

CITY PLANNING COMMISSION

September 11, 1996 Calendar No. 34

N960638BDK

IN THE MATTER of an application submitted by the Department of Business Services on behalf of the Greenpoint District Management Association, pursuant to Section 25-405 of the Administrative Code of the City of New York, as amended, concerning the formation of the Greenpoint Business Improvement District, Borough of Brooklyn, Community District 1.

On September 7, 1994, Mayor Rudolph W. Giuliani authorized the preparation of a district plan for the Greenpoint Business Improvement District (BID). On June 11, 1996 on behalf of the Greenpoint District Management Association, the Department of Business Services (DBS) submitted the proposed district plan for the Greenpoint BID located in Community District 1, in the Borough of Brooklyn.

Background

The proposed Greenpoint District is generally located along Manhattan Avenue between Huron Street and a half block north of Driggs Avenue. The District also includes properties along Greenpoint Avenue between a half block west of Manhattan Avenue and McGuinness Boulevard.

Greenpoint is located in north Brooklyn and is generally bounded by the Brooklyn/Queens border on the north and east, the East River on the west, and the BQE and Metropolitan Avenue to the south. The Greenpoint BID is located in the heart of the Greenpoint commercial district. Home more than 41,000 residents and more than 400 small, mostly family owned businesses, Greenpoint can be characterized as a mixed-use neighborhood.

The District is fairly homogeneous in terms of commercial uses and store and building size. There are 295 properties within the District (272 property owners). There are 260 properties within the proposed District that have ground floor commercial with apartments above. There are another 35 properties that are solely residential -- primarily 3-4 story walk-ups buildings. Ninety percent of the properties have a front footage of 50 feet or less, 76% have a front footage of 25 feet or less, only four properties have a front footage greater than 100 feet. There are approximately 35 clothing stores, 22 small grocery stores, 18 restaurants/bars, 9 variety/discount stores, fruit and vegetable markets, pharmacies, dry cleaners/laundromats, stationery stores, liquor stores, appliance stores, housewares and furniture stores located within the District.

The housing stock in the Greenpoint neighborhood is well maintained, consisting primarily of 3-4 story brownstone walk-ups and one and two family houses.

There are several major non-profit organizations in the proposed District including the St. Anthony Roman Catholic Church located in the heart of the District. The church serves as a cultural and religious center of the community and its imposing architecture is a local landmark. The Polish and Slavic Civic Association, which provides a wide range of services to the Polish community locally and nationally, is another major non-profit organization in the proposed District. Also included in

the boundaries of the BID are the 94th Police Precinct and the YMCA.

This BID, for purposes of assessment, will charge based upon the total front footage of the building. For properties devoted in whole or in part to commercial uses, this rate shall be assessed at a rate of \$22.23 per front footage the first contract year. All properties devoted in whole to residential use, shall be assessed at the rate of \$1.00 per year. Not-For-Profit properties, religious and government institutions shall not be assessed.

These charges would produce a budget for the Greenpoint BID of \$175,000 for the first year. The first year's budget will be divided between sanitation (\$62,000) (35.4%), marketing/promotion (\$30,000) (17.1%), holiday lighting (\$17,500) (10.0%), contingency fund (\$10,500) (6.0%), and administration (\$55,000) (31.4%)

The budget and scope of proposed services considered by the Greenpoint BID are similar to the Brooklyn BIDs of Kings Highway (\$150,000 budget and a \$25.54 front footage assessment) and Brighton Beach (\$150,000 budget and a \$20.91 front footage assessment).

The BID's sanitation program may include, but will not be limited to, manual sweeping of sidewalks, curbs and gutters, emptying of existing and new public and private litter receptacles. It is anticipated that uniformed sanitation personnel will work five days a week, approximately seven hours a

day, with three persons on each shift, plus a supervisor. The Sanitation/Area Maintenance program is intended to supplement existing City and business/property owner cleaning efforts and is not intended to supplant City efforts or local responsibilities.

