

March 15, 2023
Land Use Committee Meeting Minutes
LIC BID
BID EXPANSION
Attachment #1

LIC BID BID Expansion

CB 2 Land Use Committee Meeting
March 15, 2023



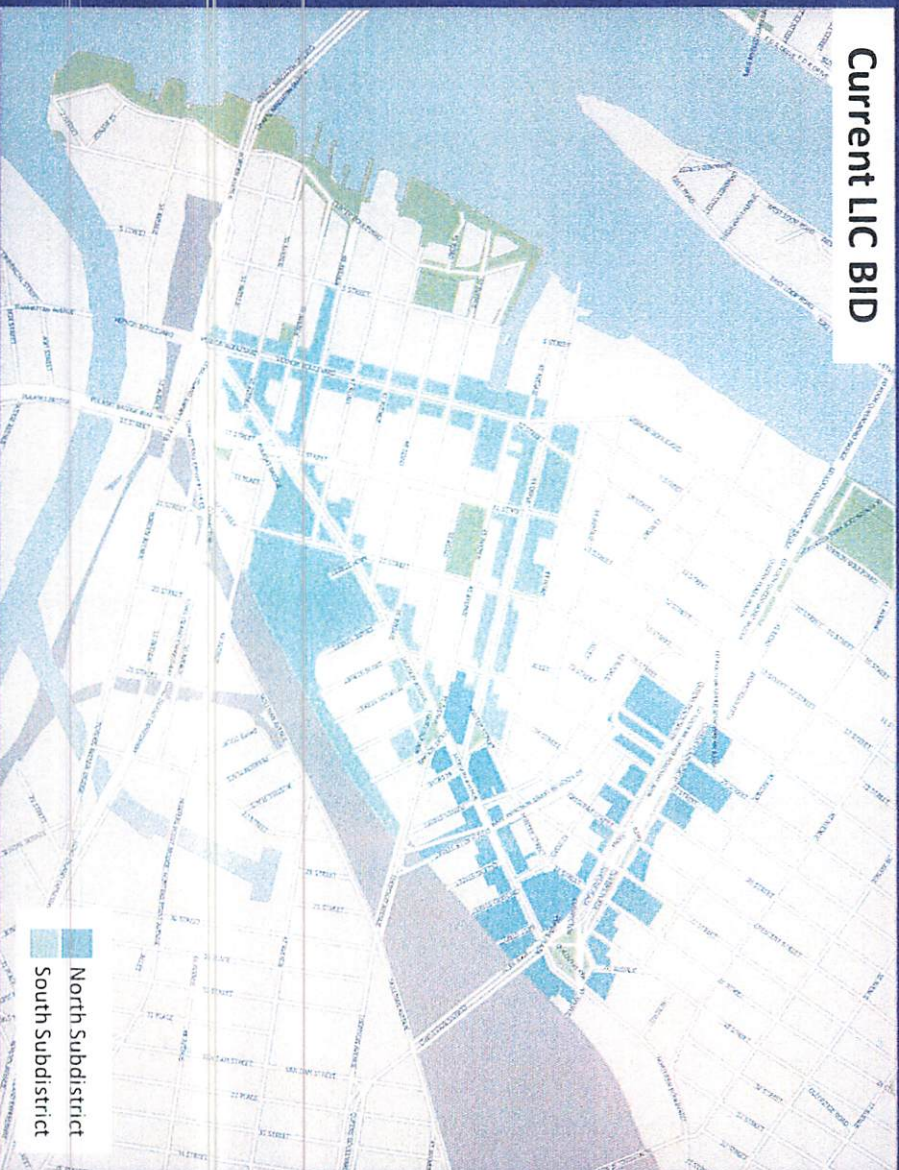
What is a Business Improvement District?

Formal organization with set boundaries where property owners pay an assessment used to provide supplemental services determined by the BID:

- Generally, core services of BIDs include supplemental sanitation, and marketing
- Acts as a steward of neighborhood
- Assessment of properties to fund BID supplemental services is determined by a set formula
- Some leases allow all or part of any assessments to be passed through to tenants
- Managed by a Board of Directors elected by local stakeholders

