hearing was duly held. There were three speakers in favor of the proposal and none in opposition.

A business merchant, who is also a member of the BID Steering Committee, spoke about the need to promote and market the district as the gateway to the Northeast Bronx. He spoke about a 4-point plan the Westchester Square Merchants Association embarked on several years prior, that included establishing a Business Improvement District for Westchester Square.

The second speaker, a member of the BID steering committee and the Westchester Square Merchants Association, stated that the outreach process began with establishing a merchants association and educating the merchants and property owners on the merits of a BID. He stated that the outreach that was conducted included working with the council member from Community District 13 and the Bronx Business Alliance. The last speaker, who is the chairman of the Bronx Chamber of Commerce and president of the Hutchinson Metro Center, spoke of the current development that is taking place within the district and how it is helping to revitalize the area.

There were no other speakers and the hearing was closed.

#### CONSIDERATION

The Commission believes that the proposal to establish the Westchester Square Business Improvement District in the Bronx is appropriate.

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 City Planning Commission believes that BIDs promote healthy economic development for the City and that the proposed Westchester Square BID would help retain and attract businesses to the District.

RESOLUTION

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

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

The above resolution duly adopted by the City Planning Commission on May 25, 2011 (Calendar No. 2) is filed with the City Council and the City Clerk pursuant to Section 25-405 of the Administrative Code of the City of New York.

**AMANDA M. BURDEN, FAICP, Chair**

**KENNETH J. KNUCKLES, Esq., Vice Chairman,**

**ANGELA BATTAGLIA, RAYANN BESSER,**

**IRWIN G. CANTOR, P.E., ALFRED C. CERULLO, III,**

**BETTY CHEN, MARIA M. DEL TORO, RICHARD W. EADDY,**

**NATHAN LEVENTHAL, ANNA HAYES LEVIN,**

**SHIRLEY A. MCRAE, KAREN A. PHILLIPS**

COMMISSIONERS



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**John Marano**  
Chairperson

**Kenneth Kearns**  
District Manager

**Ruben Diaz, Jr.**  
Borough President

April 20, 2011

Attention: Ms. Jessica Dewberry  
Ms. Amanda Burden, Chair  
Planning Commission of the City of New York  
Director, New York City Department of City Planning  
22 Reade Street  
New York, N Y 10007

Dear Ms. Burden:

I am writing with respect to the Westchester Square Business Improvement District (BID). On May 29, 2011, the Economic Development Committee of Bronx Community Board #10 held its Public Hearing concerning support for the District Plan for the Westchester Square Business Improvement District (BID). At the Public Hearing the Committee considered the following Resolution:

“Resolved...At the recommendation of the Economic Development Committee of Bronx Community Board #10, that the full Board support the District Plan for the Westchester Square Business Improvement District in the City of New York, Borough of the Bronx, that was prepared pursuant to Section 25-405 (a) of Chapter 4 Title 25 of the Administrative Code of the City of New York, (N110261BDX) that was presented to the Committee at its Public Hearing on March 29, 2011, at the Hutch Metro Center, located at 1200 Waters Place in Bronx County at 7:00 PM, and that this Resolution be communicated to the full Board at its April 14, 2011 Public Meeting.”

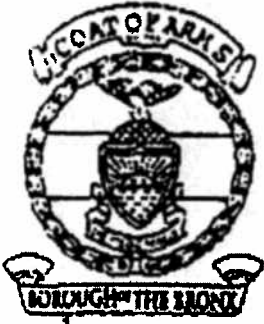
The Committee, in a unanimous public vote passed this Resolution. At the full Board meeting of April 14, 2011, held at the Villa Baron Restaurant, 3289 Westchester Avenue, located in Bronx County, the Board voted, and unanimously passed the above Resolution.

Please note the passage of this Resolution by Bronx Community Board #10.  
Thank you for your attention and consideration in this matter.

Sincerely,

John Marano, Chair  
Bronx Community Board #10

Kenneth Kearns  
District Manager



**Dominic Castore**  
Chairman

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**Ruben Diaz Jr.**  
Borough President



**Jeremy Warneke**  
District Manager

**COMMITTEES**

April 22, 2011  
Re: Westchester Square BID District Plan

Bronx Park  
East/Olinville

Community  
Development and  
Budget Priorities

Amanda M. Burden, Chair  
City Planning Commission  
Department of City Planning  
22 Reade St, 4 North  
New York, NY 10007

Education/Youth

Indian  
Village/Westchester  
Hgts

Dear Ms. Burden:

Land Use

Morris Park/Pelham  
Parkway/Van Nest

On April 4, 2011, Community Board 11's Land Use and Morris Park/Pelham Parkway/Van Nest committees met to hear a presentation of the proposed Westchester Square BID by John Bonizio and Joseph Regina. The committees then voted in favor of the BID.

Pelham Gardens

The full board is set to take a vote on the committee's recommendation. It will not meet until April 28 however. In the meantime, please be aware that both committees voted 10-0 in favor of the BID.

Sincerely,

Jeremy Warneke

Cc: Assn of Merchants and Business Professionals of Westchester Sq  
Bronx Boro President Ruben Diaz Jr.  
Council Member James Vacca