Date: 12/18/2019
Time: 6:30 PM

1. Welcome
2. Introductions and Meeting Overview
3. Project Status and Timeline Updates
4. DRI Boundary Consensus
5. Vision
6. Preliminary Project Idea Discussion
7. Next Steps
8. Public Comment
Eligible and Non-Eligible DRI Projects

Eligible

Focus on capital projects that will transform the physical environment to benefit current and future residents and businesses. Examples could include:

- Public Improvements - For example, broadband and other communications connectivity, green infrastructure, streetscape improvements, transportation, recreational trails, parking, signage, and open space improvements.

- New Development and Rehabilitation of Existing Downtown Buildings - For example, development or redevelopment of real property including pre-development or pre-construction activities, new construction, infill development, demolition in support of new development, and environmental review.

- Revolving Loan Fund or Grant - For example, grants or loans for activities such as façade improvements, minor residential improvements, sidewalk improvements, public art and public realm improvements, physical improvement to existing and/or vacant commercial space, and other similar activities.

- Branding and Marketing – For example, branding and marketing of the downtown to the public, including residents, investors, developers, tourists, and visitors.

Not Eligible

- Planning Activities
- Operation and Maintenance
- Pre-Award Costs
- Property Acquisition
- Training and Other Program Expenses
- Expenses Related to Existing Programs
Transit-Oriented Development

Support and complement proposed transit-oriented development around the Baldwin LIRR Station. Mixed-use development around the station will meet the increasing demand for housing alternatives, drive foot traffic and increase demand for retail uses. Development along Grand Avenue and within the surrounding area of the LIRR Station would fully leverage the overlay district by introducing higher density and mixed-use development in proximity to the LIRR Station.

Applicable Goal(s): Goal 3

Location: Baldwin LIRR Station and Overlay Zoning District Boundary

Project Costs: TBD

Potential Sponsors: Town of Hempstead, Private Developers, Nassau County DPW

Project Specifics

Potential project upgrades include:

- Multi-family housing options and density development around the LIRR Station
- Bike share programs
- Develop shuttle busses to mitigate traffic concerns and move people throughout the Grand Avenue corridor
Case Study

Hicksville DRI – Mixed-Use Transit-Oriented Development at Hicksville Station

Redevelopment of an underutilized property adjacent to the Hicksville Long Island Railroad Station on Nelson Avenue for mixed uses. The new development will include three buildings with 180 - 200 mixed-income residential units, below-grade parking, and retail and restaurants on the street level.

- Total DRI award = $1,000,000
- Total Project Cost = $43,663,000

Notes and Next Steps to Project Formation

*How can publicly-owned property be leveraged for TOD? What upgrades are needed to support growth?*
Improve Connectivity Across Sunrise Highway

*Implement roadway improvements and pedestrian amenities to facilitate increased connectivity and safer movement across Sunrise Highway. Coordinate with NYS Department of Transportation to complement the Nassau County Complete Streets project along Grand Avenue.*

**Applicable Goal(s):** Goal 2

**Location:** Intersection of Sunrise Highway and Grand Avenue

**Project Costs:** Costs may be estimated based on NC DPW Complete Streets Construction Costs

**Potential Sponsors:** NYS DOT, Nassau County DPW

**Project Details**

Possible upgrades could include:

- Sidewalk and crosswalk enhancements
- Pavement striping and signage
- Enhanced pedestrian signals and signal retiming
- Curb extensions or bump-outs and medians

**Case Study**

Village of Penn Yan DRI – Improve Downtown Circulation

DRI Funding was proposed for streetscape and street crossing enhancements to facilitate better circulation from a downtown parking lot to the Village’s Main Street.

- Total DRI request = $1,507,277
- Total Project Cost = $1,547,277
Notes and Next Steps to Project Formation

Engage NYS DOT and coordination with NC DPW on specific upgrades
Local Business Incubation and Targeted Loan or Grant Program

Support the development of small businesses and local businesses desired by the Baldwin community through targeted public-private partnerships and grant funding. Local residents and stakeholders have expressed support for a variety of retail options, including restaurants, music shops, clothing stores, and grocery stores, as well as interest in specialty commercial pursuits, such as tech companies, small business incubators, and food halls. Funding could be applied for targeted recruitment of desired businesses to downtown.