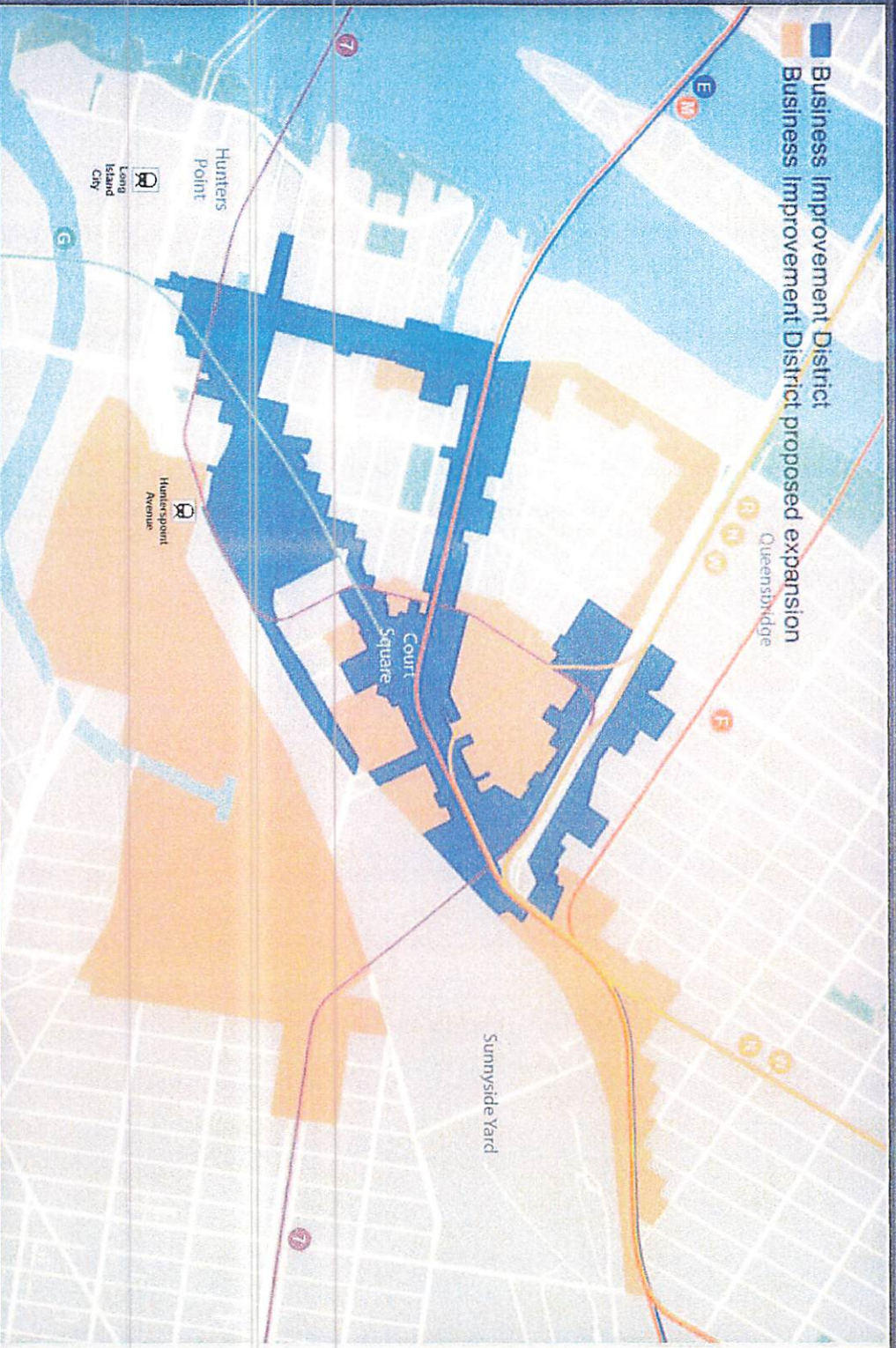
What is the LIC BID?

Current LIC BID



- Created in 2005; expanded in 2017
- Managed by the Long Island City Partnership
- Provides supplementary sanitation, beautification and visitor services and carries out community development and marketing initiatives that benefit the greater neighborhood
- North Subdistrict and South Subdistrict each have their own service budget but shared management and administrative costs
- Assessment formula recently updated
- Total budget of \$1 million

Combined Boundaries



Supplemental Services

The supplemental services listed below are those currently provided in the LIC BID boundaries.

- Retail support
- Coordination with City agencies on quality of life (NYPD, MTA, DHS, DOT, DOHMH, etc.)
- Supplemental sanitation (sidewalk cleaning and snow removal)
 - The LIC Partnership is proposing reduced service on the side streets, due to less foot traffic and fewer infrastructure needs, while still maintaining the same level of quality.
- Graffiti removal
- Maintenance
- District marketing
- Beautification/Horticulture (includes hanging baskets and tree pits)
- Winter lighting

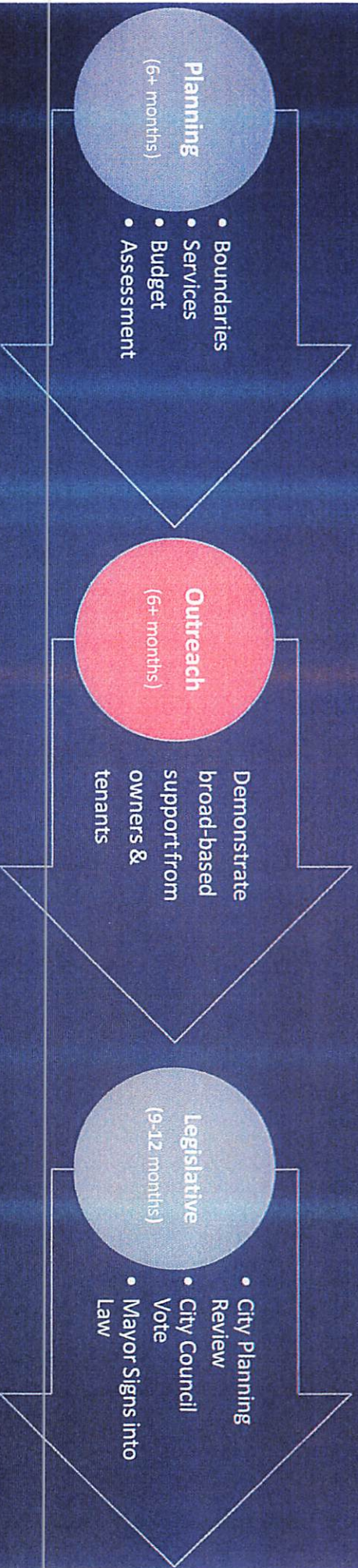
Dedicated District Manager Role

- Liaison between business/property owners and government agencies on neighborhood issues or any other of their issues as they come up
 - Public Safety
 - Communicate business concerns with the 108th and 114th, other city agencies and Breaking Ground
 - Attend monthly meetings including district walkthroughs and business stop throughs
 - Communicate district updates through text alerts, email blasts and group chats
 - Advocating for increased support
 - Coordinating with city agencies on Streetscape improvements
 - Fixing or adding street signs
 - Abandoned vehicles
 - Illegal Dumping
 - Repairing Roads
 - Outreach on how to comply with new policies
 - Outreach on community events and neighborhood news
- Advocate for infrastructure improvements

