

Proposed Greater JFK Industrial Business Improvement District (IBID)

JFK Off-Airport Community



Public Informational Meetings

October 17, 2014

October 20, 2014

Agenda

1. Introduction

JFK IBID Planning Committee

- Frank Liggio (CBRE Inc/RREEF) - Co-Chair
- Sadiyah Mohammed – (Ocean Air Logistics) - Co- Chair
- Carolyn Ellis (Spring Jam Block Assn.) – Co-Chair

Consultant Team

- Frank Fish (BFJ Planning), Simon Kates (BJF Planning), Barbara J. Cohen (BID Consultant)

2. JFK International Airport Air Cargo Study

3. JFK Off-Airport Community Profile

4. BIDs—A Public/Private Model: A Benefit to Business and Residents

5. Proposed Greater JFK IBID

6. JFK Greater IBID Formation Timeline and Next Steps

Why Create a Greater JFK Industrial Business Improvement District (IBID) in Springfield Gardens?

- Existing Industrial/Commercial Area in Southeast Queens
- Unique NYC Neighborhood with Broad Range of Stakeholders
- Special Needs Requiring Attention
- Shared Concerns by Residents and Businesses
- Critical Economic Importance of the Off-Airport Cargo Community
- JFK International Airport Air Cargo Study Recommendation

JFK International Airport Air Cargo Study

Action Agenda

Air Cargo Study (Feb. 2013): Planning, Policy and Investment

- **JFK On-Airport:** Enhance air cargo movement, increase cargo-related employment, promote a comprehensive regional freight policy, diversify and expand industrial businesses, generate investment in cargo-related facilities, and maximize real estate usage.
- Full recognition of the *integration of on and off-airport* cargo activities and the need for open communication, and close coordination

Key Initiative:

- Establish an off-airport *Industrial Business Improvement District* to advocate on priority issues and implement area wide improvements



JFK Off-Airport Community Profile

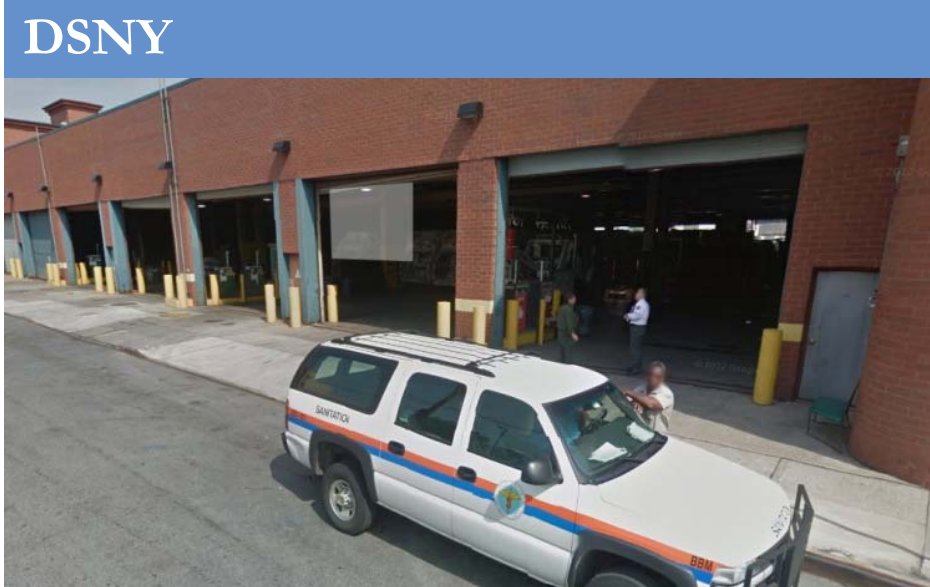




JFK Off-Airport Community Profile

- JFK Off-Airport District is Essential to Daily Lives of New Yorkers, the Nation and the World
- Home to 600 Businesses and 8,000 Workers Occupying ~4.1 Million Square Feet Providing Logistical Support to Tons of Goods through JFK and Major Ocean Ports of Call Each Year
- Cargo-related Businesses Exist Alongside Light Industrial and Retail Uses, Hotels, Community Service and Government Facilities and 154 Single Family Homes
- Total of 525 properties, a mix of private and public owned
- Seeks Balance between Resident and Commercial Interests
- Often Overlooked and Little Understood
- Can Benefit from Strong Identity and Unified Voice