A primary goal of the BID is the promotion of the district to attract shoppers, employees and employers to Greenpoint. To meet these goals, the BID will provide promotional services that will include but not be limited to publishing periodic newsletters; developing and providing educational and advocacy services for businesses; working with other local organizations and government agencies to enhance local economic conditions through such efforts as street fairs, advertising, promotional and public relations campaigns; and support other economic development initiatives and/or strategies. The BID may also provide for the installation of holiday lighting throughout the District on an annual basis.

Administration of the district will be by a salaried staff which may include but shall not be limited to: staff director or manager, secretary and any other special staff and/or consultants which may be necessary.

The BID would be managed by an independent corporation, the Greenpoint Business Improvement District. The BID's board would be composed of property owners, merchants, a residential tenant and representatives of the Mayor, Comptroller, Borough President and City Council. There will also be a non-voting class of

membership on the Board which will include a Community Board 1 representative.

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 96DBS003K. The lead agency is the Department of Business Services.

After study of the potential environmental impact of the proposed action, a negative declaration was issued on October 27, 1995.

Referral of the Proposal

On June 11, 1996 the Department of Business Services submitted the Greenpoint Business Improvement District proposal to the City Planning Commission. The plan was then transmitted for review to the Office of the Mayor, the Office of the Speaker of the City Council, the Councilmember for District 33, Office of the Brooklyn Borough President, and Brooklyn Community District 1.

Community Board Public Hearing

On July 15, 1996, Community Board 1 adopted a favorable resolution regarding the formation of the Greenpoint BID by a unanimous vote of 39 in favor.

City Planning Commission Public Hearing

On July 17, 1996 (Calendar No. 3) the Commission scheduled July 31, 1996 for a public hearing on the district plan. On July 31, 1996 (Calendar No. 25), the hearing was duly held. Nine speakers spoke in favor of the proposal.

Representatives of the State Senator for the 25th District and of the State Assemblyperson for the 50th District spoke in favor of the proposed BID. Both speakers outlined the importance of Greenpoint's retail core to the maintenance to the area's overall quality.

The Director of the North Brooklyn Local Development Corporation and a member of her staff explained the reasons for starting the BID and described the comprehensive outreach process.

The remaining five speakers were merchants and/or property owners in the District. All of the speakers spoke of the need for a unified approach to address the marketing and sanitation problems facing the area. The speakers all supported the BID and felt that a BID was necessary for this area to compete effectively with other commercial areas within the city and

nearby suburbs.

There were no other speakers and the hearing was closed.

Consideration

The Commission believes that the proposed Greenpoint BID will be an important economic development instrument for the area.

While the Commission understands the economic benefits that can be derived from a BID, the Commission still has a number of general concerns about the proliferation of BIDs in New York City. However, the Commission is pleased to note that this group has shown a willingness to reach out to the merchants and property owners in the area and has, at their own expense, sent a certified mailing to all property owners and major merchants in the area. The Commission believes that the certified letter sent by the applicant should be a prototype for all future BID applications.

The Commission is still concerned about the mechanism for the on-going review of a BID by the property owners, merchants and general community.

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 Greenpoint BID.

The above resolution duly adopted by the City Planning Commission on September 11, 1996 (Calendar No. 34) 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.