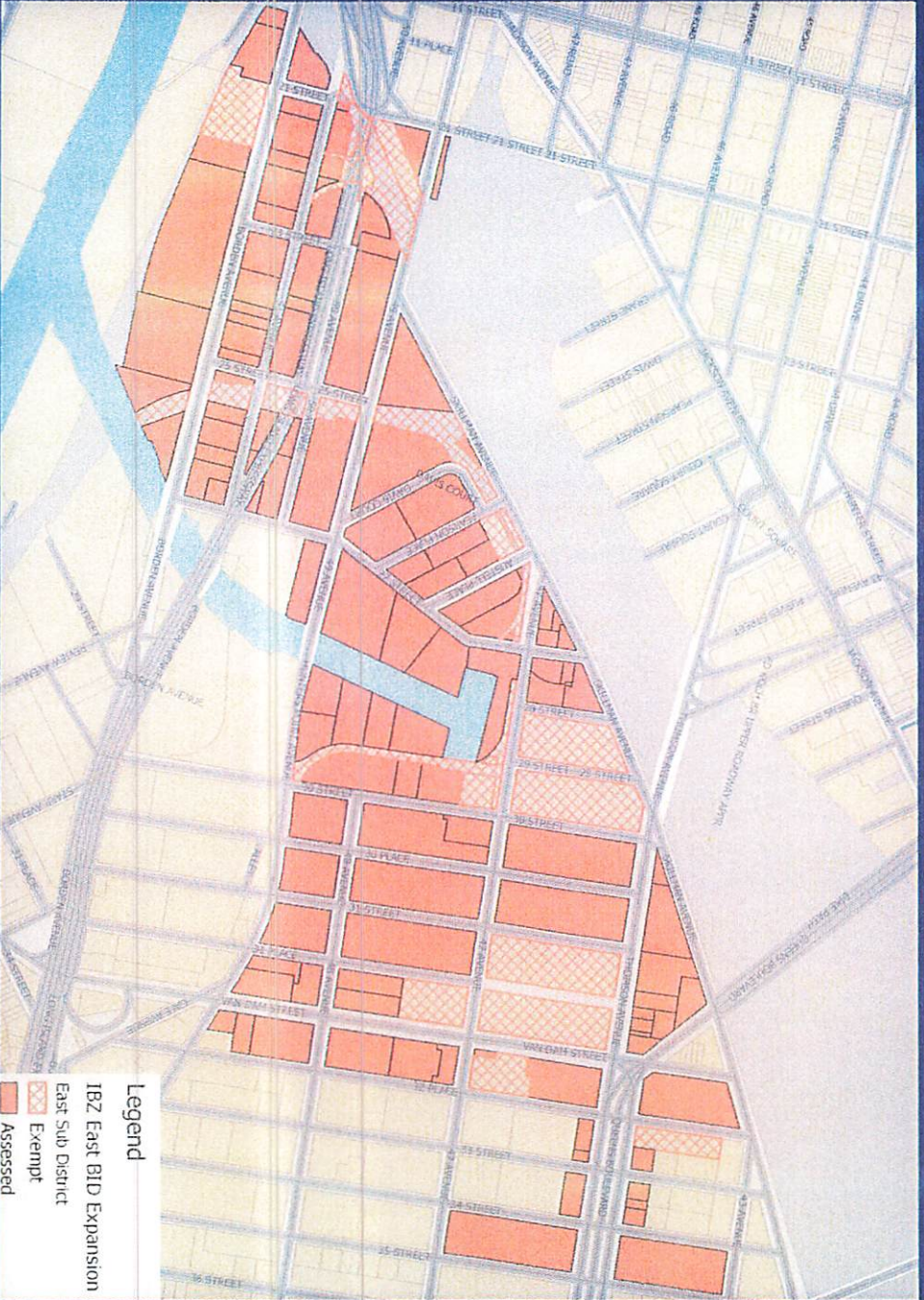
Types of Business Assistance

- Retail Support (Marketing, connections to residential community)
- Create individual plans on complying with changing policies
- Connecting Businesses to contractors, lawyers, accountants, community events, other LLC businesses, etc.
- Financing
 - Finding Grants, loans and incentives for businesses
 - Connecting Businesses with Banks
 - Hosting events to discuss Finances
- Find space around Long Island City
- Expedite moving-in process
- Host Business Seminars

