

Cultivating Opportunities FOR **SUSTAINABLE** Development

Appendix

Nassau County

Infill Redevelopment Feasibility Report



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Cultivating Opportunities for Sustainable Development

Nassau County Infill Redevelopment Feasibility Report

Appendices

A. Public Outreach Meetings and Working Groups

B. Public Engagement Plan

C. TSD Readiness Questionnaire

D. Selection Process Documents

E. Selected Station Memorandums

Prepared by Parsons Brinckerhoff for Nassau County Department of Public Works, the Regional Plan Association, and the New York - Connecticut Sustainable Communities Consortium.

Prepared in partnership with HR&A Advisors and Cameron Engineering Associates.

January 17, 2013.

Note: All photographs taken by members of the project team unless otherwise noted.

Appendix A

Public Outreach Meetings and Working Groups

1. Municipal Advisory Group Meeting
2. Civic Focus Group Meetings One, Two, and Three
3. LIRPC Presentation
4. Long Island Rail Road Meeting
5. Valley Stream Developer Workshop
6. Selected Station Public Meetings (Baldwin, Lynbrook, and Valley Stream)

Cultivating Opportunities for Sustainable Development
Nassau County Infill Redevelopment Feasibility Report

Appendix A

1. Municipal Advisory Group Meeting

**Invitation to the Members of the NCIRFS Municipal Advisory Group
Submitted by Parsons Brinckerhoff for approval by Nassau County DPW**

Dear [Name of Public Official],

The Nassau County Department of Public Works cordially invites you to a special session to introduce you to the Nassau County Infill Redevelopment Feasibility Study. We extend this opportunity to participate in the review of Nassau County station area livability for the twenty-one Long Island Rail Road stations in our study area as we are looking for you to assist in the identification of select station areas for future livability planning.

The session will be held on **August 22nd, 2012, from 1pm until 4pm**, in the Nassau County Legislative Chamber. The Legislative Chamber is located on the 1st floor of the Theodore Roosevelt Executive & Legislative Building, 1550 Franklin Avenue, Mineola, New York.

The following LIRR station areas will be under review: Baldwin, Bellmore, Bethpage, Carle Place, Country Life Press, Freeport, Garden City, Hempstead, Hempstead Gardens, Hicksville, Lakeview, Lynbrook, Merillon Avenue, Merrick, Mineola, Nassau Boulevard, Rockville Centre, Valley Stream, Wantagh, Westbury, & West Hempstead.

Our goal is to introduce our public leaders, planners, economic development and municipal advisors for these station areas, to the principals of livability and afford you the opportunity to participate in identifying potential livable community station areas in our County. We will have our consultant team, Parsons Brinckerhoff, present these principals in the context of each of the twenty-one stations under evaluation. We will then conduct a workshop, with your active participation, to analyze livability and development opportunities available for each station, while also explaining our project team's approach in determining next steps as we move forward.

The session's agenda and supporting information will be provided to you prior to the meeting date. Please RSVP to Sean Sallie (ssallie@nassaucountyny.gov) of the Nassau County Department of Public Works at your earliest convenience.

We look forward to seeing you and hearing your thoughts as we strive to make Nassau County a more livable, economically prosperous, and sustainable place.

Sincerely,

[Signature]



MEMORANDUM

DATE:	7/31/2012, revised 8/6/2012
TO:	Nassau County
FROM:	Parsons Brinckerhoff
SUBJECT:	Submittal: MAG Meeting Approach and Overview of Station Narrowing Process
CC:	Cameron Engineering

MAG MEETING OUTLINE

1. Introduction to project and transit-supported livability.

- a. Welcome & Introduction (County): Introduction by the county to the project and the purpose and desired outcomes of this MAG meeting. Talking points to include:
 - i. HUD grant to Regional Consortium; part of a larger program
 - ii. HUD/Regional Consortium is looking to support livability in the region (including mixed income housing and improved access to jobs and economic opportunity)
 - iii. Regional Consortium does not have implementation authority
 - iv. County, through this program want to support existing plans and efforts that make station areas more livable; support what people want to see happen. Give quick summary of the scope of the project, including station selection and end product (essentially, a technical plan for site-specific redevelopment and community improvements).
 - v. Role of the team is advisory, to identify things that could work for your downtown; there is no implementation authority to this advice, but it could eventually help yield federal, state, regional, or private investment for infrastructure or other development. Most State and federal grant programs require consistency with an accepted plan.

- b. What is meant by Transit Supported Development and how can it foster livability & Livable Communities? (PB) Brief presentation to get everyone working with the same definitions for "livable communities" and "transit supported development." Aim: to articulate the connection between transit-supported development and livability (energy efficiency, reducing housing & transportation combined costs, providing more housing choices) in the context of Nassau County.
 - i. What is a Livable Community?
Define in terms of the six (6) livability principles developed by the partnership for Sustainable Communities. Livable communities ...
 - 1. Provide more transportation choices.
 - 2. Promote equitable, affordable housing.
 - 3. Enhance economic competitiveness.
 - 4. Support existing communities (Emphasize).
 - 5. Coordinate and leverage federal policies and investment.



6. Value communities and neighborhoods (Emphasize)
 - ii. Why Livability at Transit Stations?
Transportation as a critical component of livability.
 - iii. Livability and Transit Supported Development
Transit-supported development: Development, where it is *feasible* and *desired*, can be done in a way that supports the livability principles as interpreted by that community.
 - iv. What does Transit Supported Development entail?
Brief overview of the factors critical to implementing transit-supported development.
 1. Physical Suitability
 2. Public Sector Readiness
 3. Developer Interest
 4. Leadership in Place
 - v. What this means in the context of this study:
While not all of the 21 stations in this study are appropriate for development, we do hope to identify a cohort of stations areas where community members and leaders feel that development is desired and that development can be leveraged to enhance those station areas & communities while supporting existing plans.
The intention of this study is to:
 1. Understand what transit-supported development is or could be in Nassau County;
 2. Identify station areas interested in or already working to implement transit-supported development;
 3. Understand and articulate what transit supported development could look like at those stations and what it will take to implement; and
 - vi. Identify specific needs and where the county and regional consortium can help those stations in addressing those needs and moving transit-supported development forward
- c. What are we here to do today? What is your (MAG) role? (PB)
 - i. Self-evaluate your station area to help identify each station's relative desire and readiness for TSD, using the readiness factors introduced and the questionnaire as an aid.
 - ii. Inform the project team of existing plans and efforts related to livability and transit-supported development in your station area.
 - iii. Identify and share information about the station area that will help in understanding the station area's readiness and appropriateness for transit-supported development.

2. Evaluate station areas for desire and readiness for transit-supported development

In this phase the MAG members will evaluate and determine the transit-supported development readiness of their station areas using their knowledge of the station areas and TSD readiness factors, as well as the questionnaire provided to them by the project team. MAG members should also use the discussion to identify the relative desire for TSD in the station area and note issues, opportunities, as well as existing plans for the station areas that would influence their suitability for TSD. The project team will facilitate the MAG in using the TSD readiness Questionnaire to evaluate the station areas for livable development readiness, keeping each group's discussion active and helpful and ensuring that the MAG members complete an evaluation for each station.

- a. MAG breaks into sub-groups based on the station areas they are familiar with (see breakdown); have each group use the transit-supported development readiness evaluation



for their station area(s) (see attachments for draft) to help evaluate how ready for transit-supported development each station is. Each group should:

- i. Add/correct information on the base maps that is helpful and relevant.
- ii. Describe any existing efforts that support livability in the station area.
- iii. Complete a questionnaire (with comments) for each station.
- iv. Answer the follow-up questions:
 1. Is there an opportunity for transit supported development at this station area?
 2. If so, what type of development would you like to see/is appropriate here?
 3. If so, what is needed to make such development happen?
 4. How could the county or Regional Consortium help you make this happen? What other partners do you need?
 5. What are the likely benefits and costs of transit-supported development in this station area?

3. Report-back

- a. A representative from each station group presents that evaluations and answers to the follow-up questions to the rest of the group
- b. Project team facilitates a discussion of the station areas and tried to get the MAG come to a consensus on those they feel are most ready for transit-supported development.
- c. Results: Identification of station areas desire and readiness for transit-supported development according to the MAG.

4. Conclusions

- a. Summarize evaluation of stations desire and readiness
- b. Discuss next steps:
 - i. Meetings with civics
 - ii. Town hall meeting
 - iii. Synthesis of findings and selection of station areas for further study
- c. Concluding remarks and comments

5. Follow-up

- a. Follow-up for project team
 - i. Compile conclusions and results and circulate in a memo to the MAG
- b. Follow-up for MAG
 - i. Further research and refine their knowledge of station area and share additional information with project team
 - ii. Help reach out to enlist general public for public mtgs



MEETING SCHEDULE:

1pm – 4pm

0: Settle in		10min
1: Introduction		
	Welcome & Introduction	15min
	What do we mean by transit-supported development and how can it foster livability / livable communities? / Intro to the exercise	30min
2: Evaluate station areas for desire and readiness for transit-supported development		30min
BREAK		10min
3: Report back		45min
4: Conclusions		15min
5: Follow Up		10min



MEETING MINUTES

DATE:	August 22 nd , 2012
ATTENDEES:	Sean Sallie, Satish Sood, Shila Shah-Gavnaudias & Marty Katz of NC, Tom Jost, Pippa Brashear, & Samer Saliba of PB, Eric Alexander & Tawaun Weber of VLI, Maureen Dolan Murphy of CCE, Janice Jajina & David Berg of Cameron, Brian Dennis of RPA, and Larry Levy of NCSS – MAG attendees listed below
FROM:	Samer Saliba
SUBJECT:	Meeting with the Municipal Advisory Group from the 21 station areas to gauge their interest in station area development
CC:	Chris Jones, Dan Baer

ACTION ITEMS

Item	Responsible Party	Target Date
Select date for public meetings with civics, target: early October	Project Team	8/31/12
Develop list of Civic Meeting invitees	VLI	8/31/12
Prepare draft of selection criteria for narrowing process	PB	8/28/12
Follow-up with town of Hempstead to receive feedback (map edits, questionnaire responses) for Hempstead station areas	VLI	8/31/12
Post updated PowerPoint MAG presentation PDF to ProjectSolve	PB	8/23/12
Post updated PowerPoint MAG presentation PDF to project website, link to site in “Thank You” email to attendees	NC	8/27/12
Update project team collective responses to TSD Questionnaire	PB	8/23/12
Edit summary of feedback for station areas, as discussed during MAG meeting	Project Team	8/31/12
Draft “Attendee Thank You” email for county to send	PB	8/27/12



Track completed TSD Readiness Questionnaires and send completed/uncompleted list to NC	PB	8/31/12
Forward completed TSD Readiness Questionnaires directly to PB	NC, VLI	8/31/12

LIST OF MAG ATTENDEES

Name	Position	Municipality	Email
Julia Schneider	CSF	Town of Oyster Bay	jschneider@csfllc.com
Ralph Healey	Special Counsel	Town of Oyster Bay	rhealey@oysterbayny.gov
Brian Dennis		Regional Plan Association	bdennis@rpa.org
Robert Schoelle	Village Administrator	Garden City	rschoelle@gardencityny.net
Norman Wells	Director, CDA	Freeport	nwells@freeportny.gov
Phil Healey	Superintendent	Lynbrook	phealey@lynbrookvillage.com
Jonathan Chris	Deputy Commissioner	Town of Hempstead	jonacri@tohmail.org
Joe Scalero	Village Clerk	Mineola	info@mineola-ny.gov
Harry Weed	Superintendent, DPW	Rockville Centre	rvcdpw@optonline.net
Michael Oddo	Consultant	Freeport	Moddo164@aol.com
Pam Walsh-Boening	Village Clerk	Freeport	pboening@freeportny.gov
Michael Levine	Commissioner of Planning	Town of North Hempstead	levinem@northhempsteadny.gov

DISCUSSION SUMMARY

Sent with these minutes is a draft Station Evaluation Summaries, which includes discussion summaries for each station area.

Discussion of Next Steps

- o Overall, the project team regarded the meeting as a success, with valuable information gained from the MAG attendees



- There remains a need to develop specific station area criteria to guide the narrowing process
- Agreed to stick with early-October for additional public meetings with civic leaders
- Agreed to invite 10-15 civic leaders from each station area for follow-up civic meetings
- PowerPoint presentation to MAG should be updated and posted to the appropriate





Livable Communities & Transit Supported Development

Nassau County Infill Redevelopment Feasibility Study
Presentation to the Municipal Advisory Group
August 22, 2012



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- **Introduction**
- **What is Livability & Transit Supported Development**
- **What are we here to do today?**



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■ Introduction

- What is Livability and Transit Supported Development?
- What are we here to do today?



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The Larger Regional Effort

THURSDAY, AUGUST 16, 2012

HUD.GOV
U.S. Department of Housing and Urban Development
Secretary Shaun Donovan

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Sustainable Communities Regional Planning Grants

Overview

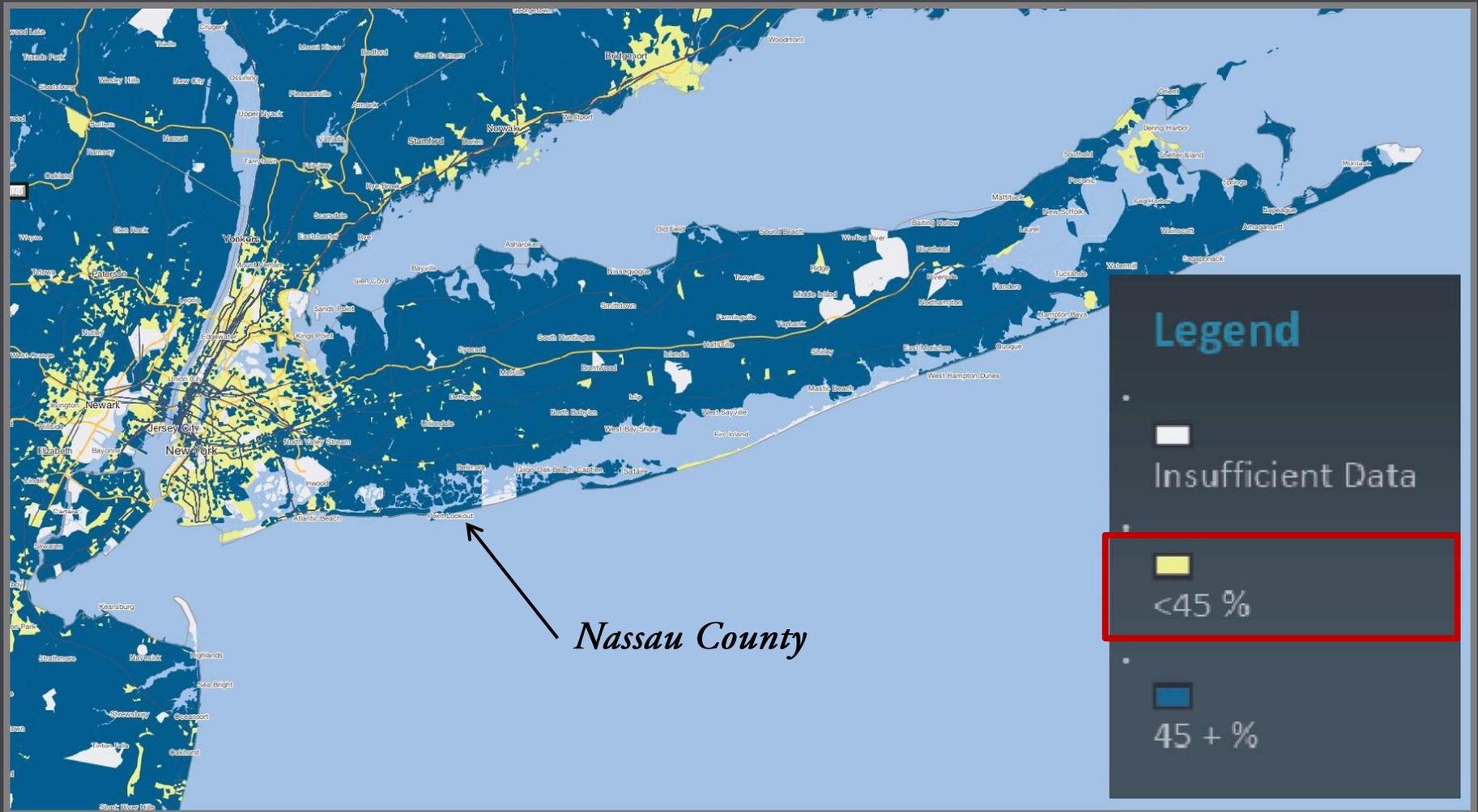
The Sustainable Communities Regional Planning Grant Program supports metropolitan and multijurisdictional planning efforts that integrate housing, land use, economic and workforce development, transportation, and infrastructure investments in a manner that empowers jurisdictions to consider the interdependent challenges of: (1) economic competitiveness and revitalization; (2) social equity, inclusion, and access to opportunity; (3) energy use and climate change; and (4) public health and environmental impact. The Program places a priority on investing in partnerships, including nontraditional partnerships (e.g., arts and culture, recreation, public health, food systems, regional planning agencies and public education entities) that translate the Federal Livability Principles into strategies that direct long-term development and reinvestment, demonstrate a commitment to addressing issues of regional significance, use data to set and monitor progress toward performance goals, and engage stakeholders and residents in meaningful decision-making roles.

The Sustainable Communities Planning Grant Program is being initiated in close coordination with the U.S. Department of Transportation (DOT) and the U.S. Environmental Protection Agency (EPA), co-leaders with HUD in the Partnership for Sustainable Communities.



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Housing & Transportation Costs



Combined Housing and Transportation Costs as a % of Household Income

The Larger Regional Effort



<http://www.sustainablenyct.org/>



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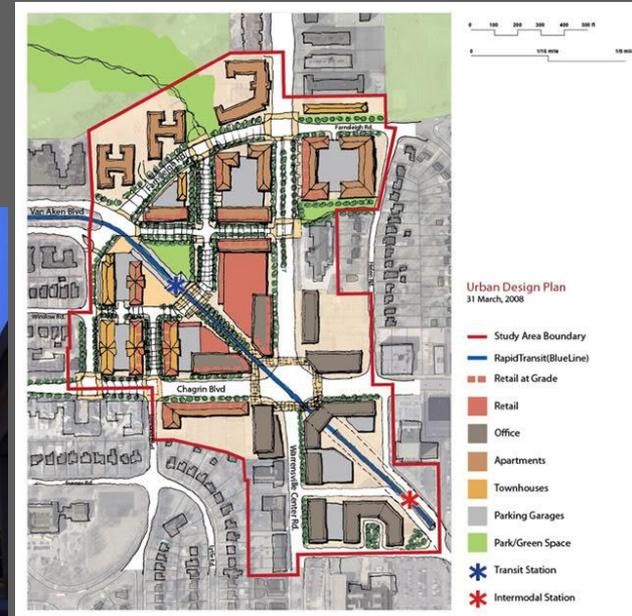
Our Project Scope

Phase I

- Existing Conditions
- Station Area Evaluations

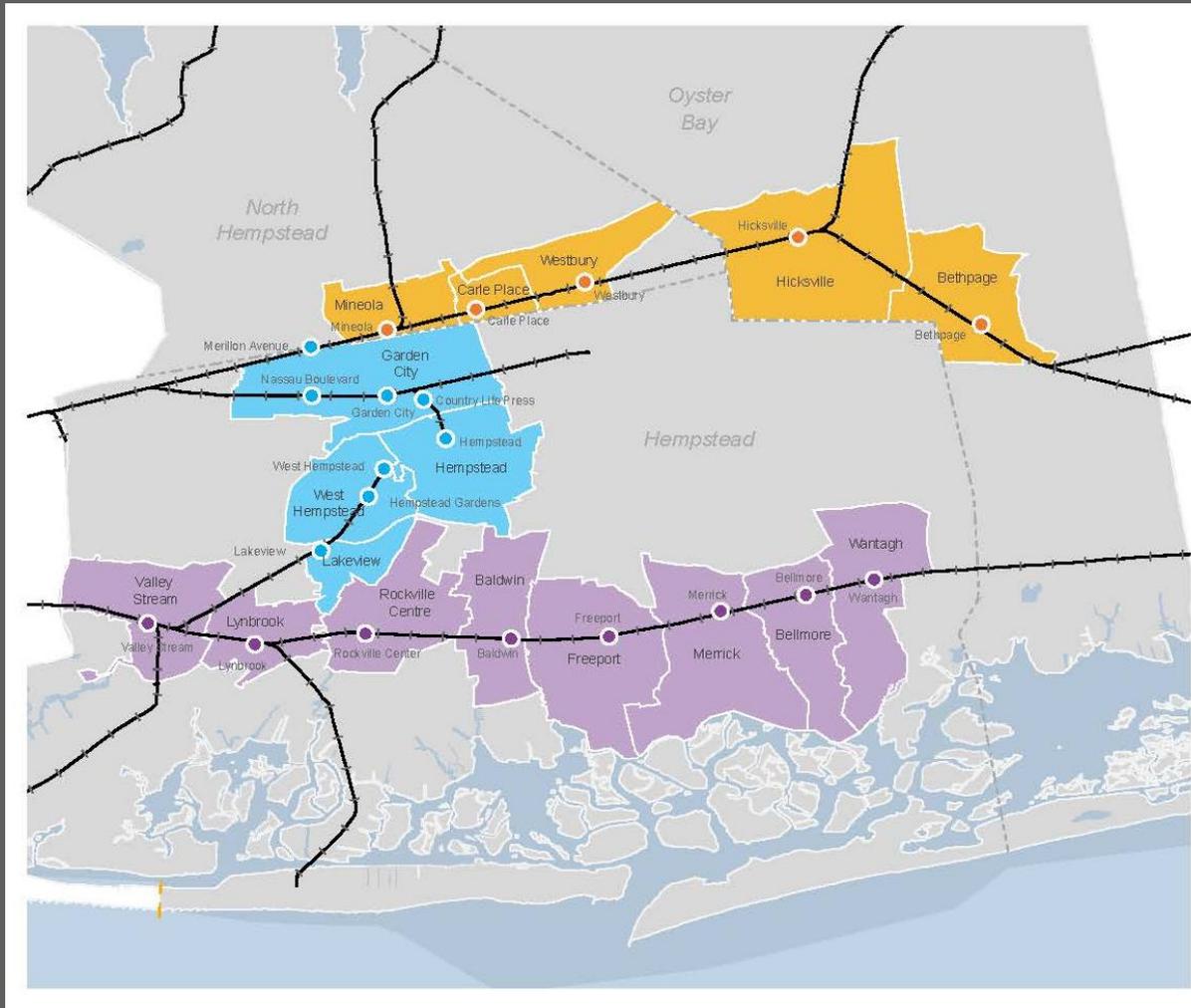
Phase II

- Pilot Station Area Plans



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Municipalities & Stations



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Phase I: Existing Conditions

- Analyze existing conditions for the 21 station areas
 - Land use
 - Zoning
 - Transportation conditions
 - Soft Sites
- Identify issues and opportunities



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Phase I: Station Area Evaluation

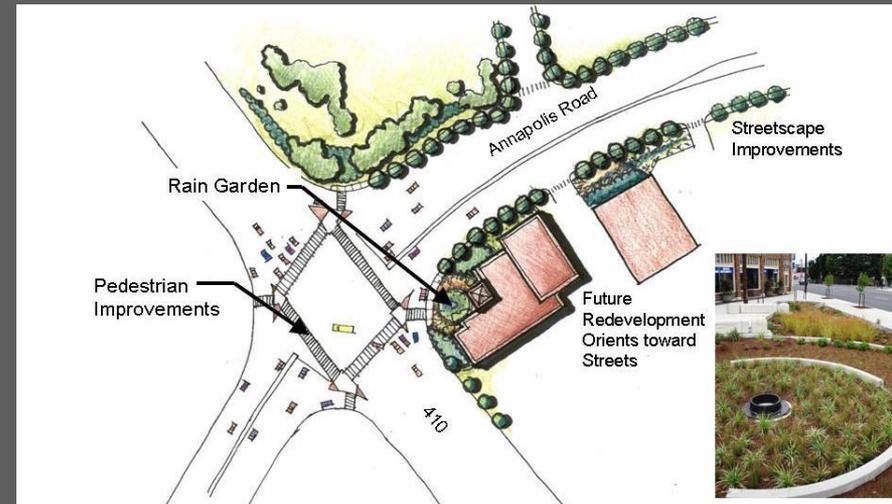
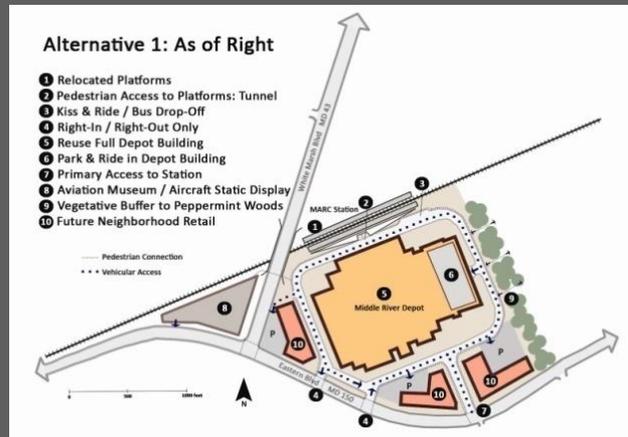
- Determine Transit Supported Development Potential
 - Identify transit supported development preparedness
 - Physical Suitability
 - Public Sector Readiness
 - Developer Interest
 - Leadership In Place
 - Surveys / Public Workshops



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Phase II: Pilot Station Area Site Plans

- Develop Station Area Plans
 - Prepare designs and technical report for 3 pilot stations
 - Sites identified by the community
 - Community workshops



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We are Here to Assist our Station Area Neighborhoods



BALDWIN
BELLMORE
BETHPAGE
CARLE PLACE
COUNTRY LIFE PRESS
FREEPORT
GARDEN CITY
HEMPSTEAD
HEMPSTEAD GARDENS
HICKSVILLE
LAKEVIEW
LYNBROOK
MERILLON AVENUE
MERRICK
MINEOLA
NASSAU BOULEVARD
ROCKVILLE CENTRE
VALLEY STREAM
WANTAGH
WESTBURY
WEST HEMPSTEAD



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- Introduction
- **What is Livability & Transit Supported Development**
- What are we here to do today?



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Six Livability Principles

(Partnership for Sustainable communities, HUD-DOT-EPA)

- Provide more transit choices
- Promote equitable, affordable housing
- Enhance economic competitiveness
- Support existing communities
- Coordinate policies and leverage investment
- Value Communities and Neighborhoods



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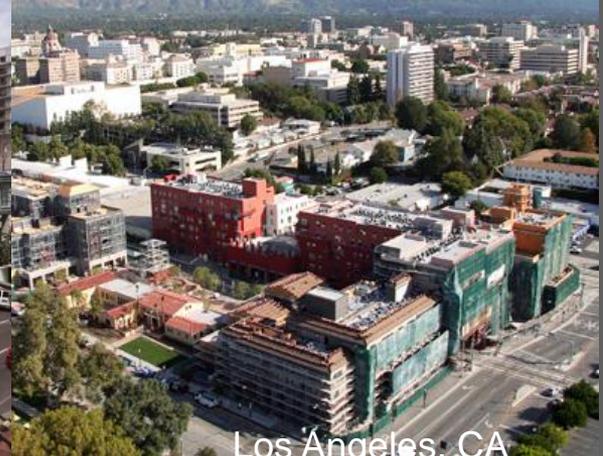
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Dallas, TX



Portland, OR



Los Angeles, CA

Sustainable communities are places that have a variety of housing and transportation choices, with destinations close to home.

As a result, they tend to have lower transportation costs, reduce air pollution and stormwater runoff, decrease infrastructure costs, preserve historic properties and sensitive lands, save people time in traffic, be more economically resilient and meet market demand for different types of housing at different prices points ... these strategies will look different in each place depending on the community's character, context, and needs.

- Partnership for Sustainable Communities



Multi-Modal Station Access



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Pedestrian/Bike Accommodations



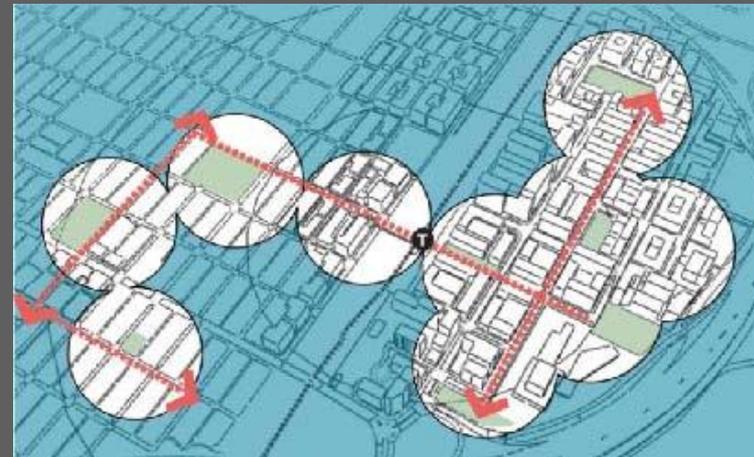
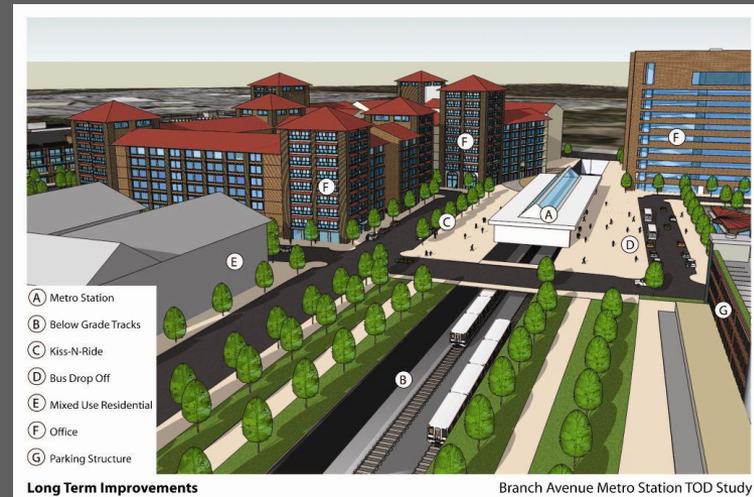
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Active Streets



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Transit and Land Use Integration



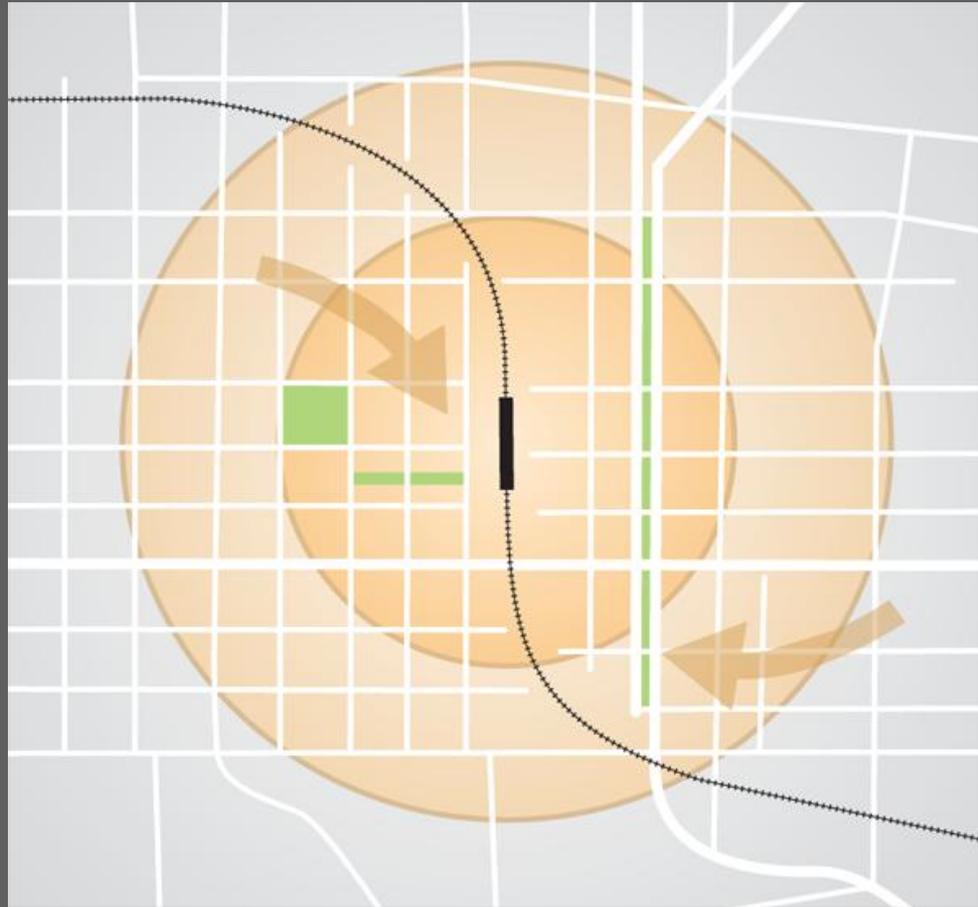
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Community



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What Do We Mean by Transit-Oriented Development?



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Six Principles for TOD

- Medium to higher density (contextual)
- Mix of uses
- Compact & pedestrian-oriented
- Active defined center
- Managed parking
- Public leadership



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TODs Behave Differently

Daily car trips for 50 dwellings

■ SF	500
■ MF	333
■ TOD MF	177

❖ *TOD housing generates 50% less traffic than conventional housing*

10 Trips



6.67 Trips



3.55 Trips



Multifamily
TOD

Multifamily

Single
Family



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Source: "Effects of TOD on Housing, Parking, and Travel," Report 128, Washington, DC: Transit Cooperative Research Program, National Research Council, 2008.

TODs Mitigate Traffic Increases

- TOD residents are:
 - Twice as likely not to own a car as US households
 - 5 times more likely to commute by transit than others in the region
- Self-selection:
 - Responsible for up to 40% of TOD ridership bonus



Source: "Effects of TOD on Housing, Parking, and Travel," Report 128, Washington, DC: Transit Cooperative Research Program, National Research Council, 2008.



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TOD & Property Values

- Washington D.C.
 - + \$2 to \$4 per foot for commercial
- San Jose
 - +23% for commercial
- Portland
 - +10% rent premiums
- Dallas
 - +39% for residential
 - +53% for office values



Washington



San Jose



Dallas

Source: "Transit-Oriented Development in America: Experiences, Challenges, and Prospects," Report 102, Washington, DC: Transit Cooperative Research Program, National Research Council, 2004.

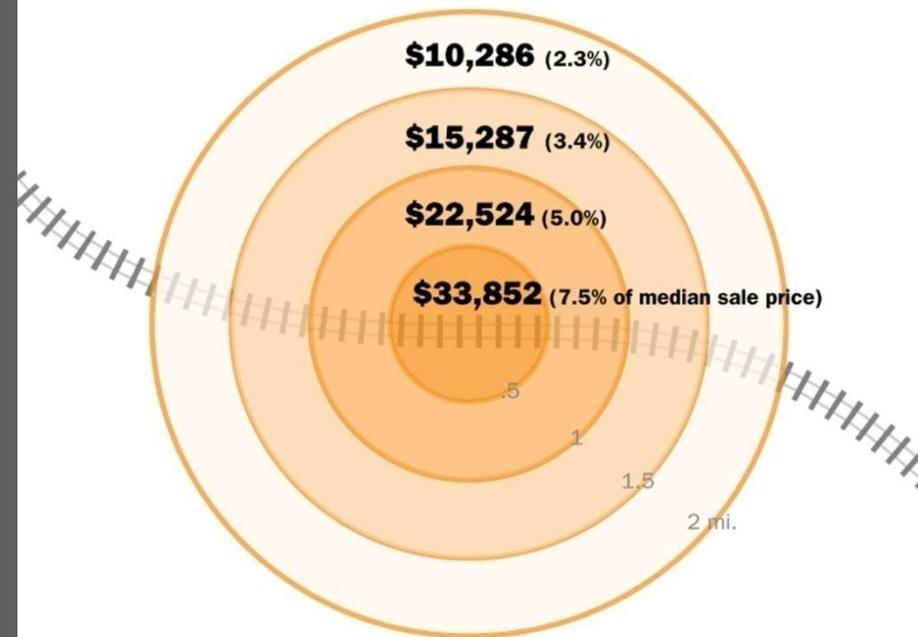


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The Montclair Connection

- Real estate impacts of TOD development
 - 5% average increase in home sale prices

Homes near train stations significantly gained in value after Midtown Direct, Montclair Connection and Secaucus Junction – an average of \$23,000 per home, with the highest gains closest to the stations



Median sale price (FY09 dollars): \$451,000
Average trip-time improvement: 12 minutes
Price increase over 9 years

Source: RPA's "How better transit boosts home values & local economies"



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Teens are Deferring Driving

- Large decline in teens with drivers licenses
- 1978 – 2008
 - 16 year olds: **-38%**
 - 17 year olds: **-35%**
 - 18 year olds: **-21%**
 - 19 year olds: **-16%**



Source: "Transportation and the New Generation: Why Young People Are Driving Less and What It Means for Transportation Policy." US PIRG, April, 2012



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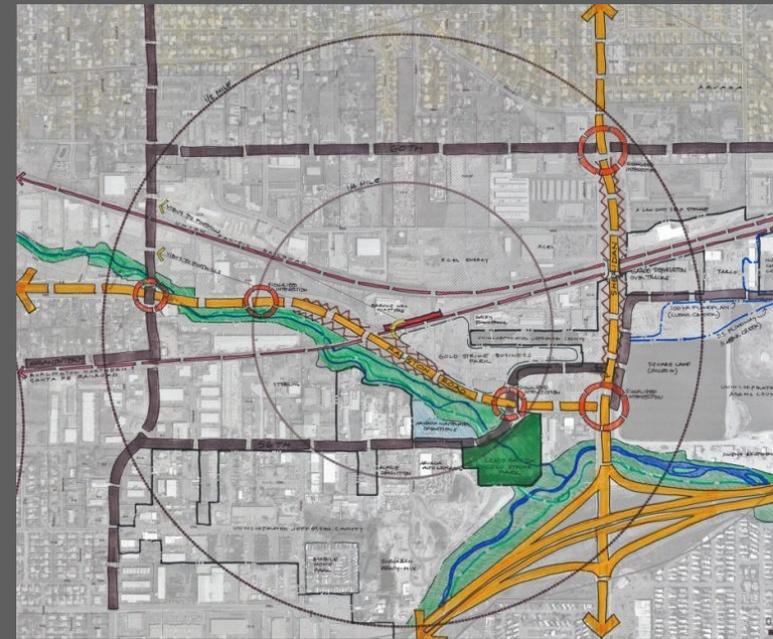
- Introduction
- What is Livability and Transit Supported Development
- **What are we here to do today?**



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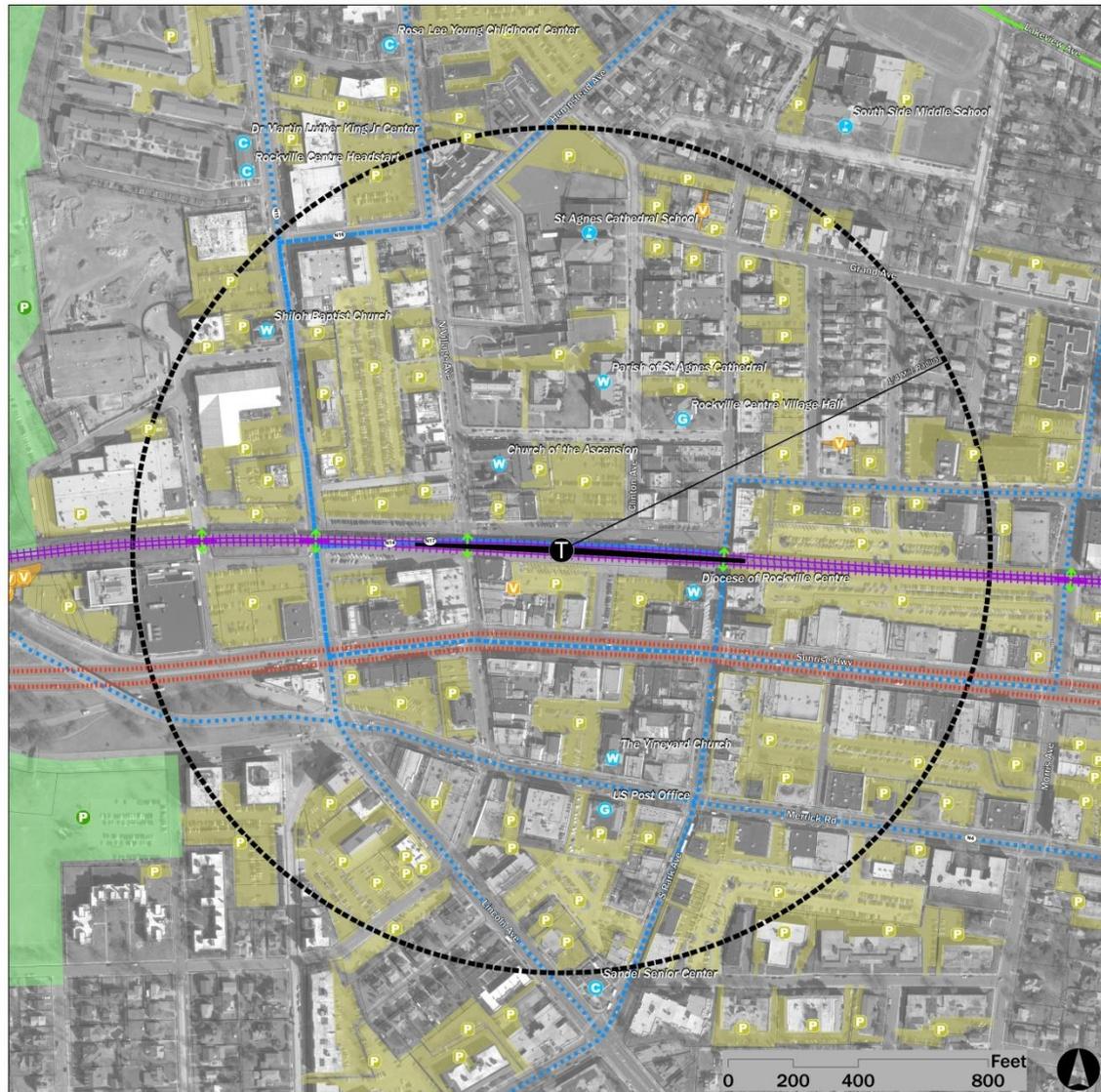
Existing Conditions

- Current studies & actions
- Issues with stations & station areas
- Base map omissions
- Major landmarks, destinations, & attractions
- Vacant & underutilized land
- Issues & opportunities



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Rockville Centre Station Village of Rockville Centre



- Transit Station (train)
 - Crossing
 - Transit Routes (train)
 - Transit Routes (bus)
 - Bicycle Facilities
 - Roads > 4 Lanes
 - Limited Access Highway
 - Parcels
 - Government/Public Buildings
 - Community Centers
 - Religious Institutions
 - Schools, Colleges & Universities
 - Arts, Culture & Entertainment
 - Utilities, Power Stations
 - Parks & Open Space
 - Surface Parking Lots
 - Vacant Land
- Information Needed**
- Vacant/Unused Buildings and Soft Sites
 - Brownfields/Contaminated Sites



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Rockville Centre Existing Conditions

Station Area Evaluations

- Physical suitability
- Public sector readiness
- Developer interest
- Leadership in place



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STATION NAME _____
 MUNICIPALITY _____

1 Physical Suitability. Is/does the existing station area have ...		
QUESTION	SCORE	COMMENTS
1 a mix of uses, vertically (ex. apartments above stores) or horizontally?		
2 a compact and pedestrian-oriented built environment: Building design oriented to the street and allows for easy transit and pedestrian access?		
3 a parking strategy that limits parking footprint and integrates parking strategy into larger development context? Is parking requirement less than is typical for the County?		
4 highly connected street networks (high intersections per road length, small blocks, and no cul-de-sacs)?		
5 well connected parks and open space?		
6 direct and effective connection(s) to an associated activity node?		
7 available infrastructure capacity (sewer, water, traffic volumes, parking, etc.)?		
8 available land suitable for redevelopment?		
9 underutilized sites or marginal land uses?		
10 strong public transit (LIRR, NICE bus) ridership?		
SUBTOTAL		
TOTAL SCORE (subtotal/2)		

2 Public Sector Readiness.		
QUESTION	SCORE	COMMENTS
1 Does current zoning allow for mixed-use and relatively higher density housing?		
2 Do current plans call for downtown mixed-use development? <i>Does the local land use or comprehensive plan call for increased development around the transit station? Is there an existing station area plan? Are there parking management strategies (ex. metering) or shared-parking plans in place?</i>		
3 Are there development incentives or financing in place? <i>For instance: a funded BID</i>		
4 Is there funding allocated for non-motorized transportation or open space improvements in the station area?		
5 Is there funding allocated for other infrastructure improvements in the station area (ex. parking, traffic calming/circulation)		
TOTAL SCORE		

STATION NAME _____
 MUNICIPALITY _____

3 Developer Interest.		
QUESTION	SCORE	COMMENTS
1 Are local officials getting inquiries about development, purchase, or permitting redevelopment within the station area?		
2 Are parcels of land in the station area being optioned or sold?		
3 Are there privately-led master planning or plan changes underway in the station area?		
4 Is there new development recently completed, in construction, or about to go into construction in the station area?		
5 Are there recent developments in the station area that satisfy livability principles for development?		
TOTAL SCORE		

4 Leadership in Place.		
QUESTION	SCORE	COMMENTS
1 Is there evidence of public support for mixed-use and downtown redevelopment and investment (commercial and/or residential) here?		
2 Is there a local stakeholder or advocacy group organized around supporting downtown redevelopment or transportation improvements?		
3 Are there leaders in local government who are championing / supporting downtown redevelopment and investment?		
4 Are leadership groups actively meeting to discuss / plan for improvements?		
5 Is there a lack of (or have you overcome) organized local resistance or overwhelming obstacles to planning within the community?		
TOTAL SCORE		

TOTAL SCORE (for all four factors)		
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TSD Readiness Questionnaire

FOLLOW-UP QUESTIONS:

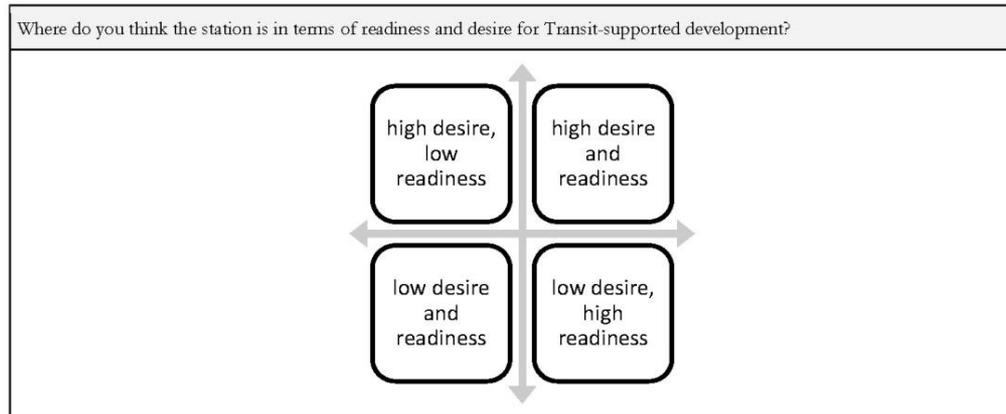
Is there an opportunity for transit supported development at this station area?

If so, what type of development would you like to see? What development is appropriate here?

What is needed to make such development happen?

How could the county or regional consortium help you make this happen? What other partners do you need?

What are the likely benefits and costs of transit-supported development in this station area?



