BALDWIN

Downtown Revitalization Initiative

Local Planning Committee Meeting 4

February 25, 2020
Agenda

• Welcome
• Meeting Goals
• DRI Workplan and Schedule
• Update on Outreach Efforts
• Vision and Goals
• Results of LPC Project Grouping
• Proposed Preliminary Project List
• Next Steps
• Public Comments
Meeting Goal(s)

Build consensus on the preliminary project list to be presented at the upcoming community meeting.
Conflict of Interest Recusal Form

Do any LPC members need to make a disclosure?

1. Fill out the recusal form if you are recusing yourself from engaging on a specific project(s) where you have a conflict.

2. Return the Forms to Abi Rudow
## Workplan & Schedule

### PHASES

<table>
<thead>
<tr>
<th>PHASES</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
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<td>Downtown Assessment</td>
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<td>Stakeholder Outreach and Project Identification</td>
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<td>Project Selection and Plan Approval</td>
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- **Downtown Assessment**
  - Vision, Goals, Strategies, Downtown Profile and Assessment

- **Stakeholder Outreach and Project Identification**
  - Preliminary Project List

- **Project Definition and Evaluation**
  - Final Project List & Project Profiles

- **Project Selection and Plan Approval**
  - Final DRI Investment Plan

- **Deliverable**
- **LPC Meeting**
- **Community Meeting**
Outreach Update

Since the last LPC meeting on January 29, ongoing outreach efforts included further discussions with the following project applicants:

- Malkin Appliances Mixed-use
- Baldwin Community Clinic and Health Center
- 803 Foxhurst Road Mixed-Use
- 2410 Grand Avenue Mixed-Use
- Baldwin Business Center
- 775 Brooklyn Avenue
- Amendola Property
- Pathmark Site
- 1891 Grand Avenue
- Delicious Moments Caterers
- 2283 Grand Ave

• Town mailer sent to property owners within the DRI boundary
• Consultant team coordination with project applicants, property owners, and municipal agencies
• Community updates via DRI website, and social media
• Community meeting scheduled for March 11
The Baldwin community envisions its downtown as a thriving, vibrant, and pedestrian-friendly mixed-use corridor along Grand Avenue and Merrick Road, anchored by the Baldwin Long Island Railroad Station. Baldwin residents are diverse and engaged and have long recognized the potential for Downtown Baldwin to become a place where residents, commuters, and visitors want to live, work, shop, dine, and recreate. Through investments in public infrastructure, strategic leveraging of private development opportunities, and building on a foundation of its existing assets, Downtown Baldwin will thrive as a center of activity and sustainable economy that the community needs and has long been working toward.
Baldwin DRI Goals

**Goal 1**
Enhance and beautify the cultural, recreational, and community assets of the DRI Area to transform downtown Baldwin to an active and vibrant center that serves the needs of a diverse and engaged citizenry.

**Goal 2**
Implement public realm improvements to provide a safe and welcoming environment for pedestrians, bicyclists, and transit riders, and to support future growth in Baldwin.

**Goal 3**
Leverage publicly-owned properties, new development, and private investment supported by the Baldwin Mixed-Use Overlay District to promote public enhancements and infrastructure improvements for the Baldwin community.

**Goal 4**
Strengthen the physical and economic resiliency of the entire Baldwin community by promoting mixed-use growth, sustainable and resilient infrastructure, high quality retail offerings, and a variety of housing opportunities in the downtown.
Project Identification Process

- **Call For Projects**: November – January
- **Preliminary Review Of Project Proposals**: December – February
- **LPC And Community Input On Projects**: December - January
- **Eliminate Projects That May Not Be Viable And Develop Preliminary Project List**: December - March
- **Build Consensus Final Project List**: February - April
Methodology

• Qualitative exercise designed to inform the LPC’s development of the Preliminary Project List
• Goal was to begin to narrow down the projects submitted through the call for project process
• Each LPC member individually grouped each project into one of the four categories. Comments were also provided by LPC members and considered by the consultant team
• Results for each project were organized into a spreadsheet
• Projects were placed into group A, B, C, or D based on majority grouping and the LPC’s comments
• Transformative and Supported by the LPC

