



*Incorporated Village of Floral Park* Nassau County, NY

Downtown Revitalization Initiative Application 2021



# Basic Information

REDC Region

Long Island

Municipality Name

Incorporated Village of Floral Park

Downtown Name

Tulip Avenue Business District  
Jericho Turnpike Business District  
Covert Avenue Business District

County Name

Nassau County

Applicant Contacts

Mayor: Kevin M Fitzgerald  
Village Administrator: Gerard M Bambrick  
Superintendent of Buildings: Renee Marcus, AIA

Applicant Email

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*Incorporated Village of Floral Park*



# Vision for Downtown

Revitalization of downtown areas is essential for the vitality, economic health and quality of life in a Village. Promotion of small businesses is important for the local economy; improved parking and access to transportation give residents access to job opportunities; sidewalk improvements and wayfinding signage lead to reduced use of private transportation and lessen the reliance on fossil fuels; public art displays enhance lifestyle and culture; the addition of landscaping and plantings aid in air quality; parks and outdoor dining promote human interaction and generally, the beautification of downtown areas leads to increased maintenance of personal property and the safety and welfare for all.

Proposed initiatives will improve the aesthetics, functionality, safety and visual cohesiveness of the Downtown areas. The objectives of the overall project include:

- Provide a beautified and unified vision for Business Districts
- Improve pedestrian safety and ADA compliance
- Implement centralized parking system management
- Maintain high occupancy for businesses and attract new businesses
- Addition of greenery and public spaces
- Integration of artwork
- Redesign various pocket parks including “Gateway to the Village” parks within the business districts
- Creation of outdoor dining areas
- Implementation of wayfinding signage and branding
- Strategies for continued maintenance and upkeep
- Considerations for traffic and speed control
- Improve traffic flow by changing various intersections while potentially creating new pocket park/green space
- Upgrade aging streetscape and streetscapes not conducive to expansion
- Future expansion of business areas or re-zoning
- Redesign various parking lots to increase parking spots while adding more aesthetically pleasing boundaries
- Expanded current and future parking areas
- Controlled public event management
- Transform business districts to destinations

# Justification

The Incorporated Village of Floral Park, located in the western-central section of Nassau County, just east of New York City, was incorporated in 1908. The Village covers an area of approximately 1.5 square miles and is predominately a residential community with three significant downtown areas. There are over 4,500 residential and 400 business properties within the Village.

The main portion of the Village is located in the Town of Hempstead with a smaller area located in the Town of North Hempstead. Floral Park-Bellerose Union Free School District provides elementary education. High School students attend Sewanhaka Central High School District.

There are three main business districts within the Village comprised of one to three story buildings occupied by various small businesses on the first floor and offices or apartments above. Each business district is situated along a major transportation corridor for the area.

**A - Tulip Avenue Business District** – This Business District is located just south of Jericho Turnpike, a main vehicular artery for Long Island, and can also be accessed by way of the Floral Park LIRR train station. The station within this business district makes it ideal as a walkable downtown area. The transportation for this area is serviced by street metered parking, large municipal parking lots and continuous pedestrian walkways from adjacent residential areas.

**B - Jericho Turnpike Business District** – This Business District lines Jericho Turnpike, a main artery and thoroughfare for vehicles travelling east and west which provides a high degree of visibility for potential business. Street metered parking and nearby municipal parking lots allow for merchant, resident and shopper parking. This area is easily accessible for pedestrians from the adjacent residential areas.

**C - Covert Avenue Business District** – This Business District is located on the west side of Covert Avenue which is one of the few north-south traffic corridors in western Nassau County. Street metered parking is available for merchants and patrons. This area can also be reached from the Stewart Manor LIRR train station and is easily accessible for pedestrians from the adjacent residential areas.