Thank You

Sean Sallie

Senior Planner

(516)571-9344

ssallie@nassaucountyny.gov

Satish Sood

Deputy Commissioner for Planning

(516)571-9344

ssood@nassaucountyny.gov

Nassau County Department of Public Works

Planning Division

1194 Prospect Avenue

Westbury, NY 11590



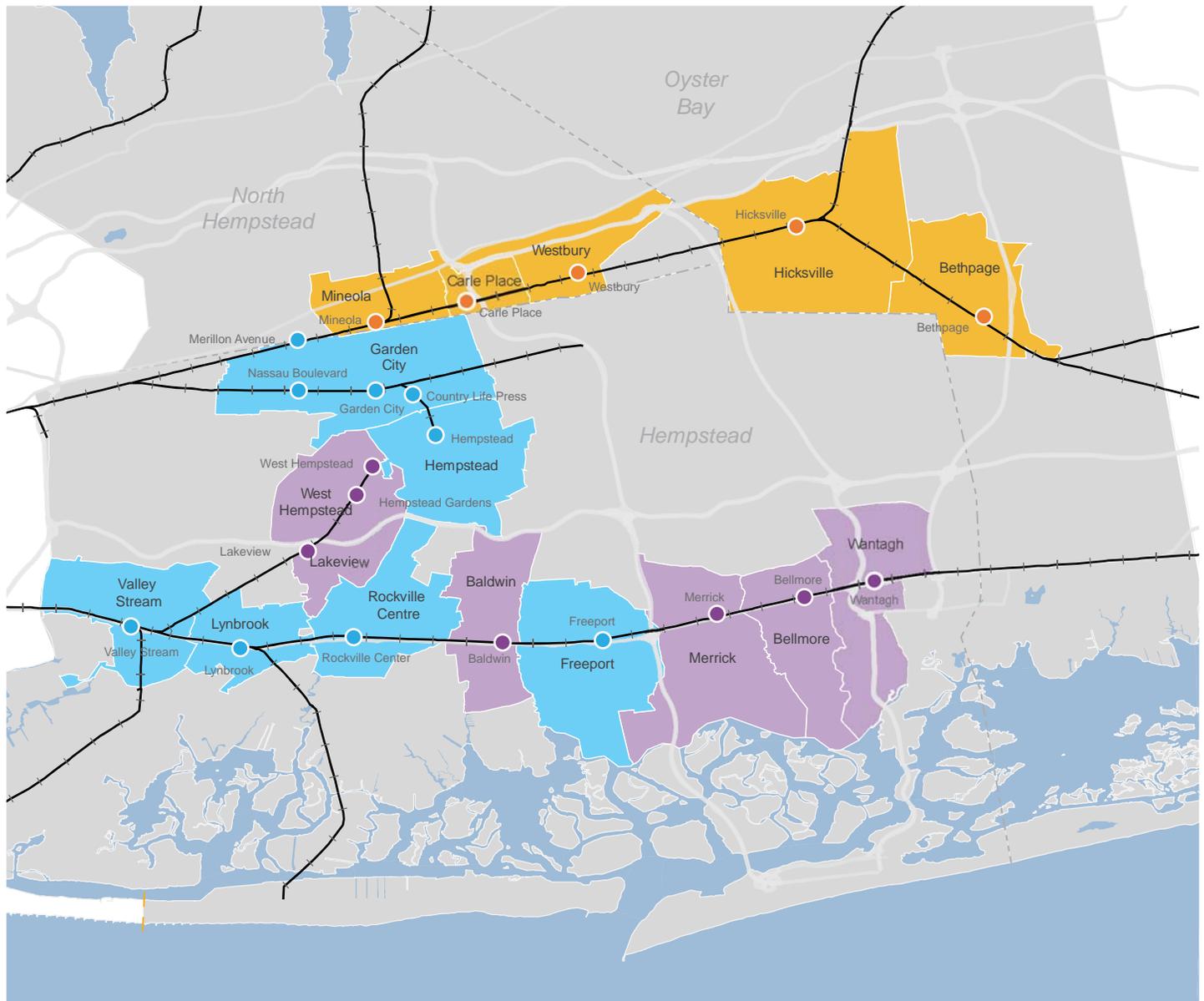
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Cultivating Opportunities for Sustainable Development
Nassau County Infill Redevelopment Feasibility Report

Appendix A

2. Civic Focus Group Meetings One, Two, and Three

Places & Stations



Outreach Meetings (stations)

Meeting 1: Mineola, Carle Place, Westbury, Hicksville, Bethpage (Port Jefferson Branch)

Meeting 2: Valley Stream, Lynbrook, Rockville Centre, Freeport, Hempstead, Nassau Boulevard, Garden City, County Life Press (Hempstead & West Hemstead Branches)

Meeting 3: West Hempstead, Hempstead Gardens, Lakeview, Baldwin, Merrick, Bellmore, Wantagh (Babylon & West Hempstead Branches)



Save the Date

January 31, 2013

New York and Connecticut Sustainable Communities Nassau County Working-Group Meeting

Nassau County Legislative Chamber • 1550 Franklin Avenue, Mineola NY 11501

*Nassau County and NY-CT Sustainable Communities cordially invite you to a
special working-group meeting for our community's civic leaders.*

Nassau County Working Group meeting 6:30pm to 8:30pm

The civic working-group meeting, intended for the civic leaders of our community, will introduce you to the NY-CT Sustainable Communities Grant-funded **Nassau County Infill Redevelopment Feasibility Study** and be an opportunity to participate in the study and identification of select station areas within the study area for future livability planning and development.

This process is meant to enhance the relationship between your community and the Federal, State, and County governments. The County and the NY-CT Sustainable Communities partnership aims to promote strategic planning and forward existing local planning efforts into the implementation stage. Your participation in this project is important as it will better position your community for future federal grant-funding.

Please note that this meeting was previously scheduled for December 6th, 2012 and was postponed. We apologize for any inconvenience this may have caused and hope you can attend at this new date and time.

For any questions, please contact Sean E. Sallie, AICP of the Nassau County Department of Public Works, at 516-571-9342 or ssallie@nassaucountyny.gov.



**PARSONS
BRINCKERHOFF**

Edward P. Mangano
County Executive



Jeffrey H. Greenfield
Chair

Shila Shah-Gavoudias
Commissioner

Marty Glennon
Vice-Chair

Satish Sood
Deputy Commissioner

Ronald J. Ellerbe
Neal Lewis
Donna Martini
Mary A. McCaffery
Robert A. Melillo
Leonard Shapiro
Eric J. Sussman

Nassau County Department of Public Works Division of Planning

1194 Prospect Avenue
Westbury, New York 11590-2923
516-571-9600
www.nassaucountyny.gov

November 28, 2012

Hon. Kate Murray
Supervisor
Town of Hempstead
1 Washington Street
Hempstead, NY 11550

Dear Citizen:

Nassau County cordially invites you to a special working-group meeting to introduce you to the NY-CT Sustainable Communities Grant-funded **Nassau County Infill Redevelopment Feasibility Study**. We extend this opportunity to participate in the review of Nassau County station area livability for the twenty-one Long Island Rail Road stations in our study area as we are looking for you to assist in the identification of select station areas for future livability planning and development.

This process is meant to enhance the relationship between your community and the federal, State and county governments. The County and the NY-CT Sustainable Communities Partnership aims to promote strategic planning and forward existing local planning efforts into the implementation stage. Your participation in this project is important as it will better position your community for future federal grant-funding.

The session will be held on **December 6th** in the **Nassau County Legislative Chamber**, located at 1550 Franklin Avenue, Mineola, NY. **The session will run from 5:30pm to 7:30pm.**

The following LIRR station areas will be under review: Bethpage, Carle Place, Country Life Press, Freeport, Garden City, Hempstead, Lynbrook, Merillon Avenue, Mineola, Nassau Boulevard, Rockville Centre, Valley Stream, & Westbury.

Our goal is to introduce our civic and business chamber stakeholders to the principals of livability and afford you the opportunity to participate in identifying potential livable community projects and initiatives or inform us of existing planned developments at your respective station areas. We will have our consultant team, Parsons Brinckerhoff, present these principals in the context of our stations. We will then transition into round table discussions organized for each station area. This session, to be facilitated by a member of the project team, will provide an opportunity for you to analyze and report livability and development opportunities available for each station. The meeting will conclude with an explanation of our project team's approach in determining strategies for moving your local projects into the implementation phase.

Please RSVP to Sean E. Sallie, AICP of the Nassau County Department of Public Works at 516-571-9342 or ssallie@nassaucountyny.gov at your earliest convenience.

We look forward to seeing you and hearing your thoughts as we strive to make Nassau County a more livable, economically prosperous, and sustainable place.

Sincerely,

Satish Sood
Deputy Commissioner for Planning

SPECIAL ADVISORY MEETING WITH CIVIC FOCUS GROUPS (CFG)

MEETING AGENDA

1. Introduction to Project and Transit-Supported Livability

5:35 – 6:00pm

- a. Welcome & Introduction
- b. Overview of the HUD Sustainable Communities Planning Grant
- c. What is meant by Transit Supported Development (TSD) and how it can foster livability in Nassau County
- d. What are we here to do today? What is your role?

2. Evaluate Station Areas for Desire and Readiness for Transit-Supported Development

6:00 – 6:45pm

In groups, participants will be asked to use their knowledge of the station areas, the TSD readiness factors presented, as well as the questionnaire provided to evaluate the TSD readiness of their station areas and to identify the relative desire for TSD in the station area and note issues, opportunities, as well as existing plans for the station areas that would influence their suitability for TSD. The project team will help the participants in using the TSD readiness Questionnaire to evaluate the station areas for livable development readiness, keeping each group's discussion active and helpful and ensuring that the participants complete an evaluation for each station. In the process participants will be asked to identify any missing or inaccurate information on the station area base maps provided.

3. Break

6:45 – 7:00pm

4. Report-Back & Discussion

7:00 – 7:20pm

A project team moderator from each station group presents the group's conclusions. A discussion of the findings follows the presentations.

5. Concluding Remarks

7:20 – 7:30pm



MEETING MINUTES

DATE:	October 11 • 6:30pm – 8:30pm
ATTENDEES:	Sean Sallie, Satish Sood, Marty Katz (NC), Tom Jost, Samer Saliba, Pippa Brashear, Max Sokol (PB), David Berg, Janice Jijina, David Tepper (CAM), Shuprotim Bhaumik (HRA), Eric Alexander, Tawaun Weber (VLI), Maureen Dolan Murphy (CCE), Chris Jones (RPA)
FROM:	Samer Saliba
SUBJECT:	Civic Focus Group Meeting One – Bethpage Public Library, Bethpage, NY
CC:	Chris Jones, Janice Jajina, Dan Baer

ACTION ITEMS

Item	Responsible Party	Target Date
PB to organize follow up conference call for 2pm on Tuesday, October 16, for the Project Team	PB	10/12/12
VLI to postpone CFG Meeting 2 and arrange for another venue to host this meeting sometime in late October/early November	VLI	10/17/12
Project team to deliver potential “messaging” to clarify the intent of the project to CFG – to be agreed upon during 10/16 conf. call	Project Team	10/16/12
VLI to incorporate new agreed upon messaging in their outreach	VLI	10/17/12
PB to incorporate feedback from CFG Meeting 1 into Station Summaries document	PB	10/17/12



CFG Attendance Chart:

Name	Civic Affiliation	Email
Mike Krummenacker	St. Ignatius – Hicksville	Mkkfm105@aol.com
Lois Lovisolo	Bethpage Public Library	Bpl-11714@yahoo.com
Gerard Modeste	Sherwood Civic	Gm11590@hotmail.com
Ann Albertson	Historical Society – Bethpage	Bobann36@optonline.net
Fr. Jim Stachacz	St. Ignatius – Hicksville	jtstach@gmail.com
John Simowello	HGCA	Pops945@optonline.net
John Rigert	St. Ignatius – Hicksville	jrigert@optonline.net
Lionel Chitty	Hicksville Chamber of Commerce	lionelchitty@gmail.com
David J. Braham	Sherwood Civic	brahamdj@yahoo.com
Stan Kobin	Hicksville Commercial Council	preshcc@gmail.com
Tom Pfeifer	Midland Civic	tompfl@optonline.net
Joel Berse	Hicksville Commercial Council – President, North West Civic Association, President	mrhixville@aol.com
Judy Kaplan	AARP	Judy.kaplafamilymom@verizon.net

DISCUSSION SUMMARY

Post-Presentation Q&A/Comments

- Hicksville CFG voiced concern over redundancy of the project and inaction resulting from similar past projects
 - Hicksville voiced concern that their development is “still incomplete” and that the town is still looking for federal resources
 - Project team assured the Hicksville CFG that the purpose of this project is not to duplicate existing efforts and that the purpose of the project is to aid towns to get specific sites off the ground
- Bethpage CFG voiced concern over three key issues:
 - That the project will result in “3 winners and 18 losers”
 - That the Bethpage CFG’s low attendance will result in the town being looked over



- That Bethpage residents/general public were not in attendance
- Westbury CFG echoed the concern of Bethpage, saying that, “people don’t know about this meeting”
- Project team assured the CFGs that the project was intended to cater to the needs of individual station areas and that the intention of the meeting was to meet with a focused number of civic groups
 - Project team stated that the project was about what the station areas need and “how this process works for you and how can it work for you.”
 - County assured CFGs that the County was available to meet individually with interested station areas
 - Project team will use existing GIS license with Nassau County

Breakout Group Summary of Discussion

- Hicksville expressed a high desire and readiness for TSD
 - Rated fair physical suitability, good public sector readiness, good developer interest, and good leadership in place
 - Agreed that there is an opportunity for TSD
 - Would like to see restaurants, residential, senior housing development
 - Expressed a need for new zoning, resolved parking system, elimination of bus loitering, and better ped/vehicle circulation
 - Project team assured the Hicksville CFG that the purpose of this project is not to duplicate existing efforts and that the purpose of the project is to aid towns to get specific sites off the ground
- Bethpage expressed a high desire for TSD but were unsure of their readiness
 - Rated good physical suitability, great public sector readiness, and good leadership in place. Unsure about developer interest
 - Agreed that there might be an opportunity for TSD
 - Key concerns were parking, high rents, safety, and lack of commercial patronage
- Westbury expressed a high desire and readiness for TSD
 - Rated good/great physical suitability, good/great public sector readiness, fair/good developer interest, fair/good leadership in place
 - Agreed that there might be an opportunity for TSD
 - Would like to see residential, commercial development similar to Maple/Union development
 - Key concerns were parking, school impacts, structured parking, and community input
 - Expressed interest in working directly with both town and county governments
 - Participants noted that they did not represent all of the Westbury community, just one civic association not within ¼ mile of station



Post-Meeting Project Team Internal Discussion

- Project Team agreed to postpone CFG Meeting 2 due to conflicts
 - Target date: Week of October 29th (Possible dates: Oct. 30th or Nov. 1st)
 - VLI to spearhead organization and select venue of CFG Meeting 2
 - Possibility to still use Southside Middle School as the venue for this meeting
- Project team to discuss at 10/16 conference call that, for future CFG meetings, members of the outreach team should moderate breakout groups wherever possible
- CFGs of station areas that were not well represented at CFG Meeting 1 (Mineola, Carle Place, Westbury and Bethpage) should be invited to subsequent meetings
- Project team discussed the clarity of the project's intent and messaging in the view of the public
 - Need for a better messaging strategy, to be discussed and decided upon during 10/16 call
 - Need to steer clear from "winners/losers" theme and convey a clear message that participation in this project is worthwhile for all station areas, the "consolation prize"
 - Opportunity to continue working with NC
 - Existing Conditions maps for all station areas in study
 - Opportunity to jump start development even without being selected
 - Agreed that site selection should be portrayed as a "catalyst project" – need to clarify exactly how this message is delivered to the public
 - Agreed that project, simply stated, may be generalized as "the county has money that can be used in a very specific way to help you move from planning to development"



MEETING MINUTES

DATE:	January 31st, 2013 • 6:30pm – 8:30pm • Nassau County Legislative Chamber
ATTENDEES:	Sean Sallie, Satish Sood, Marty Katz, and Charles Theophan of NC, Tom Jost, Max Sokol, Sandra Forte, Greg Del Rio & Samer Saliba of PB, Eric Alexander, Elissa Kyle & Tawaun Weber of VLI, Adrienne Esposito and Maureen Dolan-Murphy of CCE, David Berg, Rob Svadlenka & David Tepper of Cameron, Brian Dennis of RPA
FROM:	Samer Saliba
SUBJECT:	Jan. 31 st Civic Focus Group Meeting #3 – Bethpage, Carle Place, Freeport, Garden City, Merillon Ave., Nassau Blvd. Country Life Press, Hempstead, Lynbrook, Mineola, Rockville Centre, Valley Stream, & Westbury
CC:	Chris Jones, Dan Baer

ACTION ITEMS

Item	Responsible Party	Target Date
PB to summarize CFG feedback in Station Summaries document	PB	2/4/13
PB to update existing conditions maps based on CFG feedback	PB	2/8/13
Project Team to select station shortlist and present to County	Project Team	2/19/13
County to ask Town of Hempstead MAG for their responses to the TSD Questionnaire now that feedback has been received from all CFGs	NC	ASAP

LIST OF ATTENDEES

NAME	ORGANIZATION	EMAIL
Will Stoner	AARP	wstoner@aarp.org
Wayne Redman	Hempstead Boys and Girls Club	wkredman@hdgclub.com



Patti Bourne	Kimmel Housing Development	pattibourne@gmail.com
Patricia Friedman	Community League of Garden City South	Not provided
Ann Albertson	Central Park Historical Society	Bobann36@optimum.net
Habeeb Ahmed	Islamic Center of LI	jifsha@yahoo.com
Jen Shykula	Berlin Rosen PR	jen@berlinrosen.com
Juan Vides	LI Hispanic Chamber	info@techacs.com
Ann Fangmann	LICF Housing Board	agfangmann@db-eng.com
Nancy Barreno	Westbury Chamber	nbarreno@nassaucountyny.gov
Vern Jinks	Rockville Centre/Lakeview EDC	vjinks@coc-nassau.org
Franco Ortiz	Salvacom	franco@salvacom.org
David Sabatino	Envision Valley Stream	envisionvalleystream@gmail.com
Lois Lovisolo	Bethpage Public Library	pbl-11704@yahoo.com
Terri Catapano-Black	Bethpage Chamber of Commerce	terri@century21.com
Linda Mangano	Bethpage Chamber of Commerce	nuz2u@aol.com
Chester McGibbon	Birchwood Knolls	chestermcgibbon@gmail.com
Paul Russo	Uniondale	Nmber23@aol.com
Hendrick Fayette	Nassau County Minority Caucus	hfayette@nassaucountyny.gov

DISCUSSION SUMMARY

Overall Synopsis of CFG Meeting #3

- Overall, the project team agreed that the meeting went well and good input on the station areas gained
- Every station area had at least one civic representative except for Lynbrook, Mineola, and Carle Place
- Feedback from attendees was generally positive and supportive of the project's goals
- The meeting was generally well attended, with roughly 18 civic attendees



- No questions were raised during or after the TSD presentation

Bethpage Synopsis

- Bethpage civics expressed an average desire and a somewhat high readiness for TSD
 - Great physical suitability
 - Great public sector readiness
 - Fair/good developer interest
 - Great leadership in place
- Key suggestions included moving the majority of station parking to the west of Stuart Ave, allowing for the downtown – where the parking is currently located – to thrive
- Pedestrian safety was a key issue during the discussion, as Bethpage features one of the most dangerous intersections in Long Island

Freeport Synopsis

- Freeport civics expressed a somewhat high desire and average readiness for TSD
 - Great physical suitability
 - Fair/good public sector readiness
 - Good developer interest
 - Fair leadership in place
- Freeport civics are interested in bringing more jobs to the station area and are looking to draw the interest of commercial developers and light manufacturing companies
- Key tasks for the station area include a need for rezoning and consolidating parcels

Garden City Stations Synopsis

- Garden City expressed a low desire readiness, while the others expressed average desire and readiness for TSD
 - Good physical suitability for Merillon Ave. and Nassau Blvd, fair for the others
 - Poor public sector readiness for all stations
 - Poor/fair developer interest for all stations
 - Fair leadership in place for all stations
- Garden City stations agreed that due to the heavily residential characteristics and little available land, TSD is not likely to occur at these station areas



- The most promising area is Merillon Ave., which has vacant industrial building near the station that could potentially be developed

Hempstead Synopsis

- Hempstead Gardens civics expressed an average desire and and readiness for TSD
 - Great physical suitability
 - Great public sector readiness
 - Good developer interest
 - Good/great leadership in place
- Hempstead civics expressed a desire to tie in all the development and construction activity at the station to be more coherent
- Civics would like to see a community/jobs training center in their downtown coupled with complete streets
- Station area has a high ethnic diversity that should be celebrated and used to its full potential

Rockville Centre Synopsis

- Rockville Centre civics expressed a somewhat high desire and readiness for TSD
 - Good physical suitability
 - Fair/good public sector readiness
 - Good developer interest
 - Good/great leadership in place
- Rockville Centre civics expressed a desire for a community center in their downtown, along with housing options for younger people while adding on to the mixed-use amenities that currently exist
- Civics expressed that there is no real need for this type of development currently

Valley Stream Synopsis

- Valley Stream civics expressed a high desire and readiness for TSD
 - Great physical suitability
 - Fair/good public sector readiness
 - Good/great developer interest
 - Good/great leadership in place
- Valley Stream civics expressed a strong desire to take advantage of their new mixed-use and hotel zoning changes and enhance their standing as the gateway to the downtown



- Civics are pushing for the development of a hotel and complete streets upgrades

Westbury Synopsis

- Westbury civics expressed a high desire and readiness for TSD
 - Fair physical suitability
 - Great public sector readiness
 - Good developer interest
 - Good leadership in place
- Westbury civics expressed a strong desire to develop the two parcels on either side and nearest to the LIRR station
- A key development they are hoping to realize is the development of affordable housing near the station, as well as complete streets improvements that promote a diversity of commercial businesses along their main streets

Common Threads in Closing Discussion

- As opposed to previous CFG meetings, there were no clear common threads throughout the discussion besides the need for clear-cut partners with the financial means to see projects through
- Most groups were able to identify specific projects that they would like to see realized

The meeting was concluded at 9:00pm.

MEETING MINUTES

DATE:	October 25 th , 2012 • 6:30pm – 8:30pm
ATTENDEES:	Sean Sallie, Satish Sood, Sheila Shah of NC, Tom Jost, Max Sokol, Pippa Brashear & Samer Saliba of PB, Eric Alexander, Tara Bono & Tawaun Weber of VLI, David Berg & David Tepper of Cameron, Brian Dennis of RPA
FROM:	Samer Saliba
SUBJECT:	Civic Focus Group Meeting #3 – Baldwin, Bellmore, Lakeview, Merrick, Hempstead Gardens, West Hempstead, & Wantagh
CC:	Chris Jones, Dan Baer

ACTION ITEMS

Note: Target dates are sensitive to the recovery process from Hurricane Sandy and are subject to change

Item	Responsible Party	Target Date
VLI to cancel CFG Meeting #2 in wake of Hurricane Sandy	VLI	11/1/12
Project Team to send all studies/plans/developments to PB in advance of CFG Meeting #2	Project Team	ASAP
Project Team to hold conference call to discuss potential CFG Meeting #2 dates and locations, as well as next steps	Project Team	Week of 11/5/12
PB to submit revised draft Moderator Team Matrix to Project Team for comments	PB	11/7/12
PB to update existing conditions maps for CFG Meeting #2	PB	11/7/12
Project Team to review maps and CFG Presentation during pre-meeting #2 call	Project Team	TBD
VLI to submit CFG RSVP list to PB & NC	VLI	TBD



LIST OF ATTENDEES

NAME	ORGANIZATION	EMAIL
Peter Ray	Bellmore Chamber	plskslk@optionline.net
Karen Montalbano	Baldwin Civic	ykmony@yahoo.com
Paula Reyna	Baldwin Civic	Paulareyna23ns@gmail.com
David Viana	Baldwin Civic	baldwincivic@gmail.com
Claudia Borecky	North & Central Merrick Civic	claudiaborecky@gmail.com
Diego Mancilla	Jami's Corp	jamidiego@yahoo.com
Rosalie Norton	W. Hempstead Civic	sweetrosieami@aol.com
Julie Mansmann	Long Island Herald	jmansmann@liherald.com
Stu Weinstein	TOHCC	Stu.weinstein@verizon.net
Berta Weinstein	South Merrick Civic	Southmerrickcivic.org
Mark Salsberg	South Merrick Civic	Southmerrickcivic.org
Linda Degen	Baldwin	degenlina@gmail.com
Sol Marie Jones	LICF	sjones@licf.org
Martin Valk	Merrick Park Association	valkland@aol.com
Sandi Vega	Wantagh Resident	gigglepatch@gmail.com
Yossi Azore	W. Hempstead CDA	yossiaz@aol.com
David Stonehill	Old Lindenmore	eckhill@aol.com

DISCUSSION SUMMARY

Overall Synopsis of CFG Meeting #2

- o Overall, the project team agreed that the meeting went well and good input on the station areas gained



- Issues that arose during CFG Meeting #1 were nonissues during Meeting #3
- Feedback from attendees was generally positive and supportive of the project's goals

Baldwin Synopsis

- Baldwin civics expressed a high desire and a somewhat high readiness for TSD
 - Great physical suitability
 - Fair/good public sector readiness
 - Fair/good developer interest
 - Great leadership in place
- Key suggestions included improved bicycle infrastructure, street safety along Sunrise Highway, commercial and/or residential development, and added parking

Bellmore Synopsis

- Bellmore civics expressed a low desire and readiness for TSD
 - Fair physical suitability
 - Poor public sector readiness
 - Poor/fair developer interest
 - Good leadership in place
- Bellmore civics expressed that they were not suitable candidates for development while expressing a desire for streetscape improvements

Lakeview Synopsis

- Lakeview civics expressed a medium desire and medium readiness for TSD
 - Great physical suitability
 - Poor public sector readiness
 - Good/great developer interest
 - Undecided on leadership in place
- Lakeview civics expressed that they had several potential development projects that have been stymied for various reasons and could use additional support to become realized

Hempstead Gardens & West Hempstead Synopsis

- Hempstead Gardens & West Hempstead civics expressed a high desire and an average readiness for TSD



- Good/great physical suitability
- Undecided public sector readiness
- Good/great developer interest
- Great leadership in place
- Hempstead Gardens & West Hempstead expressed a desire to get the town and developers involved for any development to progress
- Expressed a desire to have the town designate West Hempstead as a development area
- Expressed a desire for small market commercial, food-oriented development

Merrick Synopsis

- Merrick civics expressed a high desire and an average readiness for TSD
 - Fair/good physical suitability
 - Poor public sector readiness
 - Poor developer interest
 - Fair leadership in place
- Merrick civics expressed desire for mixed-use, pedestrian friendly, high density, and age-sensitive development while outlining a need for rezoning

Wantagh Synopsis

- Wantagh civics expressed an average desire and readiness for TSD
 - Great physical suitability
 - Fair public sector readiness
 - Undecided developer interest
 - Poor leadership in place
- Wantagh civics expressed a desire for mixed-use development close to park amenities with improved walkability around their station area

Common Threads in Closing Discussion

- All breakout groups agreed that special attention should be paid to pedestrian safety along and across Sunrise Highway for all station areas
- All breakout groups expressed a desire for more parking to some degree
- All breakout groups expressed a need for a better relationship between the civics and the town & county government, given the need for their support if development is to be realized





Livable Communities & Transit Supported Development

Nassau County Infill Redevelopment Feasibility Study

Community Focus Group Meeting # 2

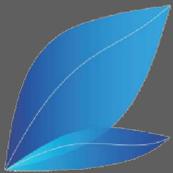
October 25, 2012



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Nassau County Infill Redevelopment Feasibility Study

- Introduction
- What is Livability & Transit Supported Development
- What are we here to do today?



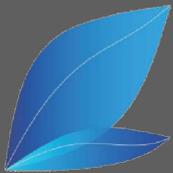
NEW YORK & CONNECTICUT
SUSTAINABLE COMMUNITIES



**PARSONS
BRINCKERHOFF**

■ Introduction

- What is Livability and Transit Supported Development?
- What are we here to do today?



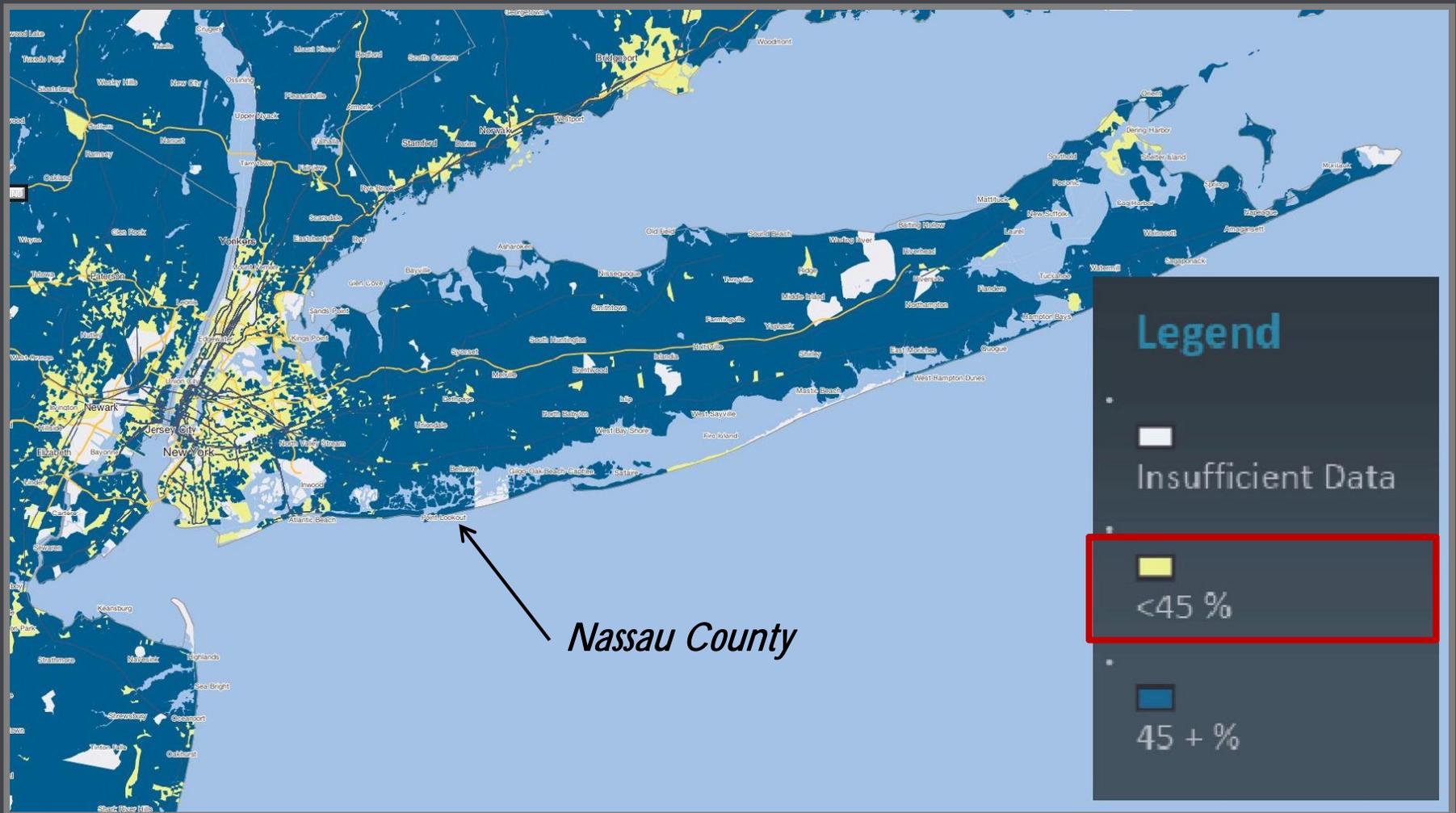
NEW YORK & CONNECTICUT
SUSTAINABLE COMMUNITIES



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Nassau County Infill Redevelopment Feasibility Study

Housing & Transportation Costs



Combined Housing and Transportation Costs as a % of Household Income

The Initiative

THURSDAY, AUGUST 16, 2012

HUD.GOV
U.S. Department of Housing and Urban Development
Secretary Shaun Donovan

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HUD > Program Offices > Sustainable Housing Communities > Sustainable Communities Regional Planning Grants

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Sustainable Communities Regional Planning Grants

Overview

The Sustainable Communities Regional Planning Grant Program supports metropolitan and multijurisdictional planning efforts that integrate housing, land use, economic and workforce development, transportation, and infrastructure investments in a manner that empowers jurisdictions to consider the interdependent challenges of: (1) economic competitiveness and revitalization; (2) social equity, inclusion, and access to opportunity; (3) energy use and climate change; and (4) public health and environmental impact. The Program places a priority on investing in partnerships, including nontraditional partnerships (e.g., arts and culture, recreation, public health, food systems, regional planning agencies and public education entities) that translate the Federal Livability Principles into strategies that direct long-term development and reinvestment, demonstrate a commitment to addressing issues of regional significance, use data to set and monitor progress toward performance goals, and engage stakeholders and residents in meaningful decision-making roles.

The Sustainable Communities Planning Grant Program is being initiated in close coordination with the U.S. Department of Transportation (DOT) and the U.S. Environmental Protection Agency (EPA), co-leaders with HUD in the Partnership for Sustainable Communities.



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Nassau County Infill Redevelopment Feasibility Study

NY-CT Sustainable Communities Consortium



<http://www.sustainablenyct.org/>



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Nassau County Infill Redevelopment Feasibility Study

Phase I: Existing Conditions

- Station Area Assessment
 - Land use
 - Zoning
 - Transportation conditions
 - Plans and Studies
- Identify issues and opportunities around your station area
- Synthesize local planning initiatives into a report to major federal agencies



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Phase I: Station Area Evaluation

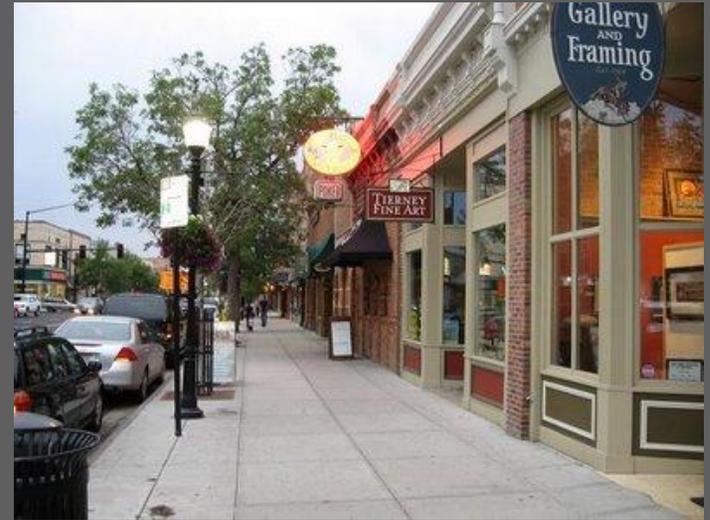
- Determine Transit Supported Development Potential
 - Identify transit supported development preparedness
 - Physical Suitability
 - Public Sector Readiness
 - Developer Interest
 - Leadership In Place
 - Surveys / Public Workshops



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Phase I: Station Area Evaluation (Cont.)

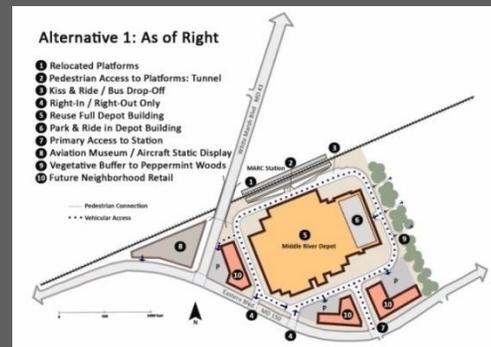
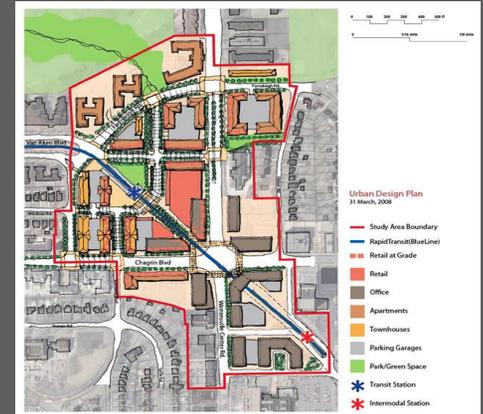
- December, 2012: Report to the NY-CT Sustainable Communities Consortium and federal agencies on local planning efforts and impediments to implementation
- Potential for future federal funding and regulatory relief for projects cited in the report
- Select 3 Station Areas for Pilot Plans



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Phase II: Pilot Station Area Site Plans

- Develop Station Area Plans
 - Prepare designs and technical report for 3 pilot stations
 - Sites identified by the community
 - Form partnerships with municipality and local organizations



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We are Here to Assist our Station Area Neighborhoods



BALDWIN
BELLMORE
BETHPAGE
CARLE PLACE
COUNTRY LIFE PRESS
FREERPORT
GARDEN CITY
HEMPSTEAD
HEMPSTEAD GARDENS
HICKSVILLE
LAKEVIEW
LYNBROOK
MERILLON AVENUE
MERRICK
MINEOLA
NASSAU BOULEVARD
ROCKVILLE CENTRE
VALLEY STREAM
WANTAGH
WESTBURY
WEST HEMPSTEAD

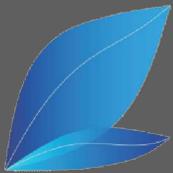


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NEW YORK & CONNECTICUT
SUSTAINABLE COMMUNITIES

Nassau County Infill Redevelopment Feasibility Study

- Introduction
- **What is Livability & Transit Supported Development**
- What are we here to do today?



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Nassau County Infill Redevelopment Feasibility Study

Six Livability Principles

(Partnership for Sustainable communities, HUD-DOT-EPA)

- Provide more transit choices
- Promote equitable, affordable housing
- Enhance economic competitiveness
- Support existing communities
- Coordinate policies and leverage investment
- Value Communities and Neighborhoods



Ketner-Photos

A View of the Business Section of Westbury



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Nassau County Infill Redevelopment Feasibility Study



Dallas, TX



Portland, OR



Los Angeles, CA

Sustainable communities are places that have a variety of housing and transportation choices, with destinations close to home.

As a result, they tend to have lower transportation costs, reduce air pollution and stormwater runoff, decrease infrastructure costs, preserve historic properties and sensitive lands, save people time in traffic, be more economically resilient and meet market demand for different types of housing at different prices points ... these strategies will look different in each place depending on the community's character, context, and needs.

- Partnership for Sustainable Communities



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Multi-Modal Station Access



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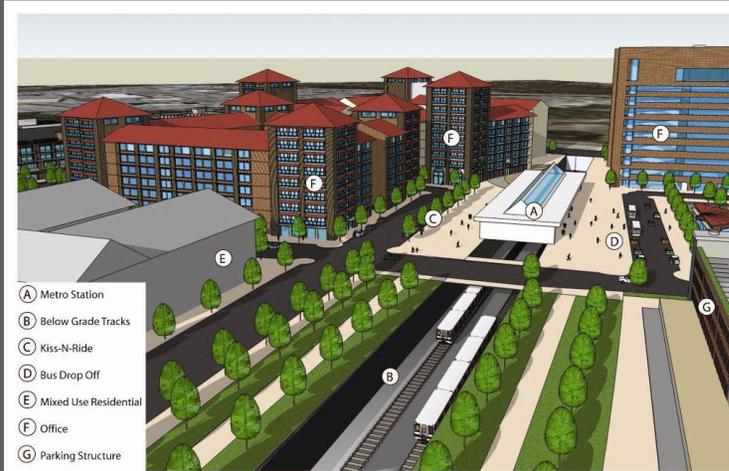
Active Streets



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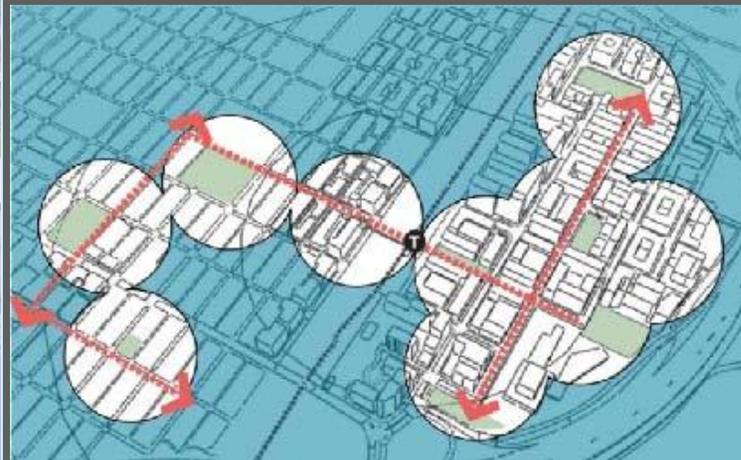
Transit and Land Use Integration



- (A) Metro Station
- (B) Below Grade Tracks
- (C) Kiss-N-Ride
- (D) Bus Drop Off
- (E) Mixed Use Residential
- (F) Office
- (G) Parking Structure

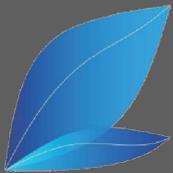
Long Term Improvements

Branch Avenue Metro Station TOD Study



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Community



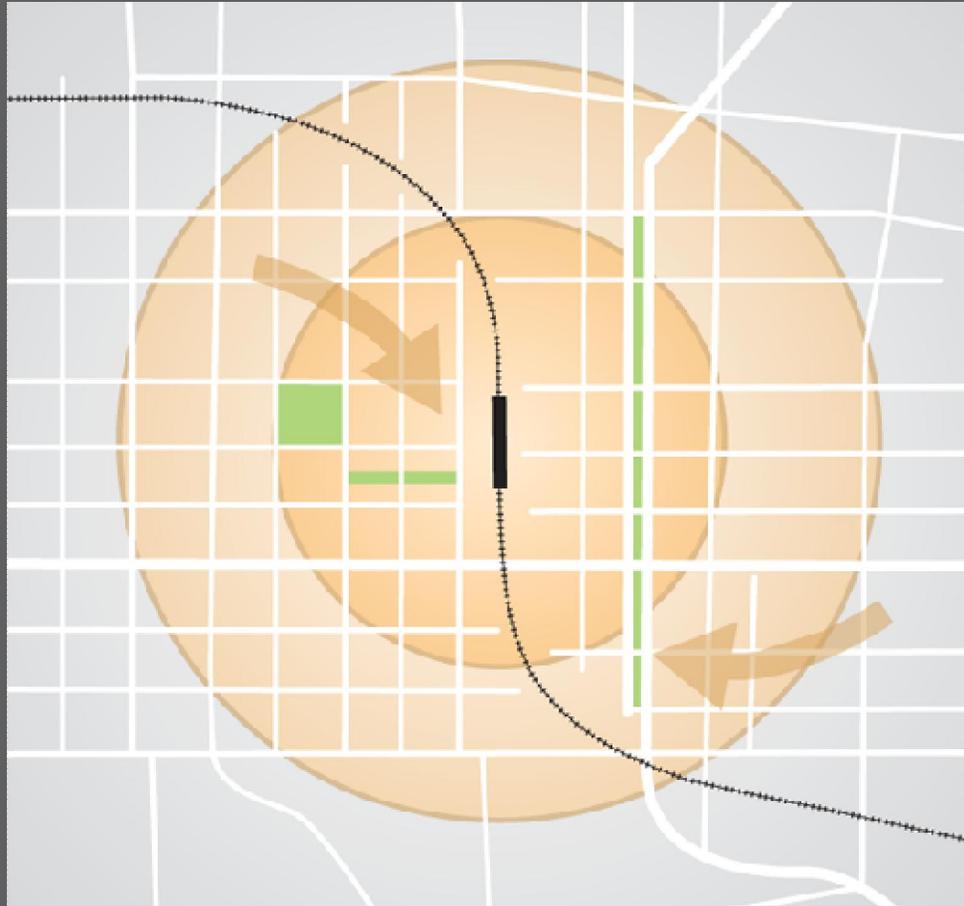
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Nassau County Infill Redevelopment Feasibility Study

What Do We Mean by Transit-Oriented Development?



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Nassau County Infill Redevelopment Feasibility Study

Six Principles for TOD

- Medium to higher density (contextual)
- Mix of uses
- Compact & pedestrian-oriented
- Active defined center
- Managed parking
- Public leadership



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TODs Behave Differently

Daily car trips for 50 dwellings

■ SF	500
■ MF	333
■ TOD MF	177

❖ *TOD housing generates 50% less traffic than conventional housing*

3.55 Trips



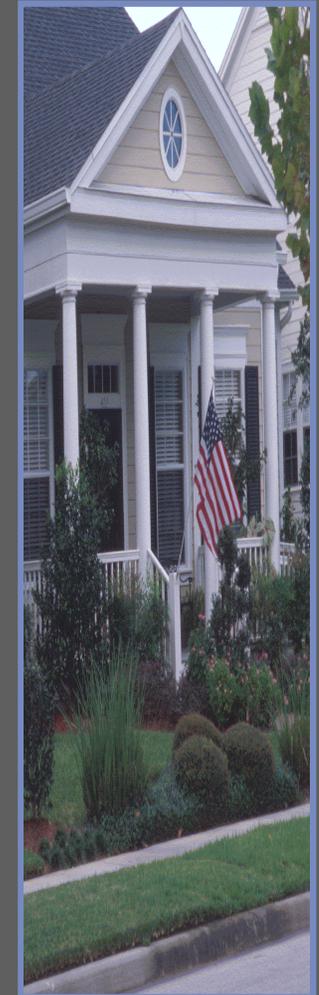
Multifamily
TOD

6.67 Trips



Multifamily

10 Trips



Single
Family



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Source: "Effects of TOD on Housing, Parking, and Travel," Report 128, Washington, DC: Transit Cooperative Research Program, National Research Council, 2008.

TODs Mitigate Traffic Increases

- TOD residents are:
 - Twice as likely not to own a car as US households
 - 5 times more likely to commute by transit than others in the region
- Self-selection:
 - Responsible for up to 40% of TOD ridership bonus



Source: "Effects of TOD on Housing, Parking, and Travel," Report 128, Washington, DC: Transit Cooperative Research Program, National Research Council, 2008.



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TOD & Property Values

- Washington D.C.
 - + \$2 to \$4 per foot for commercial
- San Jose
 - +23% for commercial
- Portland
 - +10% rent premiums
- Dallas
 - +39% for residential
 - +53% for office values



Washington



San Jose



Dallas

Source: "Transit-Oriented Development in America: Experiences, Challenges, and Prospects," Report 102, Washington, DC: Transit Cooperative Research Program, National Research Council, 2004.

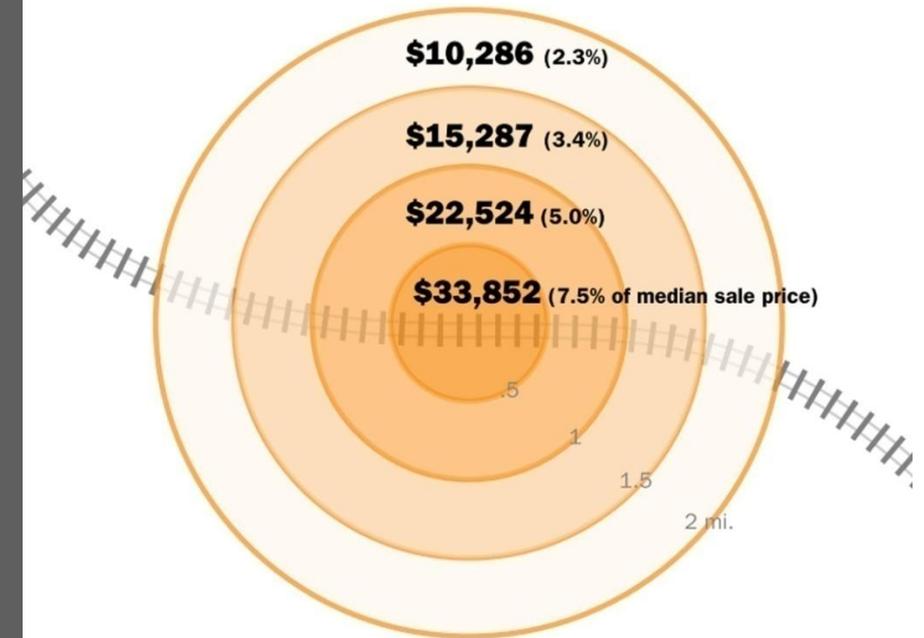


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The Montclair Connection

- Real estate impacts of TOD development
 - 5% average increase in home sale prices

Homes near train stations significantly gained in value after Midtown Direct, Montclair Connection and Secaucus Junction – an average of \$23,000 per home, with the highest gains closest to the stations



Median sale price (FY09 dollars): \$451,000
Average trip-time improvement: 12 minutes
Price increase over 9 years

Source: RPA's "How better transit boosts home values & local economies"



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Teens are Deferring Driving

- Large decline in teens with drivers licenses
- 1978 – 2008
 - 16 year olds: **-38%**
 - 17 year olds: **-35%**
 - 18 year olds: **-21%**
 - 19 year olds: **-16%**



Source: "Transportation and the New Generation: Why Young People Are Driving Less and What It Means for Transportation Policy." US PIRG, April, 2012



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Residents Near Transit Want:

From Transit Community Resident Surveys:

- Well designed communities
- Easy access to a center
- High quality residence
- Quality transit service
- Pedestrian friendly environs
- Good price value

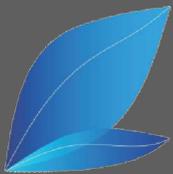


The Merrick



Orenco Town Center

"The ability to walk to a pint of milk"



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- Introduction
- What is Livability and Transit Supported Development
- **What are we here to do today?**



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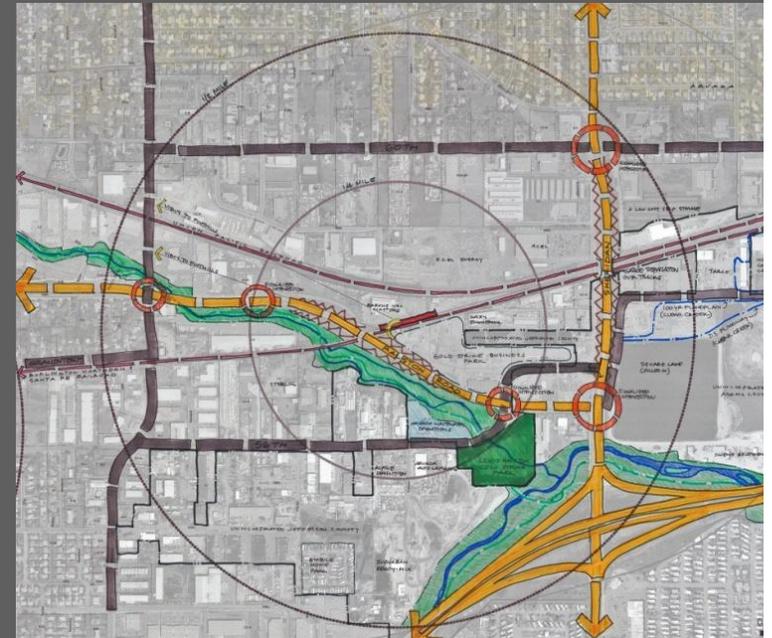


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Nassau County Infill Redevelopment Feasibility Study

Existing Conditions

- Current studies & actions
- Issues with stations & station areas
- Base map omissions
- Major landmarks, destinations, & attractions
- Vacant & underutilized land
- Issues & opportunities



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**Land Use
Baldwin Station**



- Transit Station (train)
- Quarter-Mile & Half-Mile Radius



**Baldwin Station
Town of Hempstead**

- Transit Station (train)
- Crossing
- Transit Routes (train)
- Transit Routes (bus)
- Bicycle Facilities
- Wide Roads / Dangerous Crossings
- Limited Access Highway
- Parcels
- Government/Public Buildings
- Community Centers
- Religious Institutions
- Schools, Colleges & Universities
- Arts, Culture & Entertainment
- Additional Identified Destinations
- Identified Future Development/Destinations
- Parks & Open Space
- Surface Parking Lots & Parking Structures
- Vacant Land
- Vacant/Unused Buildings and Soft Sites
- Brownfields/Contaminated Sites
- Potential Development Sites (please identify)

Recent & Current Plans and Projects

Grand Avenue Urban Renewal Plan, Town of Hempstead, 2007 (single use and mixed use scenarios).

