



2019 DRI Application

Applications for the Downtown Revitalization Initiative (DRI) must be received by the appropriate Regional Economic Development Council (REDC) by **4:00 PM on May 31, 2019** at the email address provided at the end of this application.

In **New York City**, the Borough Presidents' offices will be the official applicants to the REDC and organizations interested in proposing an area for DRI funding should contact the respective Borough President's office as soon as possible. Based on these proposals, each Borough President's office will develop and submit no more than two formal applications for consideration by the New York City REDC. Applications to the offices of the Borough President must be received by email no later than **4:00 PM on May 10, 2019**. The subject heading on the email must be "Downtown Revitalization Round 4."

Applicant responses for each section should be as complete and succinct as possible. Additional information is available in the 2019 DRI Guidebook, available at www.ny.gov/DRI.

Applicants in the **Mid-Hudson region** must limit their application to a total of 15 pages, and no attachments will be accepted. The map of the DRI Area requested in question number 1 must be part of the 15-page limit.

Applicants should make every effort to engage the community in the development of the application. Prior to submission, applicants must have held a minimum of one meeting or event to solicit public input on the community vision and potential projects and should demonstrate that any input received was considered in the final application.

BASIC INFORMATION

- REDC Region [LONG ISLAND](#)
- Municipality Name: [Village of Lynbrook](#)
- Downtown Name : [The Shoppes at Lynbrook](#)
- County Name: [Nassau](#)
- Applicant Contact(s) Name and Title : [John Giordano, Village Administrator](#), [Valerie Onorato](#) ,
[Deputy Clerk](#),
- Applicant Contact(s) Email Address and Secondary Email Address : JGiordano@LynbrookVillage.com,
VOnorato@Lynbrookvillage.com

VISION FOR DOWNTOWN

Provide a brief statement of the municipality's vision for downtown revitalization.

The Village of Lynbrook's 5-year Vision plan promises to make this famous community an exciting year-round destination by incrementally building a vibrant Downtown by utilizing a multi-prong approach to jump start various elements.

JUSTIFICATION

Provide an overview of the downtown area nominated for the DRI program, highlighting the area's defining characteristics and the reasons for its selection. Explain why the downtown is ready for Downtown Revitalization Initiative (DRI) investment, and how that investment would serve as a catalyst to bring about revitalization.

Downtown today consists of many retail shops and eateries along Lynbrook's classic north – south "Main Street USA" on Atlantic Ave with its mix of traditional retail, service, and institutional uses. Over 150 retail stores and eateries supported by institutional uses such as a Post Office, Fire House, High School, 5 Houses of Worship, 3 Fraternal Meeting Lodges, 3 Pocket Parks, and Village Hall, anchored by a new luxury 1,475 seat multiplex movie theatre are the fabric of Lynbrook's DRI central business district.

The area is ripe for DRI investment as major regional developers have contacted Lynbrook over the past year with interest to build thanks to Lynbrook's strategic location being in close proximity to Manhattan, major airports, and LIRR Stations on the Babylon, Long Beach and West Hempstead lines.

The DRI program can partner with a concerned citizenry to inspire and share how smart growth principals, creative parking improvements, additional foot traffic, branding concepts, and other techniques to add vibrancy can create the synergy to start an economic engine to make Lynbrook a cool Downtown.

Tomorrow's challenges will require forethought, adequate resources, and leadership to allow Lynbrook's Downtown to thrive in the 21st century.