Joseph B. Rose, Chairman

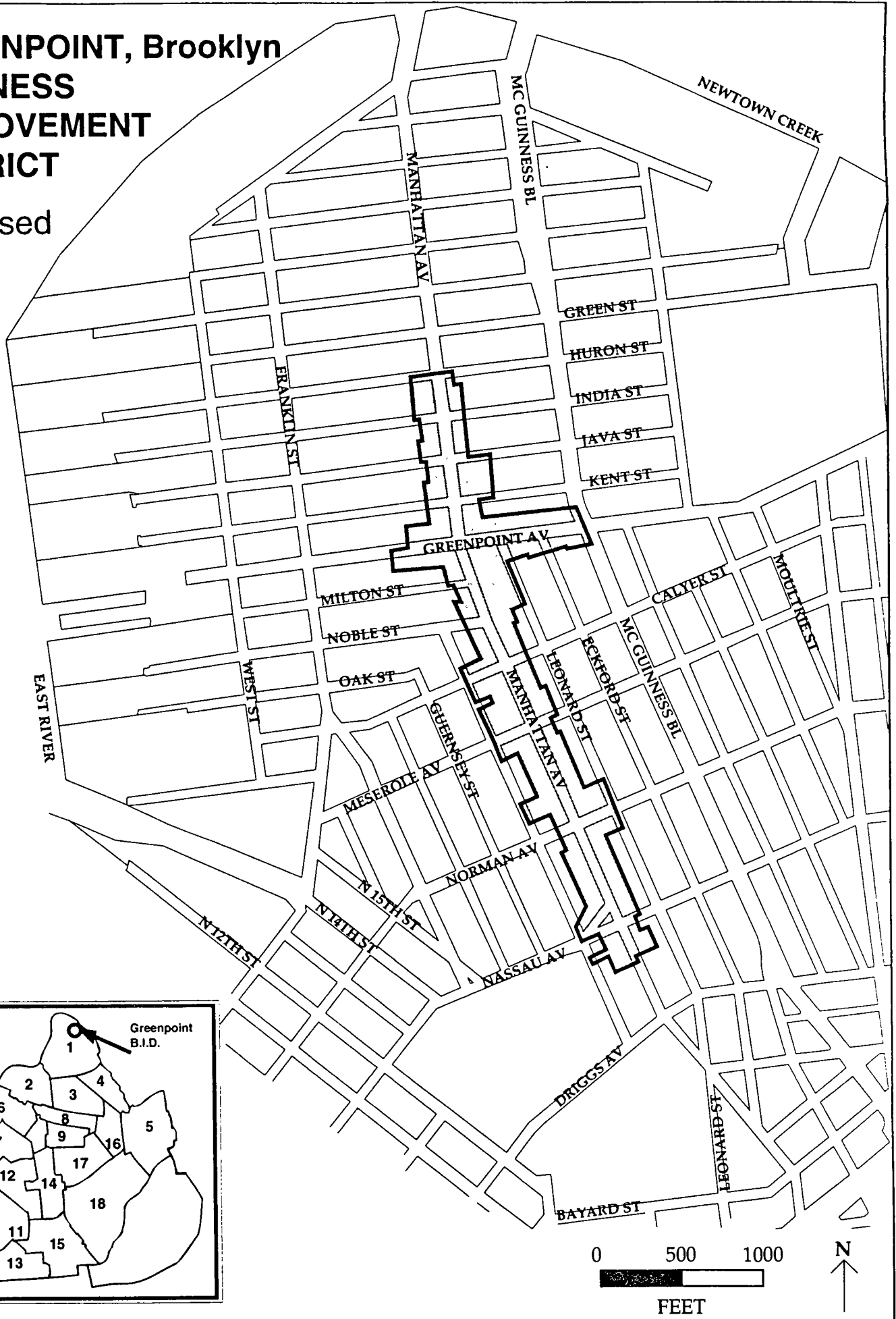
Victor G. Alicea, Vice-Chairman

Angela M. Battaglia, Irwin Cantor, P.E., Kathy Hirata Chin, Esq., Alexander Garvin, Anthony Giacobbe, Esq., William J. Grinker, Brenda Levin, Edward T. Rogowsky, Ronald Shiffman, A.I.C.P., Jacob B. Ward, Esq., Commissioners

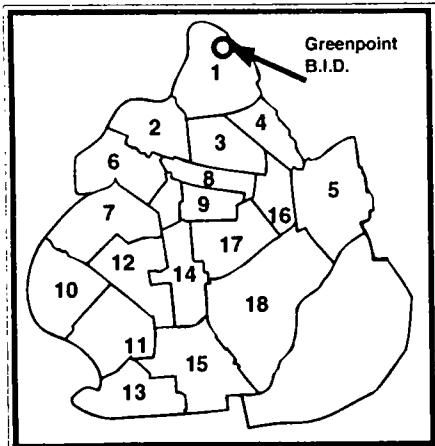
Commissioner Amanda M. Burden, A.I.C.P. abstained.