Diverse District



Diverse District

Hotels



Residential



Commercial



Auto Repair & Service



Issues of Concern

Public Safety and Security



Sanitation and Illegal Dumping



Issues of Concern

Roadway Improvements



Parking, Street Signs, Traffic Controls



Issues of Concern

Street Signs & Traffic Controls



Parking

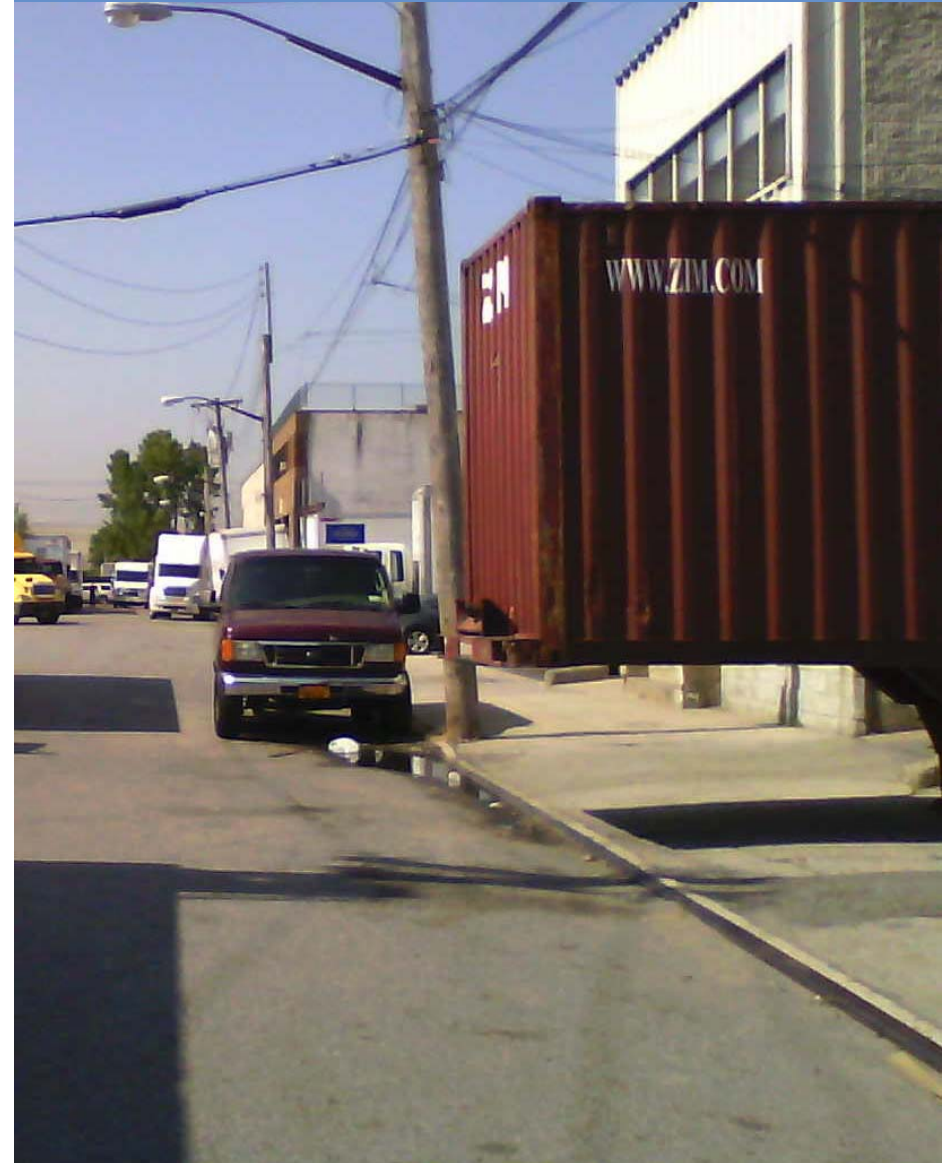


Issues of Concern

Congestion



Challenges to Local Businesses



Issues of Concern

Street Trees



Truck Traffic on Residential Streets



BIDs – Public | Private Model: A Benefit to Business and Residents



BIDs—A Successful Public | Private Model

- ❑ BIDs are a proven **public | private model** used city-wide to provide consistent **funding for supplemental neighborhood maintenance and improvements.**
- ❑ BIDs provide **stable funding source** generated from **annual BID assessments** assigned to certain properties within the defined BID area according to the BID Plan
- ❑ Assessments are collected by the City—**100% of the funds are redirected back to the BID** for its operations
- ❑ There are **currently 69 BIDs in NYC** each with tailored operations to meet the specific needs of its diverse constituents. All NYC BIDs are still operating.
- ❑ The City’s Department of **Small Business Services (“SBS”)** oversees the BID formation process, provides **guidance to the BID Planning Committee, submits the BID legislation,** and **requires a management contract with the BID** once approved

Learn More about NYC’s BIDs - Visit www.JFKIBID.org

Proposed Greater JFK IBID



JFK IBID Planning Committee

- Representative Group with membership drawn from:
 - Property Owners (Commercial and Residential)
 - Tenants (Commercial and Residential)
 - Community Organizations
 - Government Representatives
