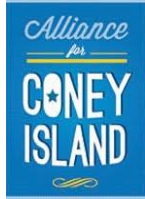




**Proposed Coney Island Business Improvement District
BID Planning Committee
April 11, 2018**

BID Team



➤ **Alliance For Coney Island**

➤ **NYC Department of Small Business Services**

➤ **Barbara J. Cohen – Real Estate & BID Consultant**

NYC Small Business
Services



Barbara J. Cohen

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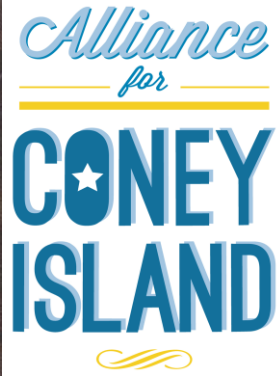
917.562.4290 • bjcohen@att.net

Guiding documents:

NYS/NYC BID Law

NYC SBS Guide to BID Formation

Visit www.ConeyIslandBID.org for more information



Agenda

Recap of Mermaid Avenue Community Meeting

GOSR Update

Benefits of a BID

Updated Proposed Boundaries

BID Assessments

- Overview of Formula
- Coney Island Examples

Next Steps

- Smaller Working Group
- Community Meeting in May

VISION

What we hope to see:

- Thriving business corridors (reduced vacancy, residents shopping in the area & increased visitors)
- Clean streets
- Vibrant & bright avenues
- Activities & events for residents & visitors to enjoy

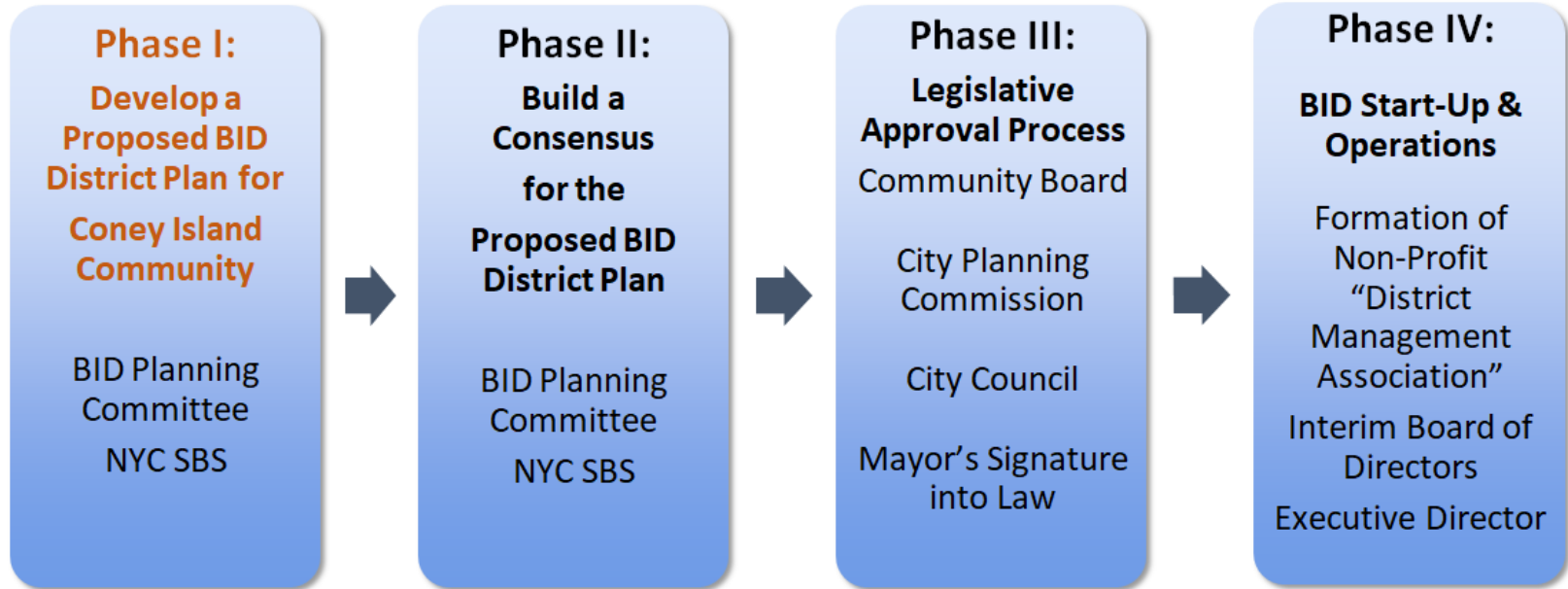


What do you want to see?
What is your vision?