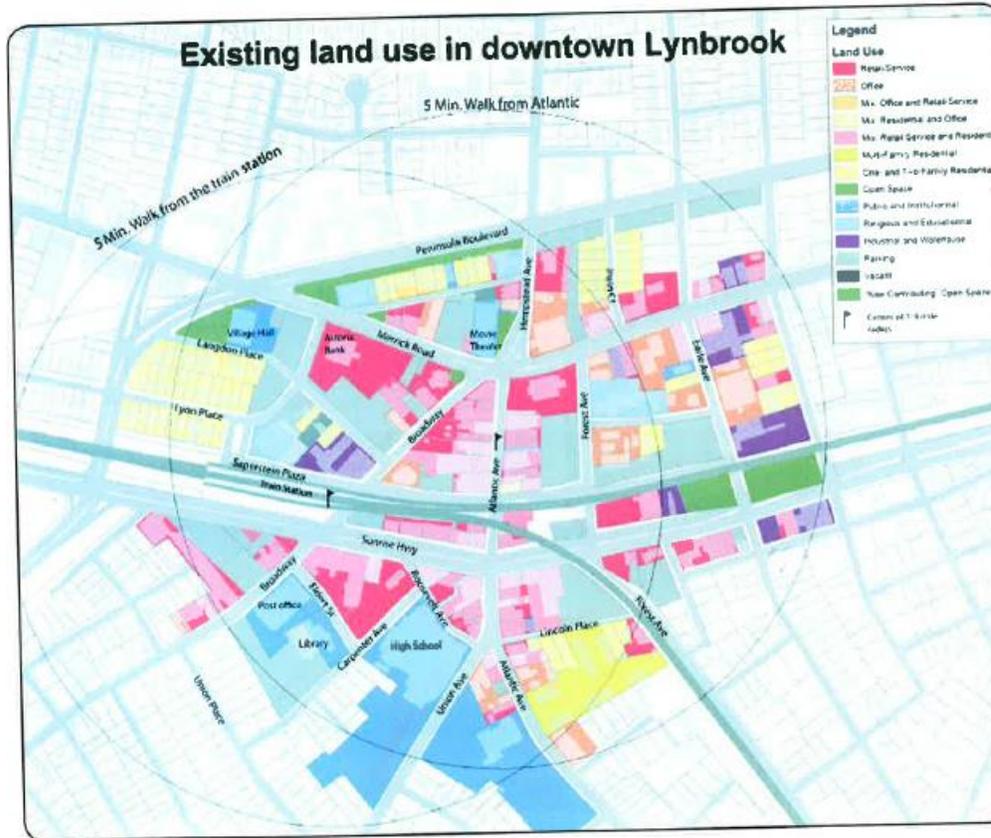
DOWNTOWN IDENTIFICATION

- 1) Boundaries of the proposed DRI area.** Detail the boundaries of the targeted downtown area or neighborhood, keeping in mind that there is no minimum or maximum size, but that the area should be concentrated and well-defined. Neighborhoods beyond traditional central business districts are eligible if they can meet other criteria making them ripe for investment. Include a map that clearly delineates the area to be included in the downtown revitalization area.

The area is bounded by the north and west by Peninsula Blvd, east by Denton Ave, and south by Lincoln Place and Sunrise Highway. Underlining Downtown are Streetscape improvements such as brick sidewalks, ornamental lighting and sidewalk benches, which served as a catalyst for building owners to improve nearby storefronts. Monitored by the Lynbrook Police Department, outdoor security cameras enhance the safety of Downtown streets, while busy multimodal and public bus, rail, and bike transportation coexist. This Downtown was also defined in a Master Plan Study report authored by the Regional Plan Association, and is included in a recently created Cultural Arts overlay district. This Downtown area was also previously located in a former Business Improvement District once created by the Lynbrook Chamber of Commerce and Village. Peppered along the outskirts are small pocket parks and Greis Park, a major Recreation attraction bestowed in 2019 with an award from the National Recreation Association.

1,120 municipal parking spaces exist in this walkable business district, graced with new decorative lighted Parking directional signs at 14 municipal parking lots.

While storefronts have changed over the past century, characteristics of the Downtown core have not.



- 2) **Past investment, future investment potential.** Describe how this DRI area will be able to capitalize on prior private and public investment and catalyze future investments in the neighborhood and its surrounding areas. Describe recent planning efforts that support public and private investment in the proposed DRI area.

In 2019, the Lynbrook Village Board appointed a new citizens committee “to make recommendations on methods to increase community awareness of new redevelopment projects”. This committee was formed after a series of public meetings held since August of 2018 to consider a significant 200 unit multifamily TOD project in Downtown.

Lynbrook’s prior successes over the past decade are a testament to the ability to utilize the tools of the DRI to further benefit Downtown:

Public/Private Investment 2008-2018

- A) *Abandoned Burger King: The heart of Downtown beats strongly with the recent construction of a modern medical MRI facility on the former site of a vacant fast food restaurant.*
- B) *Vacant L.I. Water Co. Headquarters: Long Island Jewish Hospital has purchased the former headquarters building of the Long Island Water Corp. as an annex.*
- C) *MTA Property- Restart occupancy of vacant MTA Retail Space on Atlantic Avenue*
- D) *Regal Theater: The June 2018 grand opening of a 1,475 seat Regal Theater will start an economic engine.*
- E) *Peak Performance- modern health facility replaced vacant commercial eyesore, assisted by a PILOT.*
- F) *CVS - Merrick Road – aesthetically pleasing use replaced vacant auto dealership (which replaced junkyard)*
- G) *Infiniti & Audi Dealerships: Upscale car dealerships have built new dealerships within the past 3 years.*
- H) *Investment- Over \$2 million in Community Development Block Grants coupled with success in NYS-TEA-21 and ISTEA grant programs and Business Improvement District (BID), have incrementally helped Downtown to thrive over the past 2 decades.*
- I) *Hotel- The Marriott Corp. seeks renewal of a letter of intent to build a hotel in Downtown.*