BID Formation & Expansion Phases



East Expansion Boundary



Current Conditions in East Expansion Area



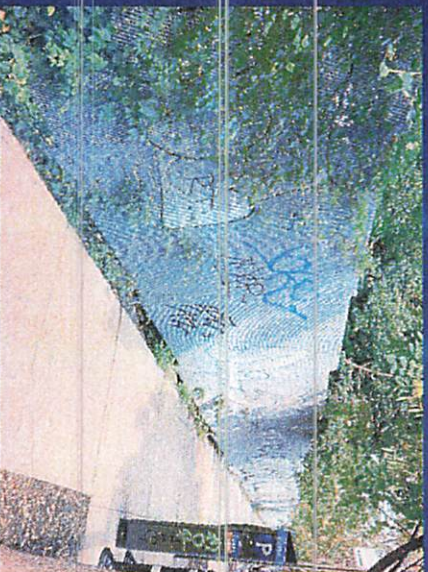
Weed overgrowth on Skillman



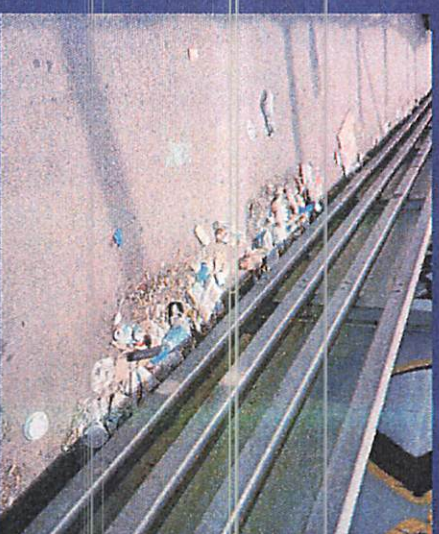
Trash on Skillman



Fallen Sign on 25th St



Graffiti on Skillman Ave



Littering on Queens Boulevard

East Steering Committee Members

- Innovo Property Group (Co-Chair)
- Atlas Capital Group (Co-Chair)
- Merwaiss & Co (Co-Chair)
- Related Companies
- LaGuardia Community College
- TEI Group (Co-Chair)
- Coffee Project
- Dv Depot
- Lyft
- Mana Products
- Truffleist
- Eva Nosidam
- Savanna Fund
- Vanbarton Group
- Alexandria Real Estate Equities

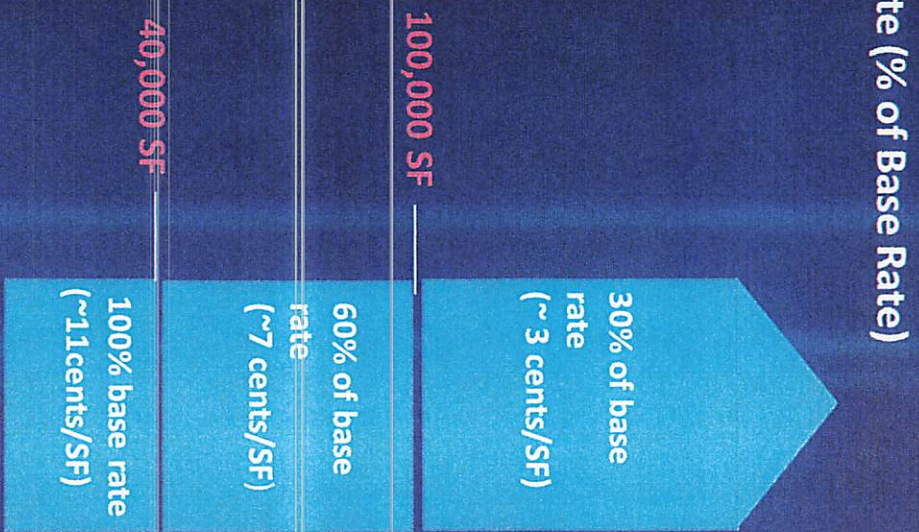
East Expansion Budget

EXPENSE		
Programs	Dedicated District Manager	\$54,500
	Targeted Sanitation (sidewalk cleaning, weeding, snow removal, and graffiti)	\$494,700
	Marketing	\$10,000
	Winter Lighting	\$47,200
Total Programs		\$606,400
Total Administrative Expenses		\$7,600
Contingency		\$10,000
TOTAL EXPENSE		\$624,000
One-time Capital Expense/Equipment		\$26,000

Total Budget = \$650,000

East Expansion Assessment Formula

Marginal SF Rate (% of Base Rate)