- Identifies general supplemental services and improvements to be provided by the BID
- Develops a BID District Plan that highlights district priorities, not specific solutions to problems
- Planning Committee is open and inclusive, seeking your feedback and participation



JFK IBID Property Classification

IBID Class – Property Profile	Total Tax Lots	% of Total
IBID Class A – Industrial & Commercial Use Only	199	38%
IBID Class B - Privately Owned Vacant / Undeveloped Land/Parking Lots	103	20%
IBID Class C - Mixed-Use (Commercial & Residential)	10	2%
IBID Class D - Residential Use Only	154	29%
IBID Class E – Tax Exempt & Non-Profit	59	11%
Total	525	100%

JFK IBID Services, Improvements and Advocacy

- **Initial Priorities Developed by Planning Committee**
- **City Agency Input**
- **District-wide Input**
 - **District-wide Needs Assessment Survey**
 - Visit *JFKIBID.org* for Survey Results
 - **Focus Group Meetings with Residents**
 - **On-Site Conversations with Commercial Tenants & Hotels**
 - **Individual Feedback via Email**

Proposed JFK IBID Budget Priorities

Public Safety and Security

- Coordinate with NYPD to Prioritize District Needs
- Develop an Effective Program Utilizing Private Security and/or NYPD Paid Detail
- Expanded Use of Security Cameras and Radio Network
- Increased Security and Pedestrian Lighting

Targeted Sanitation, Snow and Graffiti Removal

- Coordinate with NYC Department of Sanitation to Prioritize District Needs
- Supplemental Sanitation Services to be Provided by Third Party Contractor as Needed
- Target Illegal Dumping

Advocacy, General and Administration

- IBID Organization: Board of Directors, Executive Director & PT Staff (as needed)
- Liaison to: City Agencies, District Members & Other Community & Industry Groups
- Advocate for Improved City Services (Not Duplication of Taxpayer Funded Services)

