



## CITY PLANNING COMMISSION

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August 8, 2007/Calendar No. 13

N 070464 BDX

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

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On August 3, 2006, the Mayor authorized the preparation of a district plan for the Southern Boulevard Business Improvement District (BID). On May 7, 2007, on behalf of the Southern Boulevard 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 the Bronx.

### **BACKGROUND**

The proposed Southern Boulevard BID is located in the area generally known as Hunts Point, in the Borough of the Bronx. The BID's boundaries extend along Southern Boulevard, from East 167<sup>th</sup> Street to East 163<sup>rd</sup> Street; and on Westchester Avenue from Fox Street to Hoe Avenue.

The District represents 59 property owners, 134 retail businesses and 59 tax lots. There are 792 residential units and two not-for-profits.

The services of the BID will primarily focus on sanitation, security 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 that may operate seven days a week for approximately seven hours a day. It will supplement the existing municipal sanitation program.

The budget for the first year of the BID is projected to be \$200,000. The budget will allocate \$68,000 to sanitation, \$43,000 to security, \$28,000 to marketing and promotion, \$23,000 to a contingency plan and \$38,000 to administration.

The BID assessment method is based upon square footage. Commercial properties will be assessed at a rate of thirty-seven cents per square foot. All wholly residential properties as well as vacant and/or undeveloped 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.

Outreach to property owners, merchants and residents was done by the Southern Boulevard 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 07SBS001X. 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 August 4, 2006.

## **UNIFORM LAND USE REVIEW**

On May 7, 2007 the Department of Small Business Services submitted the district plan for the Southern Boulevard 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 17 and Bronx Community Board 2.

### **Community Board Public Hearing**

On June 27, 2007, Community Board 2 adopted a resolution recommending approval of this application (N 070464 BDQ) unanimously, by a vote of 20 in favor, with 0 opposed and 0 abstentions.

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

On July 11, 2007, Calendar No. 1 the Commission scheduled July 25, 2007 for a public hearing on the district plan. On July 25, 2007 (Calendar No. 27), the hearing was duly held. There were three speakers in favor of the proposal and none in opposition.

The director of the Hunts Point Economic Development Corporation and a BID Steering Committee member gave an overview of the BID. She also stated that the Steering Committee conducted extensive outreach to property and business owners through public meetings, mailings and local media.

The chair of Bronx Community Board 2 spoke about how the BID would revitalize the area and benefit not only the business and property owners, but the residents in the community.

A business owner spoke about the quality of life issues that a BID could address if approved. He also spoke about the development that is occurring in the area and how the property owners, merchants and residents could benefit from a BID that would create a more attractive area for businesses and shoppers alike.

### **CONSIDERATION**

The Commission believes that the proposal to create the Southern Boulevard 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.

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 Southern Boulevard Business Improvement District.

The above resolution duly adopted by the City Planning Commission on August 8, 2007 (Calendar No. 13) 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**

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

**ANGELA M. BATTAGLIA, IRWIN G. CANTOR, P.E.,**

**ALFRED C. CERULLO, III, BETTY Y. CHEN,**

**LISA A. GOMEZ, JOHN MEROLO,**

**DOLLY WILLIAMS**

**COMMISSIONERS**