RENDERING OF PROPOSED PLANTING BEDS

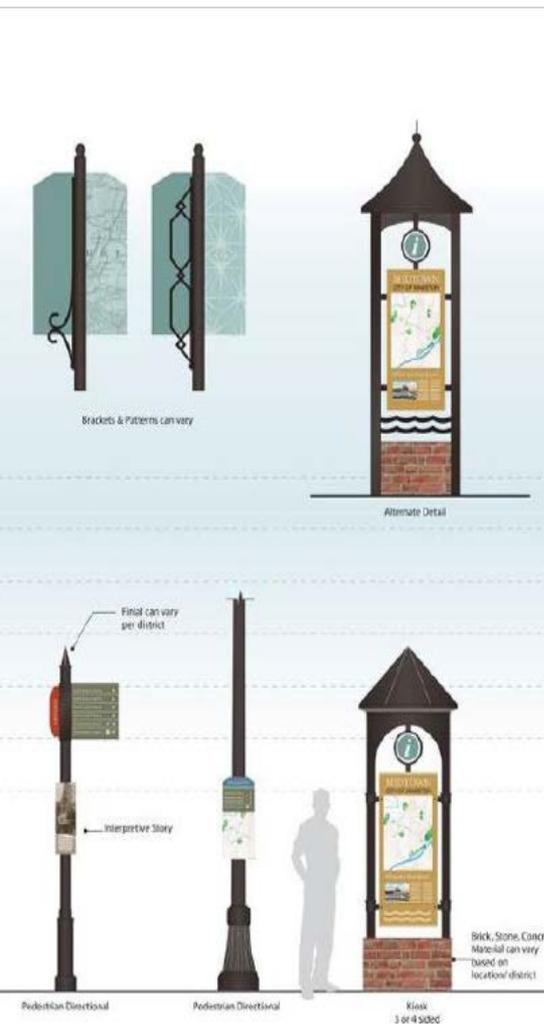
# Justification cont'd

The Village is a full-service entity which has approximately a \$30 million annual budget used to maintain a public library, a year-round recreational center with a seasonal pool, a 13-acre garden park and bird sanctuary, a police department, a fire department and a public works department. There are three firehouses staffed by an all-volunteer staff located in the Village. Water is provided by the Western Nassau Water Authority and gas and electric by National Grid and PSEG. Sewer facilities were installed in the 1950's in the Village by the County of Nassau.

The Village of Floral Park over the past decade has undertaken a multitude of small projects within a limited budget as well as utilized the Village Department of Public Works "DPW" employees to improve two of the pocket parks within the Village. Additionally, late in 2019 the Village formed an ad hoc Business District Advancement Committee which consists of members of the Village Board, residents and members of the Chamber of Commerce. Additionally, the Village in early 2020 contracted to obtain the services of a professional firm (i.e. NV5) to assist with our mission.