Baldwin is on the Town of Hempstead (TOH) list of Visioning Communities, per Nassau County / TOH Visioning IMA.

Strategic Plan for Downtown Revitalization, Baldwin Civic Association .

Empty Storefronts Committee, Baldwin Chamber of Commerce.



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Station Area Evaluations

- Physical suitability
- Public sector readiness
- Developer interest
- Leadership in place



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Transit Supported Development Readiness Questionnaire

This questionnaire is designed to help you evaluate how ready for transit supported development your station is, and what might be needed to stimulate such development if it is desired. We would like to know your opinion on the following questions:

Is there an opportunity for transit supported development at this station area?

If so, what type of development would you like to see? What should it look like and where (sites/parcels) would you like to see it?

What is needed to make such development happen?

How could the county or regional consortium help you make this happen?

What other partners do you need?



How do you know if your station area is Transit-Supported-Development-Ready?

The station area should have ...

Physical Suitability

The right built environment can make a station area an easier place to implement livable development by providing the right “bones” for new development and limiting the need for reconstruction of infrastructure. Evaluate the physical ability of the station area to support livable development.

Public Sector Readiness

Having the right regulatory framework in place within the station area is an important factor in both the feasibility and potential timeframe for implementing transit-supported development. Evaluate the extent to which the public sector has taken the necessary steps to make the station area development ready.

Developer Interest

In the end, most development is done by the private sector or through public-private partnerships. Evaluate the extent to which there is demonstrated developer interest in the station area.

Leadership in Place

One of the most significant factors in successful livable development is quite simply, people—whether as individuals or part of a larger institution, people can make or break a successful development project, depending on their attitude towards public/private partnerships, innovative solutions, and problem solving. Evaluate the degree to which there is leadership mobilized or who could be mobilized in support of livable development.



Station Area _____

Evaluate The Station Area

Physical Suitability Poor Fair Good Great

- Is there available land suitable for redevelopment?
- Are there underutilized sites or marginal land uses that could be redeveloped?
- Is there a connected street network?
- Are there connection(s) to nearby destinations including parks and open space?
- Is the built environment compact and pedestrian-oriented?
- Are there a mix of uses, vertically or horizontally?
- Is there a parking strategy in place that limits parking footprint?
- Is there available infrastructure capacity (sewer, water, parking, etc.)?
- Is there strong public transit (LIRR, NICE bus) ridership?

Public Sector Readiness Poor Fair Good Great

- Does current zoning allow for mixed-use and relatively higher density housing?
- Do current plans call for downtown mixed-use development?
- Does the local land use or comprehensive plan call for increased development around the transit station?
- Is there an existing station area plan?
- Are there shared-parking or other parking management plans in place?
- Are there development incentives or financing in place (ex. a funded BID)?
- Is there funding allocated for non-motorized transportation or open space improvements in the station area?
- Is there funding allocated for other infrastructure improvements in the station area (ex. parking, traffic calming/circulation)

Developer Interest Poor Fair Good Great

- Are local officials getting inquiries about development, purchase, or permitting redevelopment within the station area?
- Are parcels of land in the station area being optioned or sold?
- Are there privately-led master planning or plan changes underway?
- Is there new development recently completed, in construction, or about to go into construction in the area?
- Are there recent developments that satisfy livability principles for development?

Leadership In Place Poor Fair Good Great

- Is there public support for redevelopment (commercial and/or residential) here?
- Are there local stakeholder or advocacy groups organized around supporting station area redevelopment or transportation improvements?
- Are there leaders in local government who champion / support redevelopment?
- Are leadership groups actively meeting to discuss/plan for improvements?
- Is there a lack of (or have you overcome) organized local resistance or overwhelming obstacles to planning within the community?

Identify Opportunities

Is there an opportunity for transit supported development at this station area?

If so, what type of development would you like to see? What should it look like and where (sites/parcels) would you like to see it?

What is needed to make such development happen?

How could the county or regional consortium help you make this happen? What other partners do you need?



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Thank You

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Nassau County Department of Public Works

Planning Division

1194 Prospect Avenue

Westbury, NY 11590

www.Sustainablenyct.org

<http://www.nassaucountyny.gov/agencies/Planning/SustainableCommunitiesPlanningGrant.htm>



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SUSTAINABLE COMMUNITIES



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Nassau County Infill Redevelopment Feasibility Study

Cultivating Opportunities for Sustainable Development

Nassau County Infill Redevelopment Feasibility Report

Appendix A

3. LIRCP Presentation



1864 Muttontown Road
Syosset, New York 11791
(516) 571-7613

**LONG ISLAND REGIONAL
PLANNING COUNCIL
NOTICE OF MEETING**



100 Veterans Memorial Highway,
Hauppauge, New York 11788
(631) 853-6148

There will be a meeting of the Long Island Regional Planning Council on **Tuesday, June 4, 2013, from 10:00 a.m. – 1:00 p.m.** at Molloy College, 7180 Republic Airport, East Farmingdale, N.Y. 11735

Note: CHANGE IN LOCATION

The tentative agenda will include the following:

1. Pledge of Allegiance
2. Call to Order
3. Chairman's Report
4. Executive Director's Report
5. Presentation by Kenneth Adams, President, CEO and Commissioner of Empire State Development, Update on the Long Island Regional Economic Development Council Projects
6. Presentation by Representatives from the Nassau County Department of Public Works and Parsons Brinckerhoff on Nassau County Infill Study: Cultivating Opportunities for Sustainable Development (in partnership with the NY-CT Sustainable Communities Consortium)
7. Presentation by Satish Sood, Deputy Commissioner, Nassau County Planning Department, Nassau Hub Transit Study Update
8. Update by Sarah Lansdale, Director, Suffolk County Planning
9. Update by Satish Sood, Deputy Commissioner, Nassau County Planning
10. New Business
11. Public Comment
12. Adjournment

PLEASE BE ADVISED THAT SECURITY REQUIRES ALL ATTENDEES TO HAVE A PHOTO ID TO GET INTO THE BUILDING.

Cara Longworth
Executive Director



Nassau County **Cultivating Opportunities** **for Sustainable Development**

The Methodology behind the
Nassau County Infill Redevelopment Feasibility Study

Presentation to the Long Island Regional Planning Council

June 4, 2013



Project Goals

- **ENGAGE** the public
- **IDENTIFY** the station areas most suitable for sustainable development
- **PARTNER** with local municipalities
- **PILOT** sustainable development throughout Nassau County

The Initiative



THURSDAY, AUGUST 16, 2012

HUD.GOV
U.S. Department of Housing and Urban Development
Secretary Shaun Donovan

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Site Map A-Z Index Text Search

HOME PRESS ROOM HOMEOWNER HELP STATE INFO PROGRAM OFFICES TOPIC AREAS ABOUT HUD RESOURCES CONTACT US

HUD > Program Offices > Sustainable Housing Communities > Sustainable Communities Regional Planning Grants

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Sustainable Communities Regional Planning Grants

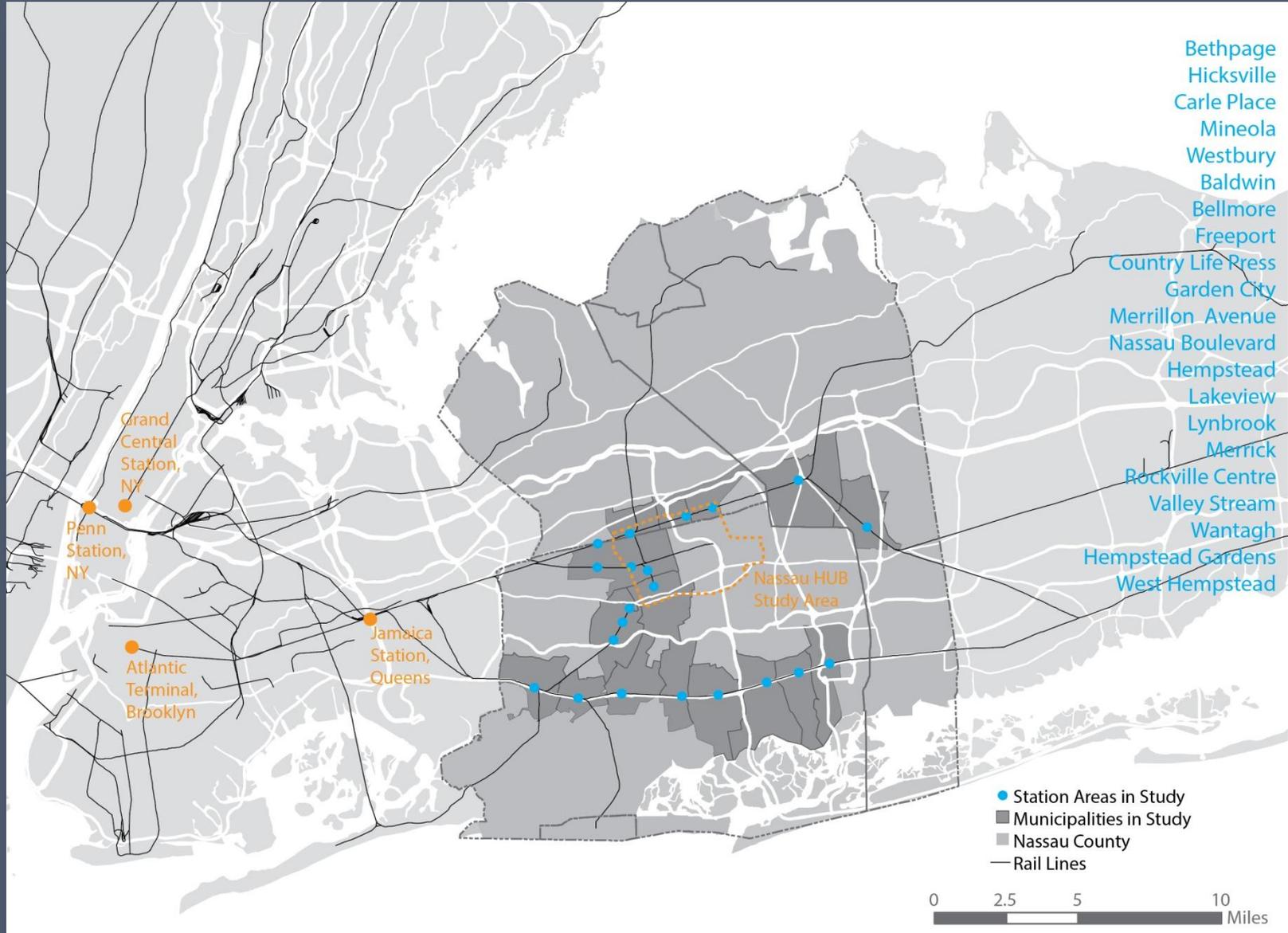
Overview

The federal government's Partnership for Sustainable Communities is intended to **coordinate federal housing, transportation, water, and other infrastructure investments** to make neighborhoods more prosperous, allow people to live closer to jobs, save households time and money, and reduce pollution.

NY-CT Sustainable Communities Consortium



Station Areas Under Review



Station Selection Process

- **Phase 1: Readiness & Desire**

- Assessment of existing conditions – 21 Station areas
- Station area evaluations based on **readiness** and **desire**
- Develop station shortlist of 7 station areas

- **Phase 2: Impact & Influence**

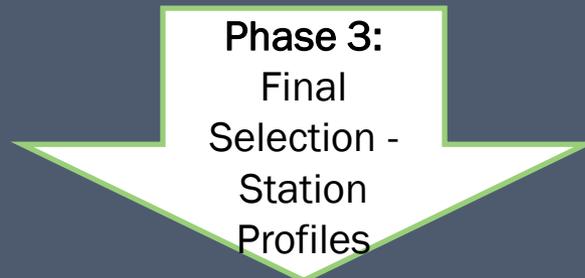
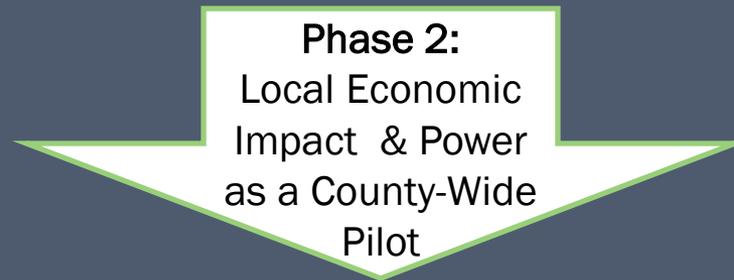
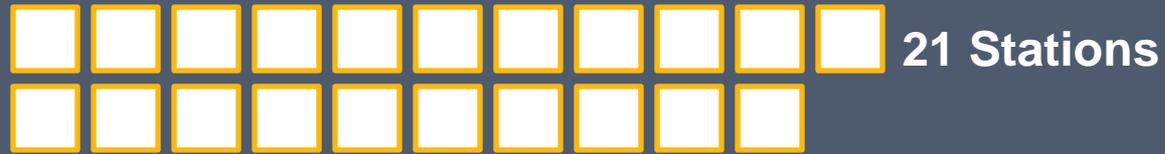
- Local economic impact & opportunity
- Power as a county-wide project

- **Phase 3: Final Selection**

- Selection of 3 stations based on Phase I & II
- Develop station area plans and development feasibility reports



Selection Progression



Phase 1: Readiness & Desire

- **Research, Surveys, and Focus Group Meetings**
 - Municipal Advisory Group
 - Civic Focus Groups
- **Station Area Assessment**
 - Land use
 - Zoning
 - Transportation conditions
 - Recent development projects
 - Plans and Studies

Nassau County Infill Redevelopment Feasibility Study



Transit Supported Development Readiness Questionnaire

This questionnaire is designed to help you evaluate how ready for transit supported development your station is, and what might be needed to stimulate such development if it is desired. We would like to know your opinion on the following questions:

Is there an opportunity for transit supported development at this station area?

-

If so, what type of development would you like to see? What should it look like and where (sites/parcels) would you like to see it?

-

What is needed to make such development happen?

-

How could the county or regional consortium help you make this happen?

-

What other partners do you need?

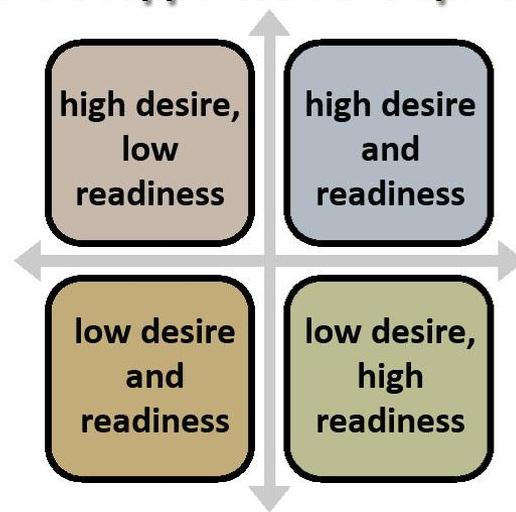


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Phase 1: Readiness & Desire

- **Determine Transit Supported Development Potential**
 - Physical Suitability
 - Public Sector Readiness
 - Developer Interest
 - Leadership In Place
- **Identify issues and opportunities around station areas**
- **Identify community/municipal desire for TSD**

Where do you think the station is in terms of readiness and desire for transit-supported development?



Phase 1 Criteria

Predetermined Criteria

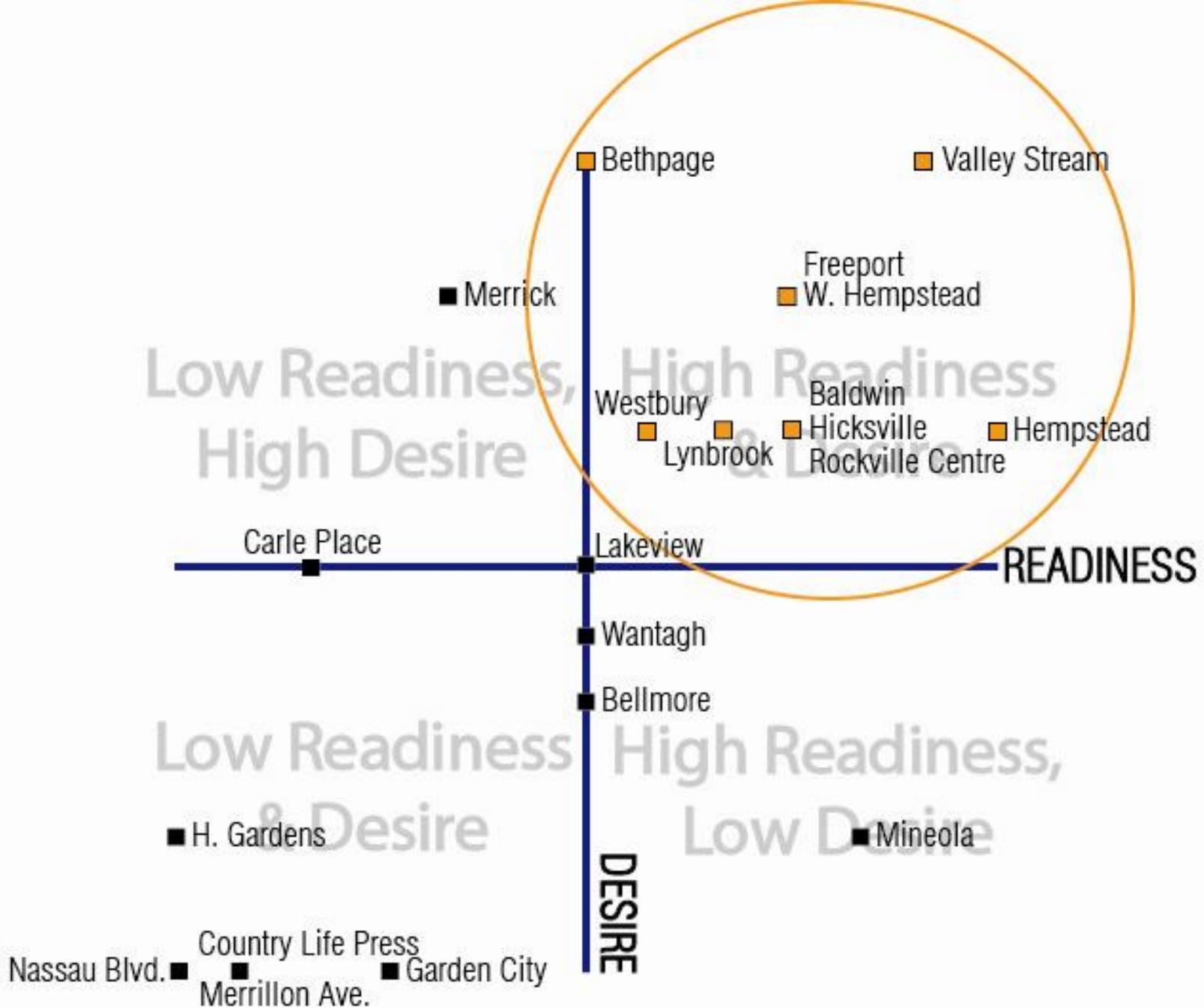
- Three different station areas
- At least one in an unincorporated area
- At least one in an incorporated village
- Varying commercial and residential densities and development types
- No current or planned TSD

Readiness

- Physical Suitability
- Public Sector Readiness
- Developer Interest
- Leadership in Place

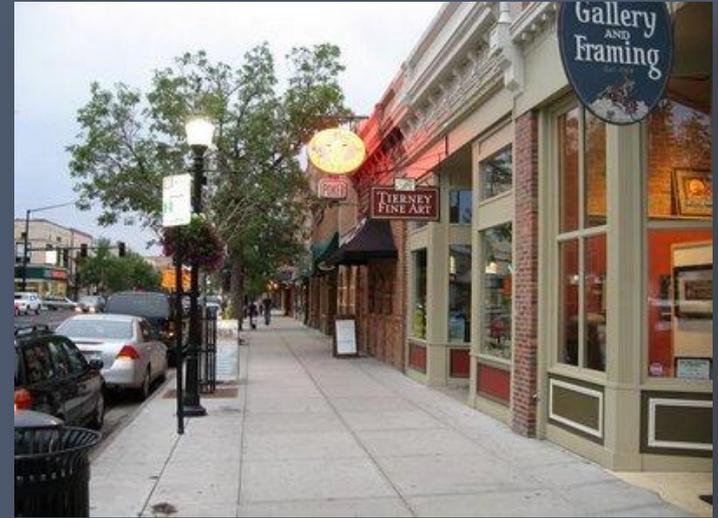
Desire

- Participation at MAG and/or CFG meetings and follow-up with County
- Expressed desire for TSD



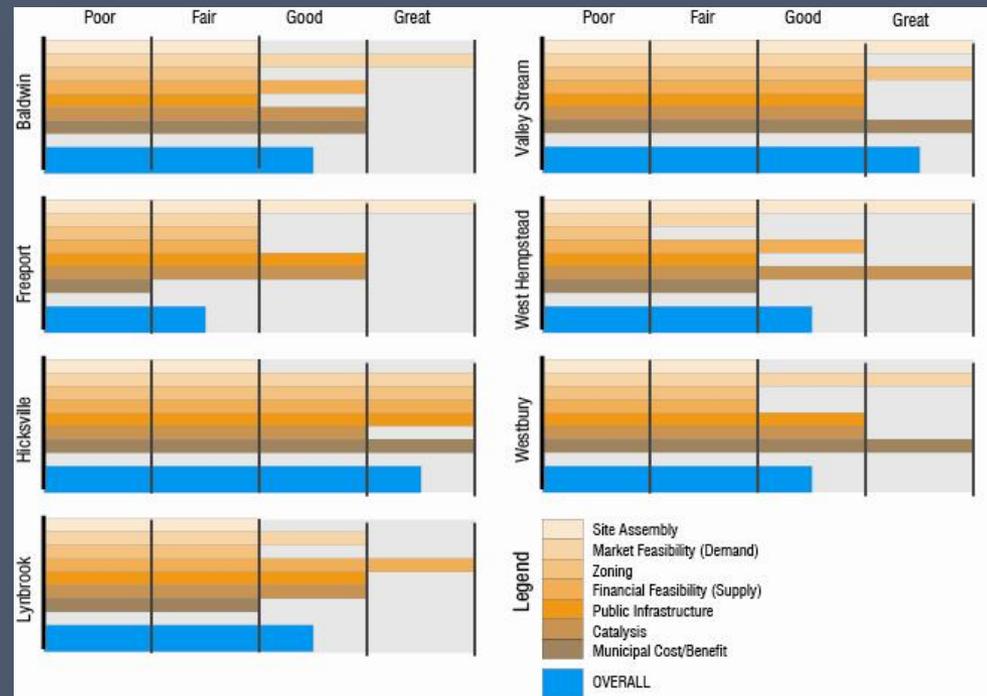
Impact and Influence

- Evaluate local economic impact for “shortlisted” stations
- Evaluate power of each station as a county-wide project
- Select 3 station areas for further design and analysis



Local Economic Impact Criteria

- Site Assembly
- Market Feasibility (Demand)
- Zoning
- Financial Feasibility (Supply)
- Public Infrastructure
- Catalysis
- Municipal Costs/Benefits

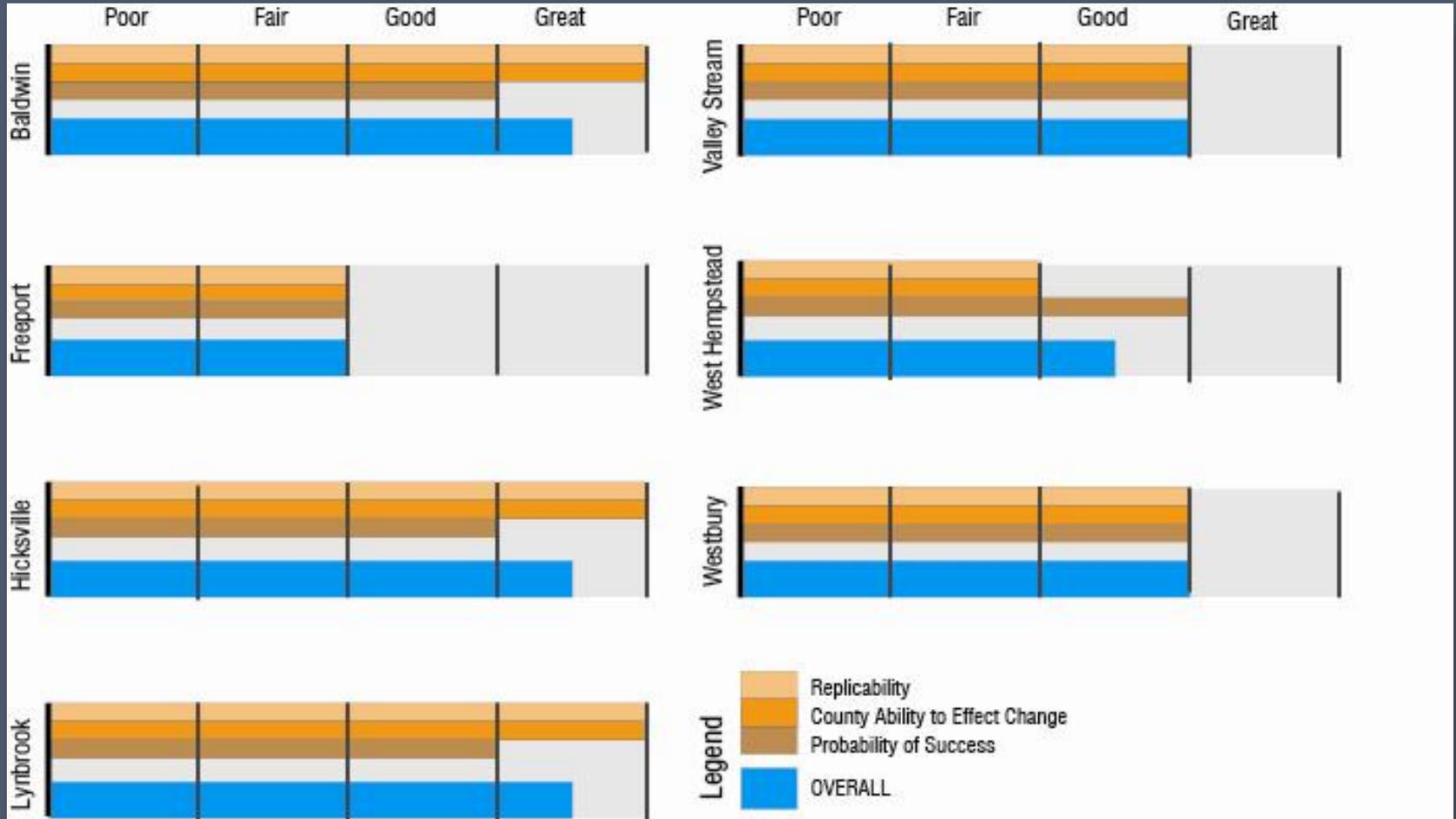


Phase 2.2 Evaluate Impact Potential

- **“Replicability”**
 - Does the project provide a replicable process to overcome common barriers?
- **County’s Ability to Influence**
 - Is there a clear role for the county?
- **Probability of Success**
 - Could the project be implemented quickly?
 - Is there a clear implementation strategy?
- **Overall Pilot Potential**
 - Poor/Fair/Good/Great



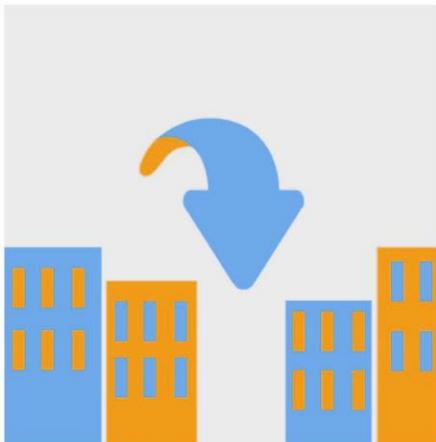
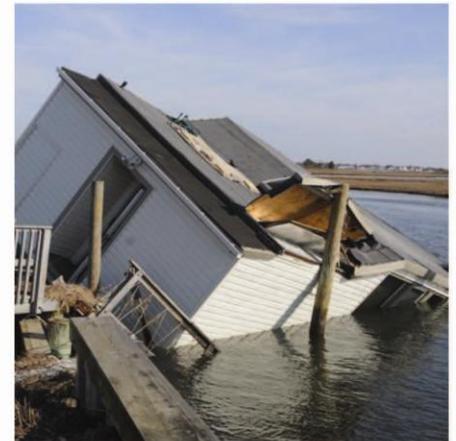
Power as a County-Wide Pilot



Benefits of the Process

- **ANALYZE** existing conditions thoroughly
- **IDENTIFY** opportunities for sustainable development
- **ESTABLISH** relationships between the public, municipalities, and county
- **POSITION** communities for funding

Cultivating Opportunities FOR SUSTAINABLE Development



Nassau County Infill Redevelopment Feasibility Report



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Station Profile Example

Freeport Station • Village of Freeport

Incorporated. Babylon Branch.

The Village of Freeport has one LIRR station, located on Sunrise Highway near the central business district. The station averaged 1,236 west-bound morning commuters in 2006, much less than neighboring stations Baldwin (2,744) to the west and Merrick (3,381) to the east. These ridership numbers are surprising given Freeport's large population, which numbered 42,860 residents in 2010, much greater than Baldwin's 24,033 or Merrick's 22,097. These numbers speak to Freeport's strong potential to expand on the Village's already active commercial base with the addition of TSD, possibly by introducing mixed-use development or a hotel. Land use around the station area is already diverse, making any such development well in line with the character of the community. The Freeport Station track, running parallel to Sunrise Highway, is incorporated into the larger street grid.

Additionally, Freeport residences were heavily affected by Hurricane Sandy, with many of them potentially looking for new homes away from the bay and canals. While the station area's close proximity to the Nautical Mile and Jones Beach are certainly attractions, sustainable development within Freeport could be supplemented by residents relocating from the waterfront closer to the station. Freeport's candidacy is further strengthened by the several developable parcels that exists in within the station area, highlighted



Freeport's station area and downtown features an active commercial base and main street.

	POOR	FAIR	GOOD	GREAT
community desire	■	■	■	
physical suitability	■	■	■	
public sector readiness	■	■	■	
developer interest	■	■	■	
leadership in place	■	■	■	
overall	■	■	■	

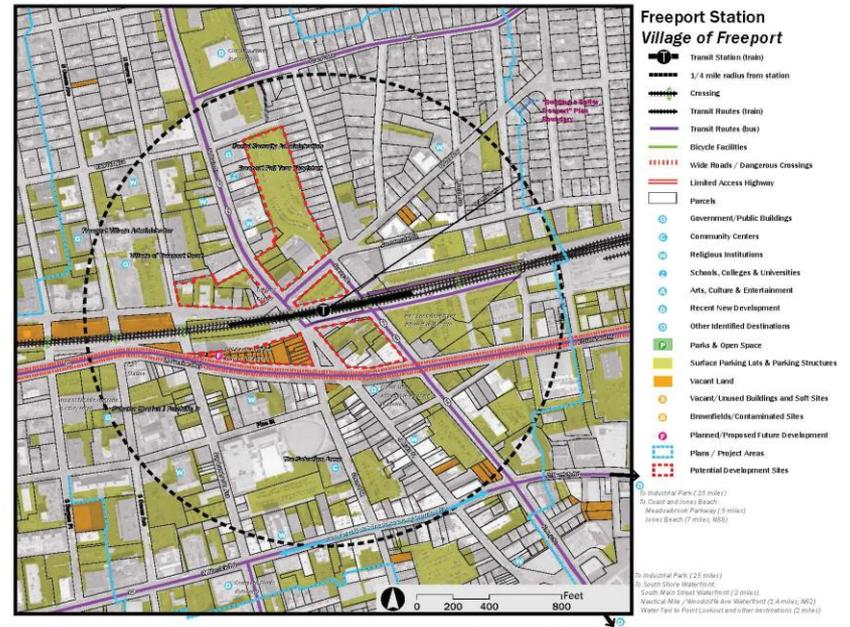
by the large "old bank building" site between the station area and Sunrise Highway, which is currently in litigation.

The community of Freeport is anxious to see their station area realize its full potential as a high density commercial destination along Nassau County's south shore. While barriers exist, such as the Village's existing zoning laws, Freeport has the readiness and desire to successfully implement sustainable development that acts as a pilot project for the rest of the County.

Recent/ongoing plans & studies

- Building a Better Freeport: The Master Plan for the North Main Street Corridor and Station Area of the Village of Freeport, 2012

Potential projects



The Benefit of Collaboration

Regional Consortium

- Provides the funding
- Monitors and evaluates the process

County Government

- Liaison between the regional body and the local municipalities
- Ensures equitable and efficient allocation of resources

Partner Agencies (LIRR)

- Increases ridership
- Enhances Station environment
- Coordinates goals and priorities

Local Municipalities

- Ultimately control zoning and approval of developments
- Collaborate with the County to implement projects

Implementation

[Home](#) > [Policy Initiatives](#) > [Tiger](#)

TIGER Grants

2013 Webinar Series

Please join us for a series of online webinars on the FY 2013 TIGER application process. There are no registration fees for these sessions, however space is limited so **advance registration is required**. Register for the webinars by clicking on the webinar topics listed below. Recordings and presentation materials are available for past sessions.

- May 3: Application Preparation Guidance Seminar ([recording](#) | [slides](#))
- May 6: Benefit Cost Analysis Guidance Seminar ([recording](#) | [slides](#))
- May 10: Port Outreach Seminar ([recording](#) | [slides](#))
- May 23: Tribal Outreach Seminar ([slides](#))

FY 2013 TIGER Grants



TIGER
GRANTS

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Related Links

- [Application Resources \(FAQ\)](#)
- [TIGER Notice of Funding Availability 2013](#)
- [FY 2012 TIGER Awards](#)
- [FY 2011 TIGER Awards](#)
- [FY 2010 TIGER Awards](#)

3. **Livability**: Increasing transportation choices and access to transportation services for people in communities across the United States. DOT will consider whether the project furthers the **six Livability Principles** developed by DOT with the Department of Housing and Urban Development (HUD) and the Environmental Protection Agency (EPA) as part of the Partnership for Sustainable Communities.

Thank You

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Cultivating Opportunities for Sustainable Development

Nassau County Infill Redevelopment Feasibility Report

Appendix A

4. LIRR Meeting

NASSAU COUNTY INFILL REDEVELOPMENT FEASIBILITY STUDY

MEETING AGENDA

SPECIAL ADVISORY MEETING WITH LONG ISLAND RAIL ROAD

October 2, 2013 • 11:00am • LI RR JCC Building

1. Introduction to Project
2. Selected Station Area Pilot Projects
 - a. Village of Valley Stream
 - b. Village of Lynbrook
 - c. Hamlet of Baldwin (Town of Hempstead)
3. Valley Stream Development Scenarios
4. Parking Requirements and Strategies
5. Financing Techniques
6. Next Steps

To download a version of the draft existing conditions report, entitled *Cultivating Opportunities for Sustainable Development*, and to follow up on project progress, please visit:

http://www.nassaucountyny.gov/agencies/Planning/documents/NCIRFS_ECR_eport_DRAFT_V8.pdf

Cultivating Opportunities for Sustainable Development
Nassau County Infill Redevelopment Feasibility Report

Appendix A

5. Valley Stream Developer Workshop

[Developer Name] –

As part of the Nassau County Infill Redevelopment Feasibility Study, a Nassau County initiative in partnership with the NY-CT Sustainable Communities Consortium, the Village of Valley Stream has identified three Village-owned sites near to its Long Island Rail Road station that may be suitable for redevelopment. This project builds on Richard Guardino’s developer outreach efforts on behalf of the Village.

Parsons Brinckerhoff, HR&A Advisors, and the Village of Valley Stream would like to invite you to a developer workshop on the sites at Valley Stream next Thursday, October 24, from 2:30-4:30pm. The workshop will be held at HR&A's New York City offices, which are located in TriBeCa at the below address:

HR&A Advisors
99 Hudson St, 3rd Floor
New York, NY 10013

The agenda will include an overview of the proposed sites, initial concepts on the development program, and a discussion on ways that the Village can facilitate the development process. We would value your input and hope that you can attend.

Please RSVP by Tuesday, October 22, to jhare@hraadvisors.com.

Best,
Jordan

JORDAN HARE

Analyst | HR&A ADVISORS, INC.

99 Hudson Street, 3rd Floor, New York, NY 10013
Direct: (212) 977-6017 | www.hraadvisors.com

Valley Stream Developer Workshop - Attendance List
Thursday October 24, 2:30pm - 4:30pm

Name	Organization
Jon Vogel	Avalon Development Group
Jamie Stover	Mill Creek Residential
Joseph Kohl-Riggs	Hudson Developers
Chris Capece	Avalon Development Group
Robert Hanski	Albanese Organization
George Aridas	Albanese Organization
Tom Jost	Parsons Brinckerhoff
Sam Saliba	Parsons Brinckerhoff
Sean Sallie	Nassau County
Richard Guardino	Hofstra University
Vincent Ang	Village of Valley Stream
Barbara	Village of Valley Stream
Shuprotim Bhaumik	HR&A Advisors
Kate Wittels	HR&A Advisors
Jordan Hare	HR&A Advisors

Valley Stream Developer Workshop

Prepared by Parsons Brinckerhoff and HR&A Advisors, Inc.

October 24, 2013



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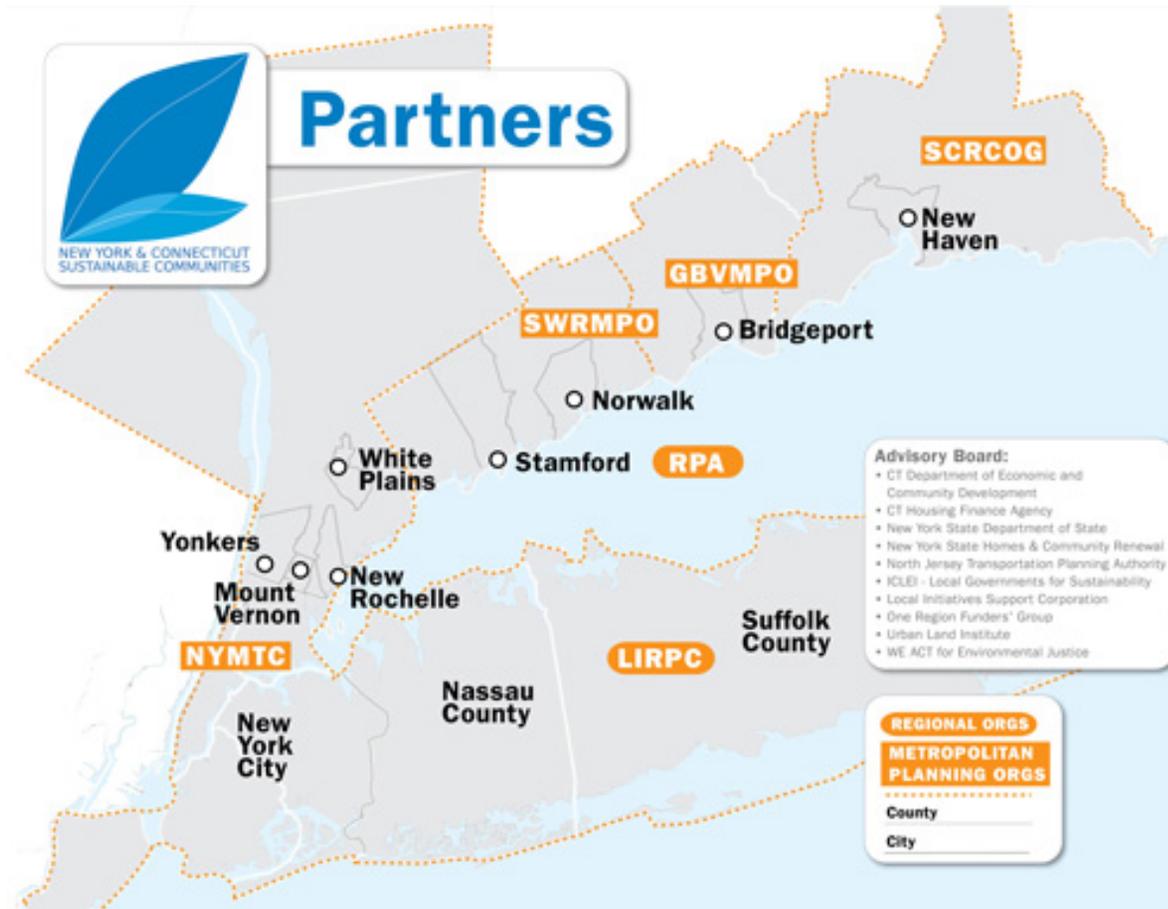
HR&A
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This project is funded by the Partnership for Sustainable Communities, a HUD program designed to encourage smart development.

The federal government's **Partnership for Sustainable Communities** is intended to coordinate federal housing, transportation, water, and other infrastructure investments to make neighborhoods more prosperous, allow people to live closer to jobs, save households time and money, and reduce pollution.



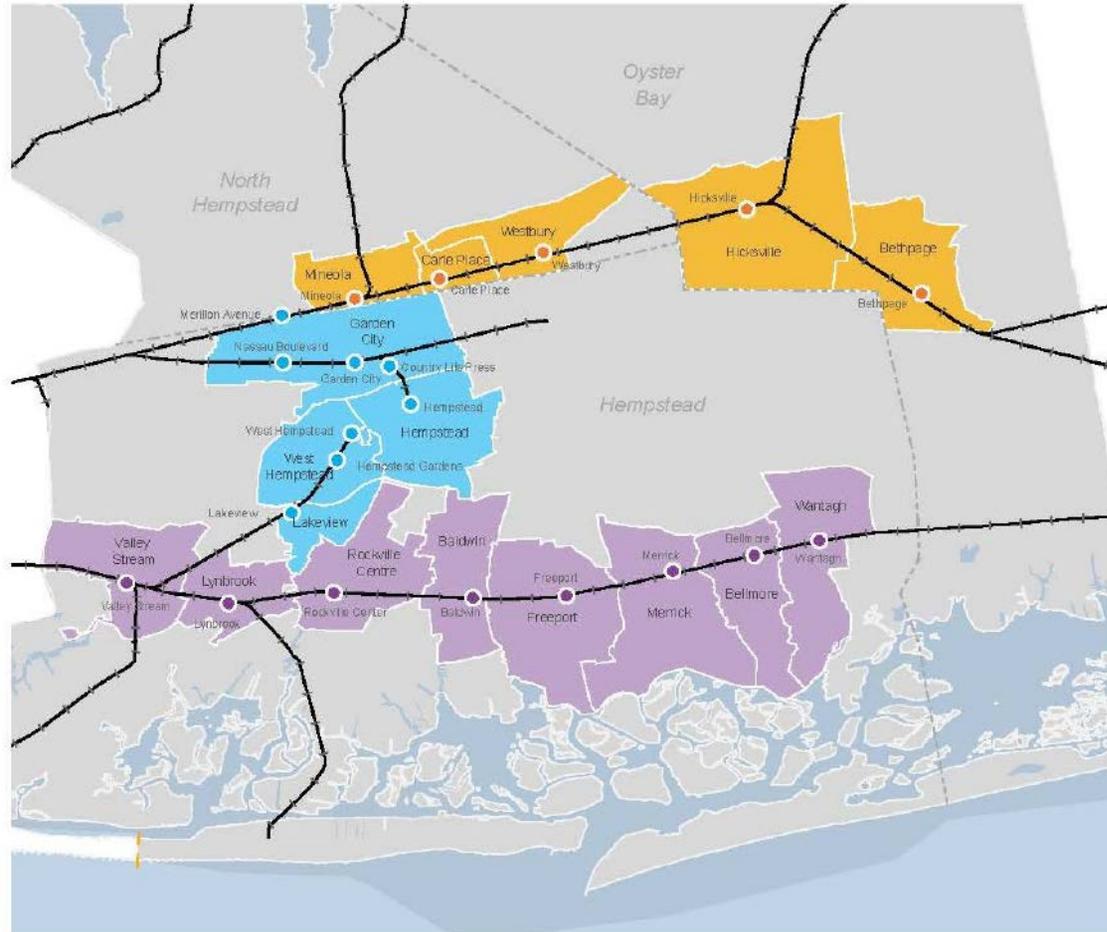
Nassau County is a member of the HUD NY-CT Sustainable Communities consortium.



Source: <http://www.sustainablenyct.org/>

The Nassau County Infill Redevelopment Feasibility Study evaluated 21 communities and selected Baldwin, Lynbrook, and Valley Stream.

- BALDWIN
- BELLMORE
- BETHPAGE
- CARLE PLACE
- COUNTRY LIFE PRESS
- FREEPORT
- GARDEN CITY
- HEMPSTEAD
- HEMPSTEAD GARDENS
- HICKSVILLE
- LAKEVIEW
- LYNBROOK**
- MERRILL AVENUE
- MERRICK
- MINEOLA
- NASSAU BOULEVARD
- ROCKVILLE CENTRE
- VALLEY STREAM**
- WANTAGH
- WESTBURY
- WEST HEMPSTEAD



Baldwin
Complete
Streets
Strategy

Lynbrook
Downtown
Growth
Strategy

**Valley
Stream**
Redevelopment
Potential

Nassau County and its consultant team are advising Valley Stream on a potential redevelopment opportunity.

Evaluate candidate sites

Formulate development program(s)

Gather developer feedback

Recommend Village next steps

Valley Stream's leaders want to revitalize the Village downtown by encouraging commercial and mixed-use development near its LIRR station.

- 1. Encourage commercial and retail development.**
- 2. Provide new housing options** to attract new residents.
- 3. Capitalize on increased LIRR service** stemming from East Side Access.

Valley Stream is moving forward with policy changes to support these goals.

January 2013 Revisions to Valley Stream zoning regulations:

Standardized Village review process for mixed-use development

No parking variance required for restaurants with less than 50 seats

“Valley Stream is open for business.”

- Mayor Ed Fare

Source: “Valley Stream OKs Zoning Changes.” *Long Island Herald*, January 16, 2013.

Fast and convenient LIRR access and a high resident income make Valley Stream a great location for multifamily residential development.

\$95,000 Median HH income

21%/79% Rent to own ratio

44% of residents work in NYC

35 min LIRR commute to Penn

1,800 daily peak riders

LIRR Parking - 80% full

- Resident Permit: \$40
- Non-Res Permit: \$425

Source: ESRI Business Analyst; US Census OnTheMap.

For prospective residents, Valley Stream offers limited and aging multifamily options, along with an under-developed station area.

13% of Valley Stream's 651 multifamily units within 1/4 mile of station

Most multifamily developments between 25-75 years old

4% of village population lives within LIRR Station Area (1/4 mile)

Source: ESRI Business Analyst; CoStar.

The potential development sites selected by Valley Stream are adjacent to the LIRR and a short walk from the Rockaway Avenue commercial corridor.



- Relevant Site Conditions**
- 35-foot buried aqueduct on Site B
 - 372 spaces for LIRR commuter parking will need to be replaced at Sites A and B

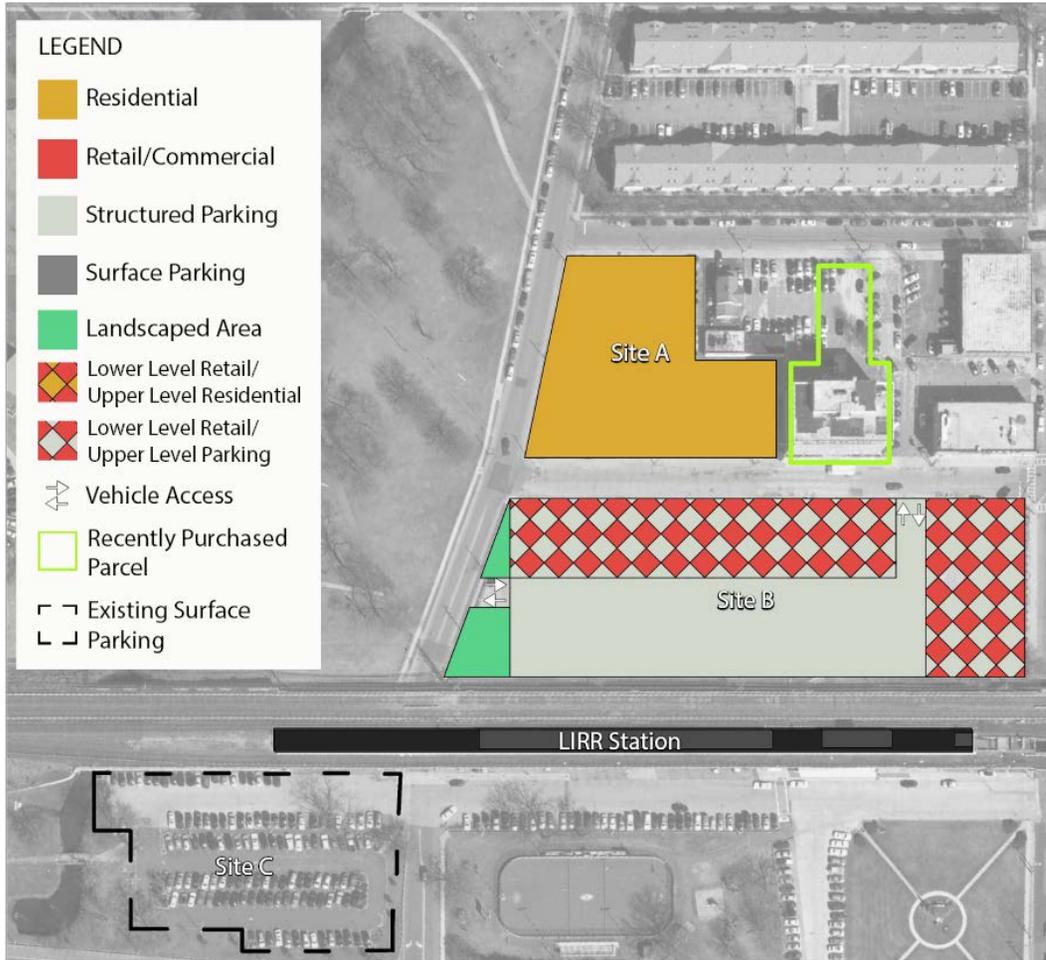
Two new multifamily residential development projects in Valley Stream are nearing completion.



