Applications for the Downtown Revitalization Initiative (DRI) must be received by the appropriate Regional Economic Development Council (REDC) by **4:00 PM on September 15, 2021** 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 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 September 3, 2021**. The subject heading on the email must be “Downtown Revitalization Round 5.”

Applicant responses for each section should be as complete and succinct as possible. Additional information is available in the 2021 DRI Guidebook, available at [www.ny.gov/DRI](http://www.ny.gov/DRI).

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 (either virtually or in-person) to solicit public input on the community vision and potential projects and should demonstrate that any input received was considered in the final application.

Communities that wish to be considered for a $20 million award must provide additional documentation as noted below.

**BASIC INFORMATION**

- **REDC Region:** LONG ISLAND - NASSAU COUNTY
- **Municipality Name:** VILLAGE OF LYNBROOK
- **Downtown Name:** THE SHOPPES AT LYNBROOK
- **County Name:** NASSAU COUNTY
- **Applicant Contact(s) Name and Title:** John Giordano-Administrator/ Valerie Onorato -Deputy Clerk
- **Applicant Contact(s) Email Address:** JGiordano@Lynbrookvillage.com and Secondary Email Address: 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 outlook envisions this famous community as an exciting year-round destination by incrementally building a vibrant Downtown utilizing a multi-faceted approach with the following elements:*
1. Public Parks: Replace 1956 Greis Park Recreation Center, on the periphery of Downtown, to strengthen the community as a destination.


3. Branding- “Everybody Loves Lynbrook” for example, capitalize on Lynbrook’s past and present partnerships with the film industry, from silent films to “Everybody Loves Raymond”.

4. 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.

5. Abandoned LIPA Property– Broadway; former bank teller drive-thru area can be razed to create on grade shopper parking.

6. Installation of interactive street kiosks.

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, 2 Fire Houses, High School, 5 Houses of Worship, Public Library, 3 Fraternal Meeting Lodges, 3 Pocket Parks, Village Hall, anchored by a new luxury 1,475 seat multiplex movie theatre are the foundation of Lynbrook’s DRI boundary.

The area is ripe for DRI investment, as major regional developers and hotel chains have contacted Lynbrook over the past few years with interest to build thanks to Lynbrook’s strategic location being in close proximity to Manhattan, major airports, 2 LIRR Stations on the Babylon, Long Beach and West Hempstead
lines, and availability of certain properties that potentially can be improved to better the community. As a testament to Lynbrook’s readiness, for example, in 2021 a vacant industrial building was approved for 201 TOD units, and a blighted motel was approved for 80 TOD units.

EDC staff can partner with our concerned citizenry to inspire and share how smart growth principals, creative parking improvements, additional foot traffic, branding concepts, and other techniques can create a synergy to start an economic and social vibrancy to give Lynbrook a cool 21st Century Downtown.

Only the DRI Program can achieve this goal thanks to their adequate resources, foresight, leadership, and expertise.

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 to the north and west by Peninsula Blvd, east by Denton Ave, and south by Lincoln Place and Sunrise Highway. Streetscape improvements throughout such as brick sidewalks, ornamental lighting and sidewalk benches served as a catalyst for business owners to improve nearby storefronts. Patrols by the Lynbrook Police Department enhance the safety of Downtown streets, while busy multimodal 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; although bestowed in 2019 with an award from the National Recreation Association, the Recreation Center in its current state is a huge weakness to the health of Downtown. This element needs to be improved in order to strengthen Downtown as a destination. Although not within the DRI Boundary, the Recreation Center is integral to the many promotional programs conducted throughout the year in Downtown.

Downtown’s infrastructure includes 1,120 municipal parking spaces, graced with new decorative lighted Parking directional signs at 14 municipal parking lots. It is notable to report that the COVID-19 work-from-home trend has resulted in an approximate 25% commuter parking vacancy now available for Downtown business expansion, if this trend becomes permanent. Outdoor pedestrian background music creates a pleasant experience for shoppers.

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 one of Downtown’s municipal parking lots. In 2015 the Board also adopted a Cultural Arts zoning district to facilitate multi-family, hotel, theatre and other similar uses. In addition, a Master Plan for Greis Park was recently completed outlining the need for improved recreation facilities, which is necessary to strengthen Downtown’s vibrancy.*

*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 Successful Investments 2008-2021

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 Corp. Headquarters: Northwell Health has occupied the former headquarters building of the Long Island Water Corp. on Sunrise Highway to deliver medical services.