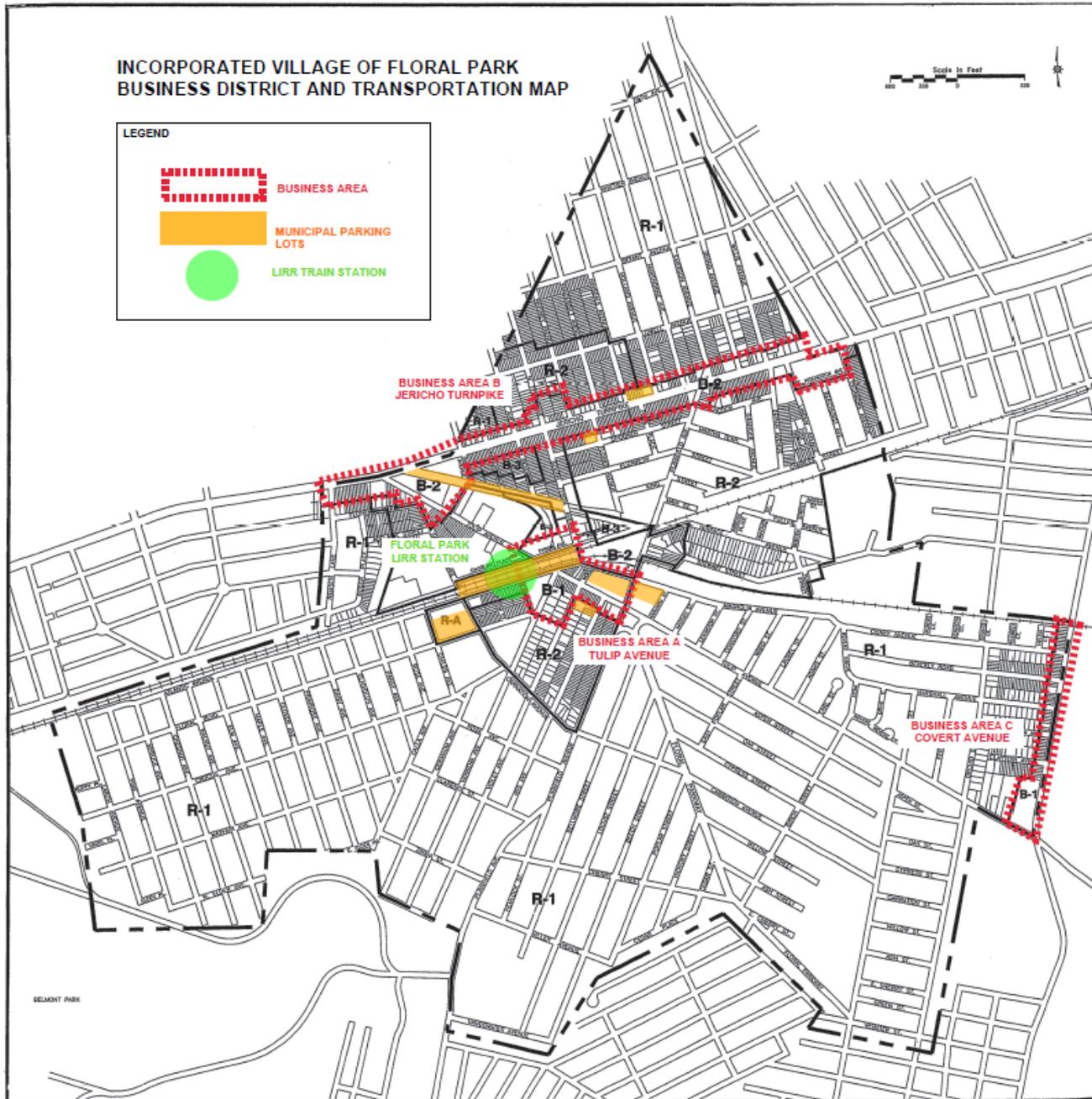
Recent trends show that retail business is less common lately since the inception of online shopping and big box stores. The majority of current business occupancies include restaurant and service type industries.

Due to the expected opening of the UBS Arena and new shopping mall at Belmont Park in the Fall of 2021, the Village is concerned that this new retail destination will take business away from the Village's downtown districts. Therefore action is needed to retain these existing businesses and attract new businesses to this area. The Village is also aware that, with an infusion of capital investments in our streetscapes, our business districts could also benefit with the additional visitors to this new destination in western Nassau County with appropriate planning.



WAYFINDING SIGNAGE SAMPLES

# Boundaries of the Proposed DRI Area





CONCEPTUAL RENDERING OF POCKET PARK

## Past Investment, Future Investment Potential

The Village recently redesigned and relandscaped Rotary Park in the Tulip Avenue Business District and has since seen an increase in the number of persons sitting in this pocket park while visiting the local stores (e.g. deli, bakery, coffee shop). DPW maintains this park and other pocket parks around the Village year-round so they can be occupied at all times.

The Board of Trustees and the Building Department have been working with property owners who apply for new development projects to contribute by improving adjacent areas to their project sites. Large businesses, such as Taco Bell, 7-11, and Wendy's, have been cooperative and generous enough to extend the scope of work and make suggested improvements to beautify the surrounding areas.