• Likely to be Recommended by the LPC but Additional Details are Needed

• Supported by the LPC but may not be the best fit, or ready for DRI Funding

• Limited Support From the LPC and not Likely to be Recommended for DRI Funding
• Implementation of Green Infrastructure/Storm Resiliency
• Baldwin Chamber of Commerce Placemaking
• Malkin Appliances Site Renovations
• Baldwin High School Gateway Improvements
• Merrick Road Traffic and Pedestrian Safety Improvements
• 800 Merrick Road Redevelopment
• 775 Brooklyn Avenue Transit Oriented Development
Projects The LPC Classified As Likely To Be Recommended But Additional Details Are Needed

- Baldwin Dog Park
- Baldwin Business Center
- Façade Improvement Revolving Loan Fund - Two Fronts Initiative
- Façade Renovation and Digital Sign
- Enhance Commuter Amenities
- Downtown Marketing or Branding Effort
- Baldwin LIRR Station Plaza
- Food Business Incubation and Grocery
- Improve Connectivity across Sunrise Highway
- Pedestrian Walkway Improvements
Project In This Group Is Proposed To Be Removed From Further Consideration

1

Food Business Incubation and Grocery

No Project Sponsor, No Location
• Baldwin Downtown Public Art Project
• Baldwin Public Library Interior Renovation
• Baldwin Historical Society and Museum Property
One Of The More Project Ready Submissions, Would The LPC Support A Scaled Back Funding Request?
<table>
<thead>
<tr>
<th>Projects The LPC Classified As Having Limited Support And Not Likely To Be Recommended For DRI Funding</th>
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<tbody>
<tr>
<td>• Coach Diner Signage and Lighting</td>
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<tr>
<td>• Non-Profit Economic Development Loan Fund</td>
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<tr>
<td>• Baldwin Public Library Plaza Enhancement and Reactivation</td>
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<td>• Recreation Center</td>
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<tr>
<td>• Arts and Cultural Center</td>
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<tr>
<td>• Baldwin Cultural Arts Center</td>
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<tr>
<td>• Kellogg House Community Space Improvements</td>
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<tr>
<td>• Sunrise Trail and Sunrise Highway Pedestrian Improvements</td>
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<tr>
<td>• Retail Development and Historic Preservation Fund</td>
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</table>
LPC indicated that this project should be funded through a different funding source.

Incorporated into Façade Improvement Program

Coach Diner Signage and Lighting

Baldwin Public Library Plaza Enhancement and Reactivation

No project sponsor

Recreation Center

Non-profit Economic Development Loan Fund

Greater LPC support for Façade Improvement Loan Fund

No project sponsor
Projects In This Group Proposed To Be Removed From Further Consideration

continued

*Arts and Cultural Centers, and Baldwin Cultural Arts Center

**Minimal support from LPC and art component incorporated into Downtown Art Project**

Retail Development and Historic Preservation Fund

**More support for other loan fund**

Sunrise Trail and Sunrise Highway Pedestrian Improvements

*No project sponsor*

Kellogg House Community Space Improvements

**Minimal LPC Support**
PROPOSED DOWNTOWN STRATEGY

• Focus funding on the area around the LIRR
• Create a new public plaza to activate the downtown
• Create a critical mass of people living within a half mile radius of the LIRR through investments in TOD
• Complement TOD with additional mixed-use projects
• Leverage Town and County investments to transform the pedestrian experience
Transit-Oriented & Mixed-Use Development

- 775 Brooklyn Avenue Transit Oriented Development
- Baldwin LIRR Station Plaza
- Malkin Appliances Site Renovations
- 1891 Grand Avenue Mixed-Use Development
- 800 Merrick Road Redevelopment
- Baldwin Business Center
- 803 Foxhurst Road (NEW)

