



CITY PLANNING COMMISSION

January 5, 2011/Calendar No. 21

N 110117 BDK

IN THE MATTER of an application submitted by the Department of Small Business Services on behalf of the Atlantic Avenue 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 Atlantic Avenue Business Improvement District, Borough of Brooklyn, Community Districts 2 and 6.

On October 12, 2010, the Mayor authorized the preparation of a district plan for the Atlantic Avenue Business Improvement District (BID). On October 13, 2010, on behalf of the Atlantic Avenue District Management Association (DMA), the Department of Small Business Services (DSBS) submitted the district plan for the BID, located in Community Districts 2 and 6 in the Borough of Brooklyn.

BACKGROUND

The proposed Atlantic Avenue BID is located in the Borough of Brooklyn. The BID boundaries extend along Atlantic Avenue, from the Brooklyn Queens Expressway to Fourth Avenue. The proposed district is within Community Districts 2 and 6. The Court-Livingston-Schermerhorn BID is in close proximity and covers several properties on Atlantic Avenue.

The District represents 21 blocks, 738 tax lots and 340 property owners. There are over 400 ground floor commercial businesses in the district. The area contains a mix of retail and neighborhood services. The buildings are typically three-to-four story buildings with ground floor commercial use. There are several regional and national chains that include Trader Joe's, Key Foods, Dunkin' Donuts and Urban Outfitters.

The services of the BID will provide sanitation, marketing and promotions, and beautification

and streetscape.

The first year budget for the BID is projected to be \$240,000. The budget will allocate \$73,000 to marketing and promotions; \$14,400 to beautification and streetscape; \$40,000 to sanitation; and \$112,600 to administrative expenses.

The BID assessment method is based upon linear front footage. Commercial properties with frontage on Atlantic Avenue will be assessed at a rate not to exceed \$20 per linear front foot. Commercial properties that are situated on a corner lot, with frontage on Atlantic Avenue, will pay the commercial assessment and 50% of the assessment for the frontage on the side streets. Residential properties will be assessed at one dollar annually. Government and not-for-profit owned property devoted in whole to public or not-for-profit use shall be exempt from assessment. Vacant lots will be assessed at 50% of the commercial rate.

Outreach to property owners, merchants and residents was done by the Atlantic Avenue 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 11SBS001K. 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 8, 2010.

LAND USE REVIEW

On October 13, 2010 the Department of Small Business Services submitted the district plan for the Atlantic Avenue Business Improvement District (BID) to the Department of City Planning. The plan was then transmitted for review to the Office of the Mayor, Office of the Brooklyn Borough President, City Council Speaker, City Council Member of Council District 33 and Brooklyn Community Boards 2 and 6.

Community Board Public Hearing

On November 10, 2010, Community Board 2 adopted a resolution recommending approval of this application (N 110117 BDK), by a vote of 32 in favor, with 0 opposed and 1 abstention. On November 10, 2010, Community Board 6 adopted a resolution recommending approval of this application (N 110117 BDK) by a vote of 29 in favor, 0 opposed and 0 abstentions.

City Planning Commission Public Hearing

On November 17, 2010 (Calendar No. 2), the Commission scheduled December 1, 2010 for a public hearing on the district plan. On December 1, 2010 (Calendar No. 9), the hearing was duly held. There were two 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 an eating and shopping destination. She also spoke of the sanitation and vacancy issues that currently plague the area. A representative from the City Council Member of District 33 read a statement of support. There were no other speakers and the hearing was closed.

CONSIDERATION

The Commission believes that the proposal to establish the Atlantic Avenue Business Improvement District in Brooklyn is appropriate.

The Commission has been made available 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 Atlantic Avenue BID is important because it complements the City's efforts to enhance City services and to promote economic development in Downtown Brooklyn.

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 Atlantic Avenue Business Improvement District.

The above resolution duly adopted by the City Planning Commission on January 5, 2011 (Calendar No. 21) 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 M. BATTAGLIA, RAYANN BESSER,

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

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COMMISSIONERS



CITY OF NEW YORK
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Chairperson

ROBERT PERRIS
District Manager

November 22, 2010

Ms. Amanda M. Burden, FAICP
Director, Department of City Planning
22 Reade Street
New York, New York 10007

Dear Ms. Burden:

I am writing to inform you that Community Board 2 has reviewed and made a determination on the district management plan for a business improvement district (BID) on and in the vicinity of Atlantic Avenue, between the Brooklyn-Queens Expressway and Fourth Avenue, in Brooklyn.

The economic development committee of Community Board 2 held a public hearing on the plan, at which the BID steering committee presented, on November 2, 2010. There was no testimony in opposition. The committee voted unanimously (6-0-0) to recommend approval of the district management plan. On November 10, 2010, Community Board 2 voted 32 in favor, none opposed, one newly-appointed member abstaining (32-0-1) to ratify the committee's recommendation.

Thank you for the opportunity to review the district management plan.

Sincerely,

John Dew

cc: Eddy Eng, BID Development Director
Michael Melamed, Senior BID Information Analyst
Department of Small Business Services
Jessica Dewberry, BID Project Manager
Department of City Planning
Richard Bashner, Chairperson
Brooklyn Community Board 6
Francess Carroll, Co-Chair
Barbara Clurman, Co-Chair
Elizabeth Crowell, Co-Chair
Atlantic Avenue BID Steering Committee

JD:RP



THE CITY OF NEW YORK COMMUNITY BOARD SIX

Marty Markowitz
Borough President

Richard S. Bashner
Chairperson

Craig Hammerman
District Manager

November 23, 2010

Robert W. Walsh
Commissioner
Department of Small Business Services
110 William Street
New York, New York 10038

Re: District Plan for the Atlantic Avenue Business
Improvement District, N 110117BDK

Dear Commissioner Walsh:

I am writing to advise you that at its November 10, 2010 general meeting Brooklyn Community Board 6 resolved unanimously (by a vote of 29-0-0) to approve the District Plan for the Atlantic Avenue Business Improvement District as presented.

We applaud the efforts of the Atlantic Avenue property owners, merchants and residents for coming together to develop an exciting district plan which promises to enhance sanitation and security for the commercial corridor, offer new opportunities for marketing and promotion of our local businesses, and generally provide a stronger organizational infrastructure for our district. We look forward to building on the momentum created during the planning and development of this district plan, and actively working to support its implementation.

Please feel free to contact our District Manager if anything further is required.

Thank you for the opportunity to comment.

Sincerely,

Richard S. Bashner
Chairperson

cc: Hon. Marty Markowitz
Hon. Stephen Levin
Director Purnima Kapur, DCP/Brooklyn Office
Chairperson John Dew, Brooklyn CB2
Jessica Dewberry, DCP/Housing, Economic and Infrastructure Planning
Elizabeth Crowell, Co-Chair, Atlantic Ave BID Steering Committee