C) MTA Property: Rehabilitation of vacant MTA Retail space on Atlantic Avenue.

D) Regal Theater: The June 2018 grand opening of a 1,475 seat Regal Theater was intended to start an economic engine (stifled by COVID-19).

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 4 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 3 decades.
I) Technical Assistance: Engagement of Vision LI has yielded recommendations on improving parking in Downtown.

J) Walkability: A pedestrian sound system was installed to provide pleasant ambient music to grace shoppers in Downtown year-round.

K) Property Acquisition: Exercised Eminent Domain and RFP process to motivate redevelopment projects at 3 locations.

L) 80 Unit TOD: Built in 2021 replaced blighted motel.

M) 201 Unit TOD: Approved in 2021 to replace vacant Industrial building opposite LIRR station.

N) Public space: created in 2021 with sidewalk clock to encourage community gatherings.

O) Accessibility: Funding received from NYSEDC for construction of pedestrian walkthrough to link shopper parking with Downtown.

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

The recent approval of 2 TOD projects having amenities to allow residents to work from home will increase the population by approximately 600 individuals thereby increasing professional job opportunities, especially for millennials. The existence of 2 LIRR lines from Lynbrook to Penn Station on a 24/7 basis makes the community desirable to commute from; the East Side Access project to Grand Central Station will promote rail transit and further make this community more attractive to live & work, once pre-COVID ridership rebounds. 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 transforming 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) Quality of Life. 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, 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 and soon-to-be completed 201-unit TOD project. 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 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 interest in improving 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 the need to transform 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. It is notable to mention that there are several large multi-family complexes located on Peninsula Blvd, Atlantic Ave, Hempstead Ave and Merrick Road that are all within walking distance of Downtown. Recent construction of 2 large medical facilities in Downtown is beneficial to those of all ages, as well as the improvement of 3 pocket parks directly in the DRI area.

5) Supportive Local 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.

Measurers 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 and 201-unit TOD project, the community desires to attract additional uses to increase foot traffic for local business and serve the citizenry near and far.
• 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.

• Completion of a Master Plan for Greis Park.

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, the Mayor created a citizen’s committee to increase resident input on development in our village. Public service announcements on our village website keep residents informed on development projects.

Since its inception, the filing of Lynbrook’s DRI applications has occurred over 5 years. At each phase residents were kept informed through invitation to attend public board meetings or via the option to watch remotely on Lynbrook TV from their home. Round 1 of funding was discussed at the June 20, 2016 Village Board meeting. Each subsequent year residents were kept “in-the-loop” as follows: Round 2 was discussed on June 5, 2017, Round 3
was discussed on June 4, 2018 and Round 4 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. The same occurred when the Round 5 application process was discussed on August 23, 2021. 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 Mayor and Board of Trustees have also been involved in the preparation of these applications. 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 and readiness.** 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). Projects may be public or private, and could address economic development, transportation, housing, and community development needs. Project descriptions should include demonstration of readiness, proposed cost and funding sources, and identification of the project sponsor. For private for-profit projects, DRI funds may not exceed 40% of the total project cost (with a 10% bonus available for projects that commit to meaningful carbon reduction goals, including full electrification and net-zero building performance). While DRI funding may be used to cover the entire cost of a public or not-for-profit project, leveraging of investment dollars from other sources (i.e., private, local, federal, or other state sources) is strongly encouraged.

Also identify any other transformative opportunities that may be explored during the planning process, such as reuse of vacant and developable properties and underutilized buildings; projects to address unmet needs in the downtown, including housing, retail, and community services; and activities that will build upon regional strengths and trends.
If a loan or grant fund is proposed, please identify who might be an appropriate entity with capacity to manage the fund. If candidate projects have been identified, please include them to demonstrate potential demand for the fund. Funds are typically capped at $600,000.

Please note that if your community is selected to participate in the DRI program, projects identified in the application, 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.