Proposed JFK IBID Budget Priorities

Technical Services and Planning Studies for Project Development

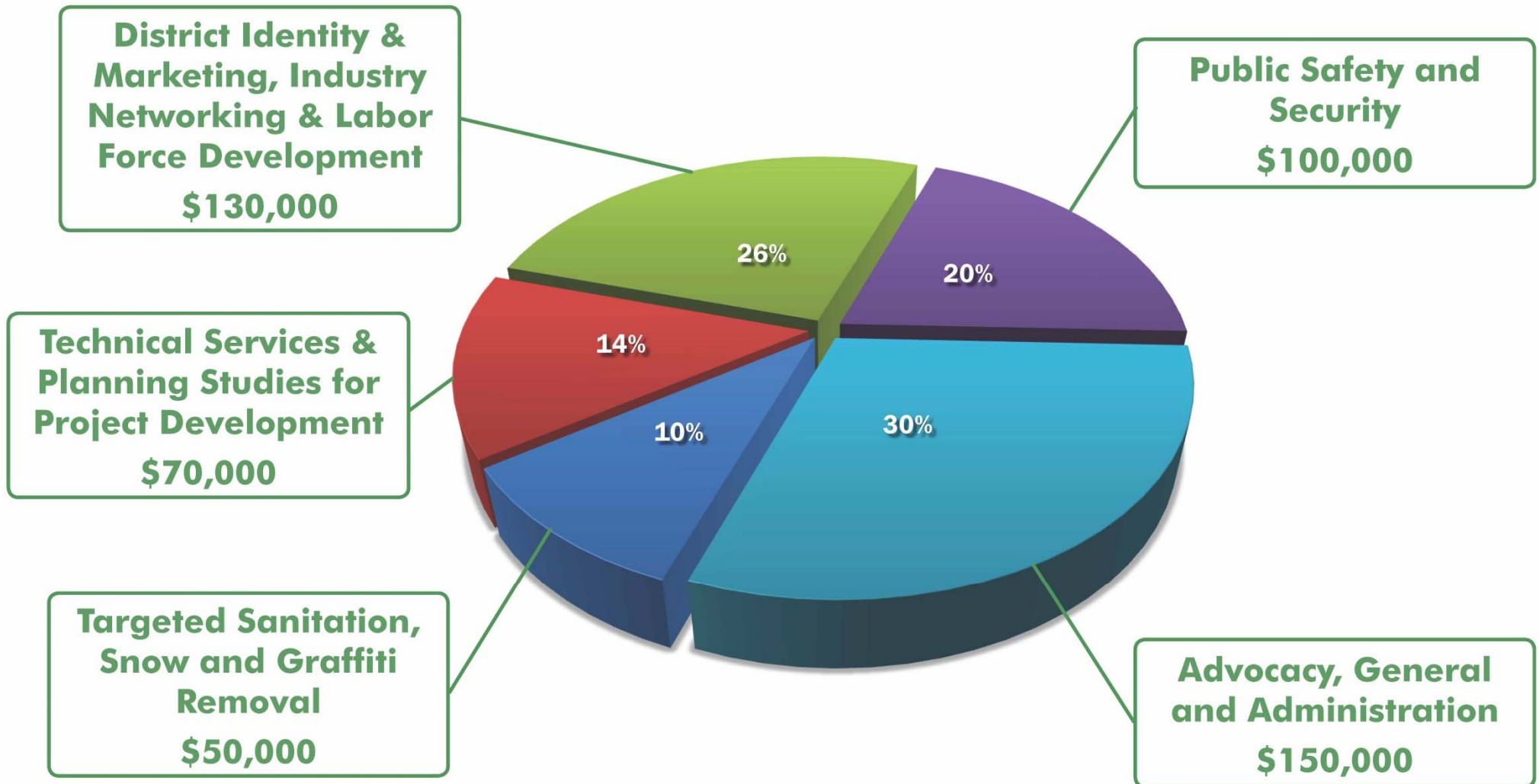
- District-wide Traffic/Transportation/Parking
- Streetscape & Building Improvements
- Site-specific Development Plans
- Environmental Issues
- Implementation of Programs and Projects to Address these Issues