Source: LoopNet; CoStar.

Development Scenario 1

Public Land Only



Development Scenario Components

	Use	Total SF / Units (Floor)
Site A	Residential	155,600 SF (2-5 Fls) 155 Units
Site B	Retail	49,200 SF (0.5 Fl)
	Structured Parking	645 Spaces (372 commuter / 273 program)

Additional Development Opportunity

Site C	Surface Parking	128 Spaces (128 commuter)
--------	-----------------	------------------------------

Development Scenario 2

Public + Private Land



Development Scenario Components

	Use	Total SF / Units (Floor)
Site A	Residential	308,480 SF (2-5 Fls) 310 Units
	Retail	50,000 SF (1 Fl)
	Surface Parking	45 Spaces (0 commuter / 45 program)
Site B	Retail	49,000 SF (1 Fl)
	Structured Parking	912 Spaces (372 commuter / 540 program)

Additional Development Opportunity

Site C	Surface Parking	128 Spaces (128 commuter)
---------------	-----------------	------------------------------

Proposed Valley Stream Development Scenarios

	Development Scenario 1 (Public Land Only)	Development Scenario 2 (Public & Private Land)
Residential	155 Units	310 Units
Retail	49,200 SF	99,000 SF
Parking*	645 Spaces (372 commuter / 273 program)	957 Spaces (372 commuter / 585 program)

*Parking Ratio

-Commercial: 2.0 per 1,000 SF

-Residential: 1.0 per 1,000 SF (units)

Questions for Developers

What are initial reactions to the development opportunity?

Is Valley Stream a good fit for transit-adjacent development?

Could a mix of uses be appropriate?

Are the proposed development scenarios market-supportable?

Is there be sufficient retail demand at this location?

Is there be sufficient residential demand at this location?

What housing unit types and density are appropriate for this market?

Questions for Developers

What are the major risks associated with the sites and scenarios?

How could you accommodate the LIRR parking in your program?

Is site assemblage for Scenario 2 (public/private) realistic?

Are the parking ratios realistic (1 /residential unit and 2/1,000 SF commercial)?

Additional Topics for Discussion

Public Sector incentives

Community support & local buy-in

Village downtown commercial revitalization

Cultivating Opportunities for Sustainable Development

Nassau County Infill Redevelopment Feasibility Report

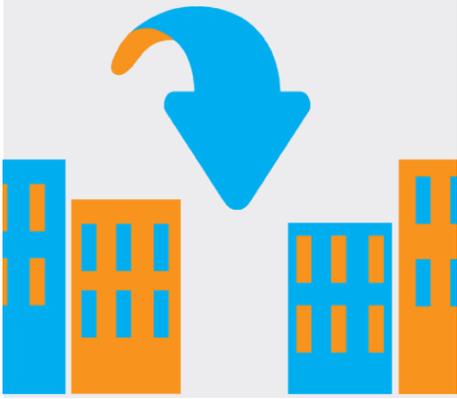
Appendix A

6. Selected Station Public Meetings

Baldwin Public Workshop

Lynbrook Town Hall Meeting

Valley Stream Public Open House



Nassau County

Infill Redevelopment Feasibility Study

Grand Avenue Economic Development Public Workshop



October 29th, 2013
7pm - 9pm

Baldwin Senior High School
841 Ethel T Kloberg Drive
Baldwin, NY

Learn how function and design improvements to Grand Avenue could help boost Baldwin's economy & help shape your downtown LIRR station area!

Please RSVP to Sean Sallie, Nassau County DPW,
at (516)571-9342 or at ssallie@nassaucountyny.gov

for more information please visit:
www.nassaucountyny.gov/agencies/Planning



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PUBLIC MEETING MINUTES: BALDWIN

DATE:	October 29, 2013 • 7:00pm – 9:00pm • Baldwin Senior High School
ATTENDEES:	Sean Sallie & Satish Sood of NC, Tom Jost & Samer Saliba of PB, David Berg & David Tepper of Cameron, Jordan Hare of HR&A
FROM:	Samer Saliba
SUBJECT:	October 29, 2013 Baldwin Public Meeting
CC:	Chris Jones, Dan Baer

LIST OF ATTENDEES

NAME	EMAIL	ORGANIZATION
Zhane Warthen	zhanewarthen.zw@gmail.com	
Chris Tomasello	reliantconsulting@live.com	Reliant Consulting
Sarah Hill	sara@sarahill.net	
Jason Vitale	J222v1@aol.com	Baldwin Civic
Karen Montalbano	ykmony@yahoo.com	Baldwin Civic
Rich Damm	richdamm@yahoo.com	
Robin Ananicz	Rananicz2@aol.com	Resident
Robert Weisser	robweiser@gmail.com	Baldwin Civic
Kathy Burns		LLC
Joan Flatley	Joanf925@optonline.net	Baldwin Civic
Karen Mulvey		
Renee Salmon	Rsalmon816@yahoo.com	Resident



Charles Fisenne		Baldwin Civic
Sara Hull	sara@sarahull.net	Baldwin Civic
Debra Serrano	dvserrano@yahoo.com	Baldwin Civic
Van White	Vpwhite25@gmail.com	BOCA
M. Lennon	ssianosey@aol.com (?)	LI Herald
N. Heiberg	nheiberg@scholastic.com	Baldwin Civic
D. O'Reilly		Baldwin Civic
Lorraine Casella	loriguetey@aol.com	Baldwin Civic
Cathy Richards		
Mary Jane Kearns	Mjk101@optionline.net	Baldwin Civic
Enrico Nardone	egnardone@seatuck.org	Resident
David Viana	baldwincivic@gmail.com	Baldwin Civic

OVERALL SYNOPSIS

- o Overall, the project team agreed that the meeting went well and good input on the potential desire for a complete streets project along Grand Avenue
- o Feedback from attendees was generally positive and supportive of the project's goals
- o The meeting was generally well attended, with roughly 30 attendees

MEETING FORMAT

The meeting began with a powerpoint presentation from Parsons Brinckerhoff and the project team. The presentation introduced the project and how Baldwin was selected as one of three station areas where a pilot project would be pursued. It then presented the concept of a complete streets project along Grand Avenue in Baldwin's downtown, focusing on case studies to show the type of economic growth and benefits that such a project could create.

Attendees were then divided into three breakout groups, where they were asked to mark up a map of the station area and answer the following four questions:

1. Do you see Grand Avenue becoming a denser place? What types of density would you like to see?
2. Is walkability to the LIRR station important? How could the Sunrise Highway crossing be improved?
3. Are financing strategies available to implement this project? Which should be pursued?
4. What are other critical next steps?

KEY DISCUSSION POINTS

Attendees voiced the following general concerns or questions:

- Overall, attendees were in favor of a complete streets project
- Attendees were concerned over safety issues along their streets
- Attendees would particularly like to see beautification and smarter design of the public realm along Grand Avenue
- In general, the community is looking for assistance from both Nassau County and the Town of Hempstead in finding funding sources and getting plans off the ground
- Attendees were generally in favor of appropriately scaled (3 stories) mixed use development
- Attendees voiced concern that a complete streets project along Grand Avenue could create a “shopping mall” effect along the corridor
- Attendees were particularly concerned about bringing successful, attractive small business to their station area
- Two of the three break-out groups mentioned the need for an analysis of existing traffic patterns in and around Grand Avenue (from Merrick Road north to Milburn Avenue) to determine the technical feasibility of implementing complete streets improvements. Residents mentioned the observed traffic congestion on Grand Avenue just north of Sunrise Highway in the afternoon as Baldwin High School lets out.
- Residents mentioned the circulation pattern around the LIRR station causes traffic congestion (afternoon/evenings) as entering/exiting taxicabs block the through-lanes of Grand Avenue just north of Sunrise Highway.
- Two of the three break-out groups mentioned the need to alleviate heavy truck traffic along Grand Avenue. It was noted that heavy trucks in this area are the cause of traffic congestion, noise pollution and pedestrian safety concerns.

Full comments and marked-up maps are appended to these meeting minutes.

The meeting was concluded at 9:00pm.



Baldwin Public Workshop
 The Economic Benefits of Complete Streets along Grand Avenue
 October 29, 2013

Do you see Grand Avenue becoming a denser place?

What types of density would you like to see?

- 3 stories
 - Need more parking
 - MICRO-BREWERY - RESTAURANTS
 - GREEN SPACES
 - LACK OF AESTHETIC COHESION
 - USING SIDE STREETS FOR PARKING
 - POOR CROSSINGS
 - TRUCKS ARE A PROBLEM
 - RESTAURANTS / CAFES
 - MORE THAN 1 CENTER
 - RECREATION CENTER CORNER
- GRAND & SUNRISE
10 MINS

Is walkability to the LIRR station important?

How could the Sunrise Highway crossing be improved?

- o LACK OF CONTINUITY
- o NOT ENOUGH PARKING FOR COMMUTERS
- o GRAND AVE NOT BIABLE
- o TRAFFIC IS TOO FAST?
- o REMOVE PKG FROM GRAND
- o A BIKE STRATEGY IS NEEDED

15 MINS

Are financing strategies available to implement this project?

Which should be pursued?

- o FARE

10 MINS

What are other critical next steps?

- o REZONING / UPZONING TO ACTIVE AMENITIES
- o ↑ HEIGHTS OF BLDGS
- o DESIGNATE 1 or more PKG LOTS
- o ENGAGE THE TOWN OF HEMPSTEAD
- o GUIDELINES.
- o ADOPT COMPLETE STREETS GUIDELINES
- o FIND "SEED" MONEY
- o FIGURE OUT WHO GOES + GETS THE \$\$

10 MINS

Baldwin Public Workshop
 The Economic Benefits of Complete Streets along Grand Avenue
 October 29, 2013

Do you see Grand Avenue becoming a denser place?

What types of density would you like to see?

Senior housing
 Steak house
 bakeries
 bookstores
 breweries/beer gardens
 laundromat
 large parcel:
 mixed use
 cracker barrel
 unique destination
 cultural center

no more pawn shops
 no more nail salons
 barbershops
 coffee shop
 mini golf
 green elements
 mixed density
 artisan shops
 ok corral

10 MINS

Is walkability to the LIRR station important?

How could the Sunrise Highway crossing be improved?

facade improvements
 architectural continuity
 trees
 lampposts
 widened sidewalks
 restrict turns

diagonal parking
 (selective locations)
 old driveway crossings.

15 MINS

Are financing strategies available to implement this project?

Which should be pursued?

NYS Econ Dev strategies
 Not CR to the same extent.
 TOD funds/figer.

10 MINS

What are other critical next steps?

Publicity
 outreach
 historical case studies
 small business outreach
 engage seniors
 conduct traffic volume study
 parking study

10 MINS

Baldwin Public Workshop
The Economic Benefits of Complete Streets along Grand Avenue
October 29, 2013

Do you see Grand Avenue becoming a denser place?

What types of density would you like to see?

3 STORIES IDEAL

CONFORMITY IN DESIGN - NOT SO DISJOINTED

GROUND FLOOR RETAIL

GET RID OF VACANCIES

Focus on SOUTH OF SUNRISE - INT. W/ GRAND

PARKING SPACES : LOTS

BOUTIQUE BUSINESSES

PLAYGROUND (NEAR HISTORICAL SOCIETY)

10 MINS

Is walkability to the LIRR station important?

How could the Sunrise Highway crossing be improved?

HIGH FOR MOST PEOPLE

PRIORITY: GET GRAND AVE. HOPPING
: ENHANCE ATTRACTIVENESS

BAN THE TRUCKS

15 MINS

Are financing strategies available to implement this project?

Which should be pursued?

ALREADY AWARDED \$ TO DO STREET
IMPROVEMENTS

USE THE NCRIPS REPORT

10 MINS

What are other critical next steps?

MITIGATE TRAFFIC

HOW TO GET SMALL^{ER} BUSINESS IN THE NEIGHBORHOODS

KEEP MOMENTUM

FOCUS ON IDENTIFICATION TO GET
EVERYTHING STARTED

GET TOWN OF HEMPSTEAD TO HELP

CREATE A PLAN TO HELP GET
FUNDING

10 MINS



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& ASSOCIATES, LLP

Baldwin Station Town of Hempstead

- Transit Station (train)
 - 1/4 mile radius from station
 - Transit Routes (train)
 - Crossing
 - Potential Development Sites
 - Key Commercial Corridors
 - Barriers to Movement
 - Priority Pedestrian Improvement Locations
 - Major Intersection
- Pertinent Land Use
- Commercial/Retail
 - Civic



Baldwin Station Town of Hempstead

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- Pertinent Land Use**
- Commercial/Retail
 - Civic



The Economic Benefits of “Complete Streets” Projects



Nassau County Infill Redevelopment Feasibility Study
Baldwin – Public Presentation
October 29, 2013



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Nassau County Infill Redevelopment Feasibility Study

Agenda

- **Presentation – Overview** (30 mins)
- Break-out Sessions (45 mins)
- Wrap-up (15 mins)



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& ASSOCIATES, LLP

Study Goals

- **Enhance** livability, sustainability, and economic development
- **Promote** transit-supported development in Baldwin and Nassau County
- **Engage** the community
- **Catalyze** the development process



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HR&A
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& ASSOCIATES, LLP

This project is funded by the **Partnership for Sustainable Communities**, a HUD program designed to encourage smart development.



Coordinating investments in housing, transportation, water, and infrastructure.

Increase neighborhood prosperity

Help people live closer to jobs

Save households' time and money

Reduce pollution



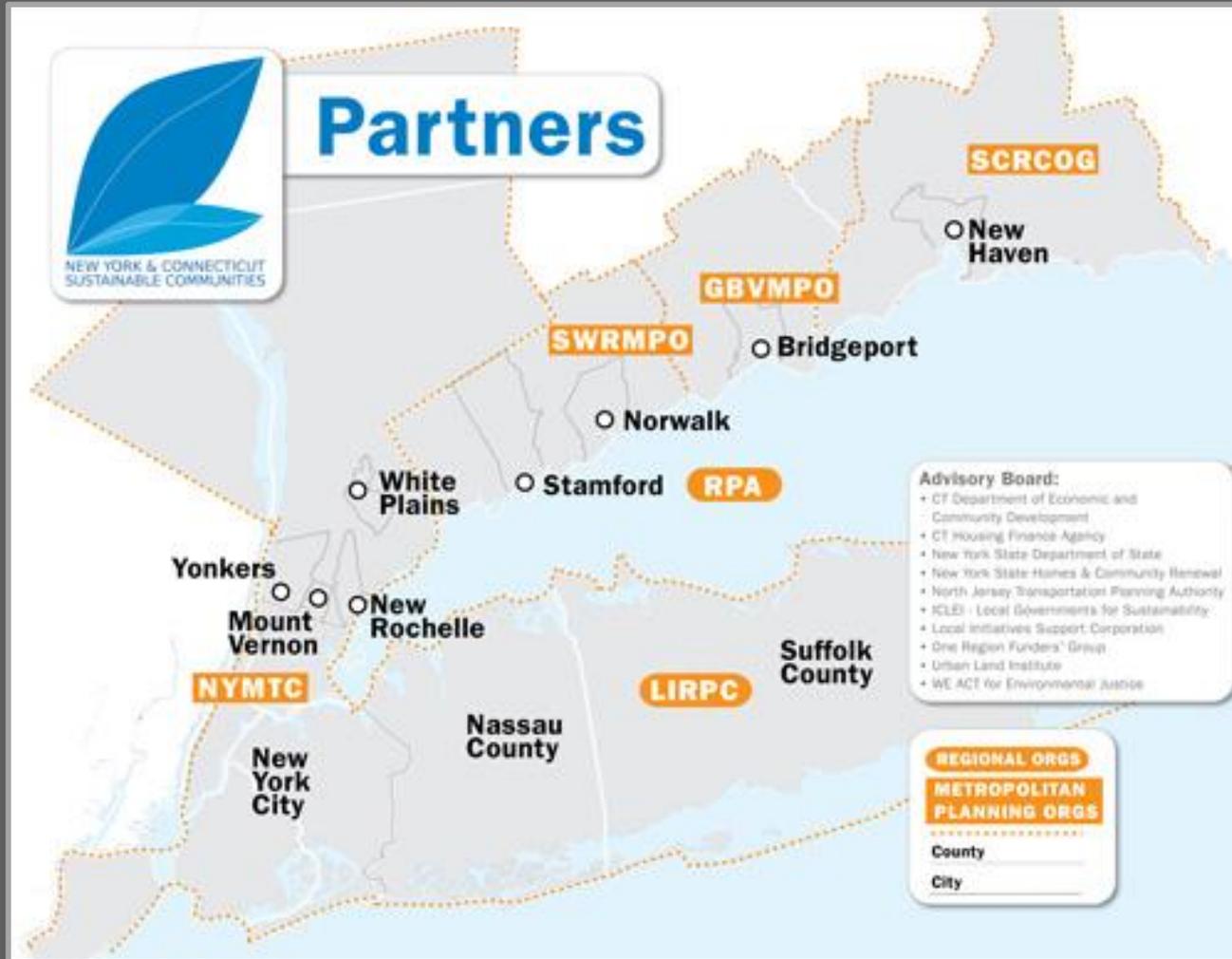
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& ASSOCIATES, LLP

The Larger Regional Effort



<http://www.sustainablenyct.org/>



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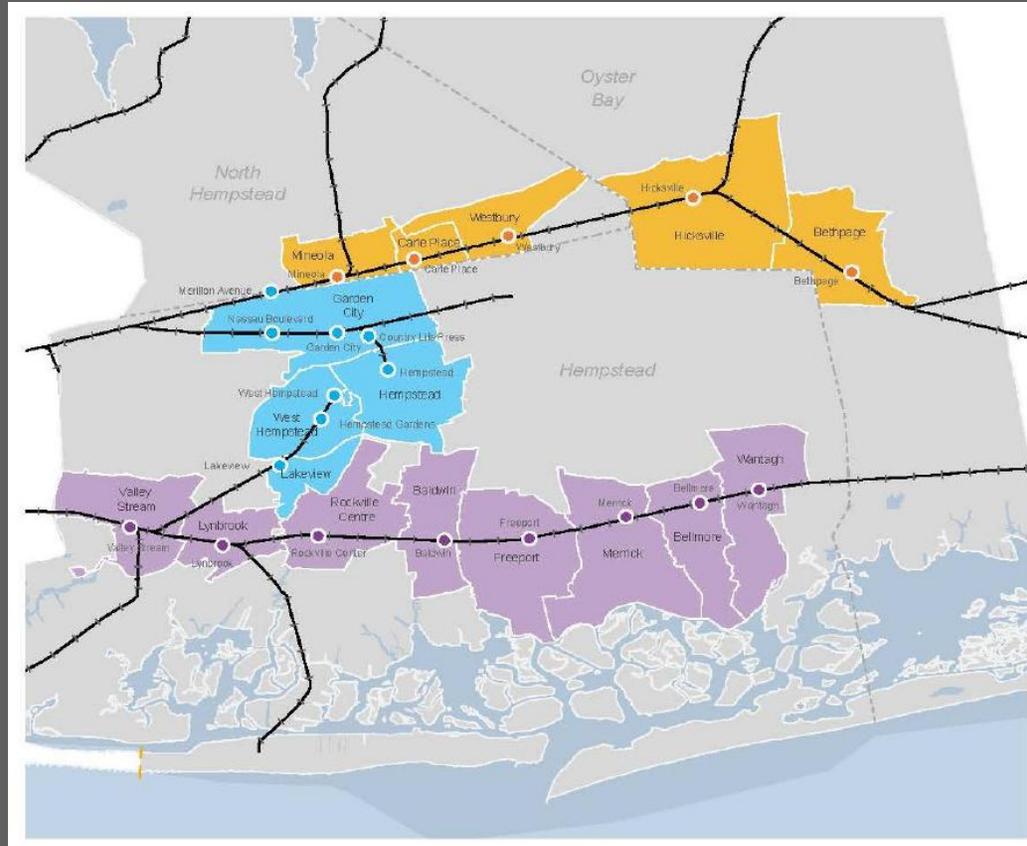
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The Nassau County Infill Redevelopment Feasibility Study evaluated 21 communities and selected Baldwin, Lynbrook, and Valley Stream.

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- BELLMORE
- BETHPAGE
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- HEMPSTEAD
- HEMPSTEAD GARDENS
- HICKSVILLE
- LAKEVIEW
- LYNBROOK
- MERRILL AVENUE
- MERRICK
- MINEOLA
- NASSAU BOULEVARD
- ROCKVILLE CENTRE
- VALLEY STREAM
- WANTAGH
- WESTBURY
- WEST HEMPSTEAD



Baldwin
Complete
Streets
Strategy

Lynbrook
Downtown
Growth
Strategy

**Valley
Stream**
Redevelopment
Potential



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& ASSOCIATES, LLP

October 25, 2012 Civic Focus Group Feedback

- **Connect Grand Avenue** across Sunrise Highway
- Focus on **sustainability**
- Improve Baldwin's image as a **diverse, prosperous community**
- Accept mixed-use/multi-family & retail-oriented development, with an **emphasis on scale and connections**



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Challenges

- **Lack of direct control** over planning efforts
- **Sprawling** land use patterns
- **Dependency** on the automobile
- **Irregular** commercial development patterns



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Opportunities

- Selection in the NCIRFS and **direct partnership** with the County
- Strong **desire** and **readiness**
- Transit **connection** to NYC and improved walkability within the Hamlet
- *Places to Grow*: Baldwin has **high potential** for growth and development
- Potential to **focus growth** in the downtown station area
- Connect with the on-going **NY Rising Community Reconstruction** project in South Baldwin



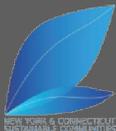
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Baldwin's Pilot Project



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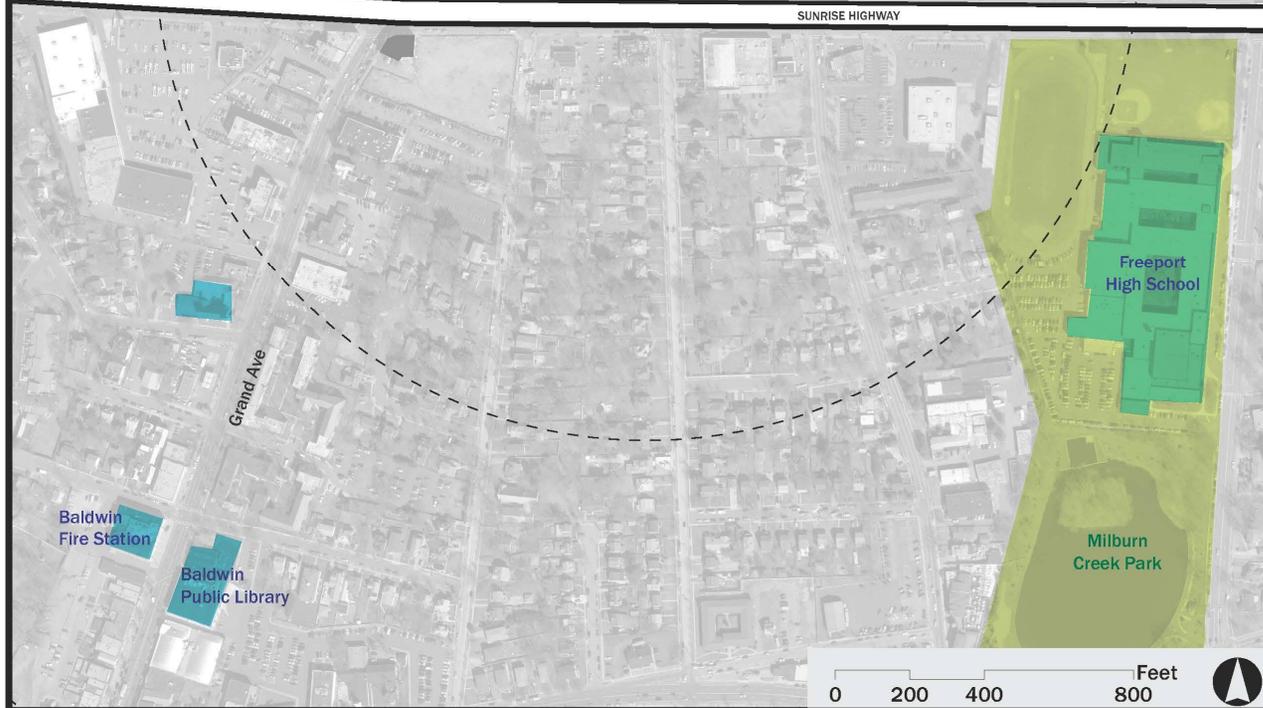


Baldwin Station Town of Hempstead

-  Transit Station (train)
-  1/4 mile radius from station
-  Transit Routes (train)
-  Crossing
-  Potential Development Sites
-  Key Commercial Corridors
-  Barriers to Movement
-  Priority Pedestrian Improvement Locations
-  Major Intersection

Pertinent Land Use

-  Commercial/Retail
-  Civic





Baldwin Station Town of Hempstead

- Transit Station (train)
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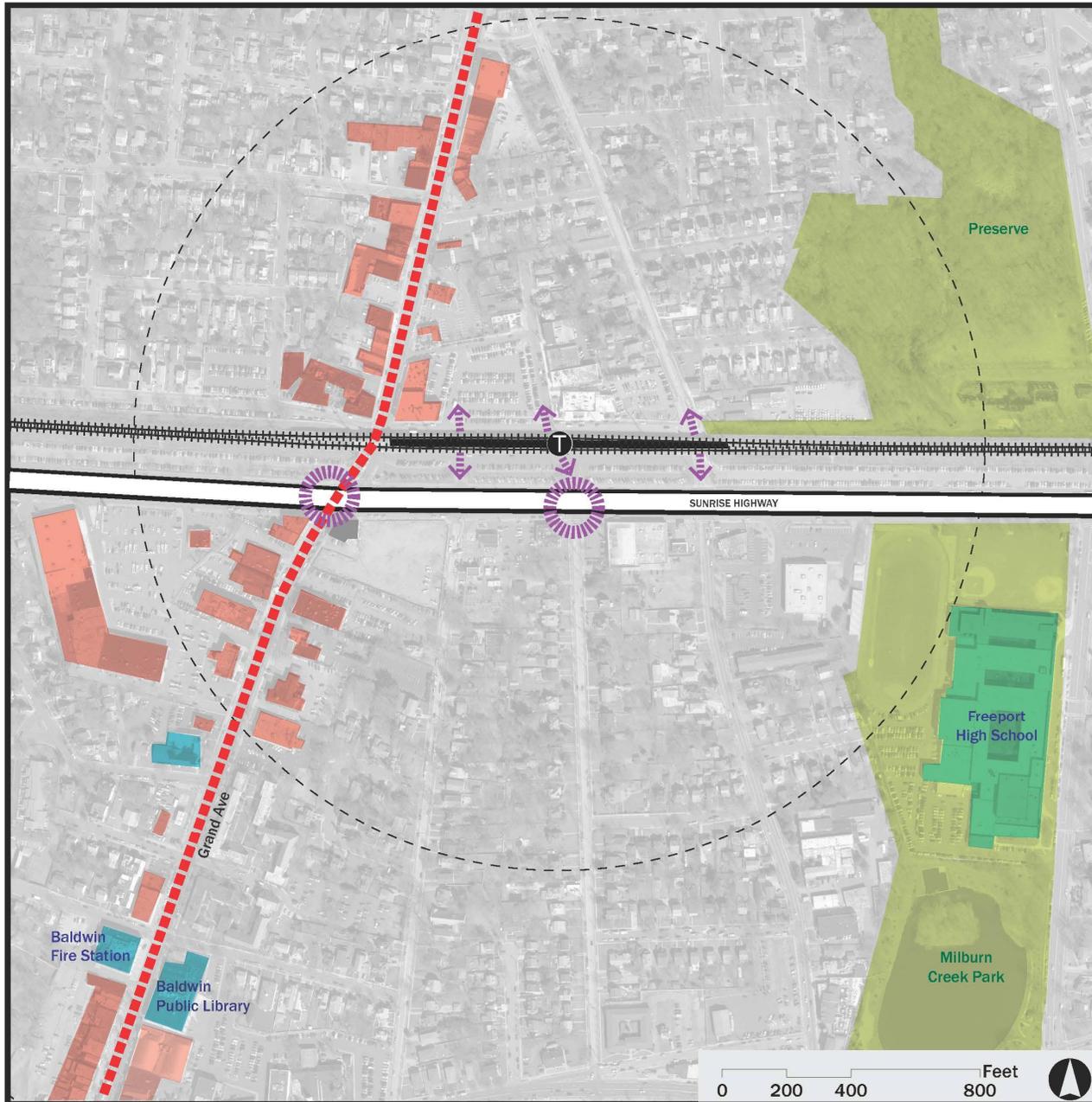
**Discontinuity
between north
side and south
side of Sunrise
Highway**



Baldwin Station Town of Hempstead

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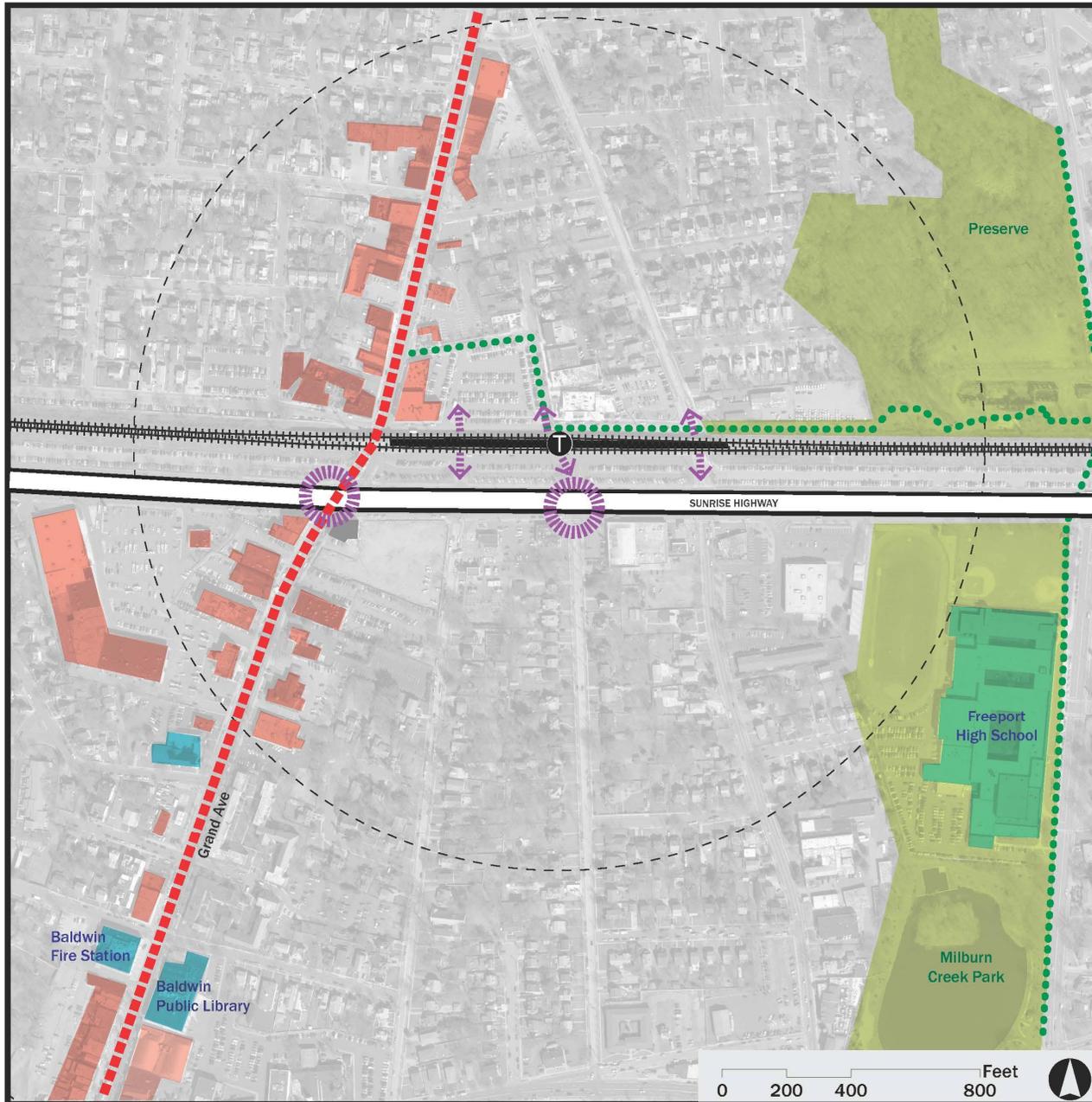
Sporadic retail patterns



Baldwin Station Town of Hempstead

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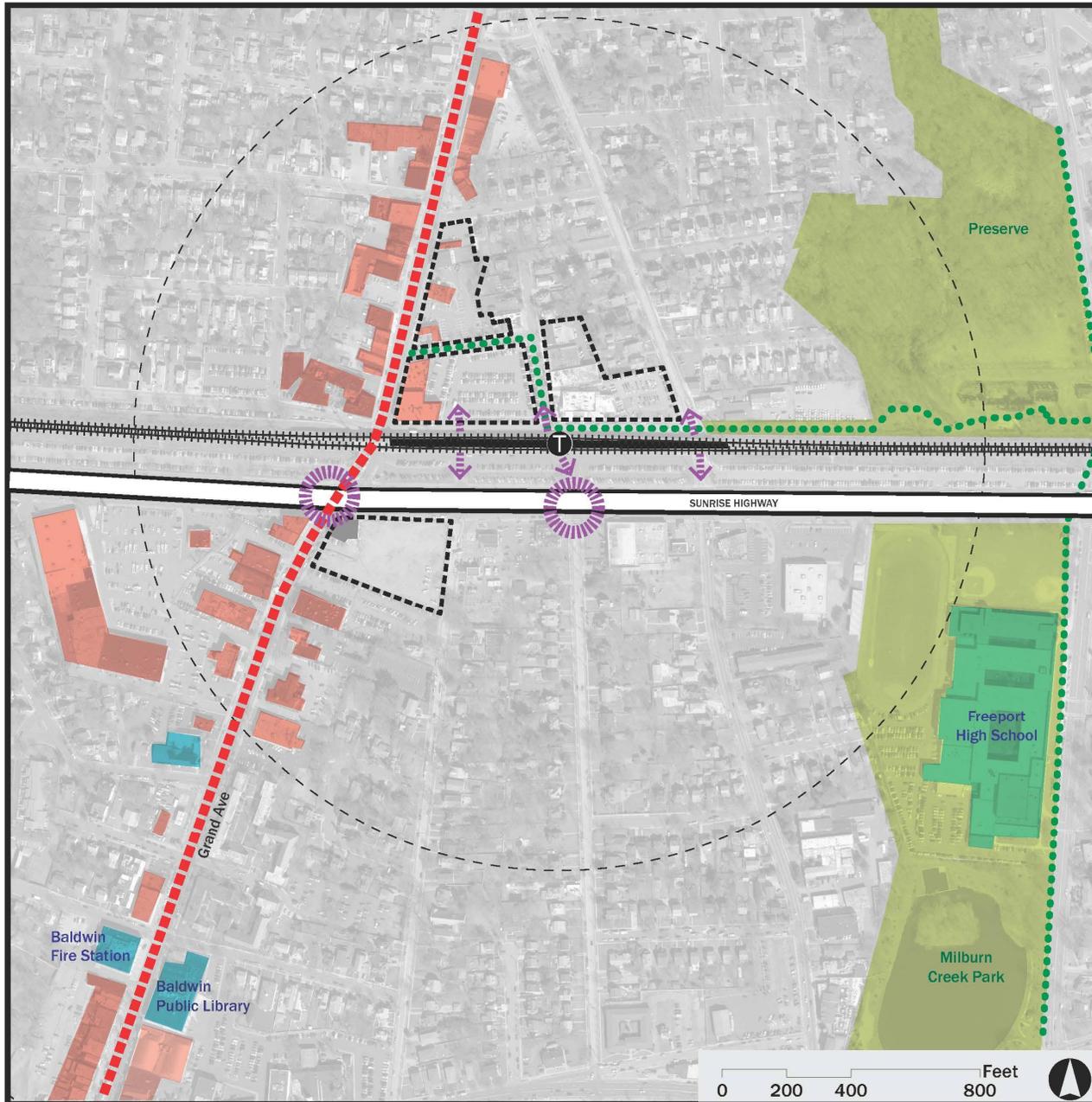
Pedestrian barriers



Baldwin Station Town of Hempstead

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**Lack of
walkability**



Baldwin Station Town of Hempstead

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 -  Civic

Community-identified potential development sites

The Benefits of a “Complete Street”

Improves pedestrian safety and reduced auto collisions

Revitalizes a Downtown district or retail corridor

Strengthens municipal budgets and increases tax revenues

Elevates local economic activity



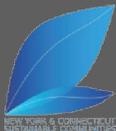
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Typical “Complete Streets” Design Strategy



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Case Studies to Highlight Economic Gains

HR&A identified three case studies where an investment in “complete streets” resulted in positive and quantifiable economic benefits for the community.



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Key Findings from Case Studies

A \$7 to \$10 million investment in “complete streets” can generate returns ranging from \$20 to \$100 million.

These returns produce tangible outcomes:

- Creation of new jobs**
- Attraction of new businesses**
- Reduction in retail vacancies**

Small-scale projects can catalyze large-scale revitalization.



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& ASSOCIATES, LLP

Case Study 1: City of Lancaster, CA

Use of “complete streets” to advance economic development agenda



Location
Central retail artery
(Lancaster Blvd)

Scale
9 blocks
(0.6 miles)

Timeline
Proposed in 2008
Completed in 2011



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Nassau County Infill Redevelopment Feasibility Study

Case Study 1: City of Lancaster, CA

Use of “complete streets” to advance economic development agenda

Investment

Public investment
of **\$11.5 million**

Wider sidewalks

Reclaimed public
space

Extensive tree
plantings



Outcome

\$130 million new
private investment

1,900 net new jobs

48 newly created
local businesses

Source: US Environmental Protection Agency, 2012 National Award for Smart Growth Achievement, <http://www.epa.gov/smartgrowth/awards>



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& ASSOCIATES, LLP

Case Study 2: Village of Hamburg, NY

“Complete streets” as a growth driver during an economic slowdown



Location

Village central core
(Rte. 62 & Main St)

Scale

1.8 miles

Timeline

Proposed in 2006
Completed in 2009



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Nassau County Infill Redevelopment Feasibility Study

Case Study 2: Village of Hamburg, NY

“Complete streets” as a growth driver during an economic slowdown

Investment

Public investment
of **\$20 million**

Narrowed lanes

Four new
roundabouts

Increased street
parking



Outcome

Revitalization
of the town center

33 development
projects

3% vacancy rate
versus 10% village
average



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& ASSOCIATES, LLP

Case Study 3: City of University Place, WA

Long-term economic benefits of “complete streets” investments



Location

Major thoroughfare
(Bridgeport Way)

Scale

1.5 miles

Timeline

Proposed in 1996
Completed in 2002



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& ASSOCIATES, LLP

Case Study 3: City of University Place, WA

Long-term economic benefits of “complete streets” investments

Investment

Public investment
of **\$8.2 million**

(funded by state & city)

Removed traffic lane

New landscaped
median

Added bike lanes



Outcome

Durable local
economic impacts
after 10 years

Lower vacancy than
city average

60% higher rents
than city average



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& ASSOCIATES, LLP

Next Steps for Baldwin

- **Planning and Community Outreach**
 - **Host** workshops to define a vision for the project based on community sentiment.
 - **Determine** economic development goals.
- **Technical Feasibility**
 - **Engage** Nassau County to gather data on current and projected traffic volumes.
 - **Coordinate** with other agencies involved in creating a complete street (i.e. NYSDOT).
 - **Determine** project Area and potential project phasing.
- **Design**
 - **Identify** a designable and implementable “complete streets” project.
 - **Work** with Nassau County to identify potential funding.
 - **Collaborate** with the community on final design.
- **Construction / Implementation**
 - **Execute** design plan and inform the community of progress.



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& ASSOCIATES, LLP

Questions for the Community

- Would you like to see a complete streets project in your community?
- Do you see Grand Avenue becoming a denser place?
- What types of density would you like to see?
- Is walkability to the LIRR station important?
- How would the Sunrise Highway crossing be improved?
- Are financing strategies available to implement this project?
- What are other critical next steps?



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Agenda

- Presentation – Overview (30 mins)
- **Break-out Sessions (45 mins)**
- Wrap-up (15 mins)



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CAMERON ENGINEERING
& ASSOCIATES, LLP

Thank You

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Senior Planner

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Satish Sood

Deputy Commissioner for Planning

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Nassau County Department of Public Works

Planning Division

1194 Prospect Avenue

Westbury, NY 11590



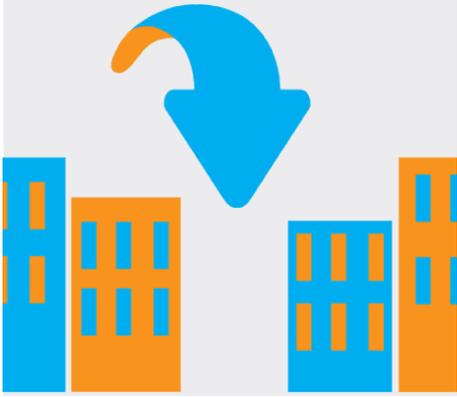
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& ASSOCIATES, LLP**

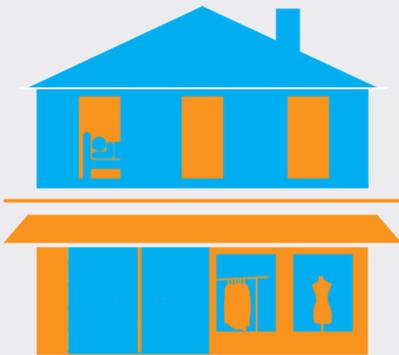
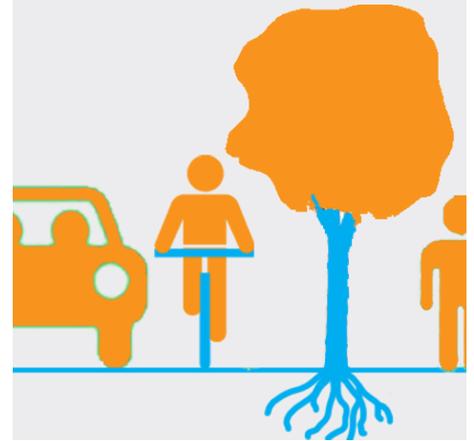
Nassau County Infill Redevelopment Feasibility Study



Nassau County

Infill Redevelopment Feasibility Study

Presentation to the Village Board
Recommendations for the
Revitalization of Lynbrook's LIRR
Station Area and Downtown



November 4th, 2013
8pm

Lynbrook Village Hall
1 Columbus Drive
Lynbrook, NY

Learn about downtown Lynbrook's redevelopment potential and opportunities to bring an economic boost to your LIRR station area!

For more information please visit:
www.nassaucountyny.gov/agencies/Planning



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MEETING OF THE BOARD OF TRUSTEES

VILLAGE OF LYNBROOK

MONDAY – NOVEMBER 4, 2013

7:00 P.M.

1. 2014 Holiday Schedule
2. Sale of 1995 Ambulance
3. Request to Engage Professional Services: a) F.D. Restroom Design
b) 2012 Road Improvement Inspection/Change Order
c) Building Dept. Record Scanning
4. Request – a) Use of F.D. Bus – November 10th
b) Sign Permit – F.D.
5. Peninsula/Ocean Avenue Streetscape Proposal
6. Light Manufacturing Zoning District
7. Executive Session

8:00 P.M.

8. Minutes – 10/21/13
9. Chamber of Commerce Report
10. Presentation – Nassau County Downtown Study
11. Bills
12. Good & Welfare

Lynbrook: Recommendations for Retail and Residential Development

Nassau County Infill Redevelopment Feasibility Study
Public Presentation

November 4, 2013



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This project is funded by the Partnership for Sustainable Communities, a HUD program designed to encourage smart development.

The federal government's Partnership for Sustainable Communities is intended to coordinate federal housing, transportation, water, and other infrastructure investments to make neighborhoods more prosperous, allow people to live closer to jobs, save households time and money, and reduce pollution.



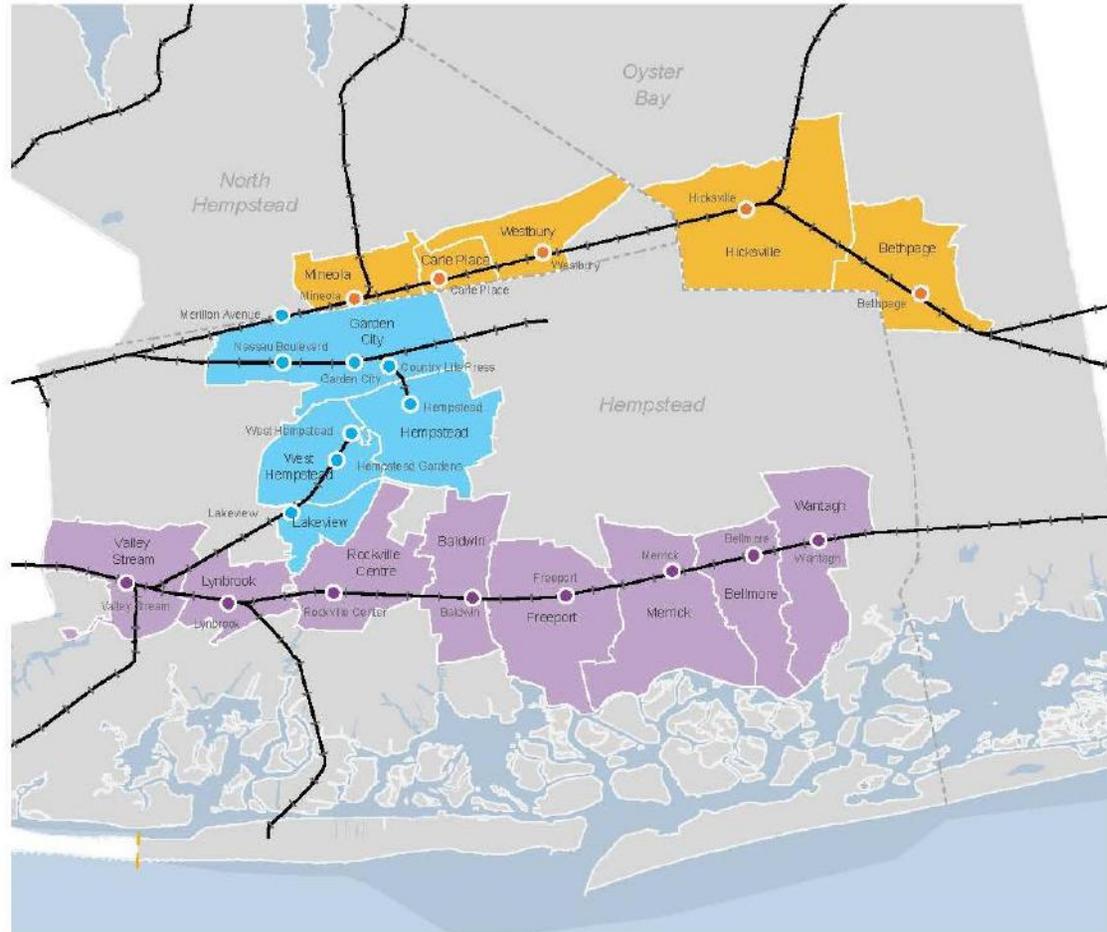
Nassau County is a member of the HUD NY-CT Sustainable Communities consortium.



Source: <http://www.sustainablenyct.org/>

The Nassau County Infill Redevelopment Feasibility Study evaluated 21 communities and selected Baldwin, Lynbrook, and Valley Stream.