Median annual assessment = \$3,420

75% of property annual assessments are below \$6,475

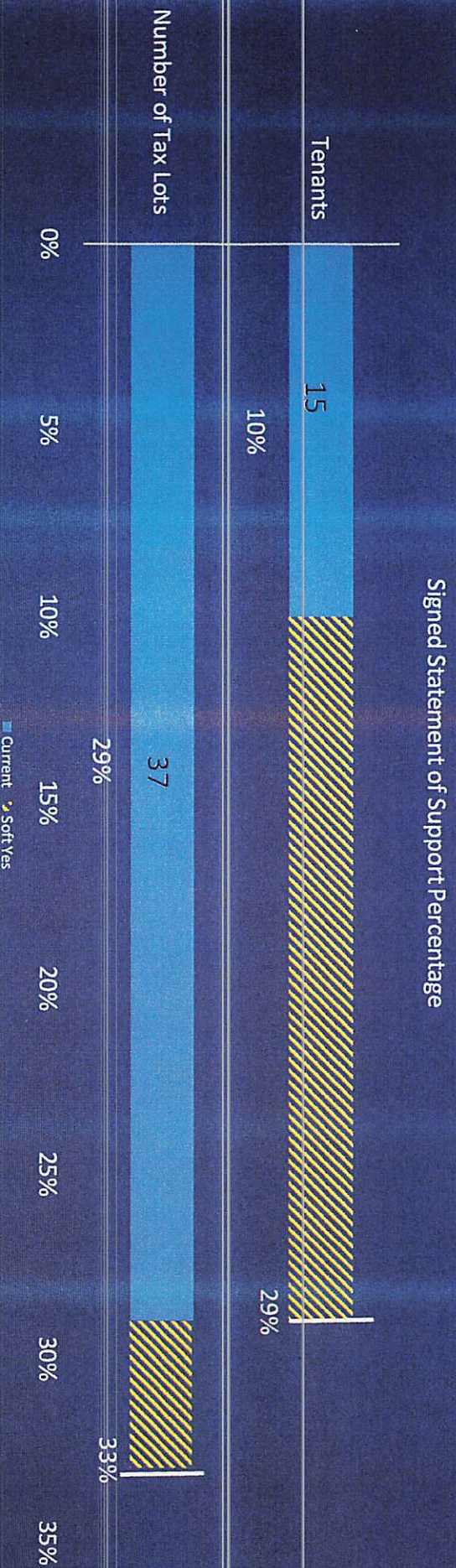
East Statement of Support Progress

Goals:

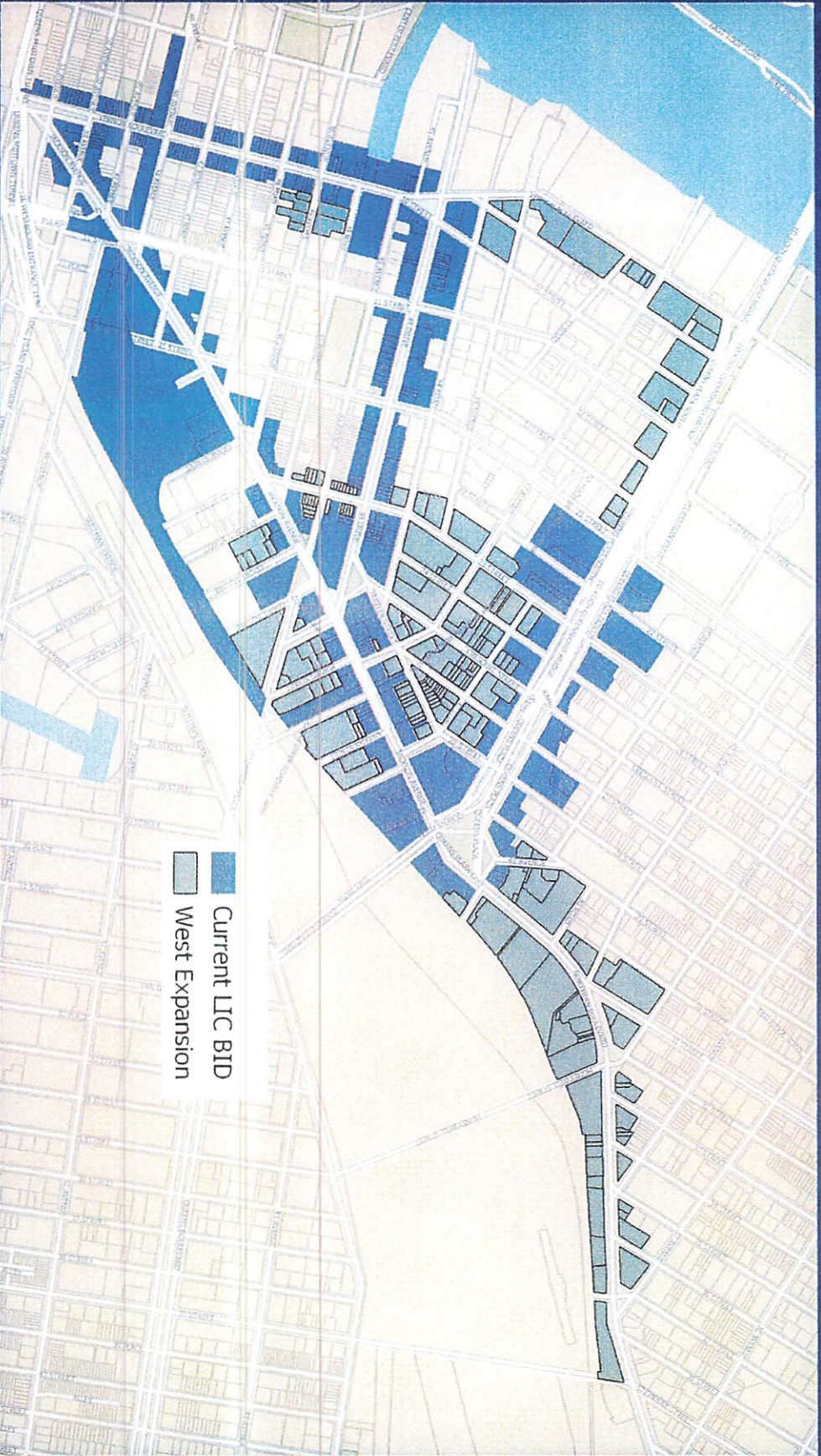
- 51% "Yes" of all tax lots OR
- 51% of all assessed value (AV)
- Broad-based support from commercial tenants