Applicable Goal(s): Goal 4

Location: Entire DRI Area or more focused area/sites within the DRI Boundary

Project Costs: Up to $600,000 if structured as an individual loan or grant program

Potential Sponsors: Private developer, Department of Planning and Economic Development, Local Non-Profit, Local Business Membership Organization, Economic Development Agency

Case Study

Owego DRI – Multi-site support of key businesses and redevelopment sites

Grant funding made available to individual property owners to implement upgrades, remodeling, and renovations to support existing and new businesses, including renovation of an existing building to host a High-Tech Start-up Business Incubator and ground floor fit outs for retail spaces.

- Total DRI request = $1,273,990
- Total Project Cost = $2,502,061
Notes and Next Steps to Project Formation

Where could a tech or small business incubator be located? Who is best positioned to sponsor this project and administer the program?
Façade Improvement Program

A façade improvement program would help to make the commercial corridor more attractive and appealing for visitors and new businesses. The program could be structured as a loan or grant program to beautify commercial facades, attract new businesses and diversify the retail and commercial offerings of downtown Baldwin. Grantees could be required to adhere to the B-MX Design Guidelines.

Applicable Goal(s): Goal 4

Location: Entire DRI Area or more focused area within the DRI Boundary

Project Costs: Up to $600,000, individual loan or grant amount TBD

Potential Sponsors: Department of Planning and Economic Development, Local Non-Profit, Local Business Membership Organization, Economic Development Agency

Case Study

Albany DRI – Clinton Square Small Business Micro-Loans & Grants

Loan and grant funding made available to new businesses and property owners to implement façade improvements, create sidewalk cafes or fit out ground floor retail spaces and/or purchase machinery and equipment to allow expansion of businesses.

- Total DRI request = $600,000
- Total Project Cost = $1,000,000

Notes and Next Steps to Project Formation

Include entire DRI Area or more targeted area? Criteria for qualifying?
Merrick Road Downtown Connectivity and Streetscape Improvements

Implement streetscape improvements and traffic calming for enhanced walkability and pedestrian safety to contribute to a walkable downtown along Merrick Road within the DRI Area. This project would complement the complete streets improvements along Grand Avenue through the provision of streetscaping elements and pedestrian amenities which may include hanging planters on street light poles, seasonal street decor, street furnishings, wayfinding signage, planters, bulb-outs and wider sidewalks. These upgrades would enhance vibrancy of the downtown to attract new retailers, welcome pedestrians and connect Merrick Road to the greater downtown.

**Applicable Goal(s):** Goal 2

**Location:** Merrick Road between Harrison Avenue and Pershing Boulevard

**Project Costs:** TBD

**Potential Sponsors:** Town of Hempstead, Nassau County DPW, Private Developers

**Project Specifics**

Possible project upgrades could include:

- Removal of parking spaces along the south side of Merrick Road east of Grand Avenue
- Redevelop and enhance municipal parking lot west side of Grand Avenue between Prospect Street and Merrick Road (i.e., addition of lighting fixtures, wayfinding signage)
- Create a walk-through to allow accessibility to downtown from municipal parking lot
Case Study

Westbury DRI – Streetscape Improvements on Post Avenue

Project proposal to be implemented by the Village of Westbury to undertake a coordinated set of streetscape improvements along Post Avenue from Northern State Parkway to Old Country Road that included new trees, benches, and bike racks; upgrading of lighting to LED; and expansion of the sidewalk at select intersections.

› Total Project Cost and DRI Request = $4,481,244

Notes and Next Steps to Project Formation

What project upgrades should be incorporated?

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Downtown Branding or Marketing Program

Implement a branding and/or marketing program to attract new visitors and businesses and to establish a unique identity and character for downtown Baldwin.