Downtown Placemaking & Walkability

- Implementation of Green Infrastructure/Storm Resiliency
- Façade Improvement Revolving Loan Fund Two Fronts Initiative
- Façade Renovation and Digital Sign
- Enhance Commuter Amenities
- Downtown Marketing or Branding Effort
- Improve Connectivity across Sunrise Highway
- Pedestrian Walkway Improvements
- Baldwin Downtown Public Art Project
- Baldwin Historical Society and Museum Property
- Baldwin High School Gateway Improvements
- Merrick Road Traffic and Pedestrian Safety Improvements
- Baldwin Dog Park
TRANSIT ORIENTED & MIXED-USE DEVELOPMENT

Amendola

775 Brooklyn Avenue Transit Oriented Development

Baldwin Square Shopping Center

Toyota Site

Malkin Appliances Renovations
Transit Oriented Development

- 765 Units
- 786,000 Total SF
- Inc. 70,000 SF of Retail
- Public Plaza
775 Brooklyn Avenue

- 45 Units
- 50,000 SF
- Inc. 8,000 SF of Retail
- Public Plaza
Mixed-Use Projects
North of LIRR
DESCRIPTION: Demolition of the existing building and construction of a new mixed-use facility with 8,000 SF of ground floor retail to accommodate three tenants, including Malkin Appliances and Malkin Mattress Gallery, and 27 residential units above.

SPONSOR: Malkin Appliances

TOTAL PROJECT COST: $4,500,000

REQUESTED DRI FUNDING: $572,000
DESCRIPTION: New mixed-use development consisting of 48,727 total SF, 56 residential units, 3,982 SF of retail, and 62 parking spaces.

SPONSOR: Isaiah Moultrie

TOTAL PROJECT COST: $15,000,000

REQUESTED DRI FUNDING: $2,000,000

1891 Grand Avenue
Mixed-Use Projects South of LIRR
DESCRIPTION: Renovation of the existing building to include a second floor with 4 residential units and collaborative workspace.

SPONSOR: Manny Alvarez

TOTAL PROJECT COST: $1,100,000

REQUESTED DRI FUNDING: $750,000
DESCRIPTION: Redevelopment of existing facility to include 2 storefronts and 4 apartment units. Green element upgrades, including permeable pavers, landscaping and LED lighting.

SPONSOR: Brant Corp.

TOTAL PROJECT COST: $1,000,000

REQUESTED DRI FUNDING: $250,000

800 Merrick Road
Baldwin Business Center

DESCRIPTION: Renovation of a site (location to be determined), to attract startups and/or small businesses to a professional and convenient environment with easy access to transportation and a built-in supportive community that fosters collaboration, innovation and productivity.

SPONSOR: Kimberly M. Malone – Baldwin Civic Association

TOTAL PROJECT COST: $770,000

REQUESTED DRI FUNDING: $320,000
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<tr>
<th>Project Title</th>
<th>Funding Request</th>
<th>Total Project Cost</th>
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<tr>
<td>775 Brooklyn Avenue Transit Oriented Development</td>
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<tr>
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<td>Malkin Appliances Site Renovations</td>
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<td>Baldwin Business Center</td>
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<tr>
<td>803 Foxhurst Road</td>
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7 TOD & Mixed Use Projects

$6.39 M DRI Funding Requested

$24.37 M Total Project Costs
DOWNTOWN PLACEMAKING & WALKABILITY

- Revolving Loan Fund Program for Facade Improvements
- Commuter Amenities and Enhancements
- Improve Connectivity Highway
- Baldwin Chamber Digital Sign
- LIRR Station Plaza
- Pedestrian Walkway
Nassau County Complete Streets

6 litter receptacles to be placed between Merrick Road and Stanton Ave

6 benches to be placed between Merrick Road and Stanton Ave

85 decorative street light poles to be placed on the east and west side of Grand Avenue between Merrick Road and Lorenze Avenue

16 deciduous trees to be placed east and west side of Grand Ave between Merrick Road and Lorenze Avenue
DESCRIPTION:

- Eastern Extension of Pedestrian Plaza with incorporation of Green Infrastructure
- Pedestrian Walkway Improvements connecting Town Parking Lots to Grand Avenue and Merrick Road
- Brooklyn Avenue Streetscape Enhancements complimenting the public plaza and LIRR Station
- Baldwin High School Gateway Improvements

SPONSOR: Town of Hempstead

TOTAL PROJECT COST: $2,250,000
REQUESTED DRI FUNDING: $2,250,000
DESCRIPTION: Implement roadway improvements and pedestrian amenities to facilitate improved connectivity and safer movement across Sunrise Highway.

SPONSOR: NYS Department of Transportation

TOTAL PROJECT COST: TBD

REQUESTED DRI FUNDING: TBD
DESCRIPTION: Implement a branding and/or marketing program to attract new visitors and businesses and to establish a unique identity and character for downtown Baldwin. Project may include the design of a community logo, slogan and theme. Funding can be used for investments in art projects, including a number of murals, crosswalk-art, and three-dimensional artwork to be installed throughout the DRI Area.

SPONSOR: Baldwin Civic Association

TOTAL PROJECT COST: $442,500
REQUESTED DRI FUNDING: $442,500
DESCRIPTION: A façade improvement program would help to make the commercial corridor more attractive and appealing for visitors and new businesses. The program could be incorporated into the existing Town-run façade improvement program, with a focus on providing loans to businesses within the B-MX Overlay Zoning District for façade renovations.

SPONSOR: Town of Hempstead

TOTAL PROJECT COST: $660,000
REQUESTED DRI FUNDING: $600,000
DESCRIPTION: The Baldwin Chamber of Commerce sign is located at the northeast corner of Sunrise Highway and Grand Avenue. The Chamber of Commerce is requesting funding for sign facade renovations as well as the installation of a new digital sign that sits above the existing structure. The digital community sign would serve the entire community as a device to post their monthly meetings and upcoming events.

SPONSOR: Baldwin Chamber of Commerce

TOTAL PROJECT COST: $50,000

REQUESTED DRI FUNDING: $50,000
DESCRIPTION: The Applicant is proposing to replace the existing heating system at the Baldwin Historical Society Museum with a new HVAC system, repair the existing chimney, pour a slab of concrete for future expansion and build a roofed structure that can be enclosed in the future.

SPONSOR: Baldwin Historical Society

TOTAL PROJECT COST: $37,500

REQUESTED DRI FUNDING: $37,500
DESCRIPTION: The Applicant is proposing to implement roadway and pedestrian safety enhancements along Merrick Road.

SPONSOR: Nassau County Department of Public Works

TOTAL PROJECT COST: TBD

REQUESTED DRI FUNDING: TBD
DESCRIPTION: The Applicant is proposing to install a new dog park on the Nassau County owned property north of the Baldwin Historical Society Museum building.

SPONSOR: Town of Hempstead

TOTAL PROJECT COST: $40,000

REQUESTED DRI FUNDING: $40,000
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<thead>
<tr>
<th>Project Title</th>
<th>Funding Requests</th>
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<td>TOH Pedestrian Enhancements</td>
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<td>Improve Connectivity across Sunrise Highway</td>
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<td>Baldwin Downtown Identity Building</td>
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<td>Chamber of Commerce Digital Sign</td>
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<tr>
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8 Downtown Placemaking and Walkability Projects $3.42 M DRI Funding Requests $3.48 M Total Project Costs
15 Projects

$9.81 Million
DRI Funding Requested

$27.85 Million
Total Project Costs

TBD
Total Economic Impact
Next Steps

STRATEGIES TO ACHIEVE THE GOALS FOR THE DRI AREA

COMMUNITY MEETING #2 ON MARCH 11

DRAFT PROJECT PROFILES

LPC MEETING 5: LPC NARROWS LIST OF PROJECTS FOR FUNDING BASED ON COMMUNITY FEEDBACK