Progress

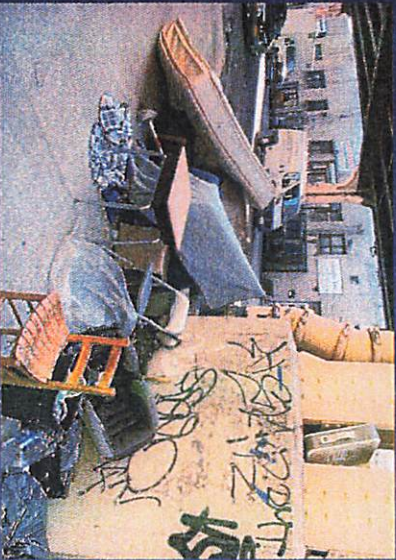
- 66% of all assessed value (AV)



West Expansion Boundary



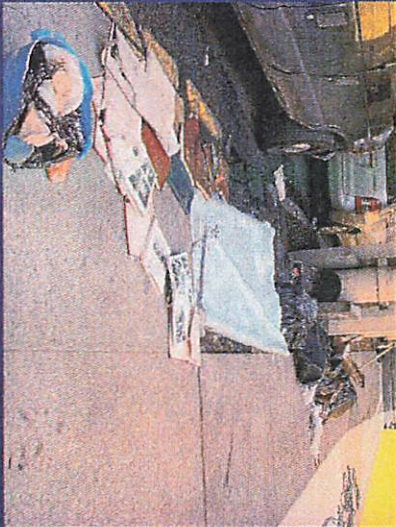
Current Conditions in West Expansion Area



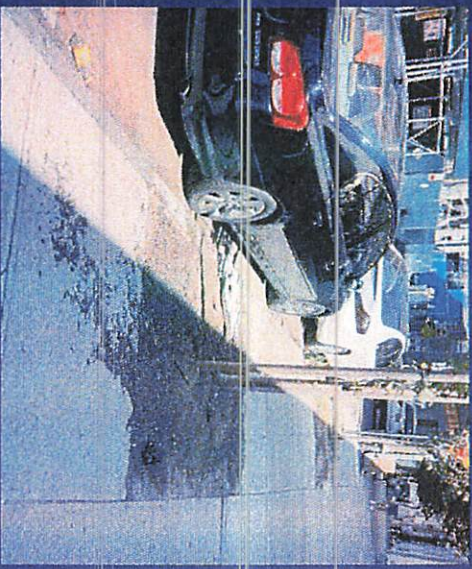
Garbage along Queens Plaza South



Clogged storm drain 27th Street



Garbage outside Court 16



Damaged tree pit on 27th Ave



Trash along Northern Boulevard

West Expansion Steering Committee Members

- Brause Realty
- RXR Realty
- Carlyle Group
- Fisher Brothers
- Heatherwood Communities
- Rockrose (Co-chair)
- Stawski Partners
- Stonehenge
- GFP
- King Street Properties
- Ravel Hotel
- Power Cooling
- The Foundry
- Sculpture Center
- Barone Management (Co-chair)
- Shalom & Zuckerbrot
- SB Development
- Werwaiss
- Materials For The Arts
- Foodcellar (Co-chair)
- Court 16
- Fortune Society
- Montana Data
- Jenna Gang

West Expansion Budget

EXPENSE	
Programs	
Additional Staffing	\$55,600
Supplemental Sanitation	\$165,000
Maintenance	\$54,000
Marketing	\$13,600
Winter Lighting	\$21,000
General & Administrative	\$18,000
Total Programs	\$327,200
One-time Capital Expense/Equipment	\$47,800

Total Budget = \$375,000

West Expansion Assessment Formula

Commercial tax lots (Class A)

- Assessment rate = **total budget/total SF and AV** of tax lots
- SF and AV are weighted differently in the NSD and SSD assessment:

NSD Class A Rate = 50% AV / 50% SF
SSD Class A Rate = 10% AV / 90% SF

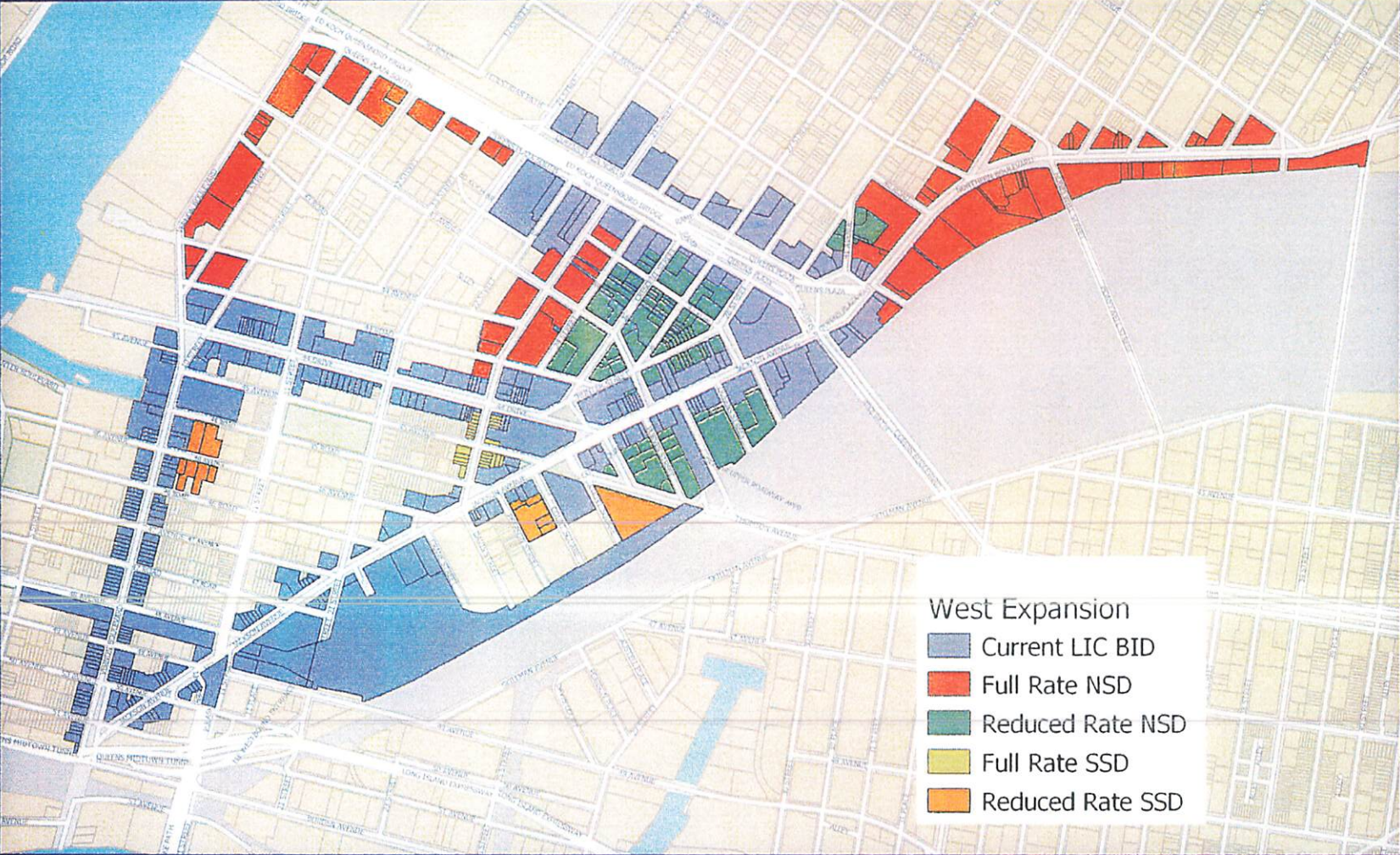
- **Mixed-use properties*** (Class B) assessed at 80% of the commercial rate
- **Expansion side streets** proposed 66% reduced rate for lots that require reduced service

* Properties with both commercial and residential uses built after the 2001 rezoning

Median annual assessment = \$697
75% of property annual assessments
are below \$2,762

Fully residential tax lots are assessed
\$1 annually

West Boundaries



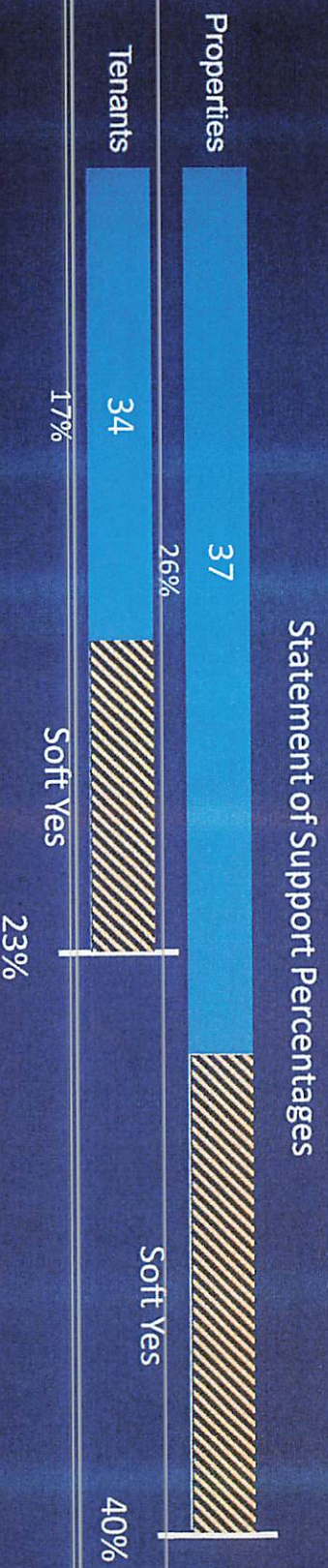
West Statement of Support Progress

Goals:

- 51% "Yes" of all tax lots OR
- 51% of all assessed value (AV)
- Broad-based support from commercial tenants

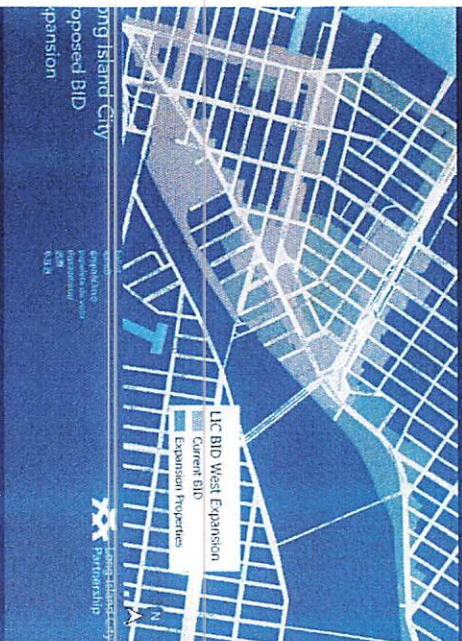
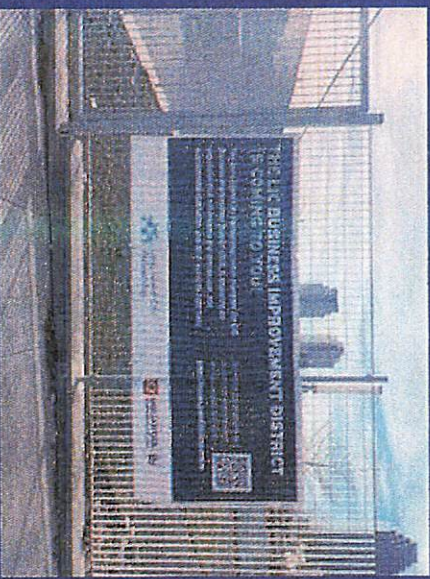
Progress