- J) *Technical Assistance- Engagement of Vision LI has yielded recommendations on improving parking in Downtown.*
- K) *Walkability-A pedestrian sound system was installed to provide pleasant ambient music to grace shoppers in Downtown year-round.*
- L) *Property Acquisition- Exercised Eminent Domain and RFP process to motivate redevelopment projects at 3 locations*

- 3) **Recent or impending job growth.** Describe how recent or impending job growth within or near the DRI area will attract professionals to an active life in the downtown, support redevelopment, and make growth sustainable in the long-term.

The existence of 2 LIRR lines from Lynbrook to Penn Station on a 24/7 basis makes the community desirable to commute from; the soon to be completed East Side Access project to Grand Central Station will promote rail transit and further make this community more attractive to live & work. As Downtown's footprint has remained fairly stable over the past 50 years, its redevelopment to keep up with environmental and economic demands is necessary for it to sustain commercial and residential property values. It is estimated that from 2018 – 2023 there will be a job growth of 500, while demand for housing also rises due to Lynbrook's award winning school districts and higher income opportunities increasing in NYC. Despite its large concentration of residents in nearby co-ops and condominiums, Downtown can become more vibrant with significant reuse of existing under-used buildings in prime locations, and redevelopment of non-contributory Downtown uses. Lack of vacant land presents a challenge to new housing to accommodate job growth, which can be further studied under the DRI program.

- 4) **Attractiveness of physical environment.** Identify the properties or characteristics that the DRI area possesses that contribute, or could contribute if enhanced, to the attractiveness and livability of the downtown for a diverse population of varying ages, income, gender identity,

ability, mobility, and cultural background. Consider, for example, the presence of developable mixed-use spaces, varied housing types at different levels of affordability, walkability and bikeability, healthy and affordable food markets, and public parks and gathering spaces.

Lynbrook's DRI area contains a unique blend of public spaces, adequate mass transportation assets, award winning schools, houses of worship, walkable shopping with pedestrian background music, fraternal meeting rooms, and eateries. It is largely in a Cultural Arts zoning district that also now has a multi-screen movie theatre. Its thirst for achievable change and suburban character being in close proximity to New York City makes it a great candidate for DRI Funds. Underused properties sitting silent in Downtown's shadows can be reused to create a hip vibrancy with mixed uses. The continuation of its multiyear Streetscape Improvement program on all of Downtown streets has enhanced the area and set the foundation for DRI improvements that can keep Lynbrook an ideal place to live, work and play. Potential improvements may include a new public space, improved access to parking, and additional entertainment attractions to reverse the status quo and keep Downtown alive after dark. Lynbrook's hosting of a "Walking Tour" of Downtown in 2014 by the Nassau County Planning Commission is a small testament to its progressive philosophy of attempting to improve the community and meeting the needs of a changing population. While its Recreation facilities need to be updated to meet the needs of this changing population, its multimodal features: rail, taxi, walking, bus and signing of bike routes have helped support this goal and encourage the interest to do more. Lack of public parking, updated public recreation facilities, branding and need to reuse properties to increase the tax base are priority items to improve Downtown Lynbrook. The Community recently was the subject of the Nassau County Office of Planning and Development/US Department of Commerce "Infill Study" report that also recognizes the importance of these matters that the DRI program can address. In addition, several large multi-family complexes located on Peninsula Blvd, Atlantic Ave, Hempstead Ave and Merrick Road are all within walking distance of Downtown. Recent construction of 2 large medical facilities in Downtown benefits access for those of all ages.

- 5) Quality of Life policies.** Articulate the policies in place that increase the livability and quality of life of the downtown. Examples include the use of local land banks, modern zoning codes, comprehensive plans, complete streets plan, transit-oriented development, non-discrimination laws, age-friendly policies, and a downtown management structure. If policies that support livability and quality of life in downtown are not currently in place, describe near-term efforts by the municipality to create and implement such policies.