Business Improvement District Formation Process

Target Involvement

BID formation is a NYC legislative process that follows BID law and New York City guidelines



Projects in the Pipeline



Mapping Vacancy & Creating a Business Directory



Supplemental Sanitation through December 2018

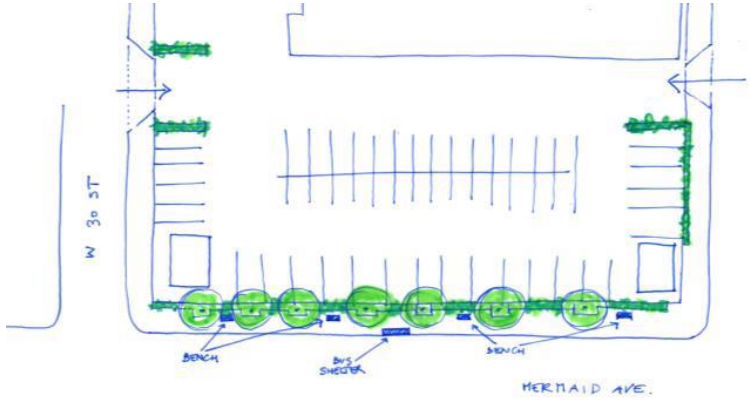


Marketing & Branding Campaign

Identified Potential Projects



Post Office Improvements



Mermaid Avenue btw (West 29th & West 30th St.)

Identified Potential Projects



SITING GUIDELINES

- Where possible, benches shall be placed in proximity to bus stops. On commercial streets, groupings of benches shall be placed every block;
- CityRack bike racks shall be placed only on commercial streets. Bike racks shall be placed every two blocks (in groups of 4 racks). Where there is expected to be higher bike traffic volumes (e.g. MCU Stadium and the Boardwalk), additional bike racks are proposed; and
- Where possible, two Waste/Recycle bins are located at every street intersection.

Continuation of Historic Lighting, Benches, Bike Racks and Tree Guards. Adding Recycling Bins and Wayfinding Signage.

Identified Potential Projects



Benches, Tree Plantings and sidewalk improvements (W. 30th - 31st Street)

Small Business Services Programs & Partnership

goTenna



Flood Guards



Compliance
Assessments



Business Prep





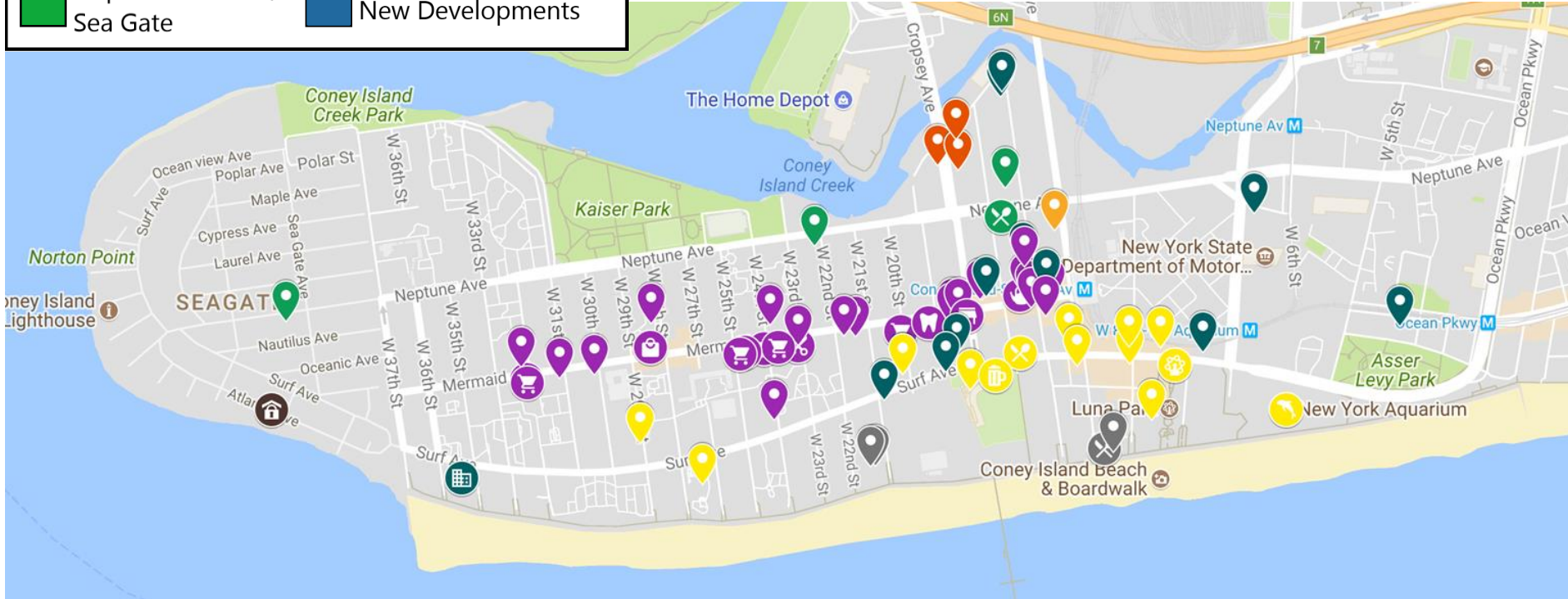
Business Improvement District Assessments & Initiatives