- BALDWIN
- BELLMORE
- BETHPAGE
- CARLE PLACE
- COUNTRY LIFE PRESS
- FREEPORT
- GARDEN CITY
- HEMPSTEAD
- HEMPSTEAD GARDENS
- HICKSVILLE
- LAKEVIEW
- LYNBROOK**
- MERRILL AVENUE
- MERRICK
- MINEOLA
- NASSAU BOULEVARD
- ROCKVILLE CENTRE
- VALLEY STREAM**
- WANTAGH
- WESTBURY
- WEST HEMPSTEAD



Baldwin
Complete
Streets
Strategy

Lynbrook
Downtown
Growth
Strategy

Valley
Stream
Redevelopment
Potential

Lynbrook Station Village of Lynbrook

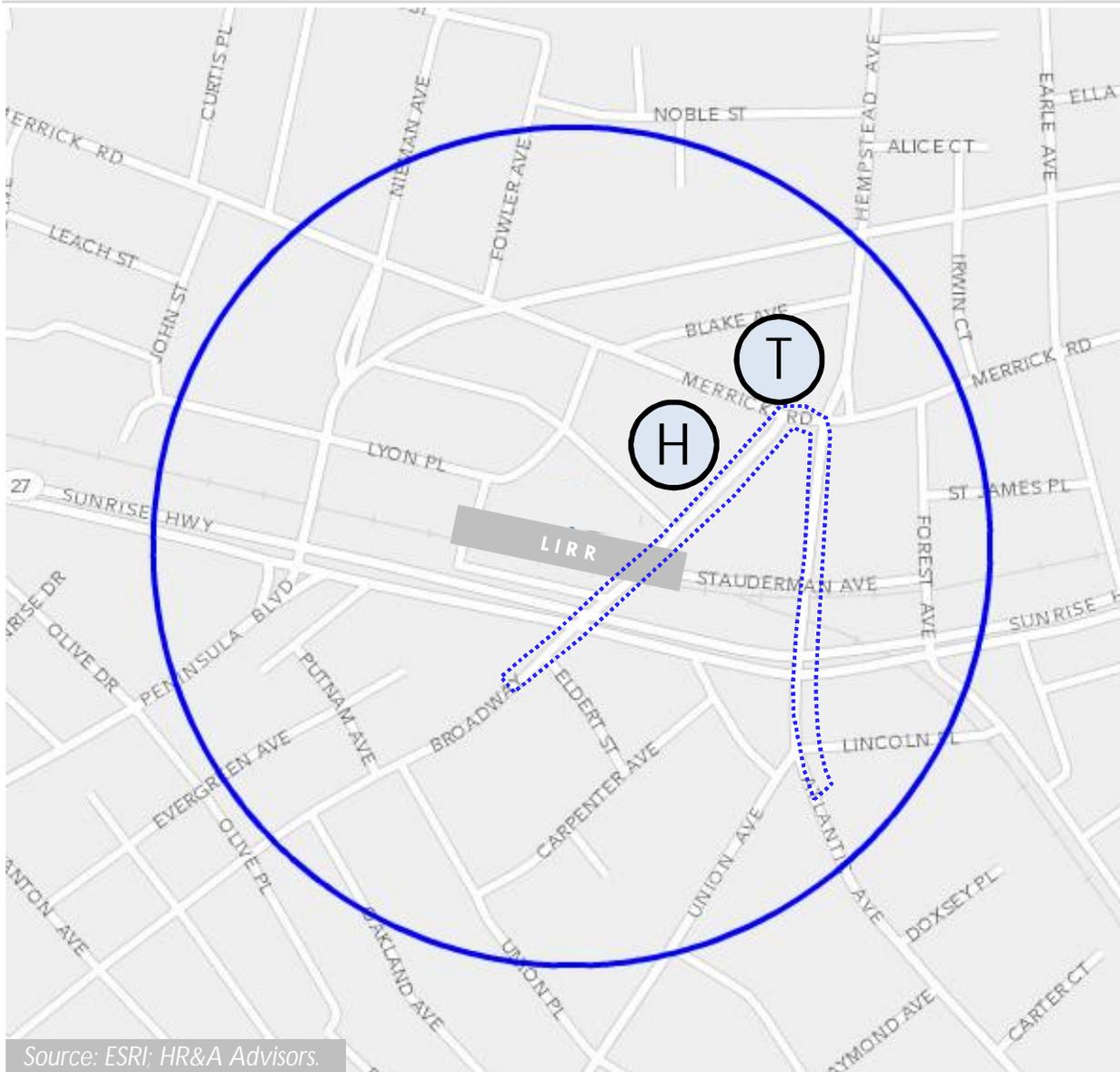


- Transit Station (train)
 - 1/4 mile radius from station
 - Transit Routes (train)
 - Crossing
 - Potential Development Sites
 - Key Commercial Corridors
 - Barriers to Movement
 - Priority Pedestrian Improvement Locations
 - Major Intersection
- Pertinent Existing Land Use**
- Commercial/Retail
 - Civic

Site A: Proposed Theater Site
Site B: Proposed Hotel Site
Site C: Proposed LIRR Retail Site



Two new developments have the potential to catalyze additional growth in Downtown Lynbrook.



Source: ESRI; HR&A Advisors.

Proposed Theater Expansion
15 screens
3,161 seats
Premium amenities

Proposed Hotel
156-room hotel
306 parking spaces (96 for guests)
Banquet facilities

Economic conditions and appropriate public policy needs to exist to facilitate Lynbrook's revitalization and ensure success of the proposed projects.

Evaluate real estate market conditions in Downtown Lynbrook

Recommend strategies to shape future development

Suggest next steps for Lynbrook's leaders and citizens

Real estate market conditions in Downtown Lynbrook show strength for Retail, lagging demand for Office, and limited activity or supply for Residential.



Retail: 318,000 SF (36% of Village)

Rent in Downtown Lynbrook higher than Village average (\$27 vs \$25)

Office: 498,000 SF (60% of Village)

Higher vacancy rate than Nassau County average

Multifamily: limited supply

Most recent construction built in 1962

Source: CoStar, HR&A Advisors. Photo: Long Island Herald

Lynbrook's leaders want to leverage the Hotel and Theater developments to drive further revitalization of the Village downtown.

1. Increase the depth and quality of Lynbrook's retail options.
2. Attract additional visitors from nearby South Shore communities.
3. Explore new housing opportunities to support local retail.

Through participation in the NCIRFS, Lynbrook has improved its position when applying for State/Federal funds to help the Village achieve these goals.



Nassau County and its team identified three strategies that the Village can implement to guide further development in Downtown Lynbrook.

Define
a unique identity

for Downtown Lynbrook

Explore
housing options

to add vibrancy to Retail

Offer
incentive programs

to attract developers

These strategies have been successfully utilized in revitalizing similar communities.



Case Study 1: South Norwalk, Connecticut

Define
a unique identity

Explore
housing options

Offer
incentive programs

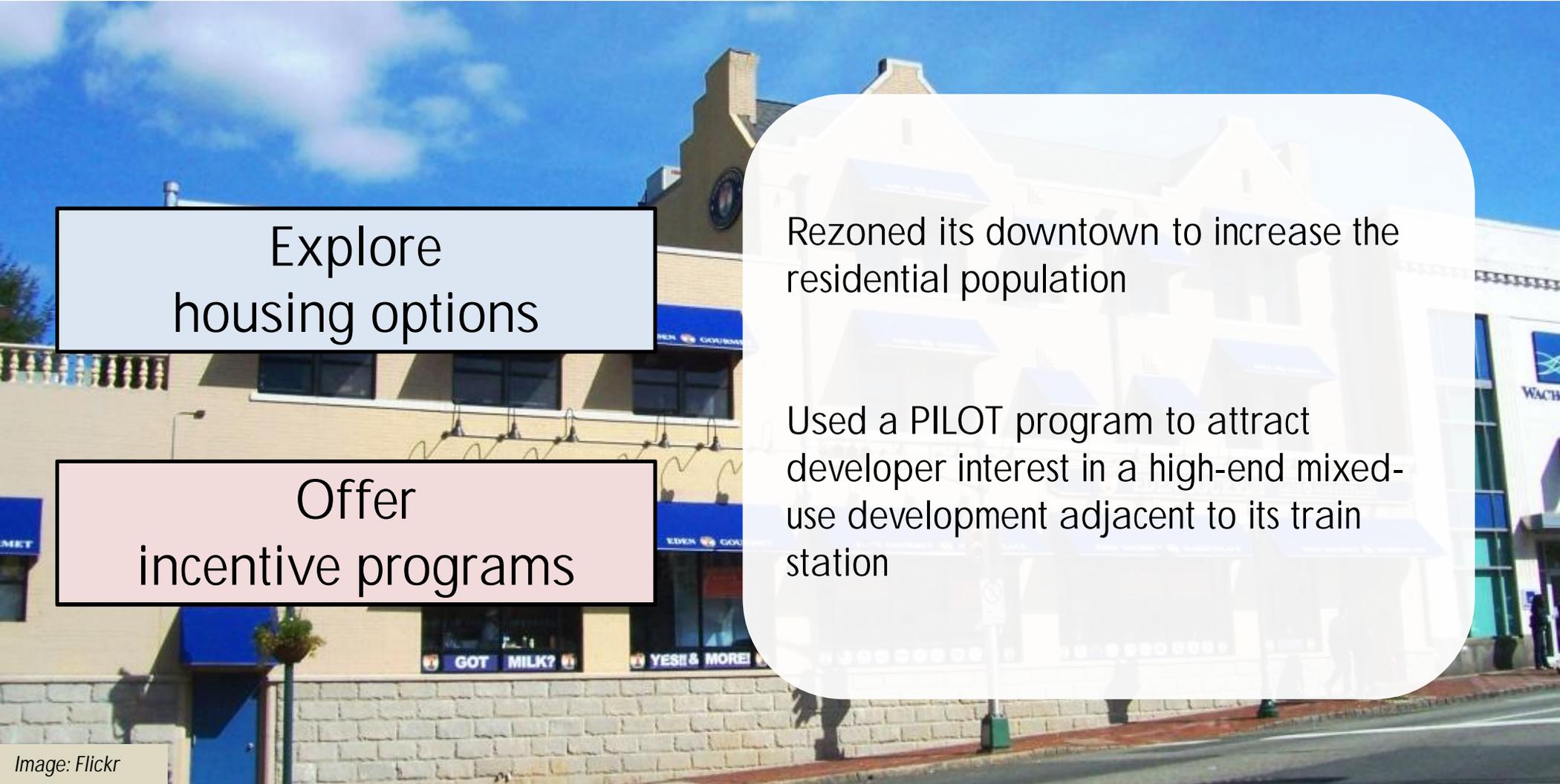
Repurposed historic buildings for mixed-use/multifamily development

Rebranded the district as the arts hub of Fairfield County

Offered discount financing and tax abatements to attract developer interest

Image: Flickr

Case Study 2: South Orange, New Jersey



Explore
housing options

Offer
incentive programs

Rezoned its downtown to increase the residential population

Used a PILOT program to attract developer interest in a high-end mixed-use development adjacent to its train station

Image: Flickr

Case Study 3: Rahway, New Jersey



Define
a unique identity

Explore
housing options

Rebranded the city as a major Arts hub
for Union County

Integrated residential development
with its Arts-focused brand

Attracted additional retail and
restaurants thanks to its additional
residential population

Image: rahwayrising.com

Nassau County and its team suggest three next steps for Lynbrook to consider.

Commission a branding study for Downtown Lynbrook.

Create a zoning overlay that includes best practices from recent local rezoning initiatives.

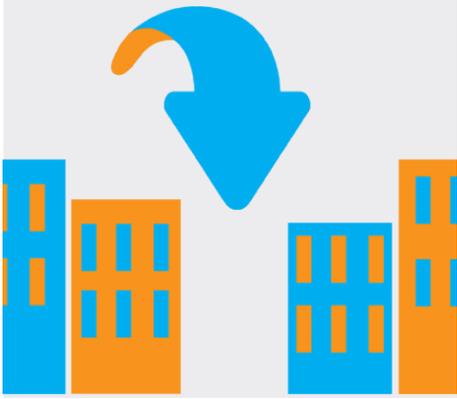
Work with Nassau County to identify incentive programs that can attract developer interest.

Thank You

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Satish Sood
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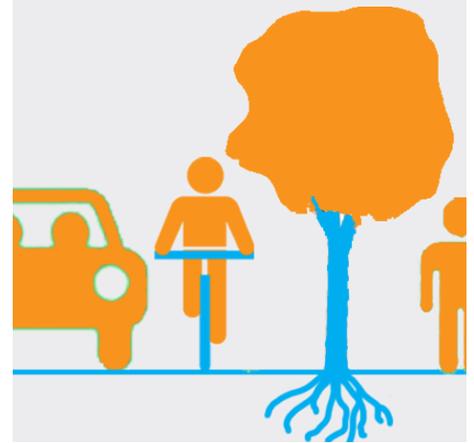
Nassau County Department of Public Works
Planning Division
1194 Prospect Avenue
Westbury, NY 11590



Nassau County

Infill Redevelopment Feasibility Study

Valley Stream LIRR Station Area Concept Plan Public Meeting



November 7th, 2013
6:30pm - 8:30pm

**Valley Stream Community Center
Arthur J. Hendrickson Park
W Merrick Road
Valley Stream, NY**

Learn about the redevelopment potential of Valley Stream & help shape your downtown LIRR station area!

Please RSVP to Sean Sallie, Nassau County DPW,
at (516)571-9342 or at ssallie@nassaucountyny.gov

for more information please visit:
www.nassaucountyny.gov/agencies/Planning



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PUBLIC MEETING MINUTES: VALLEY STREAM

DATE:	November 7, 2013 • 6:30pm – 8:30pm • Valley Stream Community Center
ATTENDEES:	Sean Sallie & Satish Sood of NC, Tom Jost & Samer Saliba of PB, Rob Svadlenka of Cameron, Kate Wittles of HR&A, Hon. Mayor Edwin A. Fare, Vincent Ang and Barbara DeGrace of the Village of Valley Stream, Richard Guardino of Hofstra University, Scott Howell of the LIRR
FROM:	Samer Saliba
SUBJECT:	November 7, 2013 Valley Stream Public Meeting
CC:	Chris Jones, Dan Baer

LIST OF ATTENDEES

Note: this list is not reflective of all attendees who were present at the meeting. Some attendees neglected or preferred not to sign in.

NAME	EMAIL	ORGANIZATION
David Sabaino	sabino.david@gmail.com	Envision VS
Debra Cerquo	debcerq@optonline.com	
Joanne Ricardi	ricardol@aol.com	
Tom Sabatino		
Don Miscrandino	D.A.Miscrandino@yahoo.com	
Francine Eisner	francine-eisner@yahoo.com	
Rose Eisner	rose.eisner@yahoo.com	Village of Valley Stream
Brian Croce	bcroe@liherdi.com	LI Herald
Ian Wraith	hhiwraith@aol.com	
Scott Rosen	scottrosen@aol.com	Envision Valley Stream
John Trufferelli		Village of Valley Stream Trustee



Joe Sufo	mnorton@emblemhealth	
Deputy Mayor Dermond Thomas	dermondthomas@gmail.com	Village of Valley Stream
Rich Guardino	Richard.v.guardino@hofstra.edu	Hofstra University
MaryAnn Gagliardi	no1metsjetsfan@aol.com	resident
Kenneth Heino	kentlemon@me.com	Youth Board
James Boyle		Resident
Donald Crosley	dcrosley@nassaucountyny.gov	NCDCCD
Scott Howell		LIRR
William Gonzalez	wgonzalezjr@gmail.com	Resident
Gary Carlton	garycarlton@aol.com	
D.B		LI Herald
Paul Federman	Paul.federman@ahoo.com	US DEMS
Jeannine Maloney	J9maloney@hotmail.com	
Dominick Minerva	Dominickvs@aol.com	Minerva and D'Agostino
Donald Crosley	dcrosley@nassaucountyny.gov	Nassau County Office of Commercial Development

OVERALL SYNOPSIS

- Overall, the project team agreed that the meeting went well and the community gave good input on the potential redevelopment scenarios for the Valley Stream station area
- The community was somewhat divided on what types of development they would like to see on the focus sites, but were overall supportive of improvements for the station area
- Feedback from attendees was generally positive and supportive of the project's goals
- The meeting was generally well attended, with roughly 30 to 35 attendees



MEETING FORMAT

The meeting began with a powerpoint presentation from Parsons Brinckerhoff and the project team. The presentation introduced the project and how Valley Stream was selected as one of three station areas where a pilot project would be pursued. It then presented two potential redevelopment scenarios for the Valley Stream station area, considered around three focus sites on the north and south side of the LIRR station. The project team also discussed the development community and the Village's involvement in the process thus far.

Attendees were then invited to explore the project and the proposed redevelopment scenarios in an open house format. Stations were set up to present different aspects of the project and each station was manned by a member of the project team. These stations included:

1. Project (NCIRFS) overview
2. Site existing conditions
3. Redevelopment Scenario 1
4. Redevelopment Scenario 2
5. Comments station (community comments on this board are appended to these minutes)

KEY DISCUSSION POINTS

Attendees voiced several questions, concerns, and comments on the material presented. Below is a sampling of comments from the community:

- Project should result in absolutely no reduction in current amount of parking, in fact, additional parking is required.
- Aesthetic improvements are required at Sun Valley Towers; the façade is not attractive. Any future construction should be aesthetically interesting and appropriate to Valley Stream local context/setting.
- The proposal, either Scenario 1 or 2, is essential for increasing the population within the downtown area. The downtown needs revitalization and greater activity
- Multi-family residential is necessary to increase activity in the downtown to generate demand for new businesses, in turn, lowering the tax burden on existing enterprises.
- For existing conditions, ensure that the relocation of the court house to the downtown – which is currently underway – is mentioned in the final report. This will attract significant activity, including during the evenings when night court is in session.
- It is important to emphasize the importance of the LIRR service at Valley Stream; there is the convergence of three LIRR branches which provides high frequency train service to NYC.
- A high-end restaurant would not be appropriate under either scenario as it would draw business away from other restaurants in the downtown area. Appropriate commercial at the station would be



anything supportive of LIRR users such as a deli, dry cleaner, newsstand, etc. but not competitive with Rockaway Ave.

- Streetscape improvements are required along Hawthorne Ave, including beautification and lighting.
- A parking analysis is required as a part of the development proposal.
- Any proposal for a parking structure at the station should be designed to address user safety (ex. appropriate lighting, sight lines, etc.) and aesthetics/architectural detail.

Full comments and marked-up maps are appended to these meeting minutes.

The meeting was concluded at 8:30pm.

Nassau County Infill Redevelopment Project: Valley Stream Public Presentation

Existing Conditions

Site Existing Conditions



Nearby Developments



Key Findings

- \$78,000 Median HH Income (vs \$95,000 for Nassau County)
- 22% / 78% Rent to own ratio (vs 21% / 79% for Nassau County)
- 44% of residents work in NYC
- 35 min LIRR commute to Penn
- 1,800 daily peak riders
- LIRR Parking - 80% full
 - Resident Permits: \$40
 - Non-Res Permits: \$425
- 1% of Valley Stream's 651 multifamily units within 1/4 mile of station
- Most multifamily developments between 25-75 years old
- 4% of village population lives within LIRR Station Area (1/4 mile)

Can we keep the LOWE/EDEN AND MAKE TRIP TO DOWNTOWN EAST / WEST TO DOWNTOWN AND WEST END V.S. USUAL ROUTE OF WAY FOR LIRR

Nassau County Infill Redevelopment Project: Valley Stream Public Presentation Redevelopment Scenario 1

*Sun Valley Day
Units -
Box - looking*

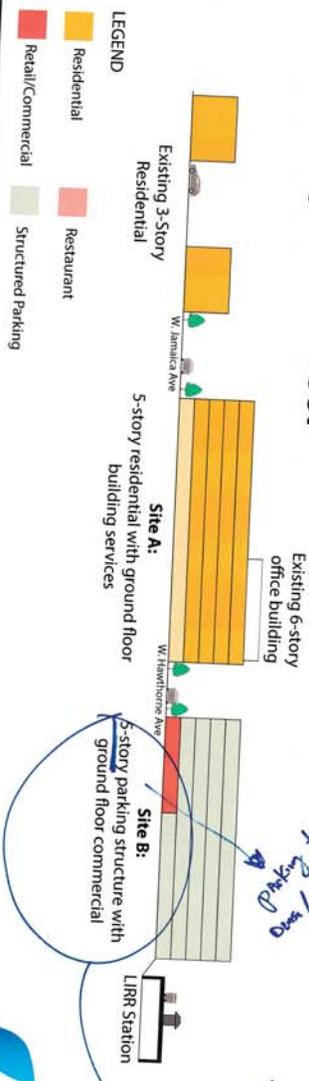
Plan View



LEGEND

- Residential
- Ground Level Retail
- Upper Level Parking
- Structured Parking
- Landscaped Area
- Recently Purchased Parcel
- Existing Surface
- Existing Parking

Section along Hicks Street



LEGEND

- Residential
- Restaurant
- Retail/Commercial
- Structured Parking

Development Scenario Components

Use	Total SF / Units (Floor)
Site A Residential	155,600 SF (2.5 Fls) 155 Units
Site B Retail	49,200 SF (0.5 Fl)
Site B Structured Parking	645 Spaces (372 commuter / 273 program)

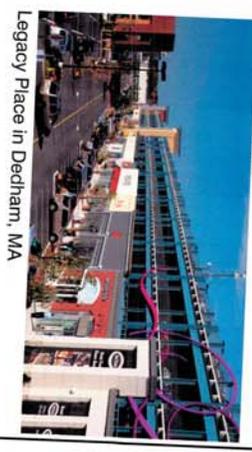
Additional Development Opportunity

Site	Surface Parking	128 Spaces (128 commuter)
Site C		

Site Photograph



Precedent



Legacy Place in Decham, MA



Nassau County Infill Redevelopment Project: Valley Stream Public Presentation

Redevelopment Scenario 2

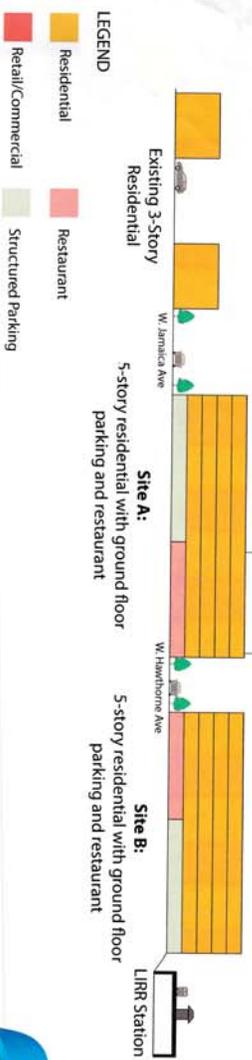
Plan View



LEGEND

- Ground Level Parking/ Upper Level Residential
- Ground Level Residential/ Upper Level Commercial/ Upper Level Residential
- Ground Level Commercial/ Upper Level Residential
- Structured Parking
- Recently Purchased Parcel
- Existing Surface
- Parking

Section along Hicks Street



Development Scenario Components

Use	Total SF / Units (Floor)
Residential	198,000 SF (2-5) / 178 Units
Retail	5,000 SF (1st)
Surface Parking	90 Spaces (0 commuter / 90 program)
Structured Parking	690 Spaces (372 commuter / 318 program)

Additional Development Opportunity

Site	Surface Parking	Structured Parking
Site C	128 Spaces (128 commuter)	

Site Photograph



Precedent



GREAT PRECEDENT!

Valley Stream Public Presentation

Prepared by Parsons Brinckerhoff and HR&A Advisors, Inc.

November 7, 2013



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This project is funded by the Partnership for Sustainable Communities, a HUD program designed to encourage smart development.

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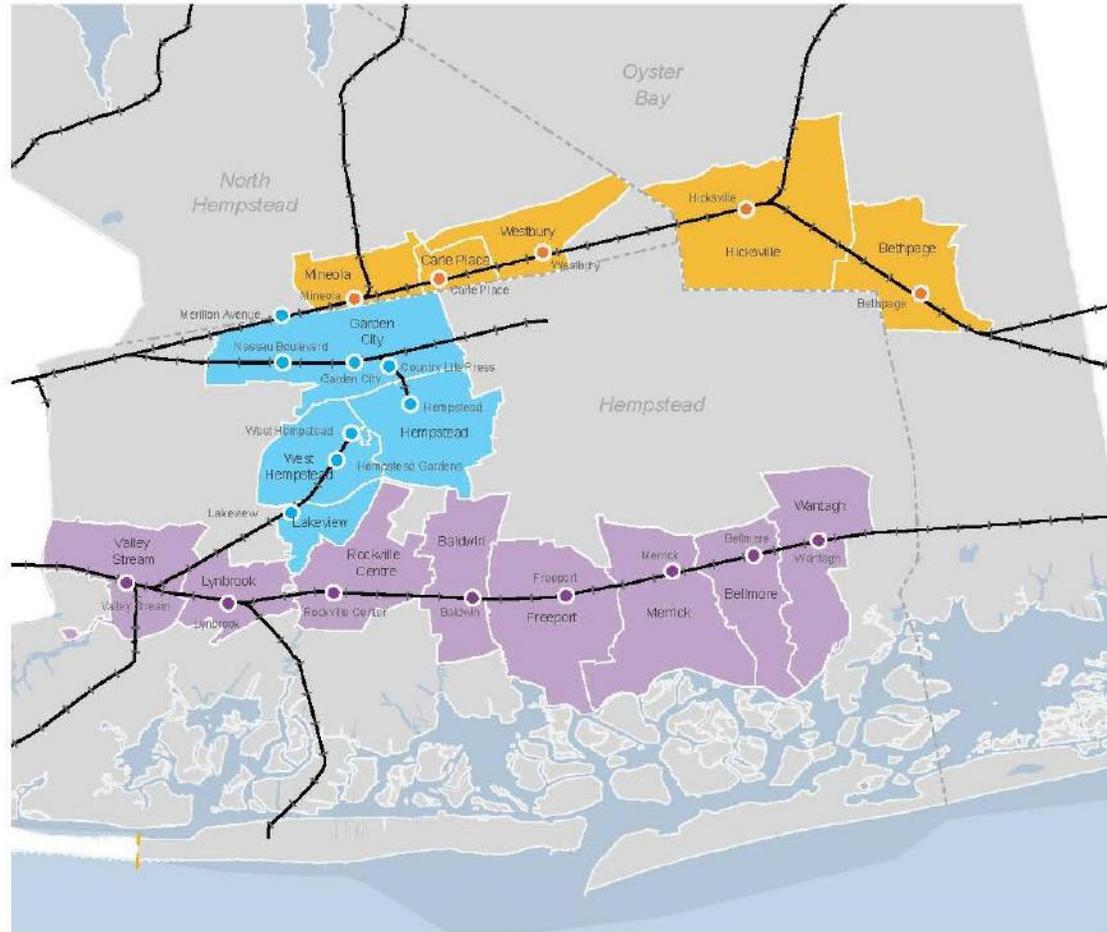
Nassau County is a member of the HUD NY-CT Sustainable Communities consortium.



Source: <http://www.sustainablenyct.org/>

The Nassau County Infill Redevelopment Feasibility Study evaluated 21 communities and selected Baldwin, Lynbrook, and Valley Stream.

- BALDWIN
- BELLMORE
- BETHPAGE
- CARLE PLACE
- COUNTRY LIFE PRESS
- FREEPORT
- GARDEN CITY
- HEMPSTEAD
- HEMPSTEAD GARDENS
- HICKSVILLE
- LAKEVIEW
- LYNBROOK**
- MERRILL AVENUE
- MERRICK
- MINEOLA
- NASSAU BOULEVARD
- ROCKVILLE CENTRE
- VALLEY STREAM**
- WANTAGH
- WESTBURY
- WEST HEMPSTEAD



Baldwin
Complete
Streets
Strategy

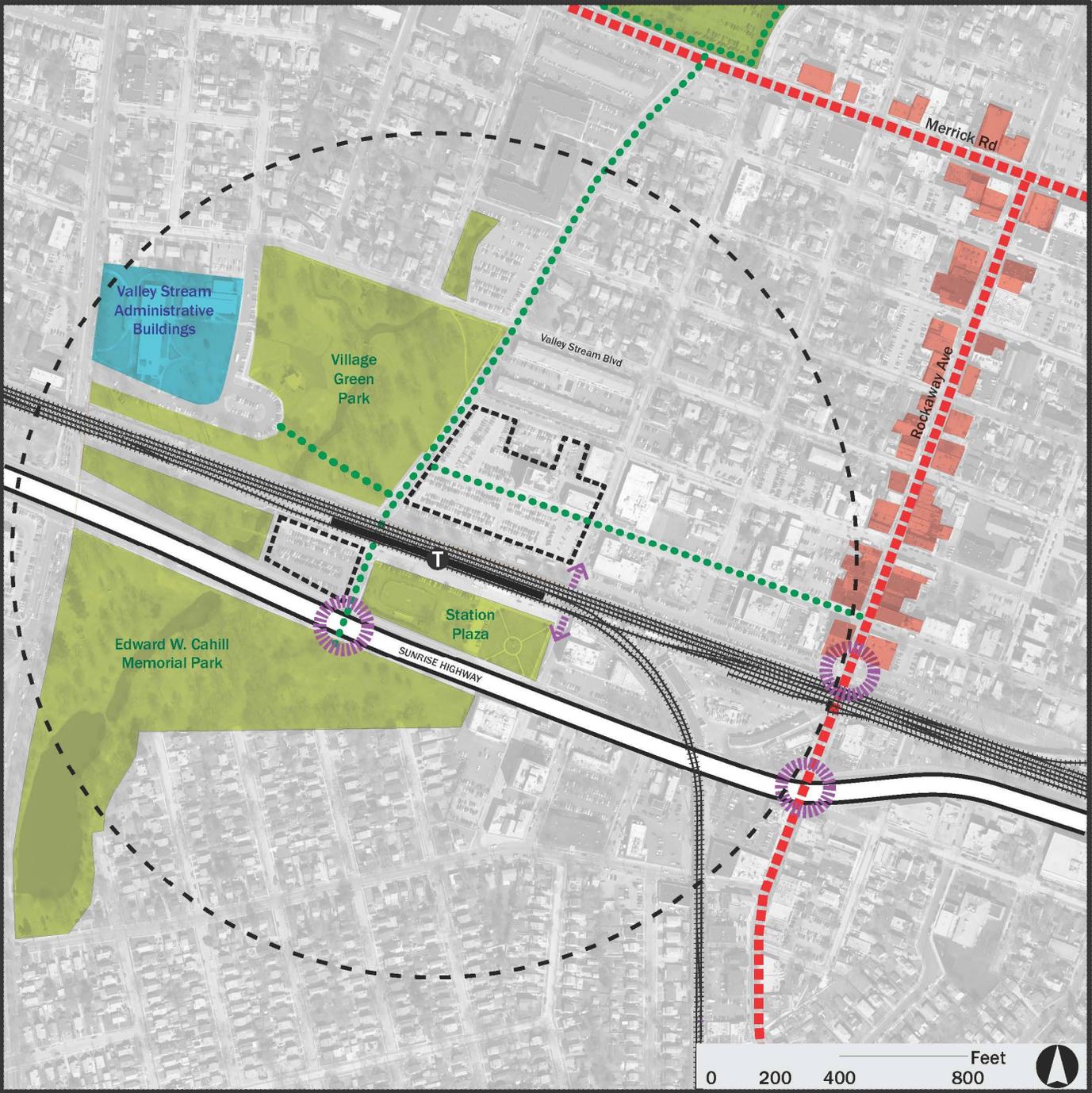
Lynbrook
Downtown
Growth
Strategy

Valley
Stream
Redevelopment
Potential

The Valley Stream community and Village leaders want to revitalize the Downtown by encouraging residential and mixed-use development

1. Provide new housing options to strengthen the Downtown.
2. Encourage commercial and neighborhood retail development.
3. Capitalize on increased LIRR service stemming from East Side Access.
4. Leverage Village proximity to JFK Airport and Long Island beaches.
5. Improve pedestrian safety across Sunrise Hwy and LIRR station area.

Valley Stream Station Village of Valley Stream



- Transit Station (train)
 - 1/4 mile radius from station
 - Transit Routes (train)
 - Crossing
 - Focus Sites
 - Key Commercial Corridors
 - Barriers to Movement
 - Priority Pedestrian Improvement Locations
 - Major Intersection
- Pertinent Land Use
- Commercial/Retail
 - Civic

Nassau County and its consultant team are advising the Village of Valley Stream on a potential redevelopment opportunity.

Evaluate candidate sites

Formulate conceptual development program(s)

Gather community feedback

Recommend Village next steps

Valley Stream is moving forward with policy changes to support these goals.

January 2013 Revisions to Valley Stream zoning regulations:

Standardized Village review process for mixed-use development

No parking variance required for restaurants with less than 50 seats

**“Valley Stream is open for business.”
- Mayor Ed Fare**

Source: “Valley Stream OKs Zoning Changes.” *Long Island Herald*, January 16, 2013.

Fast and convenient LIRR access and a high resident income make Valley Stream a great location for multifamily residential development.

\$78,000 Median HH income
(vs \$95,000 for Nassau County)

22%/78% Rent to own ratio
(vs 21%/79% for Nassau County)

44% of residents work in NYC

35 min LIRR commute to Penn

1,800 daily peak riders

LIRR Parking - 80% full

- Resident Permit: \$40
- Non-Res Permit: \$425

Source: ESRI Business Analyst; US Census OnTheMap.

For prospective residents, Valley Stream offers limited and aging multifamily options, along with an under-developed station area.

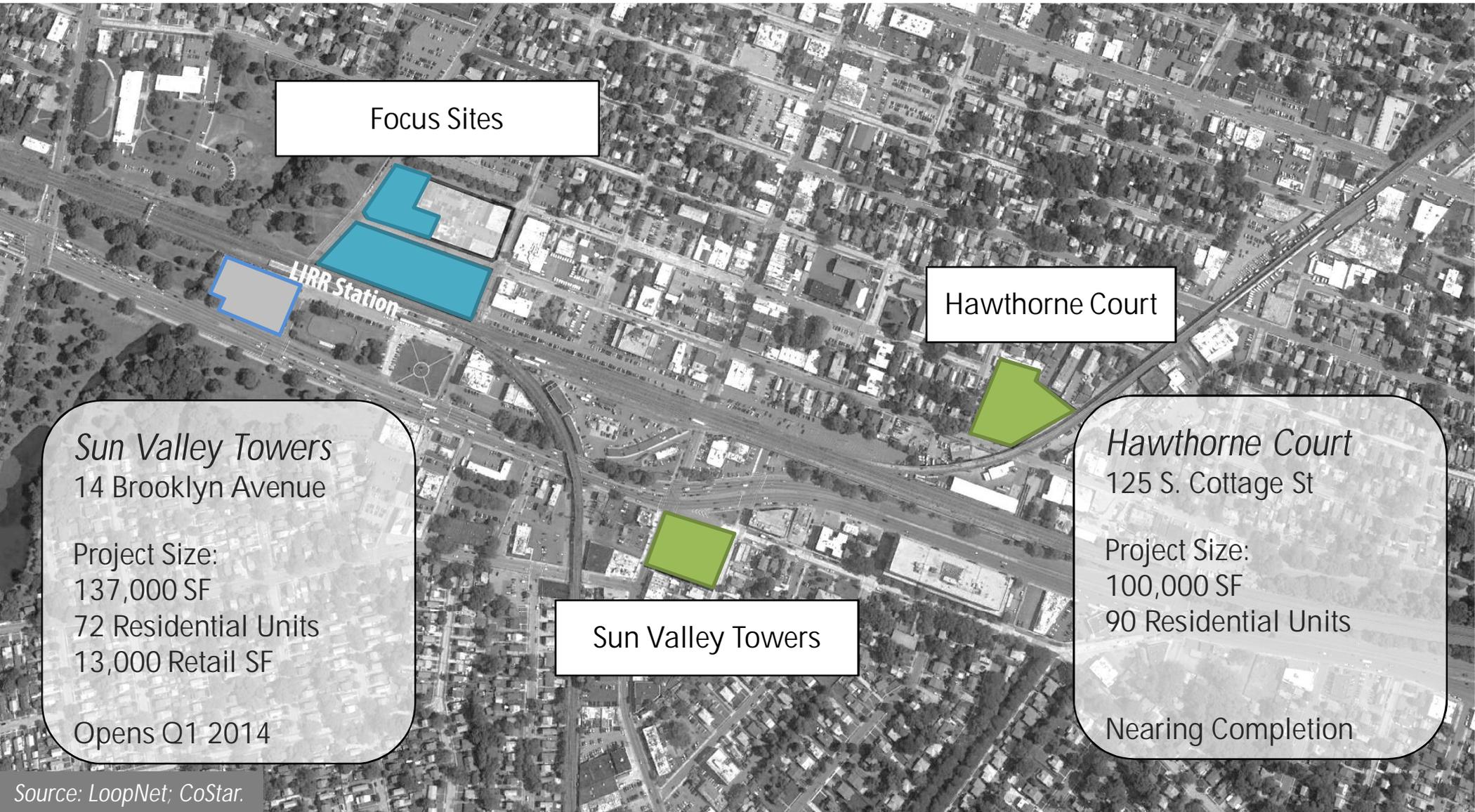
1% of Valley Stream's 651 multifamily units within ¼ mile of station

Most multifamily developments between 25-75 years old

4% of village population lives within LIRR Station Area (¼ mile)

Source: ESRI Business Analyst; CoStar.

Two new multifamily residential development projects in Valley Stream are nearing completion.



Source: LoopNet; CoStar.

The focus sites selected by Valley Stream are adjacent to the LIRR and a short walk from the Rockaway Avenue commercial corridor.



- Relevant Site Conditions**
- 35-foot buried aqueduct on Site B
 - 372 spaces for LIRR commuter parking will need to be replaced at Sites A and B

Focus Site (Site B)



Development Scenario 1



Development Scenario Components

	Use	Total SF / Units (Floor)
Site A	Residential	155,600 SF (2-5) 155 Units
Site B	Retail	49,200 SF (1st)
	Structured Parking	645 Spaces (372 commuter / 273 program)

Additional Development Opportunity

Site C	Surface Parking	128 Spaces (128 commuter)
--------	-----------------	------------------------------

Development Scenario 2



Development Scenario Components

	Use	Total SF / Units (Floor)
Site A	Residential	131,600 SF (2-5) 130 Units
	Retail	5,000 SF (1st)
	Surface Parking	90 Spaces (0 commuter / 90 program)
Site B	Retail	19,800 SF (1st)
	Residential	178,000 SF (2-5) 178 Units
	Structured Parking	690 Spaces (372 commuter / 318 program)

Additional Development Opportunity

Site C	Surface Parking	128 Spaces (128 commuter)
--------	-----------------	------------------------------

On October 24, Nassau County presented these conceptual development scenarios to multifamily developers active in the metropolitan area.

Valley Stream
Leadership

Multifamily
Developers

Nassau County
Planning

Initial reactions of Long Island Developers to the Valley Stream Scenarios were positive.

Selected comments...

“Make sure to enable flexibility in unit size when in the development program – market conditions can change, and the right mix can play a crucial role.”

“PILOTs and other incentives will be necessary for this project to be financially viable. Construction on Long Island is expensive.”

“Parking is very important to Long Islanders. Make sure that your scenarios reflect this.”

To move forward with redevelopment, Nassau County and its team have identified three next steps for Valley Stream.

Identify incentive programs and sources of discount financing to attract developer interest.

Conduct outreach efforts to local property owners and small businesses potentially affected by the project.

Develop an RFP in order to cultivate development opportunity.

Thank You

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Cultivating Opportunities for Sustainable Development
Nassau County Infill Redevelopment Feasibility Report

Appendix B

Public Engagement Plan

Nassau County Infill Redevelopment Feasibility Study

Public Engagement Plan (PEP)

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August 1, 2012

Note: This is intended as a living document that may be revised as necessary throughout the duration of the NCIRFS Public Engagement process.



INTRODUCTION

Public engagement will be an integral component of the development of the downtown redevelopment feasibility assessment by the Parsons Brinckerhoff Team (project team). The goal of the project team's public engagement plan is to ensure that all interested parties have an opportunity to participate fully in the planning process and that public input is carefully considered.

The following objectives are associated with our public participation goal:

1. Provide equitable access to the planning process
2. Inform the public early, clearly, and throughout the process
3. Use a variety of methods to involve and engage the public
4. Carefully consider public input in project decisions

Keeping these objectives in mind, the following performance measures can be used in order to maintain maximum effectiveness of the project's public participation: diversity, reach, accessibility, impact, education, and participant satisfaction. Throughout the process, the project team will make sure to solicit feedback not only about the specific technical aspects of the project, but also of the outreach process itself.

PUBLIC OUTREACH STRATEGY

The project team will look to foster broad involvement in planning activities through a proactive public participation process with interested parties inclusive of, but not limited to:

- Advocacy groups
- Public Leaders
- Business owners
- Involved public agencies
- Local and regional business community
- Representatives of commuter rail and public bus services
- Neighborhood Groups
- Real Estate Developers
- Social Service Organizations
- Residents

PUBLIC OUTREACH TEAM

The project team will be led by Thomas Jost of Parsons Brinckerhoff, overall project manager for the project. Tom will be assisted by Janice Jijina and David Berg of Cameron Engineering with strategic advisory services provided by Lawrence Levy of the Hofstra National Center for Suburban Studies.

Collaboration with Field Organizers

The project team will be supported by field organizers hired under separate contract by the County and RPA. The field organizers will work in partnership with the project team to effectively implement the outreach plan. The field organizers will provide input into the development of the Municipal Advisory Group (MAG), the Community Focus Group (CFG), the stakeholder group and the Technical Advisory Committee(TAC). The field organizers will provide support in outreaching to the general public for the three outreach sessions; utilizing outreach materials provided by the project team (see attachment).

MAG, CFG, STAKEHOLDER AND TAC ORGANIZATION

During the course of the effort, the project team will engage four important stakeholder groups to help guide the outreach effort: MAG, CFG, the Stakeholder Committee and the TAC. Input from the MAG and CFG will help to guide the selection of the three preferred station areas. Once the three preferred station areas are selected, Stakeholder and TAC committees will be formed to help guide the development of Station Area plans and the downtown redevelopment feasibility assessment.

Municipal Advisory Group

The MAG will guide direction and provide input into the analysis of the relative livable community readiness of the 21 stations areas under review. The Group will be represented by Town Supervisors, Mayors, Planning Directors and Economic Development representatives for each of the 21 stations. The project team will conduct a meeting with these representatives to gauge their interest as public leaders of their respective towns, villages and hamlets in livable community assessment and development within their communities.

This group of representatives will be consulted during the initial stages of the project, before the final selection of three (3) potential livable community stations is made. Their input as public representatives of the twenty-one (21) stations within the study area will be used to gauge the interest of each village or hamlet and facilitate the narrowing process. Input at this stage of the winnowing process will also provide the project team with valuable insight on local environs, community assets and opportunities, and barriers and/or impediments (ex. Infrastructure adequacy, residential and commercial markets, environmental, etc.) to redevelopment.

Municipal Advisory Group List (DRAFT)

Valley Stream		Mayor Edwin A. Fare		Vincent Ang	Far Rock	Hemp	1	1		
Bellmore	Sup. Kate Murray			Kathy Sefchek; Kendall Lampkin	Babylon	Hemp	1	2		
Baldwin	Sup. Kate Murray			Kathy Sefchek; Kendall Lampkin	Babylon	Hemp	1	2		
Merrick	Sup. Kate Murray			Kathy Sefchek; Kendall Lampkin	Babylon	Hemp	1	2		
Wantagh	Sup. Kate Murray			Kathy Sefchek; Kendall Lampkin	Babylon	Hemp	1	2		
Garden City		Mayor Donald T. Brudie		Robert Schoelle, Jr.	Hemp, P Jeff	Hemp	4	3		
Lakeview	Sup. Kate Murray			Kathy Sefchek; Kendall Lampkin	W Hemp	Hemp	1	3		
West Hempstead	Sup. Kate Murray			Kathy Sefchek ; Kendall Lampkin	W Hemp	Hemp	2	3		
Hempstead ¹		Mayor Wayne J. Hall, Sr.		Claude Gooding, CDA Director;	Hemp	Hemp	1	3		
Carle Place	Sup. Jon Kaiman		Michael A. Levine		P Jeff	N Hemp	1	4		
Mineola		Mayor Scott P. Strauss		Joseph R. Scalero, Village Clerk	P Jeff	N Hemp	1	4		
Bethpage	Sup. John Venditto		John Ellsworth, Planning Consultant	Jim McCaffrey	Ronkon	O Bay	1	4		
Hicksville	Sup. John Venditto		John Ellsworth, Planning Consultant	Jim McCaffrey	P Jeff	O Bay	1	4		
Westbury		Mayor Peter I. Cavallaro		Ted Blach, Chief Administrator	P Jeff	N Hemp	1	4		



Community Focus Group

The CFG will be formed with the guidance of the field organizers and will consist of chamber and civic leaders representing each of the twenty-one (21) station areas. The CFG should be comprised of roughly five (5) and should include no more than ten (10) respective station representatives per station area. The CFG will be divided based on their respective town, village, or hamlet into three (3) separate groups. The project team will be conducting three targeted focus group meetings, covering all twenty-one station areas, as detailed below.

This group of representatives will be consulted during the initial stages of the project, before the final selection of three (3) potential livable community stations is made. Their input as public representatives of the twenty-one (21) stations within the study area will be used to gauge the interest of each village or hamlet and facilitate the narrowing process. A subset of this same group will form the CFG for the focus group sessions to be conducted as part of the three station area workshops (see focus groups below).

Technical Advisory Committee

The TAC will be formed based on the three stations selected for further livable community assessment and design by the project team. The purpose of the TAC is to provide specific technical expertise in the three station areas that will help to inform the conceptual design and feasibility assessment. Initial outreach to potential TAC members will result from input and recommendations from the MAG and CFG.

The TAC will be comprised of City, State, and representative agency personnel. It will provide information and recommendations pertaining to street, railway, environmental, infrastructure, economic development, land use, zoning and government structure and policy issues pertinent to the three respective station areas. The TAC may also be requested to review the more technical aspects of the scenarios and options as they are refined. Serving as representatives of their respective organizations, the TAC members will also be able to provide data, reports, and related studies (or aid the project team in collecting such data) that will be critical to the project team.

The TAC will initially consist of the following members (to be filled in prior to inception of outreach #2):

Name	Organization	Department/Title

Stakeholder Committee

The Stakeholder Committee will be formed based on the three final stations selected for further livable community assessment and design by the project team. The Stakeholder Committee will be comprised of community organizations, residents, business and property owners, agency personnel and other vested parties and will be charged with providing outreach to interested parties for the final two outreach efforts to assist in disseminating project and meeting information. Members of the CFG’s may also be invited to sit on the Stakeholder Committee based on their involvement and leadership role in the respective station areas. The stakeholder committee will also serve as a sounding board for the project team as it prepares its public outreach approach and provide insights and recommendations on process and approach to outreach.

The Stakeholder Committee will consist of the following members (to be filled in prior to inception of outreach #2):

Name	Organization

FOCUS GROUPS

The outreach plan consists of two focus groups: the community focus group (CFG) and the developer focus group. Both groups will be formed once the 3 preferred stations are selected. The community focus group will comprise those organizations that are active and involved in the three station areas

selected, stemming from the outreach effort conducted to structure the initial 21 station CFG. The developer focus group will consist of developers who will be used as a sounding board to review the approach to station area designs and validate market assumptions, and will consist of development representatives that are not specific local stakeholders in the livable community assessment process for any of the three selected station areas.

The project team will meet with the CFG as part of Outreach #2, structuring a meeting that will take place prior to the community workshops and following a format similar to the public workshops with breakouts held for each station area.

The developer focus group will meet once the three station area designs are evolved to a point where development targets have been identified. The rationale behind the development plan for each station area will be presented to the developer focus group to solicit input, reservations, concerns and insights to help inform the conceptual design process.

IMPLEMENTATION OF PUBLIC OUTREACH PLAN

Stations under Review

There are 21 Nassau County station areas under review. They are the following:

- Baldwin
- Bellmore
- Bethpage
- Carle Place
- Country Life Press
- Freeport
- Garden City
- Hempstead
- Hempstead Gardens
- Hicksville
- Lakeview
- Lynbrook
- Merillon Avenue
- Merrick
- Mineola
- Nassau Boulevard
- Rockville Centre
- Valley Stream
- Wantagh
- Westbury
- West Hempstead

Social Media and Website Strategy

The project team will work jointly with RPA and the field organizers to post meeting notices and study progress as appropriate through the Nassau County project website (www.nassaucountyny.gov). The project team will use facebook and twitter in concert with RPA outreach efforts to enhance the dialogue and communication with the community. The County will decide on whether to exercise the option for the project team to conduct “real-time” reporting of public workshops by creating a hashtag (i.e., #nassaucountyLC) for the project. The initial outreach will be focused on the 21 station area, the 2nd round of outreach will be focused on the 3 preferred station areas, and the 3rd and final outreach will be a more general outreach to the residents of Nassau County. Having a consistent portal for dissemination of information will be critical as the team looks to outreach at multiple levels during each stage of the outreach effort.

If acceptable to the County, the project team will outreach to additional organizations to solicit their interest as potential hosts of information, notices and advertisements for the event, including but not limited to: Town and Village websites, Long Island Index, Newsday, Vision Long Island, Sustainable Long Island, Empire State Future and other appropriate organizations who are taking a leadership role in this arena of Long Island.

Outreach Phase 1: 21 Station Areas – Initial Screening

Outreach Phase I will consist of the MAG outreach and the first set of public outreach meetings (4).

Municipal Advisory Group Outreach- 1 meeting with follow-up – August - September 2012

Within the first four months of the project, during the data collection and existing conditions analysis phase, the project team will meet with the MAG to present our initial findings and to solicit input from these groups to help focus and enhance our data collection efforts as we begin the selection process. At this session, we will present the key criteria for livable community development that should be exhibited by the communities surrounding stations within the overall study area. We will also encourage the leadership in each station area to evaluate their State of Preparedness and their interest in working with Nassau County to forward plans for livable community development. The interest and capability of local leadership to partner with the County will be an essential ingredient in evaluating livable community preparedness. The project team will walk through the criteria with the MAG and provide an opportunity for representatives from the group to respond with a leadership approach. After the session, each attendee will be asked to complete a questionnaire asking them to evaluate their representative station area’s readiness and feasibility for the creation of a livable community.

