



CITY OF NEW YORK

**MANHATTAN COMMUNITY BOARD FOUR**

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**CHRISTINE BERTHET**  
Chair

**JESSE BODINE**  
Acting District Manager

December 8, 2014

Carl Weisbrod, Chair  
City Planning Commission  
22 Reade Street  
New York, NY 10007

**Re: District Plan for the Meatpacking Area Business Improvement District,  
N150156BDM**

Dear Chair Weisbrod:

At its regularly scheduled full Board meeting on December 3, 2014, Manhattan Community Board 4, on the recommendation of its Chelsea Land Use Committee and following a duly noticed public hearing, voted by roll call 34 for, 0 against, 0 abstaining and 0 present not eligible to recommend approval of the District Plan for the Meatpacking Area Business Improvement District (BID) with three conditions:

1. To assure that the Memorandum of Understanding (MOU) is implemented, that the MOU always be considered as part of the Meatpacking Area BID documents and always filed with the BID's District Plan;
2. To the extent practicable, that the MOU be fully incorporated into the BID's bylaws and that BID decision-making be transparent including public hearings for the approval and amendment of bylaws;
3. That the members elected by the Impact Areas Advisory Committee be included on the Interim BID Board and on any committee involved in writing or approving the bylaws.

Description of Proposed BID

The proposed BID District covers 21 blocks, from West 17<sup>th</sup> Street on the north to Horatio Street to the south; tenth and Eleventh Avenues to the west, and Hudson Street and Eight Avenue to the east. The BID area is bisected by West 14<sup>th</sup> Street which is the boundary between CD4 and CD2. The portion within CD4 includes Chelsea Market, the Google building and part of Fulton Houses, a New York City public housing complex. Most of the BID area falls within the Gansevoort Market Historic District.

The creation of the Meatpacking BID was triggered by the growth of commercial uses (currently 750 businesses), and the increasing popularity of the area for visitors to restaurants, shops, and the High Line. More visitors and workers are anticipated when the Whitney Museum opens and Piers 54 and 57 are developed. All this activity is straining the resources of the community. The

proposed BID would provide services in addition to City services: to maintain clean public spaces, assure a safe and physically appealing environment, and to promote a vibrant, diverse business district, reflecting the unique character of the Meatpacking area.

The proposed BID has an annual budget of \$1.6 million. Business property owners would pay \$.24 per square foot. Residential property owners would pay a symbolic \$1 per lot. Six community information meetings were held between January and May 2014. The proposal has gotten robust support from property owners and commercial tenants.

The development of the BID proposal has been guided by a Steering Committee composed of representatives from businesses, residents, Community Boards 2 and 4, and elected officials. The New York City Small Business Services staff advised the committee which met nine times, between October 2013 and August 2014.

### Vision Statement

The Steering Committee determined that in addition to a District Plan, a more specific description of the BID's goals was needed. This statement details the range of community services the BID would provide, including specifics about sanitation, beautification, public safety and traffic mitigation services as well as capital and economic services. The Vision Statement also mentions district-wide oversight and management, and open communication between the District and its neighbors. The statement is Exhibit H in the District Plan.

### Memorandum of Understanding

Residents in the eight-block area south of the southern-most boundary of the proposed BID – from Horatio Street to W. 12<sup>th</sup> Street – have been concerned that they would not have a voice in the decisions about quality of life issues that currently have a serious impact on their area such as late night noise, unruly behavior in front of homes, and traffic congestion.

To address those concerns a Memorandum of Understanding (MOU) was prepared that designates two “Impact Areas”: Horatio Street to West Twelfth Street (south of BID southern border, in CD2) and West 17<sup>th</sup> Street to West 18<sup>th</sup> Street (north of BID northern border in CD4).

This MOU specifies that an Impact Areas Advisory Committee would consist of representatives from the two areas. The BID Executive Director and this Committee would meet quarterly. The Committee would elect two representatives who would be appointed to the BID Board of Directors in a non-voting capacity and would participate in BID Subcommittees pertaining to the Impact Areas such as traffic, public safety and sanitation.

The MOU was signed by the chairs of CB2 and CB4, the Councilmember and the BID Steering Committee in August and September 2014. This document is not included in the District Plan but is part of the BID proposal and carries the same ULURP number. CB4 unanimously approved the MOU at its September 3, 2014 full Board meeting with the condition that when the Impact Advisory Committee elects two representatives, one would be from the northern Impact Area (in CD4) and one would be from the southern Impact Area (in CD2). The letter CB4 sent describing that decision is also part of the BID package.

CB4: Approval with Conditions

CB4 enthusiastically supports the creation of the proposed Meatpacking Area BID. We appreciate the need to preserve the neighborhood's unique, vibrant character and recognize the challenges that increased commercial and tourist activity have brought to the area. The Whitney Museum's opening in the spring 2015 and the addition of new office buildings will bring additional visitors and employees. We believe that a BID will sustain the vitality of the neighborhood for businesses, residents and visitors.

CB4 approves the proposed Meatpacking Area BID with the following conditions:

1. To assure that the Memorandum of Understanding is implemented, that the MOU always be considered as part of the Meatpacking Area BID documents and always filed with the BID's District Plan;
2. To the extent practicable, that the MOU be fully incorporated into the BID's bylaws and that BID decision-making be transparent including public hearings for the approval and amendment of bylaws;
3. That the members elected by the Impact Areas Advisory Committee be included on the Interim BID Board and on any committee involved in writing or approving the bylaws.

CB4 looks forward to establishment of the Meatpacking Area Business Improvement District and is optimistic that the BID will provide cohesive, enhanced services to keep this exciting historic area attractive, safe, and vibrant.

Sincerely,



Christine Berthet  
Chair



J. Lee Compton  
Co-Chair  
Chelsea Land Use Committee



Betty Mackintosh  
Co-Chair  
Chelsea Land Use Committee

CC: Corey Johnson, Councilmember  
Small Business Services  
David Gruber, CB2 Chair  
Lauren Danziger, Meatpacking Improvement Association Executive Director