The Board has worked closely with private investors on recent projects that include the conversion of industrial property to a large residential subdivision in walking distance of the Tulip Avenue Business District, a proposed conversion of multiple adjacent vacant retail spaces to a large-scale medical suite building and the expansion of several existing restaurants to name a few.

A Village-wide streetlighting replacement project is currently underway. These new streetlights utilize energy efficient LED technology and provide a crisper more reliable light to aid in safety and a comprehensive lighting scheme for the Village.

The Village's most recent green initiative includes an Energy Performance evaluation that will provide capital improvement upgrades leveraged from the energy cost savings. Projects will include items such as photovoltaic systems, centralized parking payment systems to replace individual meters, and electric vehicle charging stations.



EXISTING SIDEWALK AT TULIP AVENUE

## Recent or Impending Job Growth

Upon operation, the UBS Arena and associated shopping mall at Belmont Park are expected to create over 3,000 full time jobs; this includes an estimated 2,455 direct on-site full time equivalent jobs and an estimated 724 indirect and induced full time equivalent jobs within the region.

Due to the proximity to the new arena, the Islanders moved their home office to Floral Park in a former bank building located adjacent to the train station. It is expected that with the help of this revitalization initiative, the Village can attract other businesses related to the arena project.

With the improvements from the LIRR Mainline Expansion Project, the Village now has an opportunity to source employees from new areas by train that were not reachable before this project, as well as give residents a greater area to source jobs from that are accessible by this mode of public transportation.

Other projects recently completed with private investors include two other bank conversions, expansions to several existing restaurants, two proposed convenience/grocery stores, several service type businesses, and one new health food deli. Each of these projects brings job opportunities to the Village.



RENDERING OF ADAPTIVE REUSE  
APARTMENT BUILDING

## Quality of Life

Within the past few years, the Village, with the assistance of the real estate firm CBRE, Inc. as the Village's consultant, engaged in an extensive public discussion to develop an adaptive reuse plan for a Village owned building that was previously a Masonic Temple. Collectively the Village Administrator and Board developed a Master Plan which incorporated the public opinion for the proposed use of this unutilized building. The resolution led the Village to secure a developer that has purchased the property and is now transforming the building to eighteen 1 and 2 bedroom rental apartments. The property location allows for walkable access to the train station and two of the Village's downtown business areas.

A similar plan was developed to build a 27 unit rental apartment building on a vacant lot within one block of the train station. This location is also within walking distance of two downtown business areas.

Once completed, the development of these two properties will bring a more affordable living option for young professionals and/or seniors seeking to downsize all while contributing to the Village tax base and promotion of local businesses.

Due to the innovative ideas generated by the Architectural Review Board, the Village, which is densely populated, maintains a true suburban feel.

Other initiatives to improve quality of life include Village-wide sidewalk replacement for ADA compliance, addition of pedestrian crosswalks, upgrades to the Library interior and programs for all age groups, enhancements to local parks to allow for residents and visitors to enjoy the outdoors and a plan for the incorporation of permanent and revolving art installations in public areas that will promote beauty and culture.



CONCEPTUAL RENDERING OF  
ARTWORK INSTALLATION

# Supportive Local Policies

The Village is currently in the process of implementing a new local law that will require vacant storefronts to display artwork in the windows showcasing vintage local images instead of brown paper. The Board has developed this initiative to keep the retail areas vibrant, maintain property values and attract new business.

The Business Advancement Committee along with NV5, the professional planners, developed a draft Master Plan for the proposed improvements to all downtown business areas.

The Board of Trustees continuously work with local developers to add rentable housing adjacent to public transportation hubs.

The Village Conservation Society, comprised of a group of local volunteers, organizes the beautification of greenspace, parks and gardens.

The Board of Trustees collaborate with the Chamber of Commerce, civic associations, diverse religious and charitable organizations, sports groups and youth organizations to obtain feedback and collect ideas for future improvements.