The MAG meeting will be held on Wednesday, August 22nd, 2012 between 1:00-3:00pm at the Nassau County Legislative Chamber. *Preparation:*

- *Receive input on MAG, adjust list as required*
- *Produce/distribute invitations to events (Targeted distribution: Late July, 2012)*
- *Produce materials for event (boards, handouts, presentation)*

Community Focus Group Outreach 1 (3 meetings) - September – October 2012

The project team will conduct three (3) CFG workshop sessions, separating the 21 stations into groups that can effectively be brought together in a meeting setting. Each of the three meetings will consist of an overview of the Livable Community Preparedness Criteria (similar to the MAG meeting agenda) and then proceed into specific station breakouts. The smaller breakout groups will review the general conditions at each station, solicit community input on conditions and compare conditions to livable community criteria to better understand the factors associated with each station area that may make them preferred livable community development locations.

Proposed Agenda:

Part I (Presentation)

- Presentation of Team, Process and Schedule
- Report of Initial Findings/Existing Conditions

Part II (Workshop – Breakout Groups)

- Strengths, Weaknesses, Opportunities and Challenges

All public workshops will take place in September/October of 2012. Below is the Village grouping of each meeting, based upon various factors, including proximity and size of villages, number of stations represented in the grouping, and representation of both incorporated and unincorporated villages.

CFGWorkshop #1: Bethpage, Carle Place, Hicksville, Mineola, Westbury (5 stations)

CFGWorkshop #2: Freeport, Garden City, Hempstead, Lynbrook, Rockville Centre, Valley Stream (9 stations)

CFGWorkshop #3: Baldwin, Bellmore, Lake View, Merrick, Wantagh, West Hempstead (7 stations)

PB and the Field Organizers will provide recommendations to the County on venue locations and assist the County with securing the venue for each CFG Workshop.

Regional Plan Association Public Town Hall Meeting (Fall 2012)

The initial outreach to the general public community will take place within the setting of the Regional Plan Association's public Town Hall meeting, scheduled for the fall of 2012. At this meeting, the general public will be briefed on the opportunities livable communities provide, while also being given the opportunity to voice their opinions and concerns on any station areas most relevant to them. The input we receive from this session will then be used to gauge the interest of each village or hamlet and facilitate the narrowing process. The project team shall also present a general description of existing conditions for each of the 21 station areas as well as provide a summary of common opportunities for creating livable communities based on the input and feedback garnered during the CFG meetings.

Outreach Phase 2: 3 Station Area Review

Outreach Phase 2 will consist of a TAC meeting, a stakeholder meeting, meeting of both focus groups and the 2nd round of workshops focused on the three station areas.

Stakeholder and TAC Meeting #1: (Winter 2012 - 2013)

The Stakeholder and TAC committees will be formed and we will conduct separate meetings with both groups roughly three to four weeks prior to the public workshop sessions. We will meet with the TAC to review our knowledge of the three station areas, present our initial findings and review issues that would affect agencies and other involved parties. We will adjust our initial designs based upon the input from the TAC.

We will meet with the stakeholder committee to present each station area plan, our initial findings and our conceptual plans for development. We will work with the stakeholders for the three station areas to project our plan of action for community workshops and to solicit their assistance in outreaching to the general community and imparting the focus and approach of the workshops.

Community Focus Group

As part of the outreach 2 workshop, we will hold a focus group meeting with the civic organizations involved in the three station area development plans. We will present our updated concept plans to solicit their input and recommendations into the station area plans. We will hold a separate focus group meeting for each station area which will be conducted on the day of the community workshop, preceding the general community workshop

Community Workshops – Outreach Session 2

A public workshop or charrette will be held in the general vicinity of each selected site area. This will give residents, business owners, and other stakeholders the opportunity to co-create a vision for their selected community. Venue locations will be chosen so that it easy for local stakeholders to attend. The charrettes would be organized as follows:

- a. Welcome and review of meeting objectives;
- b. Presentation of Livable Community Existing Conditions Survey and Analysis results for the selected areas;
- c. Livable Communities 101 – Best practice applicable to Nassau County;
- d. Discussion of Station Typologies;
- e. Small group exercise: Given livable community best practice and the opportunities and constraints at the study area, what makes sense?
- f. Report back from the small groups;
- g. Schedule for next steps.

Developer Focus Group

Based upon the findings of the community workshops, the project team will revise and refine their station plans for presentation to the developer focus group. The Contractor shall recruit local (or regional) developers to review our in-progress station area plans from a market perspective. The

Contractor shall record their insights and integrate their recommendations accordingly into our final station area plans. Through this dialogue, information will be solicited with regard to building massing, land use mix and constructability factors. The session will be geared towards the affordable housing development community to garner input on the approach to residential/commercial mix and to solicit input on an approach to blending residential housing into development schemes for station areas.

Outreach Phase 3

Outreach 3 will consist of a final TAC meeting, a final stakeholder meeting and two public presentations to present the downtown redevelopment feasibility assessment.

Stakeholder and TAC meeting (Spring 2013)

The team will present a draft of the findings and recommendations and the feasibility assessment for comments.

Outreach 3: Final Public Presentations

Two Countywide public meetings presenting the findings will be held at the end of the study, where the Contractor will present the livable community strategies for the selected stations.

Cultivating Opportunities for Sustainable Development
Nassau County Infill Redevelopment Feasibility Report

Appendix C

Transit-Supported Development Readiness Questionnaire

How do you know if your station area is Transit-Supported-Development-Ready?

The station area should have ...

Physical Suitability

The right built environment can make a station area an easier place to implement livable development by providing the right “bones” for new development and limiting the need for reconstruction of infrastructure. Evaluate the physical ability of the station area to support livable development.

Public Sector Readiness

Having the right regulatory framework in place within the station area is an important factor in both the feasibility and potential timeframe for implementing transit-supported development. Evaluate the extent to which the public sector has taken the necessary steps to make the station area development ready.

Developer Interest

In the end, most development is done by the private sector or through public-private partnerships. Evaluate the extent to which there is demonstrated developer interest in the station area.

Leadership in Place

One of the most significant factors in successful livable development is quite simply, people—whether as individuals or part of a larger institution, people can make or break a successful development project, depending on their attitude towards public/private partnerships, innovative solutions, and problem solving. Evaluate the degree to which there is leadership mobilized or who could be mobilized in support of livable development.



Transit Supported Development Readiness Questionnaire

This questionnaire is designed to help you evaluate how ready for transit supported development your station is, and what might be needed to stimulate such development if it is desired. We would like to know your opinion on the following questions:

Is there an opportunity for transit supported development at this station area?

-

If so, what type of development would you like to see? What should it look like and where (sites/parcels) would you like to see it?

-

What is needed to make such development happen?

-

How could the county or regional consortium help you make this happen?

-

What other partners do you need?



**PARSONS
BRINCKERHOFF**



**PARSONS
BRINCKERHOFF**

Station Area _____

Evaluate The Station Area

Physical Suitability Poor Fair Good Great

- Is there available land suitable for redevelopment?
- Are there underutilized sites or marginal land uses that could be redeveloped?
- Is there a connected street network?
- Are there connection(s) to nearby destinations including parks and open space?
- Is the built environment compact and pedestrian-oriented?
- Are there a mix of uses, vertically or horizontally?
- Is there a parking strategy in place that limits parking footprint?
- Is there available infrastructure capacity (sewer, water, parking, etc.)?
- Is there strong public transit (LIRR, NICE bus) ridership?

Public Sector Readiness Poor Fair Good Great

- Does current zoning allow for mixed-use and relatively higher density housing?
- Do current plans call for downtown mixed-use development?
- Does the local land use or comprehensive plan call for increased development around the transit station?
- Is there an existing station area plan?
- Are there shared-parking or other parking management plans in place?
- Are there development incentives or financing in place (ex. a funded BID)?
- Is there funding allocated for non-motorized transportation or open space improvements in the station area?
- Is there funding allocated for other infrastructure improvements in the station area (ex. parking, traffic calming/circulation)

Developer Interest Poor Fair Good Great

- Are local officials getting inquiries about development, purchase, or permitting redevelopment within the station area?
- Are parcels of land in the station area being optioned or sold?
- Are there privately-led master planning or plan changes underway?
- Is there new development recently completed, in construction, or about to go into construction in the area?
- Are there recent developments that satisfy livability principles for development?

Leadership In Place Poor Fair Good Great

- Is there public support for redevelopment (commercial and/or residential) here?
- Are there local stakeholder or advocacy groups organized around supporting station area redevelopment or transportation improvements?
- Are there leaders in local government who champion / support redevelopment?
- Are leadership groups actively meeting to discuss/plan for improvements?
- Is there a lack of (or have you overcome) organized local resistance or overwhelming obstacles to planning within the community?

Identify Opportunities

Is there an opportunity for transit supported development at this station area?

If so, what type of development would you like to see? What should it look like and where (sites/parcels) would you like to see it?

What is needed to make such development happen?

How could the county or regional consortium help you make this happen? What other partners do you need?

Appendix D

Selection Process Documents

1. Selection Process Memorandum
2. Station Evaluation Summaries
3. Local Economic Impact Rankings
4. Final Station Selection Memorandum

NASSAU COUNTY INFILL REDEVELOPMENT FEASIBILITY STUDY

STATION AREA AND DEVELOPMENT SITE SELECTION

DESCRIPTION OF PROCESS

September 24, 2012

INTRODUCTION

The ultimate deliverable of the Nassau County Infill Redevelopment Feasibility Study is to produce up to three site-specific redevelopment plans and feasibility analyses. These plans and studies will provide each station with a roadmap for implementing Transit Supported Development (“TSD”) at one or more specific sites near the local LIRR station. Prior to preparing these plans, the project team will need to select 3 station areas and specific sites from the potential 21 Stations in the Study Area.

Over the first phase of the project we will be evaluating *readiness* and *desire* for TSD at all 21 stations in the Nassau County Study area. This analysis will primarily use the results of the TSD readiness questionnaire results for each station as completed by representatives from each municipality (Municipal Advisory Group “MAG” participants), Civic and stakeholder representatives from each municipality / station area, the county, and the project team. The project team will also consider information obtained from past studies and plans at each station area, analysis of the existing land use, environmental and urban design conditions of each station as gleaned from site visits and GIS data, and the additional information and discussions resulting from meetings with the Municipal Advisory Group, civic groups, and the stakeholders.

While municipalities’ *readiness* and *desire* are based on four key factors (physical suitability, public sector readiness, developer interest, and leadership) that are critical in identifying the station areas and sites most feasible for development, the final selection of station areas and sites will not be based on these factors alone. The final station area selection will be informed by the results of a cost-benefit analysis of potential projects in stations areas that have expressed readiness and desire.

One intention of the project is to provide site specific plans and feasibility studies in each station area to accelerate implementation of TSD at the specific station areas. The ability of the stakeholders and municipalities for each station area to present a compelling case of need, readiness, desire, and commitment to implementing TSD to the county will be factored into the final decision.

The TSD plans and feasibility studies for the selected station areas will also be *pilot projects* and should help promote TSD in the region by providing a *replicable process* that helps illustrate how to *overcome common barriers* to implementing TSD in Nassau County. In addition to providing an implementation map for each of the stations selected, these pilot projects aim to help facilitate TSD throughout the county. The station selection process is based on three-steps, commencing with pre-determined station selection standards that ensure an appropriate mix of development types and locations for the three pilots. These preliminary standards serve as “minimums” that set a baseline for the selection of the three preferred station areas. Using the preliminary standards as guidance, we then incorporate a two-tiered selection process, employing preliminary and final criteria to finalize the three candidate station areas and pilot sites.

The following criteria will be used to select the three stations from among the potential 21:

Pre-determined Selection Standards

- The three sites selected will each be at different station areas
- At least one of the three sites selected will be in an unincorporated area
- At least one of the three sites will be in an incorporated village
- Varying commercial and residential densities and development types will be selected (aka single site, infill redevelopment)
- The team will NOT select a station area where successful site specific transit-supported development plans are actively moving forward or where the county is already undertaking a similar feasibility study, avoiding the pursuit of duplicative activities.

Selection Criteria

Station TSD *Readiness*

As determined by the following factors:

- There is physical suitability for TSD

Physical suitability is determined by the existing physical conditions around the station area. A physically suitable station area would feature existing conditions which include

- *a mix of uses, either horizontally or vertically*
- *a compact, pedestrian-oriented built environment*
- *a parking strategy that limits parking footprints and integrates parking strategy into it's larger development context*
- *highly connected street networks*
- *well connected parks and open space*
- *direct and effective connections to an associated activity node*
- *available infrastructure capacity*
- *available land suitable for redevelopment*
- *underutilized sites or marginal land uses*
- *and strong public transit ridership.*

- Public sector has made or is ready/willing to make changes necessary to implement TSD

Public sector readiness is largely determined by the presence of



- *current zoning which allows for mixed-use and relatively higher density housing,*
 - *current plans which call for downtown mixed-use development*
 - *incentives for development or financing*
 - *funding allocated for non-motorized transportation or open space improvements*
 - *and funding allocated for other infrastructure improvements in the station area.*
- There is developer interest in TSD at the location
- Developer interest is largely determined by the presence of*
- *local officials receiving inquiries about development, purchase, or permitting redevelopment within the station area*
 - *parcels of land within the station area being optioned or sold*
 - *privately-led master planning or plan changes underway in the station area*
 - *new development recently completed, in construction, or about to go into construction in or around the station area*
 - *and recent developments in the station area that satisfy livability principles for development.*
- There is local leadership in support of TSD
- In-place and capable leadership is largely determined by the presence of*
- *evidence of public support for mixed-use and downtown redevelopment and investment in and around the station area*
 - *local stakeholder or advocacy groups organized around supporting downtown redevelopment or transportation improvements*
 - *leaders in local government who are either championing or supporting downtown redevelopment and investment*
 - *leadership groups actively meeting to discuss and/or plan for improvements*
 - *and a lack of organized local resistance or overwhelming obstacles to planning within the community.*
- There are some supportable indicators from each of the four readiness factors that illustrate that the station can support TSD

Station TSD *Desire*

As determined by the following factors:



- Desire as illustrated by interested parties and participants in completing the TSD readiness questionnaire
- Illustrated and documented support from a broad spectrum of government, civic, business and community leaders within a given station area neighborhood.

Cost-Benefit Payback

The implementation of TSD at this location will provide a high potential magnitude of return for the local community as measured by one or more of the following factors

- Increase in housing, including affordable and rental housing
- Increased tax revenue
- Increased commercial activity at and around the station area
- Increase in walkability and pedestrian safety around the station
- Increase in energy, waste management, and water efficiency in and around the station area
- Decrease in car trips to the station

The project team reserves the right to contact municipalities and other stakeholders to inquire directly about specific potential development projects within each station area with the aim of collecting relevant data to conduct accurate and pragmatic cost-benefit payback analyses.

Ability to “Nudge”

The same amount of work / investment will have different impacts at different locations. Where two stations are similar in readiness, desire and feasibility, the ability of this study being able to enable TSD at this station to or close implementation will be considered, with those stations most poised to be able to use the plan to bring TSD to implementation taking priority.

CONCLUSION

Using these criteria, the project team will select three station areas that are most suitable for TSD both for their own maximized benefit and for that of the county as a whole. The project team will make their selections based on the above criteria.



Station	Locality	Town	Incorporated?	LIRR line	Desire			Readiness					Eliminating Factors	Short List?
					Participation	Stated Desire	TOTAL	Physical Suitability	Public Sector Readiness	Developer Interest	Leadership in Place	TOTAL		
Hempstead	Hempstead	Hempstead	yes	Hempstead	3.0	2.0	2.5	2.5	2.5	2.5	2.5	2.5	town has completed rezoning and is moving forward with a master developer	
Valley Stream	Valley Stream	Hempstead	yes	Babylon / Far Rockaway	2.0	3.0	2.5	2.5	2.5	2.0	2.0	2.3		yes
Freeport	Freeport	Hempstead	yes	Babylon	1.5	2.5	2.0	2.5	2.0	2.0	2.0	2.1		yes
Baldwin	Baldwin	Hempstead	no	Babylon	1.5	3.0	2.3	2.5	1.5	1.5	2.5	2.0		yes
Westbury	Westbury	North Hempstead	yes	Port Jefferson	3.0	3.0	3.0	2.0	2.0	2.0	2.0	2.0		yes
Lynbrook	Lynbrook	Hempstead	yes	Babylon / Long Beach	1.0	2.0	1.5	2.0	2.0	1.5	2.0	1.9		yes
Hicksville	Hicksville	Oyster Bay	no	Port Jefferson / Ronkonkoma	3.0	2.0	2.5	2.0	1.5	2.0	2.0	1.9	three studies, (market, parking, master plan) but no projects.	yes
Mineola	Mineola	North Hempstead	yes	Port Jefferson	0.0	0.0	0.0	2.5	2.0	2.0	1.0	1.9	no participation or desire expressed by MAG or CFG	
West Hempstead	West Hempstead	Hempstead	no	West Hempstead	1.5	3.0	2.3	2.0	1.0	2.0	2.5	1.9	note, transit is not driving force in development potential due to low service at station	yes
Bethpage	Bethpage	Oyster Bay	no	Ronkonkoma	3.0	3.0	3.0	2.0	1.5	1.0	2.0	1.6	Nassau County is currently undertaking a retail study of downtown; this project would duplicate many efforts of that study	
Rockville Centre	Rockville Center	Hempstead	yes	Babylon	3.0	1.0	2.0	2.0	1.5	2.0	1.0	1.6	recent TOD development site is in place and working, low stated desire	
Hempstead Gardens	West Hempstead	Hempstead	no	West Hempstead	1.5	0.0	0.8	1.5	0.5	1.5	1.5	1.3		
Lakeview	Lakeview	Hempstead	no	West Hempstead	1.5	0.5	1.0	2.0	0.5	1.5	1.0	1.2		
Bellmore	Bellmore	Hempstead	no	Babylon	1.5	1.0	1.3	1.5	0.5	0.5	1.5	1.0	no identified site; very low readiness; low desire	
Wantagh	Wantagh	Hempstead	no	Babylon	1.5	1.5	1.5	2.5	1.0	0.5	0.0	1.0	low readiness	
Merrick	Merrick	Hempstead	no	Babylon	1.5	2.0	1.8	1.0	0.5	0.5	2.0	1.0	low readiness	
Carle Place	Carle Place	North Hempstead	no	Port Jefferson	1.5	0.5	1.0	1.5	0.5	0.5	0.0	0.6	no desire expressed by MAG or CFG, very low readiness	
Garden City	Garden City	Hempstead	yes	Hempstead		0.0	0.0	1.0	0.0	0.5	0.5	0.5	no desire expressed by MAG or CFG	
Merrillon Avenue	Garden City	Hempstead	yes	Port Jefferson		0.0	0.0	1.0	0.0	0.0	0.5	0.4	no desire expressed by MAG or CFG	
Nassau Boulevard	Garden City	Hempstead	yes	Hempstead		0.0	0.0	0.5	0.0	0.0	0.0	0.1	no desire expressed by MAG or CFG	
Country Life Press	Garden City	Hempstead	yes	Hempstead		0.0	0.0	0.5	0.0	0.0	0.0	0.1	no desire expressed by MAG or CFG	

SCORING

Great 3
Good 2
Fair 1
Poor 0

<i>Average</i>	1.9	1.4	1.5	1.8	1.1	1.2	1.4	1.4
<i>standard deviation</i>	0.9	1.2	1.0	0.7	0.8	0.8	0.9	0.7

NASSAU COUNTY
INFILL REDEVELOPMENT FEASIBILITY STUDY
STATION EVALUATION SUMMARIES



BALDWIN

Town of Hempstead, Unincorporated

MAG Meeting

Attendee(s): None

Summary of Discussion: N/A

- Did not discuss with MAG as TOH was not present

CFG Meeting

Attendee(s): Karen Montalbano, Paula Reyna, David Viana of Baldwin Civic; Linda Degen, Baldwin resident

Summary of Discussion

- Baldwin civics expressed a high desire and a somewhat high readiness for TSD
 - Great physical suitability
 - Fair/good public sector readiness
 - Fair/good developer interest
 - Great leadership in place
- Expressed a need for bicycle infrastructure (bike lanes, racks, and amenities) in order to travel to and from the station
- Desire to connect Grand Avenue development project south of the station to the commercial areas north of the station
- Insufficient resident parking forces people to park far away from the station – attendees were amenable to structured parking
- Community desires a visioning plan – one has yet to be completed for this area
- Mixed-use/multi-family & retail oriented development is desirable, as long as there is an emphasis on connections and street improvements and is maintained at 2-3 stories
- Interest in becoming a “green” community and focusing on sustainability
- There is a need to improve the public image of Baldwin as a diverse, upper-middle-class community
- Need for cooperation across town levels and stakeholders to fill empty stores push development along
- www.facebook.com/baldwinneedsrevitalization
- www.facebook.com/abetterbaldwin
- Civic leadership in the community is strong

GENERAL SUMMARY

- Has been on TOH’s list for community visioning for some time
- Team feels there is high will and potential
- BUT developers can’t seem to get the numbers to work for development (Was supposed to move forward with a TOD recently but financing fell through and it did not happen)

PAST REPORTS & INFO



BELLMORE

Town of Hempstead, Unincorporated

MAG Meeting

Attendee(s): None

Summary of Discussion: N/A

- Did not discuss with MAG as TOH was not present

CFG Meeting

Attendee(s): Peter Ray of Bellmore Chamber; Bellmore Civic

Summary of Discussion

- Bellmore civics expressed a low desire and readiness for TSD
 - Fair physical suitability
 - Poor public sector readiness
 - Poor/fair developer interest
 - Good leadership in place
- Civics felt helpless in regards to lack of developer interest in the station area
- In general, station area is built out with room only for redevelopment
- Possibility of an old phone company building being transformed into a sports complex on the corner of Grade and Center avenues
- Town of Hempstead is beginning to require parking permits
- Recently completed streetscape beautification on Bedford Avenue
- Need for parking and a desire for more food-related commercial properties and destinations for the younger (14-21 years of age) populations
- Community education, a better developer draw, and zoning changes needed to get development off the ground
- Both Chamber and Civic were present at CFG meeting and disagreed on a number of issues, including density, need for new zoning, etc.

GENERAL SUMMARY

- Team feels there would likely be high opposition to multi-family development, civics and chambers expressed disagreement on this point
- Team thinks there is a sports gym coming into the vacant industrial site near the station – need to confirm – Confirmed at CFG meeting
- Sunrise Highway is not very crossable here



BETHPAGE

Town of Oyster Bay, Unincorporated

MAG Meeting

Attendee(s): Julia Schneider, Environmental Consultant & Ralph Healy, Special Consultant

SUMMARY OF DISCUSSION:

- Readiness/Desire Response: Above average readiness & desire
- More opportunity for TOD development than Hicksville
- Easy fixes needed: bike racks, street/station improvements, etc.
- Parking is an issue – there are conflicts between commuter parking and parking for businesses
- General CFG is not typically vocal about their concerns
- “Bethpage needs a plan”: no masterplan in place, general sense that Bethpage is overlooked by nearby Hicksville
- There is poor connectivity between the station and neighborhoods and Grummond Site
- Safety of Stewart Ave (particularly for pedestrians is an issue) – have been traffic deaths
- CFG is generally less vocal in Bethpage than in many other station areas

CFG Meeting

Attendee(s):

Summary of Discussion

General Summary

Past Reports & Info

- Retail Study by county (ongoing)
- Grummond site redevelopment proposal (Grumman.Bethpage Marketing Deck v1.3.pdf)
- Superfund Site: 103 Grumman Road West (Bayer Oxy Hooker OU4 Proposed Remedy.pdf)



CARLE PLACE

Town of North Hempstead, Unincorporated

MAG MEETING

Attendee(s): Mike Levine, planning department

Summary of Discussion:

- Fairly well developed downtown area in close proximity to station
- A number of brownfield sites exist around the station area and are currently undergoing remediation, yet the town requires assistance in the clean-up process; financing to cover remediation costs is a barrier to redevelopment
- Some streetscaping has been completed, but the streets around the station area are not wide enough to accommodate multiple uses
- Major restraint: capacity
- No parking deficiencies exist in the area
- North of the station area is small scale retail, south of the station area larger scale retail

CFG MEETING

Attendee(s):

Summary of Discussion

GENERAL SUMMARY



COUNTRY LIFE PRESS

Town of Hempstead, Village of Garden City, Incorporated

MAG Meeting

Attendee(s): Robert Schoelle, Village Administrator

Summary of Discussion:

- Some multiple-family housing currently exists in station area
- Commuting destination as well – to jobs at old Double day site
- New condos are going up now on Franklin Ave
- Village has no interest in further development

CFG Meeting

Attendee(s):

Summary of Discussion

General Summary

DRAFT



FREEPORT

Town of Hempstead, Incorporated Village

MAG Meeting

Attendee(s): Normal Wells, CDA

Summary of Discussion:

- Readiness/Desire Response: High desire, average readiness
- Village has a high interest in TOD and is looking for political support
- Major attraction nearby to station: Nautical Mile (dedicated bus service from station); Jones Beach (NICE bus service from station)
- Commercial development currently in progress along Sunrise Highway, Village is looking for mixed-use & hotel development in area
- Old bank building (Vacant property) currently in litigation process
- Are other vacant sites with potential for redevelopment, including village-owned
- Type of development of interest: residential/commercial mixed use; hotel
- Most pressing concern: current zoning laws are too restrictive; need politicians to get behind development

CFG Meeting

Attendee(s):

Summary of Discussion

General Summary



GARDEN CITY

Town of Hempstead, Village of Garden City, Incorporated

MAG Meeting

Attendee(s): Robert Schoelle, Village Administrator

Summary of Discussion:

- Village has no interest in further development

CFG Meeting

Attendee(s):

Summary of Discussion

General Summary

DRAFT



HEMPSTEAD

Town of Hempstead, Incorporated Village

MAG MEETING

Attendee(s):

Summary of Discussion:

- Did not discuss with MAG as TOH was not present

CFG MEETING

Attendee(s):

Summary of Discussion

GENERAL SUMMARY

- Has scored highly with team, but town and developers are already moving forward with developments in the station area



HEMPSTEAD GARDENS

Town of Hempstead, Unincorporated area of West Hempstead

MAG Meeting

Attendee(s): None

Summary of Discussion: N/A

- Did not discuss with MAG as TOH was not present

CFG Meeting

Note: West Hempstead and Hempstead Gardens shared the same breakout group during the meeting.

Attendee(s): Rosalie Norton of W. Hempstead Civic, Yossi Azore of W. Hempstead CDA

Summary of Discussion

- Hempstead Gardens & West Hempstead civics expressed a high desire and an average readiness for TSD
 - Good/great physical suitability
 - Undecided public sector readiness
 - Good/great developer interest
 - Great leadership in place
- Hempstead Gardens & West Hempstead expressed a desire to get the town and developers involved for any development to progress
- Expressed a desire to have the town designate West Hempstead as a development area
- Expressed a desire for small market commercial, food-oriented development
- Desire to move from “through point” to “destination”
- Broad Street identified as a potential commercial growth area
- Planning already completed to address some of the area’s issues
- Civics amenable to underground parking, landscaping & parks, and commercial development
- Help is needed from both developers and town and county governments

General Summary



HICKSVILLE

Town of Oyster Bay, Unincorporated

MAG MEETING

Attendee(s): Julia Schneider, Environmental Consultant & Ralph Healy, Special Consultant

Summary of Discussion:

- Readiness/Desire Response: High readiness, low desire
- Heavily used station; is a hub
- Strong CFG opposition to multi-story development – some say max tolerable is two, others three stories
- Generally strong civic presence around station area
- Parking remains a big issue around station
- Town received \$100 million commitment from MTA to renovate station, with an emphasis on security improvements
- “No more cooks in the kitchen”: General sense that no additional players in the development of the station area are needed or desired by the town

CFG Meeting

Attendee(s):

Summary of Discussion

General Summary



LAKEVIEW

Town of Hempstead, Unincorporated

MAG Meeting

Attendee(s): None

Summary of Discussion: N/A

- Did not discuss with MAG as TOH was not present

CFG Meeting

Attendee(s): Rosalie Norton of Lakeview Civic

Summary of Discussion

- Lakeview civics expressed a medium desire and medium readiness for TSD
 - Great physical suitability
 - Poor public sector readiness
 - Good/great developer interest
 - Undecided on leadership in place
- Lakeview civics expressed that they had several potential development projects that have been stymied for various reasons and could use additional support to become realized
 - Senior housing that was scrapped due to safety issues
 - Amateur hockey arena on currently vacant parcel blocked by community
 - “Jurassic Park” dinosaur museum where school is now located – developer looking for a co-tenant as the entire building is not needed for this museum
- Station area has easily assembled parcels with clear locations for site development
- Lease on school expires in 2013, at which point it will be vacant while its soccer fields are meant to be kept and used by the town
- Need to push the town to support any development

General Summary

- Team feels community is fairly comfortable where they are
- Development would likely be small-scale
- Near and connected to Hempstead Lake Park



LYNBROOK

Town of Hempstead, Incorporated Village

MAG Meeting

Attendee(s): Phil Healey, Superintendent

Summary of Discussion:

- Village is looking at different types of development, currently heavily commercially zoned
- “Village is at a tipping point”: looking to turn research and interest into action
- Large vacant property recently purchased by medical supplies company
- Village feels a need to increase property assessment values
- Station area features a large, 5-story vacant building nearby, deemed the “Feather Building”
- Recent plans and studies: Blight study of area north of station (2012); Planning Study (2009)
- Transit hub: two LIRR lines and Excellent bus connections (5 lines)

CFG Meeting

Attendee(s):

Summary of Discussion

General Summary



MERILLON AVENUE

Town of Hempstead, Village of Garden City, Incorporated

MAG Meeting

Attendee(s): Robert Schoelle, Village Administrator

Summary of Discussion:

- Village has no interest in further development

CFG Meeting

Attendee(s):

Summary of Discussion

General Summary

DRAFT



MERRICK

Town of Hempstead, Unincorporated

MAG Meeting

Attendee(s): None

Summary of Discussion: N/A

- Did not discuss with MAG as TOH was not present

CFG Meeting

Attendee(s): Berta Weinstein & Mark Salsberg of South Merrick Civic; Martin Valk of the Merrick Park Association; Claudia Borecky of North & Central Merrick Civic

Summary of Discussion

- Merrick civics expressed a high desire and an average readiness for TSD
 - Fair/good physical suitability
 - Poor public sector readiness
 - Poor developer interest
 - Fair leadership in place
- Merrick civics expressed desire for mixed-use, pedestrian friendly, high density, and age-sensitive development
- Need for rezoning if development is to occur, current zoning does not allow for mixed-use development
- Need for improved safety along Sunrise Highway – potential for pedestrian overpass
- Parking is an issue, with a need for pedestrian-friendly streets
- Attendees were amenable to 3+ story mixed-use developments

General Summary

- Team feels there would likely be community opposition to multifamily development, but they might be amenable to smaller scale development that fits with the existing character



MI NEOLA

Town of North Hempstead, Incorporated Village

MAG Meeting

Attendee(s): Joe Scalero, Village Clerk

Summary of Discussion:

- Major concerns: Traffic (many people drive to the station to commute, large drop-off element) and shortage of parking
- Large-scale, transit-focused development and infrastructure recently completed
- Masterplan for station area recently completed: identified the southern corridor of the station area as a key site for future development
- Village is interested in bringing residential/mixed-use development to station area to bolster after-hour usage
- Village is interested in building a “village square” nearby to station
- “Ready, willing, and able” to pursue TOD development
- Two transit-oriented residential developments with ground floor commercial are underway
- Note Old Country road is border between No Hempstead and Garden City

CFG Meeting

Attendee(s):

Summary of Discussion

General Summary



NASSAU BOULEVARD

Town of Hempstead, Village of Garden City, Incorporated

MAG Meeting

Attendee(s): Robert Schoelle, Village Administrator

Summary of Discussion:

- Station used extensively by Adelphi university; runs shuttles from the station
- Village has no interest in further development

CFG Meeting

Attendee(s):

Summary of Discussion

General Summary



Rockville Centre

Town of Hempstead, Incorporated Village

MAG MEETING

Attendee(s): Harry Weed, Superintendent, DPW

Summary of Discussion:

- Readiness/Desire Response: High readiness & desire
- Village is beginning the masterplanning process for the station area
- High interest in development of recreation and parking facilities, especially in close proximity to station area
- Station area features a high population of young families, with a high activity in nearby restaurants during after-hours
- Several hotels are located nearby to station area
- Newly elected mayor (one-year in office) is actively soliciting to fill vacancies around station area
- Mayor is interested in ways to spur development
- Village is responsible for its own utilities (electric, sewer)
- Recent development : Avalon bay 323 unit multi-family residential is full; anecdotally most residents use station to commute
- Recent/current street reconstruction (including utilities) project on Maple Ave, and proposed project on Park Ave from Lincoln to Hillside

CFG MEETING

Attendee(s):

Summary of Discussion

GENERAL SUMMARY



Valley Stream

Town of Hempstead, Incorporated Village

MAG MEETING

Attendee(s): None

Summary of Discussion: N/A

- Did not discuss with MAG as TOH was not present

CFG MEETING

Attendee(s):

Summary of Discussion

GENERAL SUMMARY



Wantagh

Town of Hempstead, Unincorporated

MAG MEETING

Attendee(s): None

Summary of Discussion: N/A

- Did not discuss with MAG as TOH was not present

CFG MEETING

Attendee(s): Sandi Vega, Wantagh resident; Wantagh Chamber of Commerce

Summary of Discussion

- Wantagh civics expressed an average desire and readiness for TSD
 - Great physical suitability
 - Fair public sector readiness
 - Undecided developer interest
 - Poor leadership in place
- Wantagh civics expressed a desire for mixed-use development close to park amenities with improved walkability around their station area

GENERAL SUMMARY

- Poor safety on sunrise highway – pedestrian recently killed
- Team feels community is scared of 5+ stories, and that there would be a concern about the impacts of development, but might be open to contextual development



Westbury

Town of North Hempstead, Incorporated Village

MAG MEETING

Attendee(s): None

Summary of Discussion: N/A

- Did not discuss with MAG as TOH was not present

CFG MEETING

Attendee(s):

Summary of Discussion

GENERAL SUMMARY

- Village has done a lot already
- Have approved 800-900 new residential units in last 5 years
- Team feels that there is a perceived traffic problem: village feels like they get a lot of trucks and regional traffic that doesn't help or frequent their downtown



West Hempstead

Town of Hempstead, Unincorporated

MAG MEETING

Attendee(s): None

Summary of Discussion: N/A

- Did not discuss with MAG as TOH was not present

CFG MEETING

Note: West Hempstead and Hempstead Gardens shared the same breakout group during the meeting.

Attendee(s): Rosalie Norton of W. Hempstead Civic, Yossi Azore of W. Hempstead CDA

Summary of Discussion

- Hempstead Gardens & West Hempstead civics expressed a high desire and an average readiness for TSD
 - Good/great physical suitability
 - Undecided public sector readiness
 - Good/great developer interest
 - Great leadership in place
- Hempstead Gardens & West Hempstead expressed a desire to get the town and developers involved for any development to progress
- Expressed a desire to have the town designate West Hempstead as a development area
- Expressed a desire for small market commercial, food-oriented development
- Desire to move from “through point” to “destination”
- Broad Street identified as a potential commercial growth area
- Planning already completed to address some of the area’s issues
- Civics amenable to underground parking, landscaping & parks, and commercial development
- Help is needed from both developers and town and county governments

GENERAL SUMMARY

- Large residential development currently under construction – complete or almost complete
- Large parking lots with big box retail are potential development sites
- Team feels that West Hempstead would be a suitable selection for the purposes of this project as it has many of the right pieces in place





Cost-Benefit Local Economic Framework

The Cost-Benefit Local Economic Framework qualitatively evaluates the challenges and opportunities for each of the 7 shortlisted stations, with respect to the seven site condition evaluation criteria defined below. For each site condition criterion, the station area received a score of either Poor (0), Fair (1), Good (2), Great (3). For each station, the criteria scores were averaged together, resulting in final overall score. From the qualitative review of the criteria, the team recommends the stations with the highest overall scores should be considered for further evaluation of Transit Supported Development.

1. **Site Assembly:** Site assembly speaks to the number of sites and diversity of owners involved in the targeted development area. The site assembly score was determined by examining the type (public vs. private) and number of owners that controlled the potential development sites.
2. **Market Feasibility (Demand):** Market feasibility addresses whether, on a qualitative basis, there is sufficient demand to warrant additional development at the selected station. Each station's market feasibility ranking drew ESRI Business Analyst's 2012 Market Reports to assess socioeconomic trends in three geographic areas: within ¼ mile of each station, within ½ mile of each station, and the station village or Census Designated Place (CDP). To establish a proxy for existing residential density and concentration, the share of population and households living within the two radial distances of each station were compared to the village/CDP total population and households. Median household income, average household size, and average household age were also considered to assess market feasibility and demand for different programmatic uses.
3. **Zoning:** Current zoning at the site was assessed to determine whether it fosters or limits additional development at the identified potential development sites. The station's score was determined based on whether the potential projects are feasible under the current zoning.
4. **Financial Feasibility (Supply):** Financial feasibility speaks to the performance of the existing real estate market and if current market conditions support additional development. The financial feasibility score was determined based on a review of commercial and multifamily market data within these geographies as well, using third party data provider CoStar. HR&A developed a proxy for market supply by examining monthly rents, inventory (by square foot and total buildings), and vacancy in retail, office, hotel, and multifamily subsectors to identify financial feasibility.
5. **Public Infrastructure:** Public infrastructure considers the condition of the roads, public transit, parking areas and utilities that are currently servicing the area. The public infrastructure ranking is based on the team's experience supporting development projects in the station village or CDP and whether the station is in an incorporated or unincorporated area.
6. **Catalysis:** If the target development area can influence development on adjacent sites, then site condition will be viewed as an opportunity. The ranking is based on the current performance of the station and whether potential projects could influence additional development in the station area.
7. **Municipal Costs/Benefits:** Every project brings costs to the municipality with respect to increased demand for municipal services, such as schools and infrastructure, but it also generates public benefits in the form of new tax revenue and jobs. On a qualitative basis, the municipal costs/benefits ranking is based on whether the use of the potential project typically generates more costs than fiscal benefits to a municipality.

Baldwin Station

Zoning/Building Jurisdiction: Town of Hempstead

Potential Projects: Retail, design guidelines, residential.

Potential Partners: Chamber, residential civics, action coalition, Fire Department/Public Safety, Town, Council members, existing property owners and developers, as appropriate.

Category	Rankings	Score	Justification
Site Assembly	Fair	1	The identified sites include numerous individual owners and only one publically owned site. However the publically owned site is sizable.
Market Feasibility (Demand)	Great	3	7% of Baldwin's population lives within ¼ mile of the train station, and 25% of its population lives within ½ mile of the station, indicating a greater concentration of nearby residents as compared to other station areas. Median household incomes are close to 90% of CDP average. Area could be suitable for multifamily and retail.
Financial Feasibility (Supply)	Good	2	Rents are higher than CDP average and half of total CDP commercial square footage is concentrated within ½ mile of the train station, but vacancy is higher closer to the station.
Public Infrastructure	Fair	1	The South Baldwin and Baldwin Harbor areas endured significant sewer issues during Superstorm Sandy. Parking is available (although limited), station area lots were 94% full on the average weekday (2009), but the area is not pedestrian friendly. Area experiences moderate traffic because of Sunrise Highway.
Catalysis	Good	2	Development of vacant site could lead to other development.
Municipal Costs/Benefits	Good	2	Given the existing strong retail market (comparably), if mixed-use with sizable retail is developed there will be limited impact on schools due to smaller unit sizes in multi-family mixed used projects and a lower demand on municipal services with the higher concentration of retail.
Zoning	Fair	1	While the potential development sites are zoned either business (x) or TOH Parking, the Town does not permit mixed use building as-of-right and will require a change in zoning.
Local Impact	Good	1.71	

Freeport Station

Zoning/Building Jurisdiction: Village of Freeport

Potential Projects: Mixed Use (Retail/Residential), Post-Sandy Residential Relocation

Potential Partners: Civics, chambers, municipality, existing property owners and developers, as appropriate.

Category	Rankings	Score	Justification
Site Assembly	Great	3	Approximately 50% of the identified sites contain publicly owned land.
Market Feasibility (Demand)	Fair	1	Similarly to Baldwin, 7% of the village population lives within 1.4 mile of the station and 28% lives within ½ mile. However, average village median household income is significantly less. Population within ¼ mile of train station earns 60% of average village median household income, and, population within ½ mile of the train station earns 70% of average village median household income. Lower household income could prove challenging for commercial and retail. The station experiences lower ridership share compared to the other stations - averaged 1,200 riders traveling to the City during peak AM rush hours (2012).
Financial Feasibility (Supply)	Fair	1	While rents are higher near the train station for office, they are lower for retail. Retail within ¼ mile of the station has the same vacancy as village average. Of all of the station area villages/CDPs examined in this study, Freeport has the highest retail vacancy.
Public Infrastructure	Good	2	Village is incorporated enabling more control for providing public services. Village has its own electric company that is reliable and affordable. Station area parking lots were 76% full on the average weekday (2009) and parking is generally available. Sunrise Highway traffic is moderate.
Catalysis	Good	2	Development of vacant sites could lead to other development.
Municipal Costs/Benefits	Fair	1	Likely development will include residential, resulting in a demand on school services.
Zoning	Fair	1	Half of the potential sites are zoned industrial, requiring a zoning change to allow residential or retail use.
Local Impact	Fair	1.57	

Hicksville Station

Zoning/Building Jurisdiction: Town of Oyster Bay

Potential Projects: Mixed use (retail, residential, office)

Potential Partners: Civics, Chambers, Town of Oyster Bay, teams doing current market study, parking study and master plan, existing property owners and developers, as appropriate.

Category	Rankings	Score	Justification
Site Assembly	Fair	1	High number of unique parcel owners in the identified sites. Only 7 sites (40% of one site) are publicly owned.
Market Feasibility (Demand)	Great	3	Only 2% of CDP population living within the ¼ mile of station with median household incomes of only 64% of CDP average, which indicates weaker demand for retail and residential. Similarly, only 8% of CDP population lives within ½ mile of the station area. However since there is a lack of in place residential and the stations commuter nature, it may be a good site for office. Highest ridership in the County - averaged 5,600 riders traveling towards NYC during peak AM hours (2012).
Financial Feasibility (Supply)	Great	3	High concentration of existing CDP retail and office square footage within ¼ mile surrounding the station. Area also sees with lower vacancy rates and higher rents than the CDP average.
Public Infrastructure	Great	3	Unincorporated area but the Town is able to accomplish public works projects by comparison to other areas. Stakeholders have indicated that the Town is socially and politically in support of development that is in character with surrounding land uses. A commuter parking garage exists but it is lacking pedestrian amenities. LIRR is undertaking a station area improvement project and there are two related Brownfield Opportunity Area (BOA) projects underway in the Hicksville hamlet.
Catalysis	Good	2	Could be a good example of Office-oriented TOD.
Municipal Costs/Benefits	Great	3	If development is office oriented there will be less of an impact on municipal services.
Zoning	Great	3	Most of the potential sites near the station are zoned Central Business District.
Local Impact	Good	2.57	

Lynbrook Station

Zoning/Building Jurisdiction: Village of Lynbrook

Potential Projects: Mixed use (Retail & Residential), Parking

Potential Partners: Civic, chambers, municipality, existing property owners and developers, as appropriate.

Category	Rankings	Score	Justification
Site Assembly	Fair	1	Of the identified project sites, only 1 includes a publicly owned parcel. All of the potential sites are comprised of many parcels.
Market Feasibility (Demand)	Good	2	5% of village residents live within ¼ mile of the station area, and 35% of residents live within ½ mile of the station area. Within ¼ mile, median household incomes exceed the village average and residents within ½ mile of the station area earn 95% of the average village median household income, indicating a strong market for retail and multifamily. Sizable ridership as compared to other stations considered - averaged 1,800 riders traveling to the City during peak AM rush hours (2012).
Financial Feasibility (Supply)	Great	3	There is a very high concentration of existing retail and office surrounding the station. Retail vacancy is lower than village average and rents are higher, indicating a healthy retail market.
Public Infrastructure	Good	2	Station area lots were 75% full on the average weekday (2009). As an incorporated village they have a professional public works department and there are no known issues with public infrastructure.
Catalysis	Good	2	As noted in the 2009 RPA report: Lynbrook USA – Downtown Revitalization, local stakeholders were generally supportive of housing development and additional retail and restaurants in the downtown.
Municipal Costs/Benefits	Fair	1	Project will likely include more residential which would impact municipal services.
Zoning	Fair	1	The identified parcels are all zoned commercial which would require zoning action(s) to build a multi-family project
Local Impact	Fair	1.71	

Valley Stream Station

Zoning/Building Jurisdiction: Village of Valley Stream

Potential Projects: Hotel, Structured parking, complete streets, development strategy for Rockaway Ave, Residential

Potential Partners: Village, LIRR, NYSDOT, Village Board of Trustee, Village Clerk, existing property owners and developers, as appropriate.

Category	Rankings	Score	Justification
Site Assembly	Great	3	Lots of publically owned land surrounding the station (though most is park land) and limited private ownership on parcels surrounding station.
Market Feasibility (Demand)	Good	2	Though population density within ¼ mile of the train station represents 4% of the village population and within ½ mile represents 20% of the village population, the median household income is about 80% of average village median household income in both areas, and there may be opportunity for multifamily and retail. Station has lower ridership share as compared to other stations - averaged 1,800 riders traveling to the City during peak AM rush hours (2012).
Financial Feasibility (Supply)	Good	2	Much of the village retail square footage is located the nearby Green AcresMall, but the vacancy surrounding the train station is significantly lower than the village average. Office rents are higher closer to the train station than the village average. There is currently no hotel in Valley Stream, which could present an opportunity.
Public Infrastructure	Good	2	Station area lots were 80% full on the average weekday (2009), indicating a limited amount of surplus parking. There is a very dangerous intersection for pedestrian in the station area and traffic on Sunrise Highway travels at higher speeds than in villages/hamlets further east.
Catalysis	Good	2	Potential for some larger projects which could be catalysis for the area.
Municipal Costs/Benefits	Great	3	If a hotel dominated project the positive impact is strong, as hotels bring in more revenue than need for municipal services.
Zoning	Great	3	The identified commercial sites are already zoned C-1 or C-2 or Public which permit a range of uses and density.
Local Impact	Good	2.71	

West Hempstead

Zoning/Building Jurisdiction: Town of Hempstead

Potential Projects: Residential/mixed use; complete streets; design guidelines

Potential Partners: Town of Hempstead, Civic, existing property owners and developers, as appropriate.

Category	Rankings	Score	Justification
Site Assembly	Great	3	There are several publically-owned parcels close to the train station with private ownership of nearby parcels limited to only 5 unique owners.
Market Feasibility (Demand)	Fair	1	Population within ¼ mile of the station represents 4% of total CDP population, and resident population within ½ mile of train station represents only 30% of total CDP population. Resident median household income within ¼ mile and ½ mile is about 90% of average CDP median household income. This indicates there may be opportunity for multifamily and retail. However, the station has very low ridership compared to other stations, which has resulted in recent service cuts. LIRR ridership only averaged 150 riders traveling to New York City during peak AM rush hours (2012).
Financial Feasibility (Supply)	Good	2	While there is a high market share of existing retail and office square footage located within ¼ mile of train station, retail rents are half that of the CDP/Town average.
Public Infrastructure	Fair	1	As an unincorporated area, the support of public infrastructure investments can be somewhat difficult to implement leading to an impediment for some developments. . There is ample parking as station area lots were only 18% full on the average weekday (2009). It is important to point out that many of the parking lots that serve commuters are privately-owned and not formally designated “commuter parking”.
Catalysis	Great	3	West Hempstead is ripe for development.
Municipal Costs/Benefits	Fair	1	Current population is small and an incremental increase will have a greater impact on existing services.
Zoning	Poor	0	Two of the potential project sites are zoned light industrial and only one is zoned business. Residential development will require zoning amendments.
Local Impact	Fair	1.57	

Westbury

Zoning/Building Jurisdiction: Village of Westbury

Potential Projects: Retail, Hotel, Affordable Senior Housing, Parking & Traffic strategy (any development must address traffic – congestion & truck traffic)

Potential Partners: Village, Town of Hempstead, LIRR Chamber, existing property owners and developers, as appropriate.

Category	Rankings	Score	Justification
Site Assembly	Fair	1	Public owns approximately ½ of the large site north of the station and the parking lot south of the station. However, the site across Post Ave is comprised of multiple owners, which may present challenges from a site assembly perspective.
Market Feasibility (Demand)	Great	3	The station area has the highest density concentration within the ¼ mile and ½ of the station. 14% of village population lives within a ¼ mile of the station and about 40% of residents live within ½ mile of train station. Median household income within ¼ mile and ½ mile of train station is 80% of village average. Area is suitable for multifamily and retail. Station has lower LIRR ridership share as compared to other stations: averaged 1,300 riders traveling to New York City during peak AM rush hours (2012).
Financial Feasibility (Supply)	Fair	1	Very limited concentration of commercial property within close proximity of train station with higher vacancy than town average and small existing multifamily. Much of the retail, multifamily, hospitality, and office square footage are located more than ½ mile away.
Public Infrastructure	Good	2	Village has made recent streetscape improvements, but area still has truck traffic along Post Avenue. Town has a professional staff and strong mayor who are able to address public works issues. Station area parking lots were 86% full on the average weekday (2009) indicating additional parking may be needed if more development is proposed.
Catalysis	Good	2	If structured parking is created it could help with congestion.
Municipal Costs/Benefits	Great	3	If parking, hotel, or affordable senior housing is developed, impact is strongly positive as they will require less municipal services.
Zoning	Fair	1	Parking lot is zoned industrial, Post Avenue site has multiple zones: corner sites along Post Avenue are Business AA, the rest is an apartment district. Parcel across from the platform is village parking and light industrial. Re-zoning will likely need to occur.
Local Impact	Fair/Good	1.86	

NASSAU COUNTY INFILL REDEVELOPMENT FEASIBILITY STUDY
 STATION AREA AND DEVELOPMENT SITE SELECTION
 COMPLETION OF PHASE 2
 AND SELECTION OF FINAL THREE STATION AREAS

INTRODUCTION

On February 19th, 2013, the project consultant team of Parsons Brinckerhoff, HR&A, and Cameron Engineering met with Nassau County officials at Cameron Engineering’s offices in Woodbury, Long Island to select three (3) station finalists from the seven (7) previously shortlisted during the completion of Phase 1 of the Station Selection Description of Process (SSDP). The project team will develop Station Area Plans for the three (3) selected stations as part of the fourth and final task of the Nassau County Infill Redevelopment Feasibility Study.