- 60% of all assessed value (AV)
- 78 signed ballots from residential tenants / condo owners

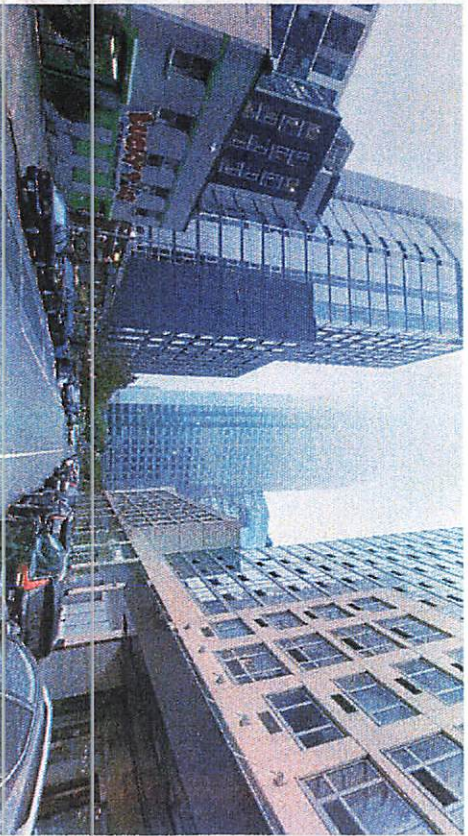


Outreach Strategy

- Email, phone call and stopping by in person
- Sent out a mailing to the stakeholders in the boundaries
- Held 5 Public Meetings
- Had an article in the LIC Post
- Social Media Posts and posted it in the Newsletter



LIC Partnership Plans Major Expansion of its Business Improvement District



The Long Island City Partnership is planning to expand the boundaries of its Business Improvement District. It will hold meetings over the next two weeks for the public to weigh in on its plans. If the area proposal moves forward, the BID would include properties along Queensway, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, and 60th streets. (Photos by Michael Dorgan)

Oct. 24, 2022 By Michael Dorgan

Search



CB1's Land Use & Zoning Committee Meeting

January 04, 2023

BY RICHARD SENTILVISO



The proposed western expansion of the Long Island City Business District (LIC BID) within Community Board 1 is on the agenda at Community Board 1's Land Use & Zoning Committee meeting scheduled to be held tonight, January 4, via Zoom at 6:30 pm.

The proposed expansion includes properties with frontage on Northern Blvd., Jackson Ave./23rd Street, Queens Plaza South, Vernon Boulevard, 43rd Avenue, as well as properties on Queens Street, Purves Street, 24th St., Crosscut Street, 27th Street, Hunter Street, 46th Avenue, Pearson Street and Court Square West.

General services of BIDs are sanitation, public safety, marketing, and beautification. City services, by law, cannot be reduced because of a BID. BIDs are managed by an elected volunteer board of directors who are property owners.

"The Proposed Expansion includes the surrounding areas of current (BID) boundaries that have experienced increased business activity and pedestrian traffic. We are proposing to expand our current services to cover these additional locations in the neighborhood. The expansion will allow us to bring our current services to more of the neighborhood, with the goal to make sure that our businesses are supported, our streets are clean, and our community is safe and advocated for," said LIC Partnership managers of the LIC BID.

In the second item, 26-50 Brooklyn Queens Expressway West Rezoning, will be considered for a public hearing recommendation. The application to rezone property bounded by Borough Place, 27th Avenue and BQE West (Block 1019, Lots 1 and 2) from M1-1 zoning district to M1-2 in the Woodside neighborhood of CB 1.

Next Steps

Continue distributing statements of support

Meet thresholds laid out by SBS

- Support from 51% of all assessed value in the expansion area OR
- Support from 51% of all tax lots in the expansion area
- Demonstrate broad-based support from commercial & residential tenants

Collect letters of support from local elected officials

Once threshold is met, the effort goes into the legislative phase

~~Goal: BID to provide services by Summer 2024~~

Additional Languages & Translations

Information on the expansion and the ballot is available in several languages including

- English
- Spanish
- Greek
- Bengali
- Thai
- Chinese
- Korean

La información sobre la expansión y la boleta está disponible en español.

Παροφoρίες για την επέκταση και το ψηφοδέλτιο είναι διαθέσιμες στα ελληνικά

সম্প্রসারণ এবং ব্যালট সম্পর্কিত তথ্য বাংলায় পাওয়া যায়

ข้อมูลการขยายบัตรลงคะแนนเป็นภาษาไทย

有关扩容和投票的信息有中文版

확대 및 투표에 대한 정보는 한국어로 제공됩니다.

Feedback and Questions?

Thank you



Long Island City
Partnership



Long Island City
Business Improvement District