**Transformative Opportunities:**

a) Rocklyn Ave- East & West side, between Sunrise Highway and Merrick Road is occupied by industrial and other underused businesses.

b) Denton Ave Church- Underused Site on periphery of Downtown.

c) Lincoln Ave – Parking Expansion opportunity adjacent to existing municipal parking field and 381 Sunrise Highway. (see f).

d) Atlantic Ave – Sunrise Highway to Lincoln Place- Encourage 2\textsuperscript{nd} & 3\textsuperscript{rd} floors to accommodate new mixed use.

e) 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 increase foot traffic in Downtown.
   2) Between Forest and Earle Ave (South side)- These underused sites are ideal for mixed use.
   3) Atlantic to Broadway –Encourage 2\textsuperscript{nd} & 3\textsuperscript{rd} floors for mixed use and new storefronts.

f) Merrick Road - Sterling Bank-Vacant- Ideal for mixed use/parking expansion.
g) Broadway – Reuse of Dollar Store property.

h) Sport Time- Another large site in the Downtown area that may also become vacant and subject to sale.

1. OTHER:
   i) Rezone to allow Multi Family use in Industrial Zones to replace sub-standard warehouse and industrial uses to increase the tax base and housing opportunities.

j) 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 to substitute for existing commuter parking better used for Downtown, or other open public space.

k) Traffic Study- Various locations.

l) 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 to enhance security.

m) Consider multiple east-west gateways on Merrick Road.

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 managed public contracts and community development initiatives for 40 years. 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 process needed to undertake important and necessary measures to revitalize the Downtown, for example- meeting with the Chamber of Commerce, various Real Estate Developers, and fast-tracking the construction of its new Movie Theatre. Although Lynbrook has tremendous upside, its leaders welcome technical assistance from the EDC to develop a Strategic Plan. The Downtown remains void of a focal point, definition, theme, and vibe that makes Lynbrook a special place, especially for its increasingly diverse population. While Post WWII lifestyle housing still exists, Millennial Housing and modern Recreation facilities do not.

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

We trust you will agree that there is tremendous upside for NYS to select Lynbrook for this year’s DRI Program.
10) $20 Million Request. For applicants wishing to be considered for $20 million in DRI funding, provide a clear but concise justification of why your community should be awarded $20 million. Justification should include identification of at least 1-2 large, transformational projects that will have a significant impact on the downtown and could be realized with a larger grant award. Project descriptions should include status of the following: site control, commitments from project partners, other funding sources, and zoning/regulatory requirements. Since a larger award amount will require heightened capacity on the part of your municipality, please identify the individual or entity that will coordinate DRI implementation. Also describe the capacity of any project partners to undertake the additional large-scale projects.

Addendum: Opportunities for Electric Vehicle Charging Stations. DOS is soliciting feedback from communities on whether they may have locations suitable for electric vehicle (EV) fast charging stations in their downtowns, either at municipal or private parking lots. While responses to this question will not be included in the evaluation of applications for a DRI award, applicants are encouraged to consider opportunities for EV charging in their downtowns. Benefits to a host site community include becoming a destination for travelers to the downtown, resulting in additional spending/economic activity for businesses in proximity to the fast charging site. Public EV charging stations also provide charging opportunities for community members without access to home charging.

Applicants should indicate any interest in having charging station(s) installed within their proposed DRI boundary and identify any locations that have the space requirements/characteristics listed below. If it is a privately owned site, please indicate owner interest in participation.

- **Upper-bound**: 5 parking spaces able to dedicate to fast charging (e.g. become EV-only), with 32’ x 16’ additional space for supporting power somewhere in lot that can be either in parking spots or on grassy areas within the property lines.
- **Lower-bound**: 3 parking spaces able to dedicate to charging, with 22’ x 16’ additional space for supporting power somewhere in lot that can be either in parking spots or on grassy areas within the property lines.

**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](mailto:NYS-CapitalDist@esd.ny.gov)
- Central New York [NYS-CentralNY@esd.ny.gov](mailto:NYS-CentralNY@esd.ny.gov)
  Counties: Cayuga, Cortland, Madison, Onondaga, Oswego
- Finger Lakes [NYS-FingerLakes@esd.ny.gov](mailto:NYS-FingerLakes@esd.ny.gov)
  Counties: Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, Yates
- Long Island [LIREDC@esd.ny.gov](mailto:LIREDC@esd.ny.gov)
  Counties: Nassau, Suffolk