District Marketing, Industry Networking, & Labor Force Development

- Establish a Positive District Identity
- Signage/Banners
- Active Informative Web Site – One Stop Resource
- Access Industry Networking, Clients & Funding Sources
- Annual Market Data Reports to Support Tenant Outreach and
- Highlight Hotel and Other Specialized Industries
- Match-up Labor Force with Area Businesses

Proposed Scope of Services & Improvements

Annual Budget = \$500,000



Primary Source of Revenue: Annual Assessment

- 59% of IBID area taxlots (312 properties) generate almost 100% of \$500,000 budget
 - 37% of Commercial taxlots are Assessed at Less than \$1,000/year
 - 55% of Commercial taxlots are Assessed at Less than \$5,000/year
 - Only 5 Properties have an Annual Assessment Over \$10,000/year
- Residential Owners assigned a symbolic flat fee of \$1/year

Property Type	Average Annual Payment (\$/SF)	Highest Annual Payment	Lowest Annual Payment
Class A: Industrial/Commercial	\$0.11/SF	\$44,631	\$114
Class B: Vacant Land/Parking Lots	\$0.07/SF	\$4,091	\$84
Class C: Mixed-Use (Residential & Commercial)	\$0.03/SF	\$96	\$51
Class D: Residential Use	\$1 per year	\$1 per year	\$1 per year
Class E: Tax Exempt & Non-Profit	Exempt	Exempt	Exempt

Sample Assessment Calculation: Commercial/Industrial Property

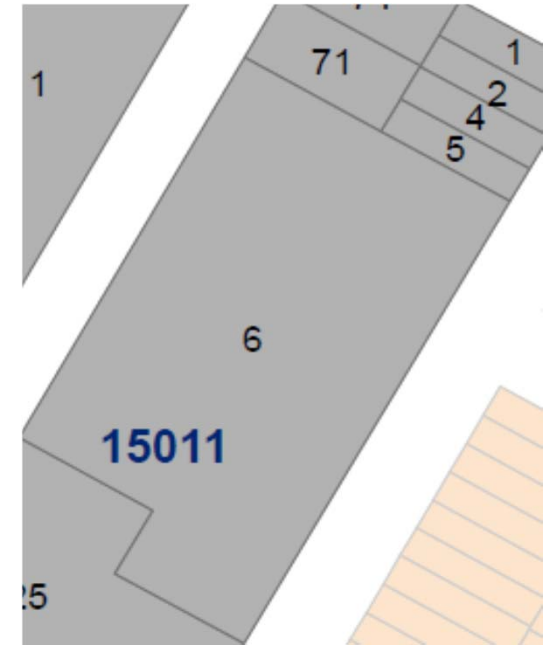
145-30 157th Street

Block 15011, Lot 6

Property Type: Commercial/Industrial Use

Building Square Footage: 62,000 SF

Assessed Value: \$2,231,550



IBID Formula Factors	Assessment Calculations	Assessment Amount
Square Footage Rate	$62,000 \text{ SF} * \$0.0519/\text{SF} =$	\$3,217.80
Assessed Value Rate	$\$2,231,550 \text{ AV} * \$0.0013/\text{AV} =$	\$2,907.02
Total Annual BID Payment		\$6,118.82 (~\$0.10/ SF)