GREENPOINT, Brooklyn BUSINESS IMPROVEMENT DISTRICT

Proposed



7/96



NEW YORK
STATE
SENATE

ALBANY NEW YORK 12247



MARTIN CONNOR
MINORITY LEADER
25TH DISTRICT

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July 31, 1996

Mr. Joseph P. Rose, Chair
New York City Planning Commission
22 Reade Street
New York, NY 10007-1216

Dear Chairman Rose and Members of the Commission:

I am writing in support of the Manhattan Avenue Business Improvement District proposal which has already won the unanimous support of Brooklyn's Community Board #1.

Since 1993, the North Brooklyn Development Corporation (NBDC) and the Greenpoint BID Steering Committee have held meetings, public hearings, presentations and simply gone door to door to gain the support of merchants, property owners, residents, community groups and elected officials. This effort has produced the strong support of all the banks along Manhattan Avenue; Citibank, The Green Point Bank, Chemical, Financial Federal and Chase Manhattan, and some of Greenpoint's most reputable community groups, such as The Polish & Slavic Center, The Greenpoint Property Owners Association, St. Anthony's Roman Catholic Church, the local newspaper - The Greenpoint Gazette, and the overwhelming support of local merchants, property owners, residents and elected officials.

Chairman Rose and Members of the Commission
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With NBDC's track record in areas of housing and economic development and commercial revitalization, I am sure that this BID will enhance the economic stability of Manhattan Avenue, improve the quality of life for the surrounding area and provide a fertile environment for retail business to grow.

Therefore, I urge your positive consideration of the Manhattan Avenue Business Improvement District.

Sincerely,

A handwritten signature in black ink that reads "Martin Connor". The signature is written in a cursive style with a large, stylized "M" and "C".

MARTIN CONNOR
State Senator
25th District

MC:wr



JOSEPH R. LENTOL
Assemblyman 50th District
Kings County

PLEASE REPLY TO
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THE ASSEMBLY
STATE OF NEW YORK
ALBANY

cc: Michaels
Parnes
Leopold
Donohue

Chairman
Committee on Codes

COMMITTEES
Rules
Ways & Means
Ethics

To: Chairman Rose
From: Assemblyman Lentol
Date: 7/31/96
Re: Testimony on Bid proposal

The following are comments my assistant read at the hearing:

GOOD MORNING. MY NAME IS TISH CIANCIATTA, SPECIAL ASSISTANT TO
ASSEMBLYMAN JOSEPH R. LENTOL. I WOULD LIKE TO READ A STATEMENT FROM
ASSEMBLYMAN LENTOL:

I WHOLEHEARTEDLY SUPPORT THE MANHATTAN AVENUE BUSINESS
IMPROVEMENT DISTRICT PROPOSAL. THE NORTH BROOKLYN DEVELOPMENT
CORPORATION (NBDC) HAS AN EXTREMELY STRONG, POSITIVE AND
LONGSTANDING TRACK RECORD IN THE AREAS OF COMMERCIAL AND ECONOMIC
DEVELOPMENT. ACCORDINGLY, I AM CONFIDENT THAT NBDC WILL BE JUST AS
SUCCESSFUL WITH THE MANHATTAN BUSINESS IMPROVEMENT DISTRICT
PROPOSAL.

FOR THE PAST THREE YEARS, NBDC AND THE GREENPOINT BID
STEERING COMMITTEE HAVE HELD PUBLIC HEARINGS, HELD MEETINGS WITH
COMMUNITY MEMBERS AND HAVE GONE DOOR TO DOOR TO GAIN BOTH THE INPUT

AND SUPPORT OF MERCHANTS, PROPERTY OWNERS, RESIDENTS, COMMUNITY GROUPS AND ELECTED OFFICIALS FOR THIS PROJECT. THE FEEDBACK FROM THE COMMUNITY HAS BEEN TREMENDOUS. AREA BANKS, LOCAL MERCHANTS, COMMUNITY GROUPS, RESIDENTS AND ELECTED OFFICIALS HAVE JOINED TOGETHER TO SHOW THEIR STRONG SUPPORT FOR THIS OUTSTANDING PROJECT.

I AM CONFIDENT THAT THE BID PROGRAM WILL ENHANCE THE ECONOMIC ENVIRONMENT OF OUR COMMUNITY AND WILL BE A DEFINITE ASSET TO GREENPOINT. THANK YOU.