This meeting constituted the conclusion of Phase 2 of the SSDP, wherein the station areas and their associated potential development projects were evaluated in terms of their opportunity for local economic impact and influence as a County-wide pilot project, leading to the first steps in the selection of the final three (3) station areas. Additionally, the project team ensured that the station areas under consideration met the predetermined selection standards, as outlined in the SSDP. Previously, all twenty-one (21) station areas in the project scope were evaluated in terms of their readiness & desire for transit-supported development (TSD), leading to the elimination of fourteen (14) station areas and the creation of the shortlist. This process is detailed in the *Completion of Phase 1* memorandum.

This memo outlines the process as to how the seven (7) shortlisted stations were evaluated under the Phase 2 guidelines and how the County will select the three (3) final stations.

STATIONS IN PROJECT SCOPE

Baldwin, Bellmore, Bethpage, Carle Place, Country Life Press, Freeport, Garden City, Hempstead, Hempstead Gardens, Hicksville, Lakeview, Lynbrook, Merrick, Merrillon Avenue, Mineola, Nassau Boulevard, Rockville Centre, Valley Stream, Wantagh, Westbury, West Hempstead

SHORTLISTED STATIONS & POTENTIAL PROJECTS/PARTNERS UNDER PHASE 1

Station Area	Locally-Desired Type of Development or Station Area Improvement(s)	Potential Development Partners for the County
Baldwin	Retail, design guidelines, residential (post-Hurricane Sandy); market/site feasibility study for assembling and developing cluster of vacant sites	Chamber, Residential Civics, Action Coalition, Town, Council members
Freeport	Commercial, community buildings, residential	Civics, chambers, municipality



	(post-Hurricane Sandy relocation)	
Hicksville	Mixed use (retail, residential, office), station area circulation plan (bus, vehicular, pedestrian, bicycle)	Civics, Chambers, Town of Oyster Bay, teams doing current market study, parking study and master plan
Lynbrook	Mixed use (residential & retail), parking	Civics, chambers, municipality
Valley Stream	Hotel (market feasibility / development strategy for); Structured Parking; Complete streets and development strategy for Rockaway Ave; Residential	Village, LIRR, NYSDOT, Village Board of Trustee, Village Clerk
West Hempstead	Residential / mixed use; Complete streets; Design guidelines	Town of Hempstead, Civics
Westbury	Retail, Hotel, Affordable Senior Housing, Parking & traffic strategy (any development must address traffic - congestion & truck traffic), conceptual parking garage access/circulation plan	Village, Town of N Hempstead, LIRR, Chamber

PROCESS

STEP 1: OPPORTUNITY FOR LOCAL ECONOMIC IMPACT EVALUATIONS

The team considered the cumulative evaluation of each station area’s opportunity for local economic impact criteria, which includes site assembly, market feasibility, zoning, financial feasibility, public infrastructure, catalysis, and municipal costs. These criteria are further described in the SSDP. These evaluations are the result of background research on the existing conditions for each of the shortlisted station areas, as conducted by the project team. They evaluate each station area’s potential projects in terms of impact on a local, Village/Town/Hamlet scale.

While the evaluations are presented in quantitative form in order for easier comparison, it is important to note that they are indeed qualitative in nature. The results were vetted by both the project team and Nassau County during this working session to ensure that all involved in the process agreed with the rankings given. Each station area was given a score of either Poor (0), Fair (1), Good (2), or Great (3) for each criteria. An average total “local impact” score was then given for each station. The evaluations appear below.

Station	Site Assembly	Market Feasibility	Zoning	Financial Feasibility	Public Infrastructure	Catalysis	Municipal Costs/Benefits	Local Impact
Baldwin	1	3	1	2	1	2	2	1.71
Freeport	3	1	1	1	2	2	1	1.57
Hicksville	1	3	3	3	3	2	3	2.57
Lynbrook	1	2	1	3	2	2	1	1.71
Valley Stream	3	2	3	2	2	2	3	2.43
West Hempstead	3	1	0	2	1	3	1	1.57
Westbury	1	3	1	1	2	2	3	1.86



STEP 2: INFLUENCE AS A COUNTY-WIDE PROJECT EVALUATIONS

Additionally, the team considered the cumulative evaluation of each station area’s influence as a County-wide project criteria, which includes “replicability,” County’s ability to influence, and probability of success. These criteria are further described in the SSDP. These evaluations are the result of background research on the existing conditions for each of the shortlisted station areas, as conducted by the project team. They evaluate each station area’s potential projects in terms of impact on a County-wide scale. Given the nature of this stage of the process and the determinations this step aims to achieve, the County’s input in evaluating each station area under these criteria is crucial.

These evaluations follow the same stipulations described above under “Step 1.” An average total “pilot potential” score was then given for each station. The evaluations appear below.

Station	“Replicability”	County Ability to Influence	Probability of Success	Pilot Potential
Baldwin	3	3	2	2.67
Freeport	1	1	1	1.00
Hicksville	3	3	2	2.67
Lynbrook	3	3	2	2.67
Valley Stream	2	2	2	2.00
West Hempstead	1	1	2	1.33
Westbury	2	2	2	2.00

STEP 3: PHASE 2 OVERALL EVALUATIONS

In order to best evaluate each station area and their potential project as part of Phase 2 of the selection process, the evaluations completed in Steps 1 & 2 were averaged into a total Phase 2 score. The results appear below.

Station	Local Impact	Pilot Potential	Phase 2 Overall
Baldwin	1.71	2.67	2.19
Freeport	1.57	1.00	1.29
Hicksville	2.57	2.67	2.62
Lynbrook	1.71	2.67	2.19
Valley Stream	2.43	2.00	2.22
West Hempstead	1.57	1.33	1.45
Westbury	1.86	2.00	1.93

STEP 4: QUALITATIVE EVALUATION

Based on these Phase 2 evaluations, the three highest scoring station areas are Hicksville, Valley Stream, and Baldwin/Lynbrook (tie). The Westbury station area ranked close behind, trailing by only decimal points. This discrepancy evinces a key caveat in evaluating the stations’ opportunities and constraints in a quantitative



nature. This process does not take into account the specific contexts of each station area, the conditions of which could go a long way in making the development of a project at one station more successful than that at another. For instance, if there is an already successful, newly constructed development near Station A, this existing development may increase the probability of success of new transit-supported development at this station. However, it may best serve the County as a whole to select Station B, where no such new development has taken place.

For reasons such as this, the project team engaged in a qualitative discussion for each of the shortlisted station areas, taking into consideration the context, political challenges, on-going efforts to spur development, and past successes and failures, as well as other context-sensitive issues. A summary of the discussion appears below.

Baldwin

Baldwin scored well in both Phase 1 and 2 evaluations and has a strong case for specific sites and a specific project to pursue within its station area. The civics have reached out to the County separately (in addition to attending the CFG meeting) to advocate for their inclusion in this study. The only real challenges facing Baldwin remain zoning and site assembly, which are by no means insurmountable barriers as the Town has already a Transit Oriented Development zoning district in its code. Additionally, residents on the south shore of the hamlet may face public incentives to relocate due to the effects of Hurricane Sandy, making a residential project near the station a clear priority.

Freeport

While Freeport scored well in Phase 1 evaluations, it did not fare as well during Phase 2. The incorporated Village is currently in an election year and the political climate may prove too challenging for any project at this station area to have a high probability of success. Additionally, the market feasibility for a TSD project within the Freeport station area may not be high enough to merit Freeport's inclusion in the next phase of this project. While the residents of Freeport's south shore may face the same incentives to relocate as those of Baldwin, the barriers to getting any development project off the ground are significant.

Hicksville

Hicksville's evaluations for both Phase 1 and Phase 2 are strong. The station area has undergone numerous studies and plans, including its Downtown Revitalization Action Plan, which includes a comprehensive vision for the station area downtown. However, with such strong potential remains the question as to whether or not the County's involvement would help or hinder development within the Hicksville station area. The political climate around the Town of Oyster bay is such that, while plans have been made, little comparable action has been taken. There is a possibility that Hicksville's selection in this project – and the development of a specific site or a critical infrastructure improvement – could catalyze more development in the future and serve as the “push” that the station area needs to get plans off the ground. These questions may only be answered through direct communication between the County and the municipality, which should take place before a decision is made on Hicksville's selection.

Lynbrook

While Lynbrook scored well in terms of pilot potential, a key challenge at this station area is site assembly specifically and its local impact overall. That being said, the “feather building” – a vacant 5-story, publically owned building near the station – provides a strong opportunity for mixed-use transit-supported development with a higher probability of success. Additionally, Lynbrook has had some difficulty realizing such developments in the past and a partnership with the County could prove to be the catalyst that gets



development off the ground. The village was recently identified in an RPA study as a strong site for development and inclusion in the next stage of this project could help such development become realized.

Valley Steam

Based on strong evaluations during both Phase 1 and Phase 2, along with discussions between Village officials and the County, the Valley Stream station area presents a compelling case for selection. While the specific development site is debatable, the community and municipality are in agreement over the type of development they are seeking and are willing to become active partners with the County to make it happen. That being said, there is already municipal action towards redevelopment at several sites within the station area without the needed assistance of the County. Transit-supported development at this station area has a strong chance of succeeding regardless whether or not the station area is selected for the purposes of this study.

Westbury

Westbury scored well in both Phase 1 and Phase 2 evaluations, with a pilot potential score only rivaled by Lynbrook. Both the municipalities and civics expressed a strong desire to be included in the next stage of this project. The village in general has a strong desire build off of the momentum created by the renovation of their downtown theatre, and already have newly successful residential developments completed. The central question pertaining to Westbury's inclusion in the next stage of this project is whether or not the village needs the help of the County, or if the County's efforts would hold more value in partnership with another hamlet or village. The Village has expressed interest in having the County assist with the planning of a parking garage directly to the south of the train station.

West Hempstead

West Hempstead provides unique development opportunities within its station area, with large developable sites that the community is looking to repurpose. However, the challenges the station area faces in terms of transit-supported development are significant. The ridership at the station is staggeringly low compared to the other shortlisted stations, and the public infrastructure would need to be improved in order for such development to be successful. The key next step for West Hempstead's development is a comprehensive vision plan for the station area – not necessarily the development of a specific site for TSD.

STEP 5: CLEAR ELIMINATIONS

Based on the above discussion of the remaining station areas, the project team decided to further eliminate **Freeport** and **West Hempstead** from consideration. While both station areas would serve transit-supported development well in the future, their current existing conditions and political context are such that their involvement in the next stage of this project do not have as high a probability of success as the other station areas included in the shortlist.

STEP 6: DETERMINING THE STATION SHORT LIST

Based on the elimination of Freeport and West Hempstead from further consideration, three station areas were selected from the remaining five (5) station areas: Baldwin, Hicksville, Lynbrook, Valley Stream, and Westbury.

Based on the predetermined selection criteria, which stipulates the inclusion of at least one unincorporated area and the inclusion of three station areas of varying densities and development types, the following selection grouping rules apply.



Pick at least one (1) from the following incorporated station areas:

Valley Stream

Lynbrook

Westbury

Pick at least one (1) from the following unincorporated station areas:

Baldwin

Hicksville

STEP 7: SELECTION OF FINAL THREE STATION AREAS

While the inclusion of any of these five (5) remaining station areas would serve the purposes of this project well, there nonetheless remains the need for the inclusion of the three (3) that would serve them best. For this reason, these remaining station areas were presented to the Nassau County administration, which was ultimately responsible for the selection of the finalist station areas. Based on their deliberations, crucial knowledge of the context surrounding each station area, and the Phase 1 and Phase 2 SSDP evaluations, the County decided to pursue partnerships with these three (3) station areas:

Baldwin

Lynbrook

Valley Stream

Should the municipalities of each selected station area agree to partner with the County for the purposes of this project, the formation of those partnerships will constitute the completion of Phase 3: Final Selection.



Appendix E

Selection Station Memorandums

1. Baldwin
2. Lynbrook
3. Valley Stream



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Nassau County Infill Redevelopment Feasibility Study ***Baldwin: The Economic Benefit of “Complete Streets” Projects***

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Prepared for:
The Nassau County Executive and Parsons Brinckerhoff

October, 2013

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Executive Summary

Community leaders in Baldwin, New York, have expressed an interest in the potential economic impact of an investment in “complete streets” as part of continued efforts to encourage the redevelopment of Grand Avenue as a retail and mixed use corridor. As part of the Nassau County Infill Redevelopment Feasibility Study, HR&A Advisors (HR&A) identified three case studies where communities implemented a “complete streets” project that resulted in local economic benefits. These findings suggest that a “complete streets” project would support the further development along Grand Avenue and Baldwin in the following ways:

- **A small-scale “complete streets” project can produce long-term economic benefits while also strengthening municipal budgets.** A relatively small investment in “complete streets” can create long-running economic benefits while boosting sales tax receipts.
- **A “complete streets” project can help nearby local businesses withstand an economic downturn.** Streetscape improvements can help local retail withstand challenging economic conditions.
- **A “complete streets” project can be used as an effective base for broader economic redevelopment efforts.** Municipal leaders can use streetscape improvements to Grand Avenue as a way to set the stage for larger, more ambitious economic development efforts in the medium and long term.

To select case studies for evaluation, HR&A reviewed the impact of 15 “complete streets” projects from communities across the United States, using the following criteria to guide its selection process:

- **Demonstrated Economic Impact** – Clear evidence that a “complete streets” project resulted in positive economic benefits for the community, as observed by an increase in real estate market values, local business revenues, sales tax receipts, or other quantitative measures.
- **Demographics**– Similar demographic attributes to those of Baldwin.
- **Proximity to Major City** – Within a 90-minute drive of a major metropolitan area.
- **Transit Access** – Available transit service to the nearby major metropolitan area.

On this basis, HR&A selected the town of Lancaster, located in Los Angeles County, California; the village of Hamburg, outside Buffalo, New York; and the city of University Place, adjacent to Tacoma, Washington. HR&A found few studies that demonstrate the benefit of “complete streets” improvements independent of wider investments in transit, and since Baldwin is not considering significant transit investments at this time, HR&A chose studies where economic benefits had been attributed solely to “complete streets” projects.

In each case study, HR&A includes a demographic summary of the community, an overview of the prior physical conditions, a description of the “complete streets” project that was introduced, and the direct economic benefits that resulted from the project. Key findings from these case studies areas follows:

- **In Lancaster, CA**, local officials used a comprehensive street redesign to tie together a broad program of economic revitalization that included outreach to small businesses, extensive cultural programming, and a city-wide rebranding effort.

- **In Hamburg, NY**, despite the years of slow growth that followed the 2008 Great Recession, an improved streetscape resulted in 97% occupancy along the corridor, \$7 million of inward private investment and 33 building projects.
- **In University Place, WA**, prior to the completion of construction observed sales tax receipts for businesses adjacent to the roadway were 2% higher than the town average; 11 years after project completion, retail rents along the improved corridor are 60% higher than the town average.
- **In University Place, WA**, a durable change was made through a comparatively small investment on a single roadway, a project that set the stage for the long-term economic development and TOD improvements that the city implemented in the following decade.

These case studies demonstrate that a modest investment by municipal officials in a “complete streets” project can result in significant economic benefits. Across the three projects, an initial investment of \$7 to \$10 million generated economic returns that ranged from \$20 million to over \$100 million. Furthermore, these benefits were realized on projects of small geographic scale, ranging from a half mile to two miles in total length. Finally, these studies highlight the utility of “complete streets” projects as an effective platform for municipalities to advance broader economic development goals.

Demographic Overview of Baldwin

A culturally diverse Long Island community, Baldwin is a prosperous hamlet located along Sunrise Highway on the South Shore of Nassau County that attracts middle-class families through its high quality of life and inclusive spirit. The Long Island Rail Road connects the hamlet to Manhattan with fast and frequent service, and nearby Jones Beach and Wantagh Park offer residents access to some of Long Island’s premier outdoor destinations.

Figure 1. Demographics of Baldwin, NY, 2012.

Selected Demographic Attributes	Baldwin, NY	Nassau County
Population	32,203	1,343,698
White	50%	72%
Black	34%	12%
Asian & Pacific Islander	5%	8%
Other	11%	8%
Households	10,817	450,503
Average HH Income	\$115,853	\$118,295
% of HH below \$50,000 Annual Income	24%	25%
% Owner-Occupied	82%	79%
% Renter-Occupied	18%	21%
Workforce Commuting To New York City	38%	35%
Distance From Midtown	25 miles	17 miles

Sources: ESRI, US Census, OnTheMap, HR&A Advisors.

Review of Baldwin Redevelopment Site

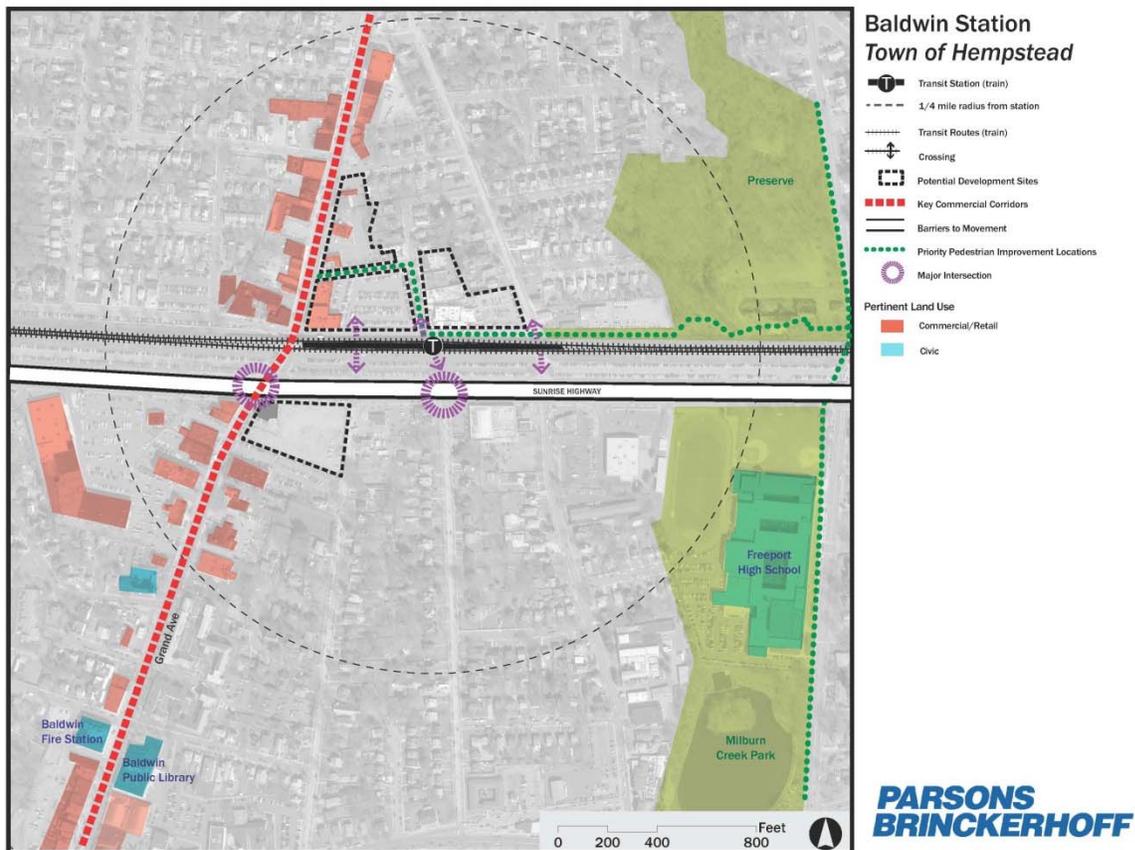
Baldwin’s Grand Avenue, a four-lane throughway that runs from the boundary of the Village of Hempstead and the Southern State Parkway to the north to Baldwin Park and coastline to the

south, serves as the hamlet's economic backbone. The majority of Baldwin's commercial properties are spread out along several miles of Grand Avenue, with a small central business district bisected by Sunrise Highway and centered on the Baldwin LIRR station. Within the downtown, only 33% of existing commercial land area is utilized. As a result Baldwin has one of the lowest commercial densities in all Nassau County downtowns.

Baldwin consists primarily of single family residences, with several pockets of multi-family housing. Nearly 7% of the total population lives within the downtown station area. Zoning in the hamlet is governed by the Town of Hempstead zoning ordinance. While the majority of the hamlet is zoned for single family residences, the Town of Hempstead ordinance features a floating residence zoning code that allows for higher density multi-family residences. This designation could be applied to any single parcel or assemblage of parcels located near public transit facilities or along a major thoroughfare and could serve as a vital tool for creating transit-supported development within Baldwin.

Given the availability of commercial floor area, coupled with the strong presence of downtown residents, Baldwin has substantial opportunities for sustainable infill development along Grand Avenue. While there are many vacancies along the corridor, there remain some small businesses with street-facing frontage which provide precedent for the creation of a "main street" environment. A key physical challenge facing the Baldwin station area is the Sunrise Highway/Grand Avenue crossing. The crossing is currently design-oriented towards cars and trucks and is dangerous for pedestrians who rely on streetlights and long, narrow crosswalks to traverse Sunrise Highway to get to the LIRR station and points north. The intersection is anchored on the two southern corners by decades-old masonry buildings, including the former Sunrise National Bank, and on the two northern corners by the LIRR station entrance and surface parking lots. These corners, if redeveloped appropriately, provide the physical workings of what could be a strong central anchor to a complete Grand Avenue.

Figure 2. Grand Avenue Corridor, Baldwin, NY



Source: Parsons Brinckerhoff

Based on the lessons learned from similar communities, Grand Avenue can transform from a left-behind main street into a sustainable, economically prosperous, commercial corridor. By following complete streets design guidelines, encouraging a strong north-south connection on either side of the LIRR station, and altering the street to be safe for pedestrians, cyclists, and drivers alike, the Baldwin community could create a complete streets project along Grand Avenue that brings substantial economic returns to the community.

Case Studies

Since the first “complete streets” policy was enacted into law by the state of Oregon in 1971, their use by local municipalities has substantially grown in popularity as communities nationwide pursue improved pedestrian safety and aesthetic improvements for their commercial corridors and town centers.

In more recent years, municipalities have begun evaluating “complete streets” within the context of local economic development. To identify case studies that align with this aspect of “complete streets,” HR&A constructed a four-part criteria to select communities with experiences that could prove instructive for Baldwin:

- **Demonstrated Economic Impact** – Clear evidence that a “complete streets” project resulted in positive economic benefits for the community, as observed by an increase in

real estate market values, local business revenues, sales tax receipts, or other quantitative measures.

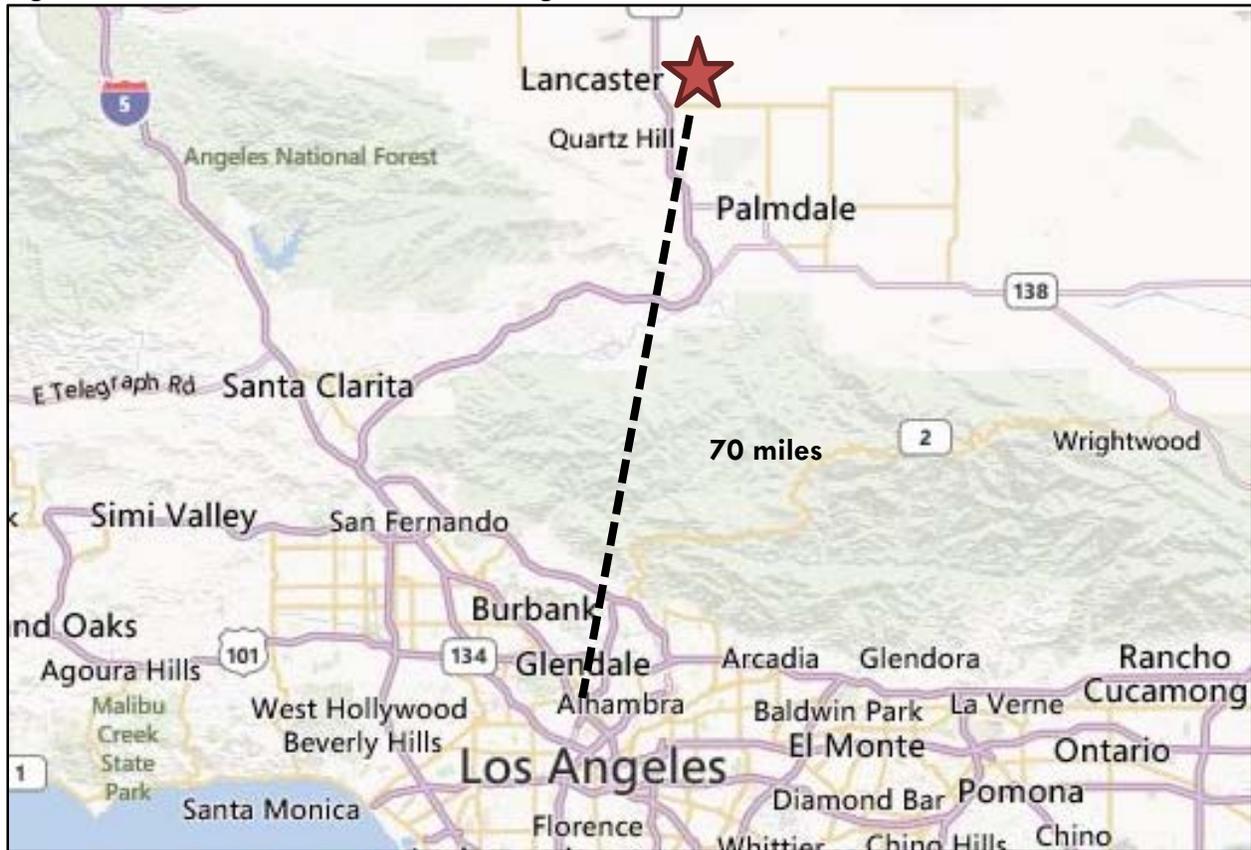
- **Demographics**– Similar demographic attributes to those of Baldwin.
- **Proximity to Major City** – Within a 90-minute drive of a major metropolitan area.
- **Transit Access** – Available transit service to the nearby major metropolitan area.

The above criteria were applied to an initial set of 15 case studies of communities across the United States that had experienced a range of benefits from complete streets investments. Throughout this process, HR&A prioritized studies that demonstrated quantifiable economic impacts over other selection criteria, while also considering their geographic and demographic similarity to Baldwin.

The three chosen communities – Lancaster, CA; Hamburg, NY; University Place, WA– provide clear examples of the type and degree of local economic benefits that can be realized from an investment in “complete streets” policies. These studies can help Baldwin community leaders envision how the use of “complete streets” could contribute to ongoing redevelopment efforts for Grand Avenue.

Case 1: Lancaster Boulevard, Town of Lancaster, Los Angeles County, California

Figure 3. Lancaster In Relation to Los Angeles, CA



Source: HR&A Advisors

Located 70 miles from Downtown Los Angeles by highway and 2 hours away from Union Station by Metrolink commuter rail, the city of Lancaster in Los Angeles County is a middle-class suburban community. Although Lancaster and Baldwin significantly differ in size, population, and average household income, the local economies of both municipalities rely on their geographic proximity to a large metropolitan economy. As shown in **Figure 4**, 25% of Lancaster residents work in metropolitan Los Angeles, close to the 37% of Baldwin residents that commute to New York City for work.

Thanks to the vision of planners and city officials that viewed a “complete streets” improvement as the central element to the reinvention of their downtown, Lancaster has seen a tremendous return on the initial cost of project investment.

Figure 4. Demographics of Lancaster, CA, 2012

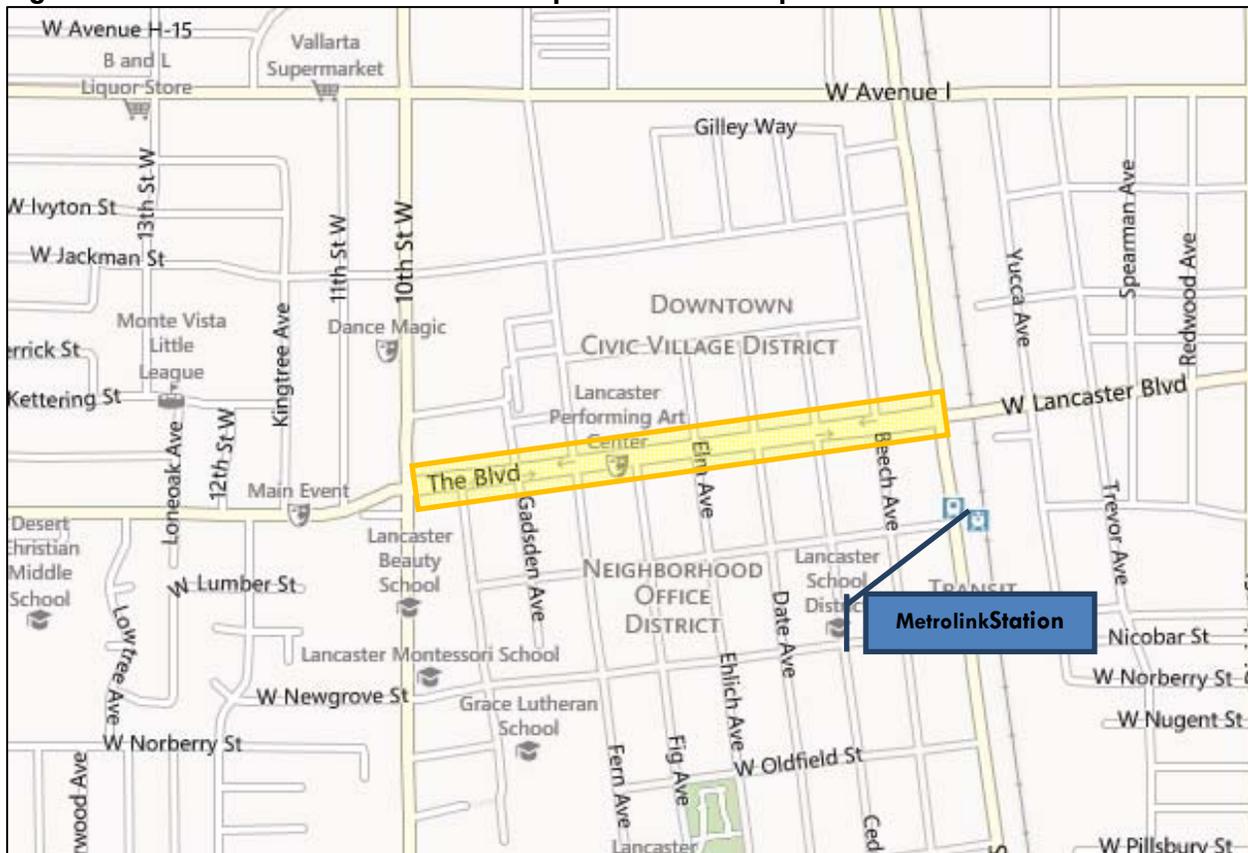
Selected Demographic Attributes	Lancaster, CA
Population	159,666
Average Household Income	\$64,046
Households	47,730
% Owner-Occupied	58%
% Renter-Occupied	42%
Workforce Commuting To Nearby Major City	25%
Distance From Nearby Major City	70 miles

Sources: ESRI, US Census, OnTheMap, HR&A Advisors.

Prior Conditions

Lancaster Boulevard, which bisects Lancaster and forms its commercial core, is near to the city’s Metrolink station. Like many other suburban arterial roads, the four-lane highway had been designed to optimize automobile travel, without consideration for the pedestrian or nearby retail. As a consequence, the thoroughfare suffered from high-speed traffic, inadequate pedestrian amenities, and weak retail sales.

Figure 5. Location of Lancaster Blvd “Complete Streets” Project



Source: HR&A Advisors

Project Description

In 2008, city officials pursued a bold redesign of a 9-block (0.6 mile) section of Lancaster Boulevard as the centerpiece of the city’s revitalization strategy, which also included the creation

of a visitor's bureau, outreach efforts to support local retailers, and a comprehensive program of arts and cultural events. Far exceeding small-scale cosmetic improvements, Lancaster officials used the introduction of a large-scale, transformative improvements as the driving force behind the creation of a thriving, vibrant, mixed-useretail and entertainment district. A map of the above improvement and its proximity to the nearby Metrolink station can be found in **Figure 5**.

Over a two-year period, and in the face of considerable skepticism from many residents and businesses, city officials installed a new design for Lancaster Boulevard that introduced wider sidewalks, dozens of trees, spaces for public art, and the "Ramblas," a Spanish-inspired public space that reclaimed the center of the thoroughfare. They also introduced a marketing campaign, re-branding the street as "The BLVD." As reported by Better Cities and Towns, the total cost for all improvements was \$11.5 million.

Figure 6. Lancaster Blvd Following "Complete Streets" Project



Source: The City of Lancaster

Results

Outstripping project expectations, the improvements to Lancaster Boulevard had a transformational impact on the economic fortunes of the city. According to summary information from the architecture and urban planning firm Moule & Polyzoides, hired to design and implement the improvements in Lancaster, assessed property values in the downtown area rose 9.53% in the 12 months following completion of the project (2011-2012) while assessed property values for the town as a whole fell 1.25% during the same period.

The City of Lancaster credits the project with attracting \$130 million of private investment, resulting in the opening of over 48 newly created local businesses and the addition of 1,900 additional jobs, including an underground bowling alley, a microbrewery, an Urban Outfitters, and the new Lancaster Museum of Art & History. Furthermore, the California Redevelopment Association estimates that the project has generated \$273 million in net economic output, an astounding return on the city's initial investment of \$11.5 million.

In 2012, the US Environmental Protection Agency awarded Lancaster the Smart Growth Achievement award For Overall Excellence, owing to the project's unique combination of distinctive architecture and proven economic benefit.

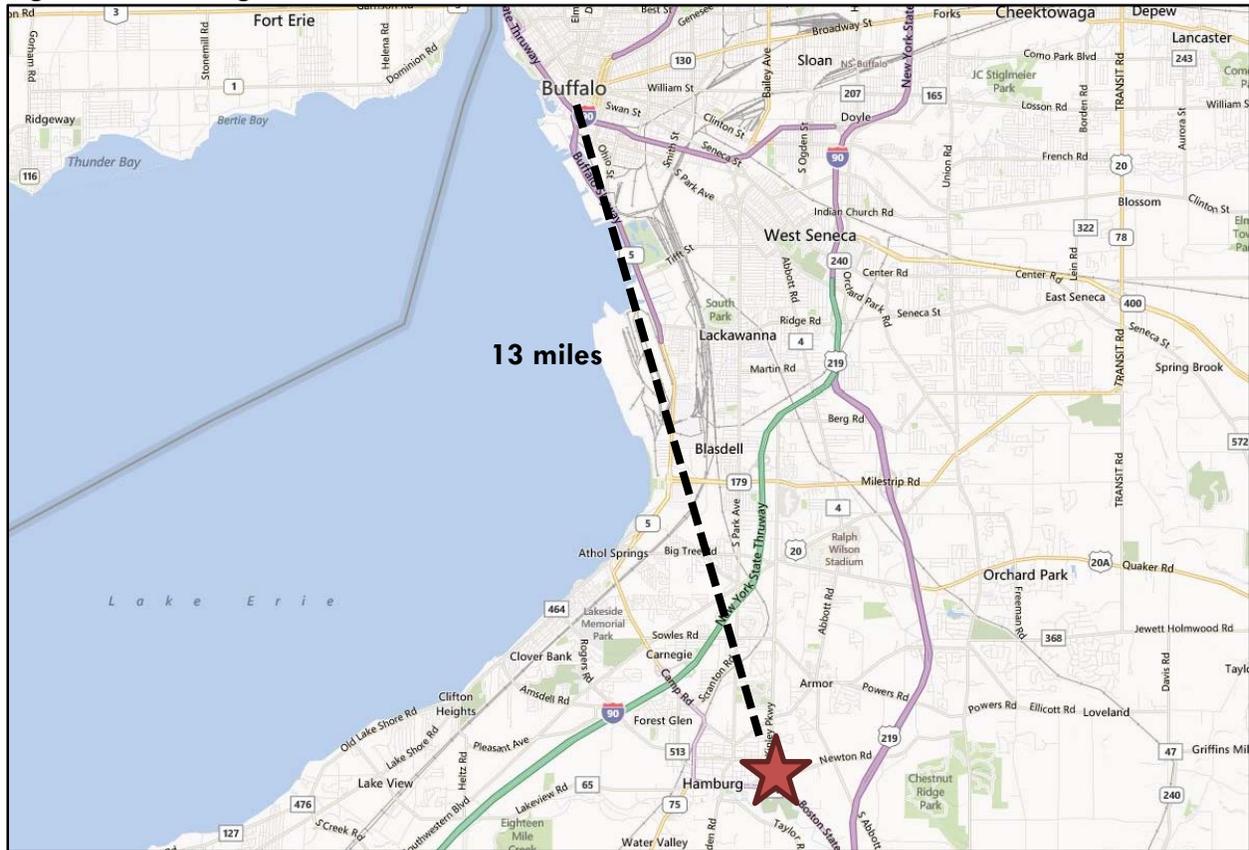
Lessons for Baldwin

The positive benefits of "complete streets" experienced by Lancaster can provide valuable lessons for Baldwin:

- "Complete streets" projects can be used as a platform for broader community-wide economic redevelopment. Lancaster's commitment to a transformational improvement of Lancaster Boulevard supported a broad revitalization program that has had substantial economic benefits.
- Community outreach is critical during the design and implementation phase of a "complete streets" project.

Case 2: Route 62 & Main Street, Village of Hamburg, New York

Figure 7. Hamburg in Relation to Buffalo, NY



Source: HR&A Advisors

A charming, middle-class suburban community located 13 miles from Buffalo, New York, by highway, and 45 minutes away by commuter bus, the village of Hamburg is known for its “Main Street” feel. While its population is less than half that of Baldwin, the comparative demographic profile of the village within its wider metropolitan area is similar to that of Baldwin. A focused investment in the quality of its downtown streetscape not only significantly improved pedestrian safety within the village; it created an opportunity for retail growth in the face of an underperforming regional economy.

Figure 8. Demographics of Hamburg, NY, 2012.

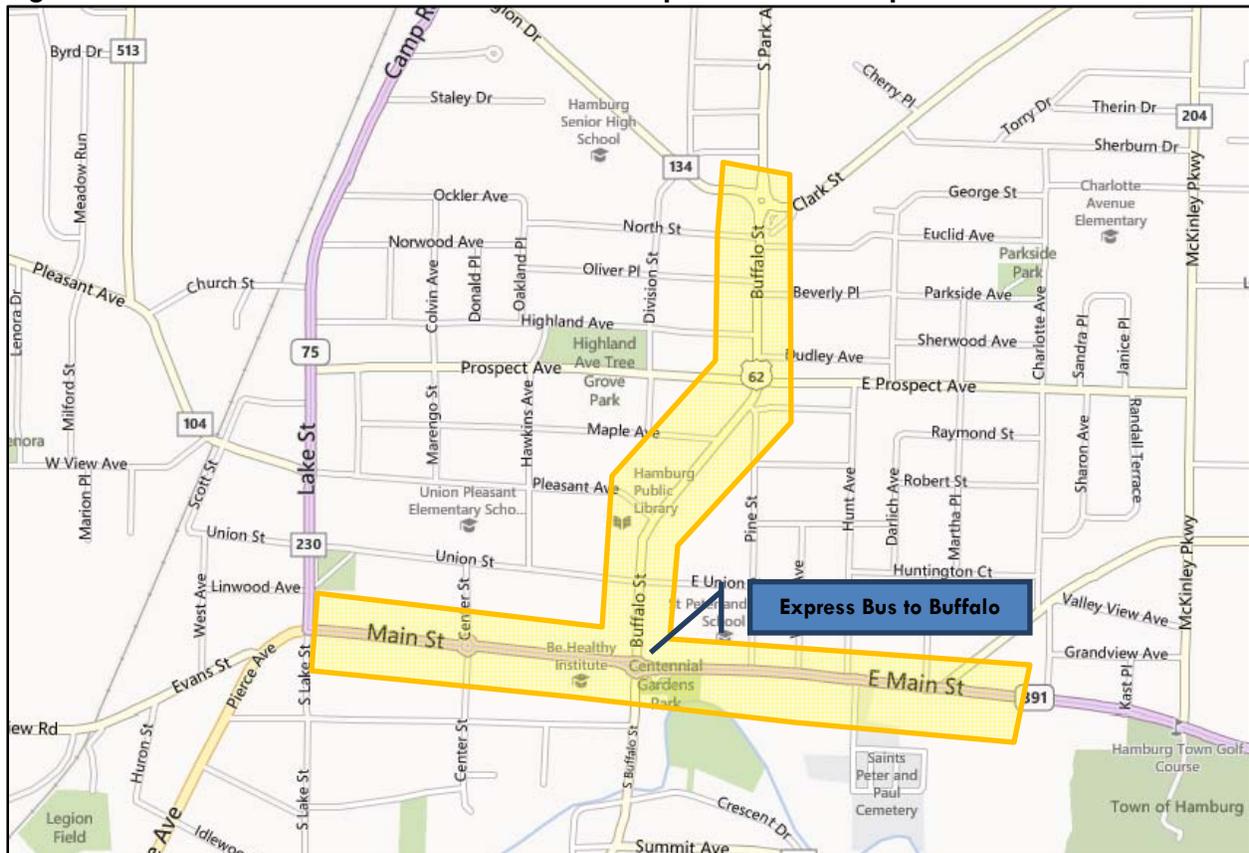
Selected Demographic Attributes	Hamburg, NY
Population	9,431
Average Household Income	\$72,030
Households	3,919
% Owner-Occupied	72%
% Renter-Occupied	28%
Workforce Commuting To Nearby Major City	35%
Distance From Nearby Major City	13 miles

Sources: ESRI, US Census, OnTheMap, HR&A Advisors.

Prior Conditions

The intersection of US Route 62 and Main Street within Hamburg forms the main commercial corridor of the village, and an express bus stop with service to downtown Buffalo departs from their intersection, as marked on **Figure 9**. In 2001, NYSDOT officials proposed to improve total throughput on Route 62 by adding another traffic lane, removing parallel parking, and narrowing sidewalks. Local merchants, whose sales were already threatened by a nearby mall, partnered with local residents, who were concerned with safety, to form the Route 62 Committee.

Figure 9. Location of Route 62 & Main Street “Complete Streets” Project



Source: HR&A Advisors

Project Description

Working in collaboration with Dan Burden of the Walkable and Livable Communities Institute (WALC), the Route 62 Committee proposed an alternative redesign for a 0.8-mile segment of Route 62 and a 1-mile segment of Main Street. This design narrowed driving lanes, introduced four roundabouts, created additional space for on-street parking, added trees, and introduced safety lanes. By a 4-to-1 margin, the community voted for the alternative redesign. Construction began in 2006 and completed three years later, in the midst of the Great Recession. According to NYSDOT, total cost for all improvements was \$20 million.

Figure 10. Intersection of Route 62 & Main Street Following “Complete Streets” Project



Source: New York Times

Results

Despite a challenging economic climate, the “complete streets” project reinvigorated Hamburg’s downtown, creating value for landowners and spurring a significant increase in development. As documented by WALC and since reported by the New York Times, property values along the corridor have doubled since the village introduced the streetscape improvements. According to Hamburg’s Building Inspection Department, the number of building permits issued in 2010 is over five times greater than the number of permits issued in 2005, and as reported in the New York Times, following the project’s completion, local businesses have spent \$7 million on 33 building projects. A review of real estate market data from CoStar shows that after the completion of the project vacancy rates in the corridor dropped from 7% in 2009 to 3% in 2011 while village-wide vacancies remained above 10%.

According to the village's website, in 2013, Hamburg's economic development department hired Peter J. Smith and Company, a Buffalo-based real estate consultancy, to conduct a real market analysis for the municipality. The consultants determined that the renovation of Route 62 and Main Street had been the most significant public or private economic development initiative in Hamburg in the preceding 10 years.

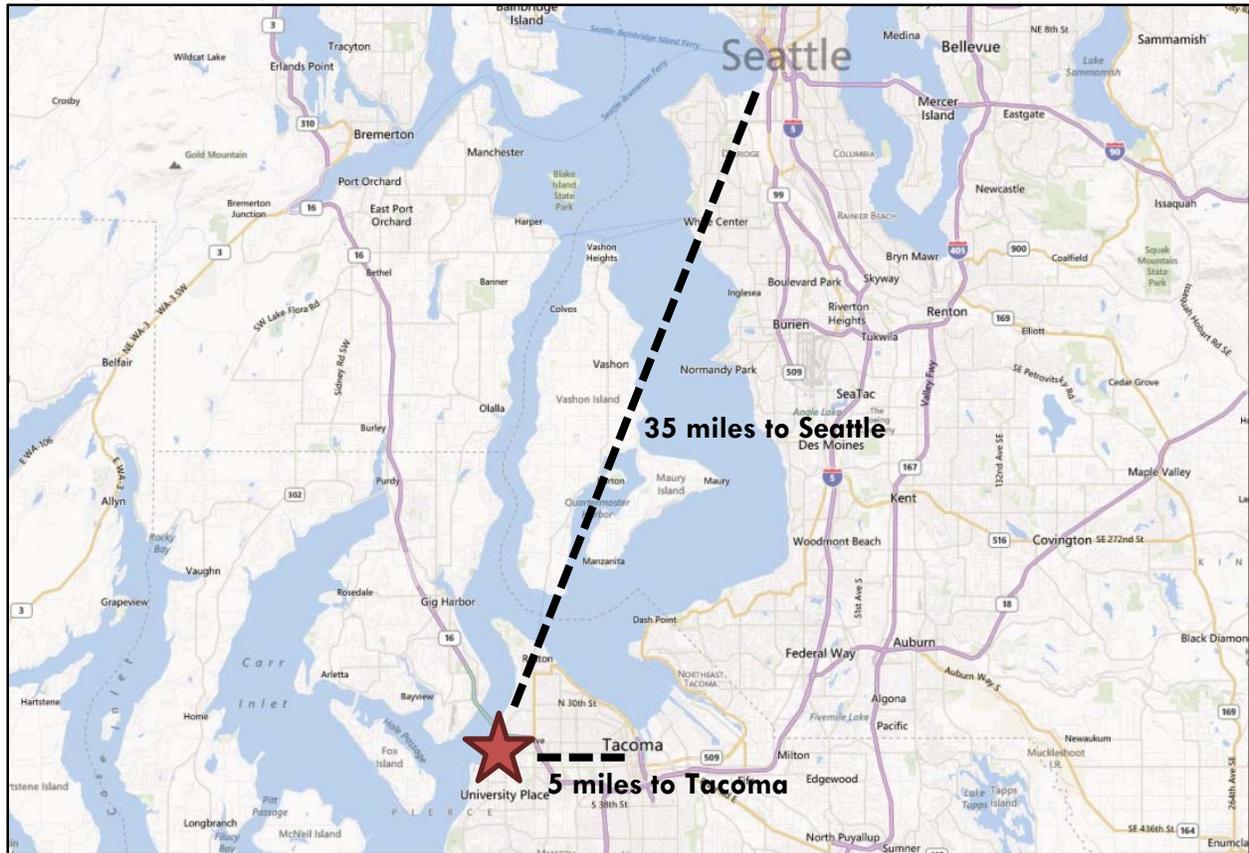
Lessons for Baldwin

The demonstrated success of Hamburg's "complete streets" implementation has meaningful lessons for Baldwin:

- "Complete streets" projects can create opportunities for growth under challenging market conditions. Even though both Hamburg and the wider Buffalo region were significantly affected by the Great Recession, its "complete streets" project created a significant market opportunity.
- "Complete streets" projects can potentially decrease retail vacancy. According to CoStar, retail vacancy rates in Baldwin have hovered between 6% and 7% over the last 5 years. It is conceivable that a "complete streets" improvement along Grand Avenue could yield results similar to those observed in Hamburg.

Case 3: Bridgeport Way, City of University Place, Washington

Figure 11. University Place In Relation to Tacoma, WA and Seattle, WA



Source: HR&A Advisors

University Place is a Washington suburb adjacent to Tacoma and 38 miles from Seattle. Similar to other communities in lower Puget Sound, University Place has limited local and express bus service to Tacoma and Seattle. A community with broad demographic similarity to Baldwin, University Place provides an example of how “complete streets” projects can be used as a starting point for a broader transformation.