Advocacy by Board of Directors and Full-Time Staff



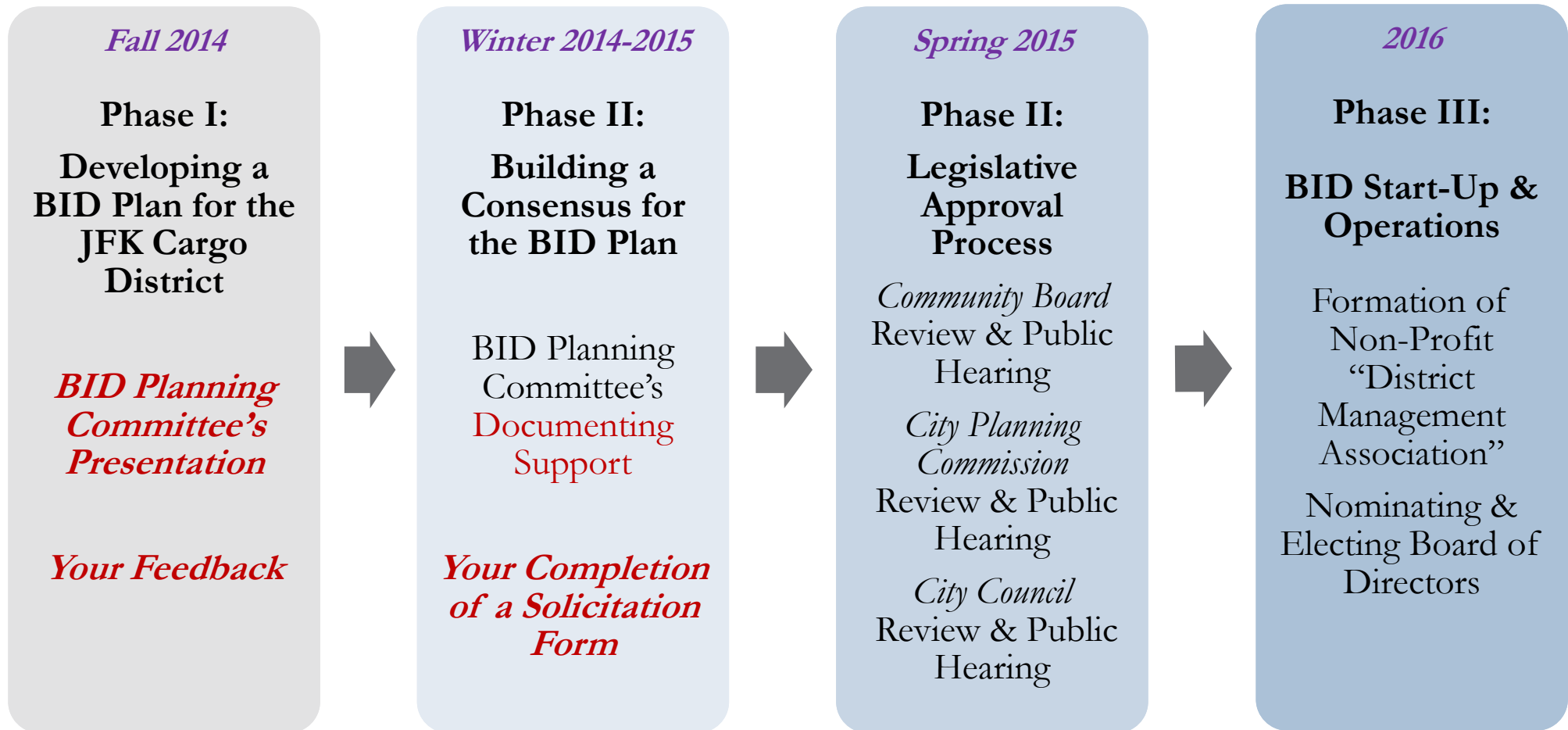
Formation Timeline and Next Steps



Proposed JFK IBID: Next Steps & Your Involvement

BID Formation is a Legislative Process

Follows BID Law and City Guidelines



Proposed JFK IBID: Immediate Next Steps

Fall-Winter 2014

JFK IBID Planning Committee Presentation

- Your Feedback Today
- Planning Committee Revisions to District Plan Based on Feedback

Documentation of Support for the JFK IBID

- Your Completion of a Solicitation Form
- Solicitation Forms Distributed in November

Visit Us

www.JFKIBID.org

Contact Us

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