Applicable Goal(s): Goal 4

Location: Baldwin DRI Area

Project Costs: TBD

Potential Sponsors: Local Management Team could consist of members from the Chamber of Commerce, Baldwin Civic Association, and the Town of Hempstead

Case Study
Middletown DRI – Implementation of a Branding Program and Wayfinding Signage

Funding would be used for the design of physical, web-based, and social media graphics and strategies, to reflect and communicate Middletown’s retail, architectural, and community assets and activities. A consultant team would be hired through DRI funds to develop a clear and recognizable identity and a unified approach across all platforms.

Total DRI request = $275,000

The Oyster Bay, NY Main Street District
Hired a design firm to created logos and a “brand” for the hamlet.

Notes and Next Steps to Project Formation

What is Baldwin’s “brand”? What marketing efforts would most benefit local businesses?

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Baldwin LIRR Station Plaza

_Baldwin LIRR Station plaza improvements complementing the MTA station upgrades would enhance the transit rider experience and ensure that the Baldwin LIRR Station, as an important asset in downtown Baldwin, is leveraged for the benefit of the community. Station plaza improvements could include gathering space for the community, decorative lighting, enhanced bus shelters to promote multi-modal transfers, electronic entrances, emergency call buttons, installation of bike storage lockers, trash and recycling receptables, and the addition of parking garages for commuters to increase parking area and accessibility to the downtown._

**Applicable Goal(s):** Goal 2

**Location:** Baldwin LIRR Station

**Project Costs:** TBD

**Potential Sponsors:** Town of Hempstead, MTA

**Case Studies**

Hicksville DRI – New Station Plaza

Create a new public open space linking the LIRR Station with development and encourage residents to spend time in Downtown.

› Total DRI Funding = $2,581,212
› Total Project Cost = $3,452,000
Notes and Next Steps to Project Formation

Coordination with MTA; Which upgrades are of highest priority?
Arts and Cultural Center

Several proposals have been submitted for an arts and cultural center to provide space for live performances and host various creative programs, classes, exhibitions, markets and fairs. An arts and cultural center could be paired with residential or loft-style apartment units above, or could be housed within an existing building in downtown Baldwin. The Kellogg House and rear carriage house on the Kellogg House property have been suggested as possible locations for a community center/art space after the upgrades undertaken by Nassau County.

**Applicable Goal(s):** Goal 1

**Location:** TBD; suggested locations include the Kellogg House, Sunrise Highway and Grand Avenue at the LIRR Station, the vacant lot next to Baldwin Fire Station or the southwest corner of Grand Avenue and Merrick Road

**Project Costs:** TBD

**Potential Sponsors:** Private developer, Non-Profit Groups, Public Private Partnership

**Case Studies:**

Westbury DRI

Securing property in the heart of the downtown for arts and culture would allow for arts showcases, classes, events and meetings. Project costs include property acquisition, legal fees, renovation, and contingency on renovation costs.

- Total DRI Request = $1,355,000
- Total Project Cost = $3,000,000
Notes and Next Steps to Project Formation

Where should an Arts and Cultural Center be located? Who can sponsor this project?
Recreation Center

The addition of a recreation center or community center within downtown Baldwin would provide opportunities for active living, leisure and recreational activities in a safe environment. Recreation centers provide a positive atmosphere that promote personal health and wellness, benefits to families through offered programs and a feeling of a safe place for all community members.

Applicable Goal(s): Goal 1

Location: DRI Boundary, location TBD

Project Costs: TBD

Potential Sponsors: Private Public Partnership

Case Studies
Amsterdam DRI – Construct Community/Recreation Center
The construction of a new recreation center will serve as a communal hub for arts, education and recreation activities to include a computer lab, shared kitchen, space for dancing among other uses.

› Total DRI Award = $2,500,000
› Total Project Cost = $6,000,000

Notes and Next Steps to Project Formation

Who would be the project sponsor? Where would a community center be located?
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