Figure 12. Demographics of University Place, WA, 2012

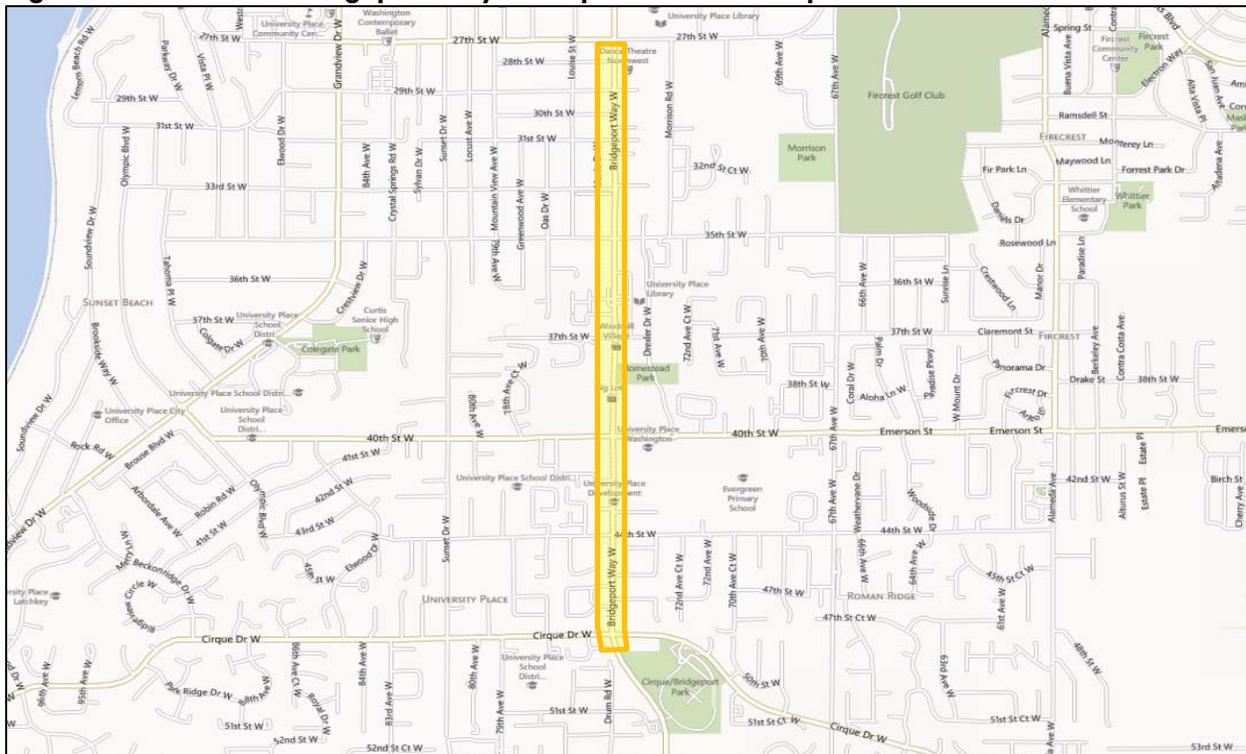
Selected Demographic Attributes	University Place, WA
Population	31,616
Average Household Income	\$81,614
Households	12,963
% Owner-Occupied	56%
% Renter-Occupied	44%
Workforce Commuting To Nearby Major City	55% (Tacoma) 15% (Seattle)
Distance From Nearby Major City	5 miles (Tacoma) 38 miles (Seattle)

Sources: ESRI, US Census, OnTheMap, HR&A Advisors.

Prior Conditions

Bridgeport Way is a major thoroughfare bisecting University Place. Following the city’s formal charter in 1995, newly-elected local officials concluded that the road’s strongly car-oriented design was a drain on the local economy. According to a history of the project collated by WALC, Bridgeport Way was the most heavily used road in Pierce County and supported over 24,000 daily auto trips on 5 lanes of traffic, lacked sidewalks, and had few pedestrian crossings. City officials and planners viewed its remediation as an essential precondition for broader revitalization efforts.

Figure 13. Location of Bridgeport Way “Complete Streets” Project



Source: HR&A Advisors

Project Description

City officials collaborated with Dan Burden of WALC to formulate a moderately-scaled plan for the street's remediation designed to address local community and business concerns while achieving goals for safety and economic development. According to WALC, over a four-year period between May 1998 and June 2002, and at a cost of \$8.2 million, the city improved 1.5 miles of roadway by reducing 5 lanes of traffic to 4, replacing the two-way left turn lane with a landscaped median, adding bike lanes, and constructing sidewalks. In addition, two new mid-block crosswalks were introduced, along with full pedestrian signals.

Figure 14. Bridgeport Way Following “Complete Streets” Project



Source: City of University Place

Results

While limited in scope, the project has had an immediate and durable economic impact on University Place. In a 1999 paper from the Victoria Transport Policy Institute, the Assistant City Manager of University Place observed that prior to project completion, sales revenues at businesses along the corridor had already increased by 7%, as compared with a 5% increase citywide, along with a 70% drop in auto accidents.

A historical review of real estate market data from CoStar shows that while the Great Recession increased vacancies at retail properties throughout University Place, properties adjacent to the improvements on Bridgeport Way demonstrated greater resiliency than those elsewhere, with vacancy rates ranging 1% to 2% lower than the citywide average throughout the recession. Further analysis of CoStar data shows that ten years after the project's completion, triple-net retail

rents of \$23 per square foot along Bridgeport Way are significantly higher than the citywide average of \$16 per square foot.

Most notably, in 2012 the city of University Place partnered with a local developer to introduce a mixed-use transit-friendly development located near to the center of the Bridgeport Way improvement. Known as “University Place Town Center”, the development includes 100 multifamily units and 12,000 SF of new ground-floor retail development.

Lessons for Baldwin

The impact of the “complete streets” project in University Place has meaningful lessons for Baldwin, particularly over a long timescale:

- Long after their completion, “complete streets” projects durably increase real estate value. Over 10 years after the project’s completion, average rents along Bridgeport Way are 60% higher than those of University Place, and vacancy rates in the corridor demonstrated greater resiliency during the Great Recession than elsewhere in the city.
- Moderately-sized projects – both in geographic and financial terms – can lay the groundwork for long-term changes. In University Place, a simple roadway renovation created the conditions which enabled the city to advance a more substantial transit-oriented development project over a decade later.

Next Steps for Baldwin

For Baldwin to advance a “complete streets” project on Grand Avenue, HR&A recommends the following next steps as a starting point.

- **Engage in community outreach to determine the project’s economic development goals.** Outreach and visioning efforts provide a channel for the community to express its preferences on specific improvements and techniques. Furthermore, local public works and transportation departments may not be equipped to assess the potential economic benefits of a “complete streets” project. Through a coordinated planning process, Baldwin can develop consensus around the project’s economic development goals.
- **Conduct a technical assessment of existing conditions on Grand Avenue to define project geography and identify potential project phasing.** Community leaders can proactively partner with County and State transportation departments to determine what improvements would be feasible based on current and projected traffic volumes.
- **To secure funding, select a specific “complete streets” project that meets the community’s economic development goals and aligns with the technical assessment of current conditions.** Selecting projects that meet both criteria can help the project secure funding. Community leaders should work with Nassau County officials to identify and apply for funding programs from the State and Federal government.
- **Host workshops throughout the process to keep the community engaged and informed.** Streetscape improvement projects are susceptible to misinformation and skepticism, particularly when residents and businesses are unfamiliar with the benefits. Outreach, visioning efforts and continuous updates provide a channel for the community to express its preferences on specific improvements, techniques and project milestones.



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Nassau County Infill Redevelopment Feasibility Study

Lynbrook: Recommendations for Retail and Residential Development

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September, 2013

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Executive Summary

The demographics and retail character of Downtown Lynbrook, defined as the commercial corridors of Atlantic Avenue and Broadway, have historically shown broad similarities with other communities along Sunrise Highway, such as Valley Stream, Rockville Centre, and Baldwin. In recent months, however, a series of major development projects have been proposed for the village that will distinguish it from its neighbors. To help village leadership capitalize on these projects and ensure that subsequent development will advance long-term redevelopment goals for Downtown Lynbrook, HR&A Advisors (HR&A), as part of the Nassau County Infill Redevelopment Feasibility Study, evaluated the health of the real estate market in the immediate vicinity of Downtown Lynbrook, assessed current retail conditions with and without the proposed developments, and identified a series of strategic policy recommendations for village leadership. To support these recommendations, HR&A additionally identified three case studies of other communities elsewhere in the New York metropolitan area.

HR&A conducted a scan of real estate market conditions in a ¼-mile radius around the Lynbrook LIRR station (the Station Area), a geography that includes Downtown Lynbrook, and found an underdeveloped market for residential property, a healthy market for retail property, and an underperforming market for office property. To assess the residential market, HR&A evaluated the quantity of housing in the Station Area and contrasted the demographics of its residents with those of the village as a whole. HR&A evaluated the commercial market through an analysis of rents and vacancy rates for retail and office uses within the Station Area and the village as a whole.

Next, HR&A assessed the retail market in the Station Area, a geography that includes Downtown Lynbrook. Based on an analysis of supply and demand levels, HR&A determined that the current supply considerably exceeds current demand, and subsequently found that the proposed developments would not close this gap.

In light of its market findings, HR&A recommends the following strategies and policies for Lynbrook's leaders:

- Village officials should formulate a distinct identity for Downtown Lynbrook and design a branding strategy that advances this identity.
- Village officials should encourage new multifamily residential development in Downtown Lynbrook.
- Village officials should leverage proven redevelopment techniques to implement rebranding efforts and encourage additional residential development.

To demonstrate the potential impact of these policies in Lynbrook, HR&A selected three case studies in the metropolitan area where similar policies were implemented to address comparable conditions.

- In South Norwalk, Connecticut, local officials used the creation of a historic district to repurpose derelict buildings as mixed-use developments in order to attract distinctive retailers and restaurants.
- In South Orange, New Jersey, municipal officials used financial incentives and zoning changes to support the development of a high-end supermarket that included multifamily residential, which both attracted additional outside demand and increased local retail self-sufficiency.
- In Rahway, New Jersey, civic leaders redeveloped their village as an arts district and introduced retail, hotel, and residential developments around this theme.

Next Steps for Lynbrook

Based on these strategic recommendations, HR&A produced the following list of recommended next steps for Village officials.

- **Village officials should commission a branding study for Downtown Lynbrook.** This study will strongly influence zoning and economic development efforts and it is important that Village officials identify a firm with experience on successful “town center” efforts elsewhere in the metropolitan area.
- **Village officials, in partnership with counterparts from the Town of Hempstead and Nassau County, should assemble a working group to create a zoning overlay that encourages residential development in Downtown Lynbrook.** This effort should be informed by the branding study as well as a rigorous assessment of the fiscal and economic impacts of additional development in the Village.
- **Village officials, in partnership with counterparts from the Town of Hempstead and Nassau County, should identify sources of discount financing to attract developer interest in residential development.** While the definition of a brand strategy and subsequent zoning overlay are necessary preconditions for any development to occur, Village officials should make sure that they can leverage incentive programs to make development in Lynbrook as competitive as possible.

Overview of Proposed Developments for Downtown Lynbrook

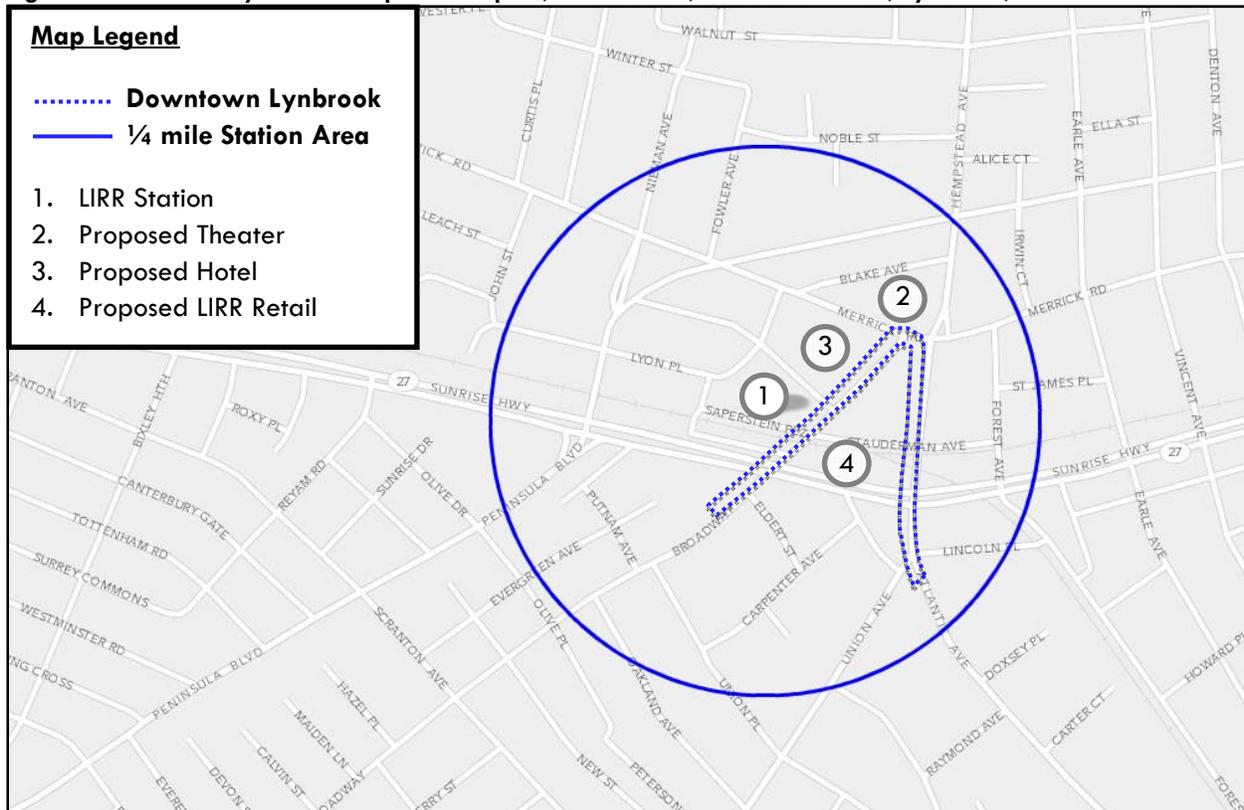
Listed below are the three proposed development projects for Downtown Lynbrook. Each has the potential to change the character and scale of retail development in the village.

- **Theater operator Regal Cinemas has proposed to substantially renovate and expand the United Artists cinema on Merrick Road.** Regal Cinemas is working with the Blumenfeld Development Group to expand Lynbrook’s theater from 6 screens to 15 screens, nearly double the number of seats from 1,700 to 2,900, and add extensive amenities and cosmetic improvements. (This project is referred to hereafter as the “Theater.”)
- **Browning Hotel Ventures has proposed the development of a six story, 156-room Marriott Courtyard hotel on the site of a LIRR commuter lot at the corner of Broadway and Langdon Place.** With a target market comprised of visitors to Lynbrook’s business district and short-stay travelers taking advantage of convenient rail access to John F. Kennedy Airport, this will be the first hotel in Downtown Lynbrook. (This project is referred to hereafter as the “Hotel.”)
- **The MTA are moving forward with efforts to improve the quality and amount of inline retail located in the concourse underneath the LIRR tracks.**

Figure 1 below shows the location of these proposed developments in Downtown Lynbrook.¹

¹For the purpose of this study, HR&A will only consider the economic impact of the Theater and Hotel developments.

Figure 1. Downtown Lynbrook: Proposed Projects, LIRR Station, and Station Area, Lynbrook, NY



Sources: ESRI, 2012. HR&A Advisors

Real Estate Market Scan

The purpose of a real estate market scan is to assess the relative health of a localized property market based on an evaluation of rents, vacancy rates, and planned development. A real estate market scan of the Station Area that encompasses Downtown Lynbrook revealed a healthy market for retail property, an underperforming market for office property, and an underdeveloped market for residential property.

Retail and Office Property Market Conditions

An extract of CoStar data for the Station Area from September 2013 indicates a market for retail property that outperforms the wider village. The 318,000 SF of retail property in the Station Area comprises over a third of the total retail in the village, and average triple-net retail rents of \$27 per square foot in the Station Area are higher than village-wide average triple-net retail rents of \$23. Conversely, the office property market in the Station Area underperforms the village as a whole. According to CoStar, while over 50% of Lynbrook’s 827,000 SF of office property is located in the Station Area, the vacancy rates in the area of 16% are higher than the village-wide vacancy rate for office property of 13%.

Residential Property Market Conditions

Analysis of residential development in the Station Area finds very limited activity over the past 40 years. According to CoStar data from September 2013, with a total of 31,000 square feet, the total square footage of multifamily residential in the Station Area is less than 10% of the total square footage of the combined retail and office property markets, and the most recent multifamily construction in Lynbrook was

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built in 1962. As a consequence, although 35% of village residents live within a half-mile of the LIRR station, only 5% of village residents live within the Station Area, according to ESRI Business Analyst.

In spite of these limiting factors, the demographics of residents in the Station Area compare favorably to that of the village as a whole. According to ESRI Business Analyst, median household incomes in the Station Area exceed the village average, and residents within ½ mile of the station area earn 95% of the average village median household income.

Commuter Trends

According to US Census data, half of Lynbrook's residents work in Nassau County, 40% of its residents work in New York City, and the remainder work in elsewhere in the metropolitan region. With daily ridership of 1,800 in a community of 19,400, the LIRR plays a significant role in the local economy. The parking lots adjacent to the Lynbrook station were about 75% full on the average weekday (2009).

Retail Market Analysis

In addition to the real estate market scan, HR&A conducted a retail market analysis of the Station Area that encompasses Downtown Lynbrook, both under present conditions and in light of the addition of the proposed development projects. This analysis concluded that there is retail oversupply in the Station Area, and determined that although the proposed developments would have a positive effect on the Station Area, they would not substantially close the retail gap.

Current Retail Market Conditions

To evaluate the retail market conditions in the Station Area, HR&A analyzed the potential retail demand of the current population in comparison to the market's retail supply. To conduct this retail gap analysis, HR&A used ESRI Business Analyst to retrieve aggregate dollar estimates of total retail supply and demand within the Station Area.² HR&A calculated the retail gap by subtracting the total demand from total supply, and then used an estimate of sales per square feet to translate the gap into an estimate of square footage.³ In a retail gap analysis, a positive number provides an estimate of the additional square footage that demand in the trade area would support, and a negative number indicates the amount of retail property that currently exceeds local demand. HR&A defined the boundaries of the trade area for the retail gap analysis to be that of the Station Area. A map showing Downtown Lynbrook and the Station Area can be found in **Figure 1**.

As shown in **Figure 2**, HR&A's retail gap analysis shows that aggregate retail supply of \$36.9 million (translated to 78,000 SF) in the Station Area considerably exceeds aggregate retail demand of \$13.5 million (translated to 29,000 SF) across the major categories of Storefront Retail, Groceries, and Food & Beverage, leaving a retail gap of \$23.4 million (translated to 49,000 SF).

² ESRI supply numbers are based on proprietary analysis, and ESRI demand numbers are based on the US Census Consumer Expenditure Survey.

³ Sales PSF estimates were taken from the July 2011 Retail MAXIM report.

Figure 2. Results of Retail Market Analysis for ¼ Mile Trade Area

Industry Group	Supply (SF)	Demand (SF)	Retail Demand Gap (SF)
Storefront Retail	41,500	16,800	(24,700)
Groceries	10,300	7,600	(2,700)
Food & Beverage	25,900	4,300	(21,600)
Total Across All Categories	77,700	28,700	(49,000)

Source: ESRI, HR&A Advisors.

Impact of Proposed Developments on Retail Market Conditions

Based on experience supporting town-center redevelopment efforts in suburban communities across the metropolitan area, HR&A concluded that neither the proposed Hotel project nor the proposed Theater project will generate sufficient additional local demand to close the retail gap in the Station Area.

In order for the Hotel to play a meaningful role in increasing local retail demand in Downtown Lynbrook, it must build on the momentum of existing and adjacent destinations. At present, Downtown Lynbrook lacks the distinctive retail and unique dining destinations whose presence and appeal the Hotel could amplify. Over the long term, however, the Hotel can play a central and ongoing role in the efforts of the Village to revitalize the retail and dining options in Downtown Lynbrook, given its central location and predictable pipeline of additional visitor traffic.

In comparison, the proposed Theater development could result in additional foot traffic to local bars and restaurants if it were located in a walkable, curated shopping and entertainment district designed to encourage moviegoers to linger in the community. At present the area at the edge of the downtown core surrounding the location of the proposed Theater does not have these characteristics. However, while it may not significantly increase retail sales, the revitalized theater can meaningfully benefit the Village by creating a regional entertainment destination in Downtown Lynbrook.

Impact of Residential Development on Retail Market Conditions

HR&A concluded that additional residential development in Downtown Lynbrook would contribute to the absorption of the excess retail outlets. According to the Urban Land Institute, in a suburban commercial district, for every 100,000 square feet of retail, planners and developers should target a minimum of 1,000 dwelling units within a 10-minute walking distance in order to gain the constant and durable customer base of a mixed-use community.⁴ The additional demand made possible by increasing Downtown Lynbrook's residential population in line with this ratio would help absorb excess retail supply and increase the area's economic self-reliance.

⁴"Ten Principles for Reinventing America's Suburban Business Districts," Urban Land Institute, 2002.

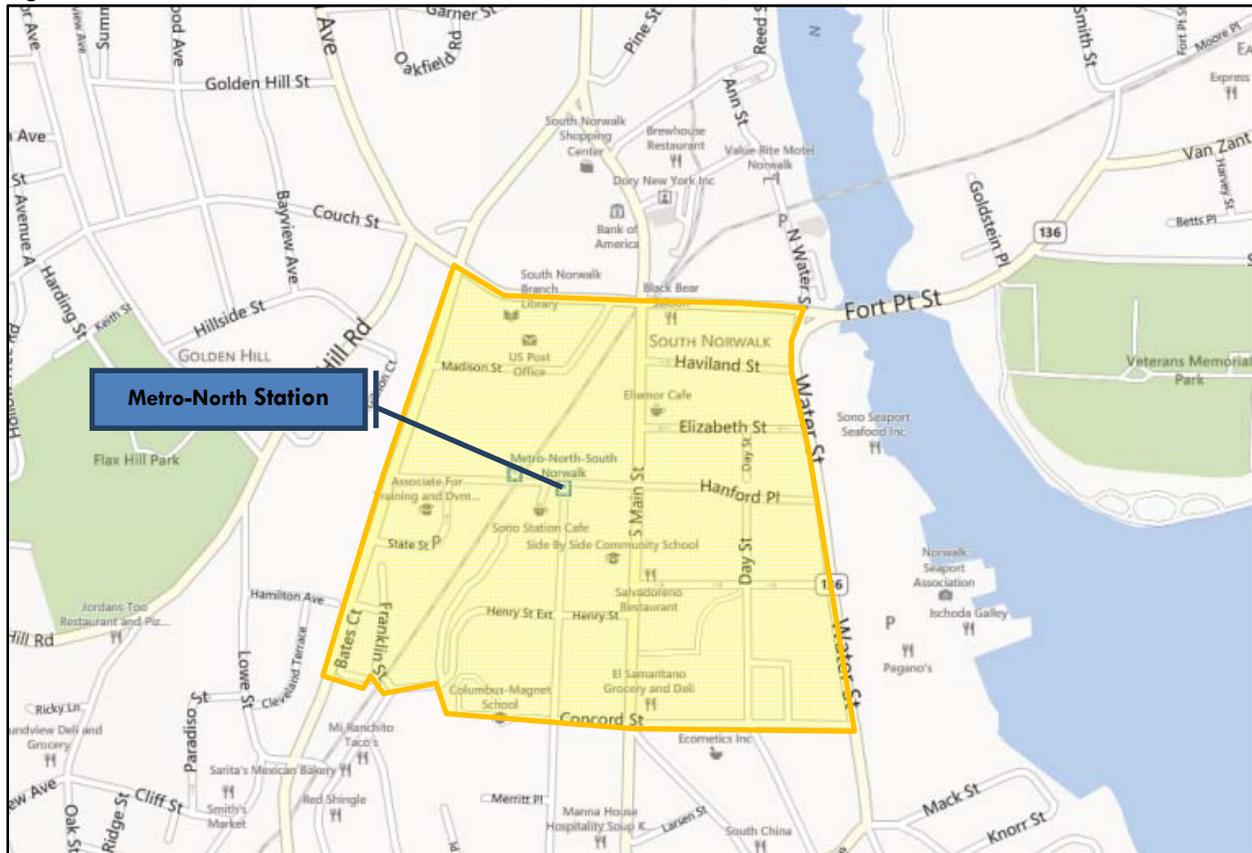
Strategic Recommendations for Downtown Lynbrook

Based on the above market analysis, HR&A suggests that the following policy strategies can be used by village leaders to shape the redevelopment of Downtown Lynbrook. HR&A selected South Norwalk, South Orange, and Rahway to illustrate the strategies and impact comparable communities implemented to address conditions similar to Downtown Lynbrook.

- **Village officials should promote a distinct identity for Downtown Lynbrook and design a tenancing and branding strategy that advances this identity.** To maximize the long-term commercial opportunity of increased development in Downtown Lynbrook, village leaders should define and enforce a unique and distinctive brand and image through a customized tenancing strategy, urban design guidelines and façade improvement programs. The case study for South Norwalk demonstrates the effect of this strategy on similar redevelopment efforts.
- **Village officials should encourage new multifamily residential development in Downtown Lynbrook.** Despite fast and frequent train service to Manhattan, very little multifamily residential development exists in Downtown Lynbrook, and no multifamily residential has been constructed in recent decades. It is widely recognized by economic development specialists and policymakers that the successful introduction of multifamily residential to a downtown core can be a highly effective strategy to increase local retail demand and spur economic revitalization. The case study for South Orange outlines how municipal leaders used the addition of integrated multifamily residential and retail development to attract new and distinctive retailers to their town center.
- **Village officials should leverage proven redevelopment techniques to implement rebranding efforts and encourage additional residential development.** Village officials should create an active and engaged economic development entity that can work closely with local businesses, political leadership, and community organizations to advance a coordinated rebranding effort for the Village. Officials should make sure to include streetscape improvements and beautification programs as part of these efforts. To manage the introduction of multifamily residential development and create a walkable, vibrant retail district, Village officials can enact an overlay to the Downtown Lynbrook zoning code. The case studies for South Norwalk, South Orange, and Rahway all demonstrate how these techniques have been used to implement a redevelopment agenda, introduce a distinctive aesthetic character, and drive further economic growth in similar communities elsewhere in the metropolitan area.

Case Study 1: South Norwalk, Connecticut

Figure 3. “SoNo” District and Metro-North Station, South Norwalk, CT



Source: HR&A Advisors

South Norwalk is the historic urban core of Norwalk, Connecticut, a city of 86,000. The role of the Norwalk Redevelopment Agency (NRA) in the ongoing revitalization of South Norwalk provides an instructive example for Lynbrook of how a local development entity such as a development agency or business improvement district can play a vital role in the transformation of an underperforming suburban town center into a distinctive local destination.

Summary of Redevelopment Efforts

Formed in the early 1950s, the NRA has assumed a central role in successful long-term redevelopment of South Norwalk. The area experienced fitful growth from 1950 through 1970 as a suburban exodus drained the area of businesses and residents, leading to rapid commercial turnover and destabilization of local retail demand. By the mid-1970s, many buildings were vacant and slated for demolition. The NRA was charged with the responsibility to create a long-term program of urban revitalization that would leverage its existing assets after the election of Mayor Bill Collins.

As a first step, the NRA spearheaded the creation of the South Main and Washington National Historic District in 1977, later rebranded as “SoNo.” The NRA used the creation of the District to spur the redevelopment of architecturally distinctive industrial and warehouse properties in South Norwalk. The formation of the district enabled city officials to secure \$10 million of discounted financing in order to encourage mixed-use development. Based on this initial success, the District was expanded twice – first in

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1985 and then in 1999. The current boundaries of the SoNo historic district within South Norwalk are shown in **Figure 3** above.

In recent years the NRA has continued to support the further redevelopment of South Norwalk by offering tax abatements, small business loans, and location assistance. Thanks to the efforts of the NRA, the SoNo district has become the largest center for arts and culture in Fairfield County. Over thirty retailers are now based in the area, ranging from national brands such as American Apparel to most recognized restaurants and specialty shops. Recent articles in the New York Times and the Wall Street Journal have examined South Norwalk's resurgence and transformation into a distinctive retail and residential neighborhood.

Figure 4. Retail Corridor, South Norwalk, CT



Source: Flickr

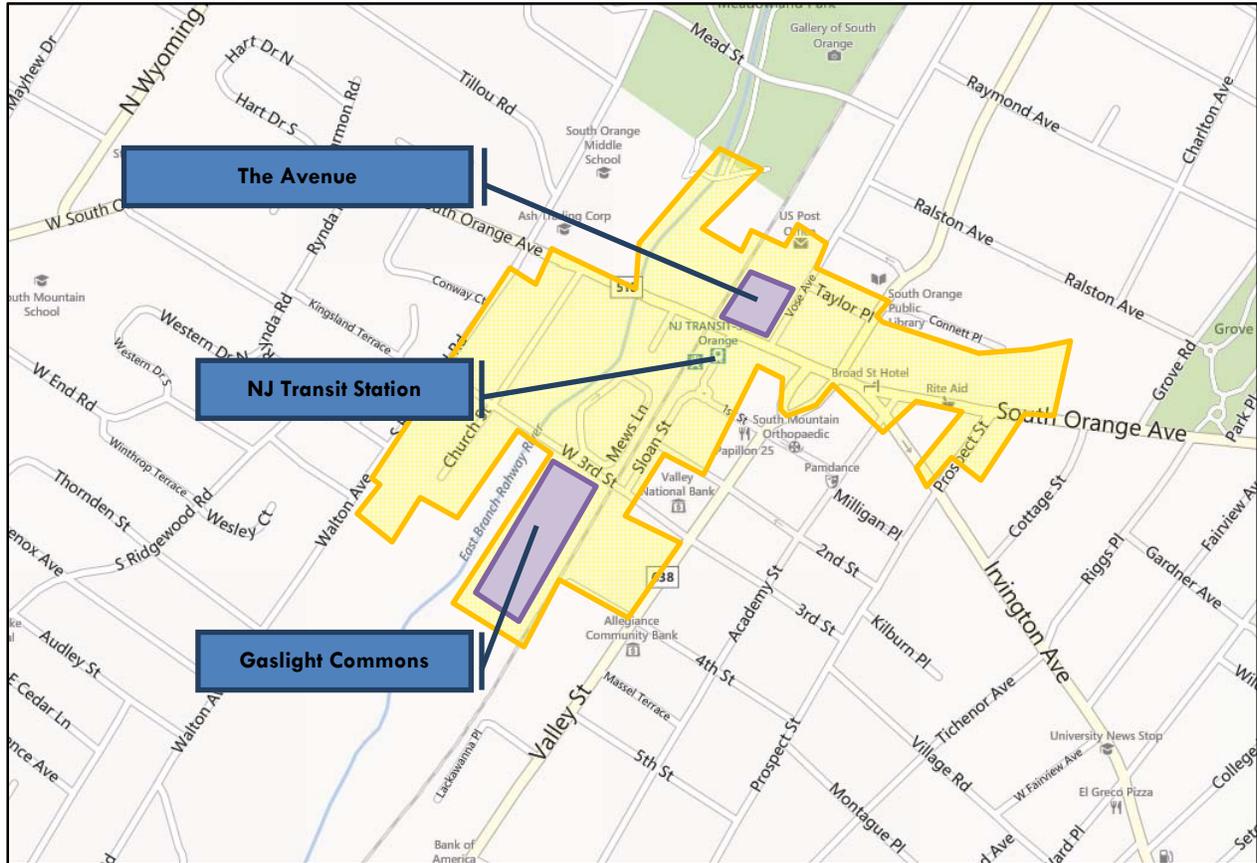
Lessons for Lynbrook

The multi-decade impact of the Norwalk Redevelopment Agency on the revitalization of South Norwalk has valuable lessons for Lynbrook.

- **A local development entity can play a central role in formulating and sustaining a new identity for a retail corridor throughout changing market conditions.** Over a 40-year period, the NRA has worked hard to create and advance a new image for South Norwalk, one which has received significant press coverage and shaped local tastes.
- **A local development entity can provide the tools and financial incentives required to lure desired tenants.** The NRA helped facilitate discount financing to incentivize development at the creation of the SoNo district and continues to offer tax abatements and discount loans to prospective tenants.

Case Study 2: South Orange, New Jersey

Figure 5. South Orange Redevelopment Zone and NJ Transit Station, South Orange, NJ



Source: HR&A Advisors

South Orange is an economically diverse, inner-ring suburban municipality of 16,000 located 30 minutes from Penn Station on NJ Transit. The new residential development that resulted from a change to the South Orange zoning code suggests the character of the potential gains that a similar strategy could bring to Lynbrook.

Summary of Redevelopment Efforts

In 1996, the Village of South Orange approved a redevelopment plan for property in the vicinity of its NJ Transit station. This plan included flexible zoning and PILOT (Payment In Lieu Of Taxes) incentives to attract developers, with a primary goal to encourage high-density, mixed-use development. Near to the time that this plan was introduced, NJ Transit introduced MidTOWN Direct, a rail project that cut commute times to Manhattan by 20-40 minutes for riders of the Montclair-Boonton line. South Orange, a station on this line, saw a substantial increase in ridership as a result.

In 1999, South Orange was designated a Transit Village by the New Jersey Department of Transportation, and as part of this effort, they create a Transit Village Overlay District around the NJ Transit Station. That same year, the closure of a ShopRite created an opportunity for South Orange to take advantage of the new zoning overlay and introduce a large-scale mixed-use development. Rather than permit immediate redevelopment of the existing property, South Orange officials acquired the site, as well

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as nearby lots and easements, to assemble a parcel of sufficient size to attract private capital for mixed-use development. Thanks to its PILOT program, South Orange was able to secure a commitment from Sterling Properties to build a large-scale mixed-use development on the merged site. Working in partnership with South Orange, Sterling Properties secured Eden Gourmet Markets as the anchor tenant of the development, which opened in 2008 as the “Avenue” and is shown in **Figure 6** below.

With 79 residential units built around the grocery, and fronted by an attractive café and restaurant, the development has improved the character of the area around the train station. Other nearby developments have also taken advantage of the zoning and incentive programs of the Village. For example, Gaslight Commons is another upmarket condominium property near to The Avenue of over 200 units.

Figure 6. The Avenue, South Orange, NJ



Source: Flickr

Lessons for Lynbrook

The successful introduction of mixed-use redevelopment in the central retail district of South Orange has the following lessons for the further redevelopment of Downtown Lynbrook.

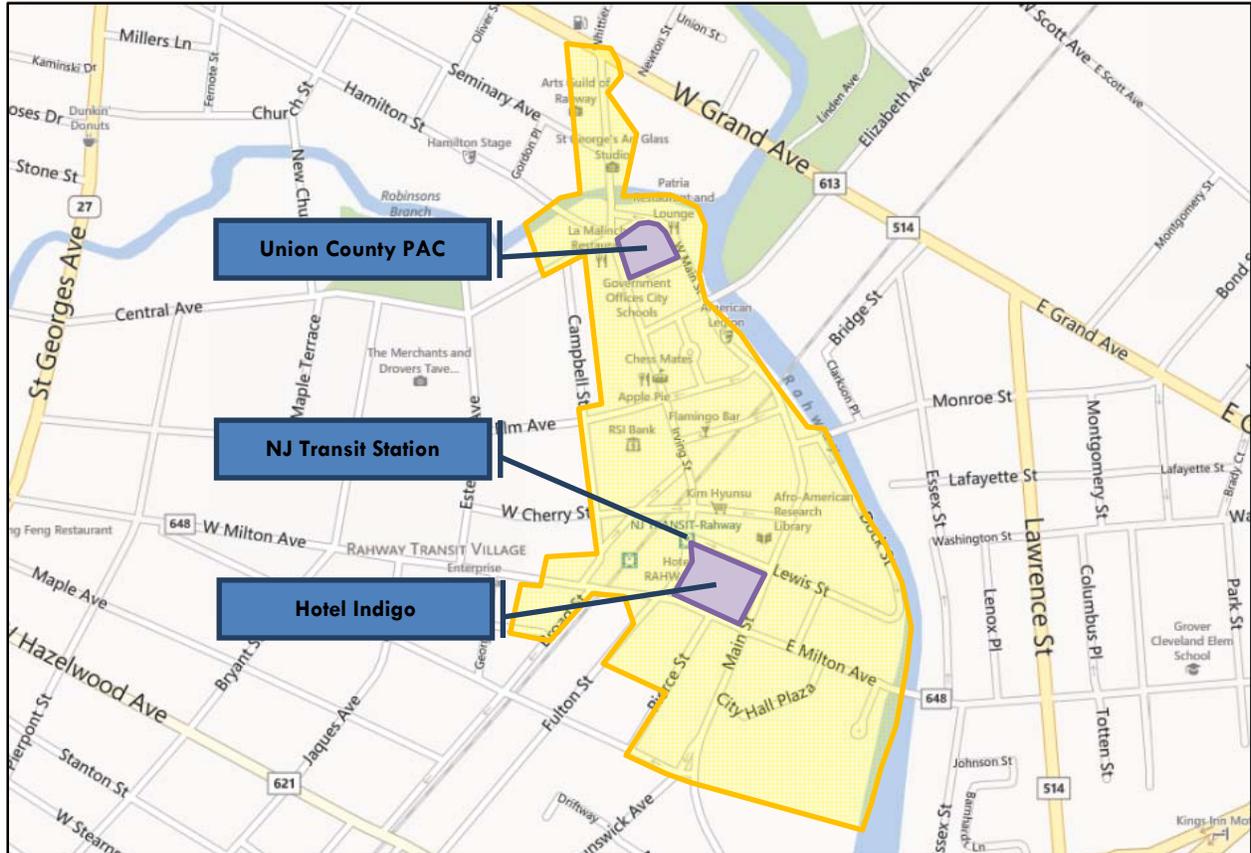
- **Significant zoning changes may take years to result in transformative development projects.** Although a change in zoning code can create the conditions for transformative redevelopment, finding the right development opportunity requires patience from municipal leaders. Nine years passed between the closure of the ShopRite in South Orange and the opening of the Avenue.
- **Whether through a development entity or through direct assistance, local officials must be willing to use incentive programs to help reinforce developer interest.** Although MidTOWN Direct had considerably improved the accessibility of South Orange to Manhattan, incentives were still required to induce Sterling Properties to invest on the site.

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- **Distinctive retail can attract desirable residents.** The high-end appeal of the Eden grocery at the Avenue helped attract tenants that could afford premium real estate prices, with benefit to the property tax collections of South Orange.

Case Study3: Rahway, New Jersey

Figure 7. Rahway Special Improvement District (SID) and NJ Transit Station, Rahway, NJ



Source: HR&A Advisors

Rahway is a city of 27,000 in Union County, New Jersey, whose redevelopment efforts have centered on the development of cultural amenities to draw outside visitors. This strategy has relevance to Lynbrook as it considers how to develop a new identity to distinguish itself from neighboring communities.

Summary of Redevelopment Efforts

Historically a manufacturing center, Rahway experienced an economic decline in the decades following World War II. The growth of suburban office parks near to highways drew away many of its businesses, which led to depopulation and blight in its downtown. Former Mayor James Kennedy, who led the city from 1991 to 2010, pursued a strategy of revitalizing Rahway through renovating its streetscapes, improving its infrastructure, and reclassifying its zoning. Much of this effort was centered on the creation of a Special Improvement District, an economic development entity akin to a Business Improvement District that coordinated and implemented infrastructure improvements. A map of the Special Improvement District for Rahway can be found in **Figure 7** above.

Threaded throughout its revitalization efforts has been an effort by city leadership to position Rahway as a major cultural center for northern New Jersey. In 1999 the city renovated the 18th-century “Merchants and Drivers Tavern,” turning it into a historical museum. Shortly thereafter, the city renovated its public library through a unique public-private partnership that included market-rate office space, and transformed a downtrodden cinema into the 1,300 seat Union County Performing Arts Center (UCPAC) over a 15-year period. In September 2012, the city opened the Hamilton Stage for the Performing Arts, a \$6 million, 199-seat theater that currently hosts seven performing arts groups.

These initiatives have generated substantial results. Over a 20-year period the city has added over 700 market-rate housing units, several new restaurants, and has expanded the local YMCA. The city also added the Hotel Indigo, a 100-room upscale boutique hotel, shown in **Figure 8** below.

In addition, Rahway has linked the development of its arts district with larger goals for residential development. Across the street from the UCPAC, the Actors Fund Housing Development Corp has proposed a project of 68 housing targeted at performers and their families.

Figure 8. Hotel Indigo, Rahway, NJ



Source: RahwayRising.com

Lessons for Lynbrook

Rahway’s arts-focused strategy has meaningful lessons for Lynbrook.

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- **An arts-focused strategy can also include residential components.** As part of the development of its new theater, Rahway has proposed to add 68 units of affordable housing for performance and visual artists.
- **Challenging conditions in the regional economy can thwart the best of efforts.** Although Rahway successfully renovated the streetscape of its downtown, attracting retailers and well-regarded restaurants, as of 2011 the anemic housing market continued to limit their growth, closing some and putting all under pressure.



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Nassau County Infill Redevelopment Feasibility Study *Valley Stream: RFP Process Memorandum*

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The Nassau County Executive and Parsons Brinckerhoff

December, 2013

Purpose of Memorandum

HR&A Advisors (HR&A), as part of the Nassau County Infill Redevelopment Feasibility Study (NCIRFS), has produced this memorandum summarizing a model for managing a competitive process through which the Village of Valley Stream (Village) would select a developer to implement a proposed redevelopment of selected parcels in Downtown Valley Stream (Site). This approach is based on the substantial experience of HR&A in managing related competitive developer selection processes in similar communities, best practices from other transit-oriented development projects, and recent discussions on the specific needs of the Village.

Summary of Local Conditions in Valley Stream

A prosperous and racially diverse South Shore community, Valley Stream benefits from fast and frequent LIRR service to Manhattan. However, CoStar data shows that the area near to its LIRR station is underdeveloped, with only 1% of Village multifamily units and 11% of Village retail, much of it in aging buildings. These conditions are similar to those found elsewhere in Nassau County. According to CoStar, in the last five years only ten projects (representing 1,160 units) have been built in Nassau County. 85 percent of the housing stock in Nassau County was built before 1970.

Valley Stream's leadership has established the pursuit of new mixed-use development as a policy priority. In January 2013, under the leadership of Village Mayor Ed Fare, Valley Stream revised its zoning regulations to standardize the review process for mixed-use development. The Village also began a coordinated effort to encourage the attraction of new businesses to the Rockaway Avenue commercial corridor. Building on these efforts, the Village joined with Nassau County to participate in the NCIRFS, identifying the three Village-owned parking lots adjacent to its LIRR station that comprise the Site.

Defining the Opportunity

Nassau County, working with Parsons Brinckerhoff and HR&A Advisors, generated conceptual development scenarios for the Site. Through these conceptual scenarios, Nassau County and its consultant team estimated that the Site could support between 150 and 300 residential units and a limited amount of amenity retail, along with current levels of resident and non-resident commuter parking and additional capacity to accommodate new residents and visitors.

In tandem, HR&A contacted development companies active in Long Island and the metropolitan area to assess market interest in pursuing transit-adjacent development in Nassau County. Through these interviews, HR&A found that residential developers believe a clear demand exists for such developments, but noted that the uncertainty of permitted density – the absence of clearly-defined zoning codes – could hobble the pace of development and drive up costs. Many developers commented on the essential role of tax credits and discount financing to offset Long Island's high construction costs.

Building on these conversations, Nassau County hosted a developer workshop at HR&A's New York City offices on October 24th, where it presented the conceptual development scenarios for the Site to representatives of five development companies active in Long Island and the metropolitan area. Local officials from Valley Stream participated in the session and reiterated their interest in encouraging new development. The developers in attendance expressed interest in and optimism for transit-adjacent

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development at the Site, with consensus on the strategic advantages of fast rail access to New York City and Kennedy Airport. The developers also emphasized the importance of discount financing to offset construction costs and the strong local market demand for substantial on-site parking. There was wide agreement among the development companies present that establishing clear guidelines on scale and character – while offering flexibility on the maximum amount of density permitted – would help developers respond to changing market conditions during the pre-development process and would significantly contribute to the success of any redevelopment proposal.

Based on these findings, HR&A recommend that Valley Stream move forward with a master developer selection process that would enable the Village to define the scale, design guidelines, and incentive programs for the Site while offering limited flexibility on allowable densities. In the following sections of this memorandum, HR&A outline the master developer selection process in further detail and recommend next steps for the Village to consider.

Site Master Developer Selection Process Overview

The selection of a developer to implement the proposed redevelopment of the Site is one of the most crucial steps in successfully realizing the Site’s projected economic, fiscal, and urban design benefits for the Village. Not only must the Village identify and successfully negotiate with the development company best suited to the task, the process of selecting that company must be done in a way that is perceived by the development community and the public as objective and fair.

The primary objective of the developer selection process is to identify and complete an agreement with a highly capable development company with the requisite skills, experience, financial resources and access to capital to fully implement a proposed development program for the Site, subject to specific financial and performance terms to be negotiated.

HR&A envision that the developer selection process would proceed through four distinct, but overlapping, stages as illustrated in **Figure 1** below, each of which is then briefly described.

Figure 1. Model Master Developer Selection Process



Source: HR&A Advisors

Description of the Steps in the Process

The following is a brief summary of each step in a model developer selection process.

1. Pre-Solicitation Soundings with Developers

The first step would consist of senior Village staff and members of the Board of Trustees (Trustees) conducting a series of initial meetings with a range of development companies known to be capable of fulfilling the developer role. The purpose of these initial meetings, or “soundings,” would be to assess developer interest in responding to the Village’s selection process (as discussed below), and to discuss in general terms the Village’s intended process, solicitation response requirements and general business terms and conditions. These soundings would provide an opportunity to further acquaint prospective bidders with the status of the project and the Village’s intentions for developing the Site, and obtain feedback on the intended process prior to formal advertisement for proposals. In addition, the meetings will help Village officials and Trustees assess which public-sector incentive programs may be required to ensure market interest in the development of the Site.

2. Request for Qualifications

The next step would involve issuing a developer Request for Qualifications (RFQ). Responses are intended to focus on the responding development companies’ relevant skills, experience and financial resources for developing the Site, and the experience and skills of the other design, engineering, entitlements, financial and other professionals that would be members of the developer’s project team. The primary purpose of this step would be to identify a short-list of the most highly qualified development companies to participate in the subsequent RFP process. There are a number of options for how the recommendation formulation task described toward the end of this step in the process might occur, including use of an appointed panel to review the technical review and evaluation results prior to forwarding a selection recommendation to the Trustees.

Specific RFQ implementation tasks would likely include:

- Drafting the RFQ;
- Review and approval of the RFQ by the Trustees;
- Identification of candidate developers to be notified about the RFQ;
- Managing the RFQ distribution and public notification processes, including public hearings to answer questions on the purpose of the RFQ;
- Managing the process of briefing prospective bidders and responding to questions during the response preparation period;
- Conducting a structured and objective review and evaluation process for the submitted responses, including independent verification of developer experience and financial resources, and ranking of the responses in terms of the RFQ’s quantitative and qualitative selection criteria;
- Conducting interviews with a subset of respondents, if desired by the Village;

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- Formulating recommendations on which developers should be selected by the Village Trustees to proceed to the next step in the process and assisting the Trustees in reviewing that recommendation; and
- Notification to all bidders of the selection decisions, and subsequent release of shortlisted developers to the public.

3. Request for Proposals

Developers selected on the basis of the RFQ process would then be asked to prepare formal implementation proposals. It is anticipated that the RFQ would include a draft contract spelling out all of the key business terms and Village expectations, to which the development proposals will need to provide specific responses and counter-proposals, as applicable. Accordingly, the Village should engage legal counsel with experience drafting complex real estate transaction agreements of this type. This engagement should occur during the RFQ phase of the process so that work on the draft agreement to be included in the RFP can commence well in advance of the scheduled RFP release date. The primary purpose of this step would be to identify at least two semi-finalist developers with whom the Village staff would be directed to conduct negotiations for final developer selection by the Trustees. There are a number of options for how this final selection might occur, including use of the RFQ review panel described above and/or public presentations by the candidate developers to the Trustees.

Specific RFP implementation tasks are similar to the RFQ tasks and would likely include:

- Drafting the RFP;
- Village staff review and approval of the RFP;
- Managing the RFP distribution processes;
- Managing the process of briefing prospective bidders and responding to questions during the proposal preparation period;
- Conducting a structured and objective review and evaluation process for the submitted proposals, including independent verification of the proposed financial and other business terms and conditions, and ranking of the responses in terms of the RFP's quantitative and qualitative selection criteria;
- Formulating recommendations on which developers should be selected by Village decision makers to proceed to the next step in the process and assisting Village decision makers in reviewing that recommendation; and
- Notification to all proposers of the selection decisions.

4. Final Negotiations and Developer Selection

The final step in the process would involve simultaneous negotiations between Village staff and the top two development companies selected during the preceding RFP step in order to reach a recommendation for final selection and execution of a development agreement and related documents. These negotiations

would be expected to focus primarily on financial and business terms and conditions as well as the schedule of performance as contained in each developer's response to the model development agreement included with the RFP. Once a developer has been selected, the Village should host a community meeting that provides an update on the development proposal and provides an opportunity to answer the questions of local residents and businesses.

Recommended Next Steps for Valley Stream

HR&A recommends that the Village pursue the following next steps in advance of initiating the developer selection process that is outlined in the above memorandum.

- **The Village should solicit a market study to confirm the amount of residential development, retail development and parking that is appropriate for the Site in light of current and projected local market conditions.** In addition, the Village should contact the LIRR to obtain current and projected parking requirements based on the railroad's long-term ridership forecasts. This exercise will guide further discussions with developers as well as the final selection of a preferred redevelopment program.
- **The Village should conduct pre-RFP meetings with local developers to generate specific ideas for redevelopment.** Ahead of the "soundings" outlined in this memorandum, these meetings would permit Village officials to conduct open-ended discussions with local developers on the development potential of the Site.
- **The Village should identify a set of public-sector incentive programs that will ensure ongoing developer interest and the submission of financially viable proposals.** These programs may include such strategies as discount financing, targeted zoning overlays, additional parking fees to finance development, and the introduction of local streetscape improvements near to the Site.
- **The Village should conduct outreach efforts that target third parties who may have a specific interest in Site redevelopment, including private owners of adjacent parcels and the Long Island Rail Road (LIRR).** This initiative would set the stage for ongoing collaboration between the Village and said third parties throughout the pre-development and development process.