Measures to enhance the quality of life in this community and Downtown include:

- *Recent enactment of a “Cultural Arts District” zoning district overlay in Downtown to attract cultural uses. While this has spurred the development of a new movie theatre, the community desires to attract additional uses to increase foot traffic for local business and serve the citizenry near and far.*
- *Consideration of a Transit Oriented District and encouraging mixed use facility development overall.*
- *A Complete Streets Policy was also adopted to improve safety, access and mobility for all travelers and increase the livability and quality of life in the Downtown area.*
- *Adoption of a comprehensive Fair Housing Policy which was later used as a model by Nassau County.*
- *Completion of a Downtown Master Plan, and Parking Study by the Regional Plan Association.*
- *Completion of a Downtown Parking Study by Vision Long Island*

- 6) Public support.** Describe the public participation and engagement process conducted to develop the DRI application, and the support of local leaders and stakeholders for pursuing a vision of downtown revitalization. Characterize the commitment among local leaders and stakeholders to preparing and implementing a strategic investment plan.

Our Public Support and Outreach efforts include the following:

The Lynbrook Chamber of Commerce and other local business leaders enthusiastically support this initiative. They meet with Lynbrook's Officials twice per month at their Board meetings

On December 20, 2018, Mayor Alan Beach announced the creation of a committee to increase resident input on development in our village. There are several public service announcements broadcasting on our village website (see copy attached).

The subject of the Round III Application was discussed at a Televised Public Board meeting held on June 4, 2018; Round II Applications were discussed on June 5, 2017, which was a follow up to a meeting held on June 20, 2016 to discuss Round I of funding which Lynbrook applied for. The Round IV application was discussed on May 6 and again on May 20, 2019 where the motion to submit the 2019 DRI Grant application was met with a unanimous vote of approval from all Board members. Letters of support were previously filed by the applicants local New York State assemblyman and Senator. The local lead agency applicant – (Village of Lynbrook) – will delegate the authority to its Village Administrator to implement recommendations of the Mayor and Board of Trustees, to work with experts to formulate the Plan, organize stakeholders, and administer the workings of a DRI Planning Committee. The Community already has a core group of a dozen stakeholders that can assist in this endeavor. A DRI Planning Committee will be a necessary tool to obtain consensus amongst community officials and other stakeholders.

- 7) Transformative opportunities.** Describe opportunities to build on the strengths described above by providing a list of transformative projects that could be ready for implementation with an infusion of DRI funds within the first one to two years (depending on the scope and complexity

of the project). Identify potential development opportunities, such as municipally-owned property that may be appropriate for redevelopment. Projects may be public or private, and could address economic development, transportation, housing, and community development needs. It should be recognized that if a DRI award is made to the downtown, the projects identified here, along with any others that may arise during the DRI planning process, will ultimately be vetted by the Local Planning Committee and the State to determine which projects receive DRI grants.

Redevelopment Opportunities:

- a) *Capri Motor Inn - Freer Street. A public nuisance, this 40,000 sq. ft site was RFP'd by the Village and Eminent Domain is being considered.*
- b) *Feather Building - 47 Broadway. Ideal candidate for TOD; this vacant obsolete building can be assembled with adjacent parcels to create a multi-use facility.*
- c) *Rocklyn Ave- East & West side, between Sunrise Highway and Merrick Road. Is occupied by industrial and other underused businesses.*
- d) *Denton Ave Church. Vacant Site on peripheral of Downtown.*
- e) *Lincoln Ave – Parking Expansion opportunity adjacent to existing municipal parking field and 381 Sunrise Highway. (see i).*
- f) *Atlantic Ave – Sunrise Highway to Lincoln Place- waive height restrictions to encourage 2nd & 3rd floors to accommodate new mixed use.*
- g) *Sunrise Highway Parcels:*
 - 1) *381 Sunrise Hwy – The largest building in Lynbrook is for sale. The Village would like to attract a buyer for a use that is compatible with the community and create foot traffic in Downtown.*
 - 2) *Between Forest and Earle Ave (South side)- These underused sites are ideal for mixed use.*

