



CITY PLANNING COMMISSION

March 28, 2007/Calendar No. 26

N 070291 BDQ

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

On December 15, 2006, the Mayor authorized the preparation of a district plan for the Sunnyside Business Improvement District (BID). On January 11, 2007, on behalf of the Sunnyside District Management Association (DMA), the Department of Small Business Services (DSBS) submitted the district plan for the BID, located in Community District 2 in the Borough of Queens.

BACKGROUND

The proposed Sunnyside BID is located in the area generally known as Sunnyside, in the Borough of Queens. The BID's boundaries extend along Queens Boulevard, from 38th Street to 50th Street; along Greenpoint Avenue from 42nd Street to 48th Street; and along Roosevelt Avenue, from 48th Street to 50th Street.

The District may be described as a local commercial neighborhood street with low-rise buildings. The District represents 80 property owners, 290 businesses and 92 tax lots. Within the BID, there are 210 residential units and 4 public and not-for-profit institutions.

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

program.

The budget for the first year of the BID is projected to be \$300,000. The budget will allocate \$90,000 to sanitation, \$50,000 to security, \$25,000 to holiday lighting, \$35,000 to marketing, \$80,000 to administration, \$ 15,000 to graffiti removal and \$5,000 towards the maintenance.

The BID assessment method is based upon linear front footage and assessed valuation. Commercial properties will be assessed at \$23 per linear foot and a rate not to exceed \$.007 per dollar of assessed value. Public and not-for-profit owned properties are exempt from assessment and wholly residential properties will be assessed at \$1, annually. Vacant lots with a front footage less than 20 feet will be assessed \$100 per year and vacant lots with a front footage exceeding 20 feet shall be assessed \$500 per year, until a temporary Certificate of Occupancy is obtained.

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

ENVIRONMENTAL REVIEW

The district plan was reviewed pursuant to the New York State Environmental Quality Review Act (SEQRA) and the SEQRA regulations set forth in Volume 6 of the New York State Code of Rules and Regulations, Section 617.00 et seq., and the New York City Environmental Quality Review (CEQR) Rules of Procedure of 1991 and Executive Order No. 91 of 1977. The designated CEQR number is 07SBS018Q. 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 December 29, 2006.

LAND USE REVIEW

On January 11, 2007 the Department of Small Business Services submitted the district plan for the Sunnyside 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 Queens Borough President, City Council Speaker, City Council Member of Council District 26 and Queens Community Board 2.

Community Board Public Hearing

On February 1, 2007, Community Board 2 adopted a resolution recommending approval of this application (N 070291 BDQ) by a vote of 30 in favor, 0 opposed with 1 abstention.

City Planning Commission Public Hearing

On February 7, 2007, Calendar No. 9 the Commission scheduled February 28, 2007 for a public hearing on the district plan. On February 28, 2007 (Calendar No. 19), the hearing was duly held. There were two speakers in favor of the proposal and none in opposition.

The president of the Sunnyside Chamber of Commerce and also a property owner, gave an overview of the BID. He also stated that the Steering Committee conducted extensive outreach to property and business owners through public meetings, mailings and local media.

A property owner and also 2nd vice president of the Sunnyside Chamber of Commerce spoke about how the BID would revitalize the area and benefit not only the business and property owners, but the residents in the community. There were no other speakers and the hearing was

closed.

Consideration

The Commission believes that the proposal to create the Sunnyside Business Improvement District in Queens 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.

BIDs are important to the City because they promote healthy economic development for the City and 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 proposed district plan for the Sunnyside Business Improvement District.

The above resolution duly adopted by the City Planning Commission on March 28, 2007 (Calendar No. 26) is filed with the City Council and the City Clerk pursuant to Section 25-405 of the Administrative Code of the City of New York.

AMANDA M. BURDEN, AICP, Chair

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