# Public Support

The Village has organized a Business District Advancement Committee which consists of local residents and business owners to aid in the maintenance and revitalization of the downtown areas. This committee meets regularly and brings ideas and feedback from the public to the Board for review and implementation. With the assistance of this Committee, the Board commissioned the development of a Master Plan with the engineering firm NV5 which consists of a grand scheme and phasing plan to commence improvements such as clear access to public transportation, parking management and efficiency, sidewalk replacements for aesthetic and code requirements, upgrades to pocket parks, village-wide signage for branding and wayfinding purposes, public art installations and traffic calming initiatives.

In connection with this, the Board meets regularly with the Chamber of Commerce and Civic Associations in public meeting settings to obtain feedback for revitalization plans.

The Architectural Review Board monthly meetings are also held in a public setting. During these meetings, the ARB expands upon ideas to innovate and beautify private and municipal projects including initiatives such as public transportation and public utility infrastructure upgrades.

# Transformative Opportunities and Readiness

As previously discussed, the Village along with its ad-hoc Business District Advancement Committee engaged with NV5, a professional design firm, to:

- Identify opportunities for streetscape improvements including a prioritization order.
- Design standards to implement such improvements that will be followed for all upcoming projects.
- Obtain rough cost estimates for each of the various components of the projects for budgeting purposes.

The Village has shared these design standards with the developers of current commercial projects so they can be followed immediately and kick off the new standards of construction.

These plans have been developed preliminarily and are ready to be implemented within the next year with proper funding. The Village has sourced contractors on county or local contracts that are eligible to meet procurement requirements and commence construction expeditiously.



CENTRALIZED PARKING SYSTEM CONCEPT



# Administrative Capacity

As a full-service entity, the Village handles projects with the employed full-time Department heads who have a long history of experience in managing projects from design phase to implementation. Recent projects such as the new community pool, playground, baseball field, and major roadway drainage and reconstruction work, amount to approximately \$10M in costs funded by capital budget, community development funds and miscellaneous grants.

Gerard Bambrick, the Village Administrator/Treasurer, manages procurement, contracts and secures funding.

Renee Marcus, Superintendent of Buildings, reviews construction documents to ensure a project is properly scoped, assists in public bidding or similar procurement, and manages day to day implementation of projects with contractors.

Kevin Ginnane, Superintendent of Public Works, manages day to day execution of construction with contractors along with managing staff who work on minor capital improvement projects completed “in-house”.

Mayor Kevin Fitzgerald and the four Trustees, comprising the Village Board of Floral Park, consistently collaborate, seeking input from residents, businesses and staff members. They also develop productive working relationships with other governmental officials to implement strong and visionary Village enhancement projects.

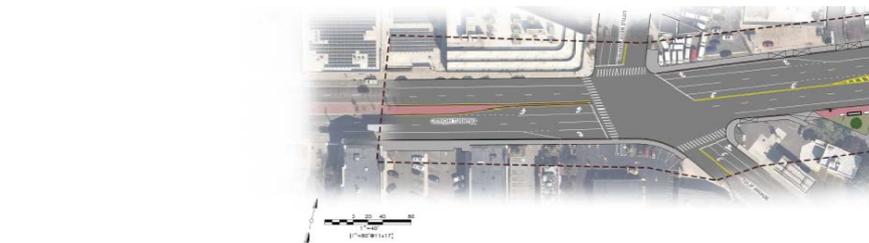
# Other Excerpts from NV5 Master Plan Designs



PROPOSED IMPROVEMENTS FOR TULIP AVENUE BUSINESS DISTRICT



PROPOSED IMPROVEMENTS FOR COVERT AVENUE BUSINESS DISTRICT



PROPOSED IMPROVEMENTS FOR JERICHO TURNPIKE BUSINESS DISTRICT



PROPOSED IMPROVEMENTS FOR JERICHO TURNPIKE BUSINESS DISTRICT

*Incorporated Village of Floral Park*

Thank you for your consideration



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