- 3) *Wyoming Ave – Vacant building is suitable for a chain operation fronting on Sunrise Highway.*
 - 4) *Atlantic to Broadway –Encourage 2nd & 3rd floors for mixed use.*
- h) Merrick Road:*
- 1) *Sterling Bank- consolodation may make this large site in the center of Downtown subject to sale; ideal for mixed use/parking expansion.*
 - 2) *Sport Time- Another large site in the Downtown area that may also become vacant and subject to sale.*
- i) 1 Stauderman Ave – Vacant one story building with inadequate on-site parking adjacent to municipal parking field- candidate for municipal parking expansion or parking variance for expansion via Impact Fee.*
- 1. OTHER:**
- j) Rezone to allow Multi Family in Industrial Zones to replace sub-standard warehouse and industrial uses and increase the tax base*
- k) Peninsula Blvd:*
- 1) *Replace street lighting to match Downtown’s ornamental LED lights to promote “sense of space”*
 - 2) *Install box culvert in Doxsey’s Brook to create municipal commuter parking on grade.*
- l) Municipal Parking Fields:*
- 1) *Field 8 to be partnered with a developer to create “Millennial” housing in exchange for increased public parking.*
 - 2) *Field 20 – Candidate for multi deck parking*
 - 3) *Create a Walkthrough on west side of Downtown Atlantic Ave to enhance access to municipal parking- EDC has provided \$150k grant.*
- m) Branding- Capitalize on Lynbrook’s past and present partnerships with the film industry, from silent films to “Everyone Loves Raymond”.*

- n) *Study use of South Neiman Place to determine if it should be discontinued as a street and sold for redevelopment.*
- o) *Public Wi-Fi Network- Study feasibility of building a public Wi-Fi mesh network for the public, that can also accommodate security cameras and license plate readers in Downtown.*
- p) *Public Parks: Various improvements to Greis Park, on the peripheral of Downtown, to strengthen the community as a destination.*

8) Administrative Capacity. Describe the existing local administrative capacity to manage this planning and implementation initiative, including the ability to oversee contracts for awarded municipal projects using existing staff and resources.

The Village DRI Action Plan Administrator will be assigned to administer DRI programs and all related project management liaison duties, and serve as a daily central clearing house for all activities to enable adequate reporting to the Mayor and Board and NYS. The Full-Time Administrator has over 35 years in managing public contracts and community development initiatives. He will be supported by the Full-Time Superintendent of Public Works and Village Attorney, each having comparable experience.

9) Other. Provide any other information that informs the nomination of this downtown for a DRI award.

Unlike other "Cool" Downtowns on Long Island that have been reborn over the past decade, Lynbrook does not have a thriving Downtown to brag about. While other communities have had newsworthy success with various projects, Lynbrook has not. Lynbrook has only just recently been able to jump start the visioning process needed to undertake important and necessary measures to revitalize the Downtown, for example- meeting with various Real Estate Developers and fast-tracking the construction of its new Movie Theatre. Although it has tremendous

upside (location, location location!), Lynbrook needs technical assistance to develop a Strategic Plan. The Downtown remains void of a focal point, definition, theme, and vibrancy. While Post WWII lifestyle housing still exists, Millennial Housing does not.

Existing conditions and other characteristics will make the goals of this proposal attainable with measurable results.

There is tremendous upside for NYS to select Lynbrook for the DRI Program. We hope you agree and award us this much needed funding.

SUBMISSION

Applications from interested communities must be submitted electronically to the relevant Regional Economic Development Council at the email address in the table below. Proposals for areas within New York City must be sent to the relevant Office of the Borough President, which will select two applications for submission to the NYC Regional Economic Development Council.

- Capital Region NYS-CapitalDist@esd.ny.gov
Counties: Albany, Columbia, Greene, Saratoga, Schenectady, Rensselaer, Warren, Washington
- Central New York NYS-CentralNY@esd.ny.gov
Counties: Cayuga, Cortland, Madison, Onondaga, Oswego
- Finger Lakes NYS-FingerLakes@esd.ny.gov
Counties: Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, Yates
- Long Island LIREDC@esd.ny.gov
Counties: Nassau, Suffolk
- Mid-Hudson NYS-MidHudson@esd.ny.gov
Counties: Dutchess, Orange, Putnam, Rockland, Sullivan, Ulster, Westchester
- Mohawk Valley NYS-MohawkVal@esd.ny.gov
Counties: Fulton, Herkimer, Montgomery, Oneida, Otsego, Schoharie
- North Country NYS-NorthCountry@esd.ny.gov
Counties: Clinton, Essex, Franklin, Hamilton, Jefferson, Lewis, St. Lawrence
- Southern Tier NYS-SouthernTier@esd.ny.gov
Counties: Broome, Chemung, Chenango, Delaware, Schuylar, Steuben, Tioga, Tompkins

- Western New York NYS-WNY-REDC@esd.ny.gov
Counties: Allegany, Cattaraugus, Chautauqua, Erie, Niagara
- New York City - Submit to the appropriate office below.
 - Brooklyn: Josh Levin at JoshuaLevin@brooklynbp.nyc.gov
 - Manhattan: Elka Morety at EMorety@manhattanbp.nyc.gov
 - Queens: Shurn Anderson at SAnderson@queensbp.org