



## Hudson Yards BID unveils leadership

The brand-new Business Improvement District for a neighborhood that is only beginning to take shape taps three real estate executives for top posts. It will be led by Kevin Singleton, an executive vice president at developer TF Cornerstone.

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An executive of developer TF Cornerstone has been tapped to lead the Hudson Yards/Hell's Kitchen Business Improvement District, the organization announced Monday. The brand-new BID is designed to give more heft to a massive new neighborhood that is only beginning to take shape.

Kevin Singleton, executive vice president at TF Cornerstone, was appointed chairman of the BID, which will handle maintenance and programming within the four-acre system of parks planned for the new Hudson Yards community, and provide enhanced street clean-up and other services for 450 businesses in the coverage area.

"It makes sense from a community, development and business perspective to ally these two (neighborhoods), and forge one voice," said Mr. Singleton, whose firm has constructed several buildings in the area, including a 43-story tower at 505 W. 37th St. that was completed in 2010. The BID will also act as a conduit to community groups and the city government as the many projects in the area, including an [extension of the No. 7 train](#), approach completion.

Second-in-command at the BID will be Andrew Cantor of the Related Cos., which is undertaking a \$20 billion project that will build a huge mixed-use development on a deck over rail yards, and Oskar Brecher of The Moinian Group, which is building an office tower just north of Related's project along one of the park corridors. Both will serve as vice chairmen.

Many of the major developers building in the area chipped in cash for the BID's initial \$1.2 million budget, although that will eventually climb to \$3 million annually and will draw from individual businesses as well.

That money will go toward a broader plan for businesses in the district once it is entirely built out, but will also help existing firms in Hell's Kitchen while that long process unfolds—an important point for Community Board 4, which approved the BID before it was signed into law late last year.

"The board wanted an example of an emerging community and an existing community working together," said Robert Benfatto Jr., district manager of Community Board 4. Although the three appointments mark a significant step forward for the fledgling organization, the interim board still must incorporate the BID as a *bona fide* nonprofit, establish an office and hire an executive director, not to mention elect a permanent board of directors.

Another site nearby that requires decking over rail yards, Brookfield Office Properties' \$4.5 billion Manhattan West, instead sits within the bounds of the nearby 34th Street Partnership.