- What are most effective boundaries for the BID?
- How do we further the BID formation conversation?

Legend

- Cropsy Avenue
- Stillwell Avenue
- Neptune Avenue / Sea Gate
- Mermaid Avenue
- Surf Avenue
- Riegelmann Boardwalk
- New Developments

Business Improvement District Formation Participation To Date



Business Improvement District Proposed Revised Boundaries



Opportunities for Business Improvement District Initiatives & Activities



Business Improvement District Components of Assessments

- BID Property Classifications:

- Example: Commercial, Mixed-Use, Vacant Land, Residential, Gov't, Nonprofit, Other Exempt



Mixed-Use



Commercial



Other Exempt

Business Improvement District Components of Assessments

■ BID Property Classifications:

- All properties within the BID Area assigned to a BID property classification category
 - Example: Commercial, Mixed-Use, Vacant Land, Residential, Gov't, Nonprofit, Other Exempt

■ BID Property Classification Rates:

- Commercial properties represent the 100% base rate, other assigned lesser rate to match tolerance to pay (i.e. 50% of Commercial rate for Mixed-Use properties)

■ Factors in Calculation of Annual BID Payment:

- Blend of Assessed Value and Square Footage

Business Improvement District Sample Assessments

Commercial Retail Property – Multi-Tenant

BID Assessment Formula Variables:

Property Use: Commercial Use

Building Size: 15,007 sqft

Property Assessed Value: \$581,014

Annual BID Payment = \$4,452 / Year

- 6 different businesses
- Property Frontage is 118 Linear Ft., therefore,
Annual BID Payment Equivalent to: \$37.73 per front lin. foot per year
Example: 20 ft. front retail unit = BID payment of \$754.60 per Year



Block 7048 Lot 7



3202-3214 Mermaid Avenue

Business Improvement District Sample Assessments

Commercial Retail Property – Mixed Use

Sample Mermaid Property with portion mixed use



BID Assessment Formula Variables:

Property Use: Mixed-Use Use
(50% of Commercial Rate)

Building Size: 3,300 sqft
(Retail 1,100 sf & Residential 2,200 sf)

Property Assessed Value: \$60,768

Annual BID Payment = \$374 / Year

- Equivalent to: \$ 0.11 per square foot



Who Would Like to Participate in a Working Group?

Roles & Responsibilities of Working Group

- **Develop a Vision Statement for a Proposed Coney Island BID**
 - **Distinguish Needs for Each Segment of the Coney Island Community**
 - **Amusement Area**
 - **Mermaid Avenue Retail (East and West)**
 - **Neptune Avenue from Stillwell to West 5th Street**
- **Develop an Draft First Year Budget Based on Planning Committee's Priorities**
- **Develop a Deeper Understanding of BIDs**
- **Identify Decision-Making Elements in Shaping a BID Assessment Formula & Annual BID Payments**
- **Present to full BID Planning Committee a Draft District Plan for Feedback**



Next Steps!

- Sign-up to be part of our BID Committee-Work Group
- Let us know if you want an SBS compliance advisor to stop by your business
- COJO Summer Youth Opportunity
- We want to attend your community events -- keep us posted!
- Learn more about the Business Improvement District formation process at www.ConeyIslandBID.org

Thank You!

MERMAID AV

W 35 ST

ONE

*Alliance
for*
**CONEY
ISLAND**

Any questions?

Feel free to contact the
Alliance for Coney Island at:

info@allianceforconeyisland.org
718.594.7895

APPENDIX

Supplemental Sanitation

To supplement the efforts of the New York City Department of Sanitation, the Alliance manages Coney Clean-Up through a collaboration with Streetplus.

- The team worked from May through December of 2017
- 5 days a week on Mermaid Avenue from Stillwell Avenue - W. 33rd St.,
- The team emptied trash receptacles and swept the streets of to provide a cleaner community for residents and visitors alike
- 18,000 bags of trash were collected

