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## **APPLICATION**

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Applications for the Downtown Revitalization Initiative will be received by the Regional Councils. Applicant responses for each section should be as complete and succinct as possible. Applications should be submitted as Word documents and must be received by the appropriate Regional Council by 4:00 PM on June 1, 2018 at the email address provided at the end of this application. Application guidance is provided in the *Downtown Revitalization Initiative Guidebook* found on the DRI website at [www.ny.gov/dri](http://www.ny.gov/dri).

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### **BASIC INFORMATION**

Regional Economic Development Council (REDC) Region: Long Island

Municipality Name: Inc. Village of Lynbrook

Downtown Name: The Shoppes at Lynbrook

County Name: Nassau

#### **Vision for Downtown. Provide a brief statement of the municipality's vision for downtown revitalization!**

*Vision 2018 for the Village of Lynbrook encompasses a 5 year plan to incrementally build a vibrant Downtown using a multi-prong approach, simultaneously jump starting various elements to create an exciting year-round destination.*

#### **VISION 2018:**

##### **1. 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.*
- 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 2<sup>nd</sup> & 3<sup>rd</sup> 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 2<sup>nd</sup> & 3<sup>rd</sup> floors for mixed use.*

h) *Merrick Road:*

- 1) *Astoria Bank- recent acquisition by Sterling Bank 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 can be a candidate for municipal parking expansion or parking variance for expansion via Impact Fee.*

2. **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 walk-through on west side of Downtown Atlantic Ave to enhance access to municipal parking.*

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.*

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## 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.

*Born from its famous "5 corners" hub in the mid-1800s, anchored by a Post Office and General Store, Lynbrook's Downtown grew as farmland gradually transformed to a center of commerce. Business flourished from the 5 corners area, thanks also to the planking of Merrick Road which literally laid the groundwork for commercial growth. Downtown today consists of many retail shops and eateries along its classic north – south "Main Street USA" (Atlantic Ave) with its mix of traditional retail, service, and institutional uses. While storefronts have changed over the past century, characteristics of the Downtown core have not. The area lacks Branding, creative improvements to parking, foot traffic, and vibrancy. Tomorrow's challenges will require forethought, adequate resources, and leadership to allow Lynbrook's Downtown to thrive in the 21<sup>st</sup> century.*

*As noted in our Vision Statement, the Village has now identified various goals to be attained for Downtown. Our new tireless Mayor has made this a priority and provides the impetus for achieving this aim.*

*Partnering this energy with the DRI program, will result in instant success.*

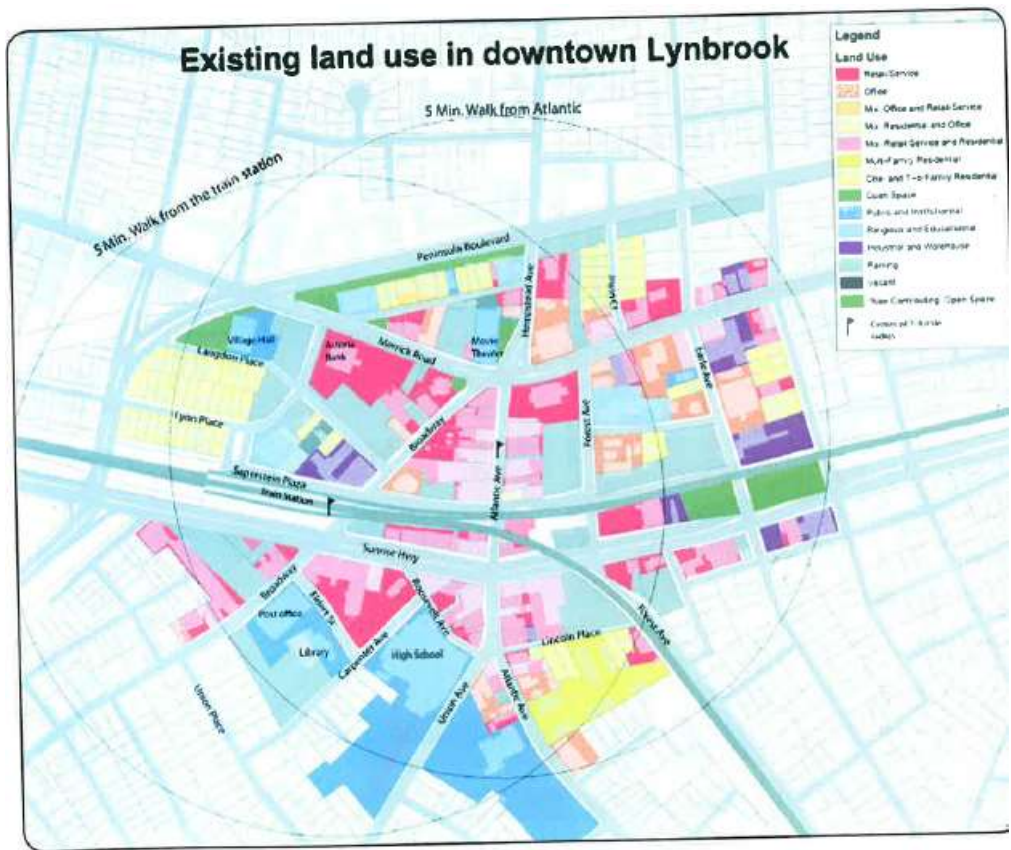
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## DOWNTOWN IDENTIFICATION

This section should be filled out with reference to the list of desired attributes for participation in the DRI as set forth in the *Downtown Revitalization Initiative Guidebook*.

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

*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 central business district. 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 mirrors the sector in a recent Local Law creating a Cultural Arts overlay district. This Downtown area was also predominantly outlined in a former Business Improvement District once created by the Lynbrook Chamber of Commerce and Village.*



**2) Description of catchment area.** Outline why the proposed DRI area, or its catchment area, is of a size sufficient to support a vibrant, year-round downtown, with consideration of whether there is a sizeable existing or increasing population within easy reach for whom this would be the primary downtown destination.

*The 14 previously mentioned soft Downtown properties are prime candidates for redevelopment to transform the Downtown. Doing so will have a synergistic effect in sparking change in all of the components and elements that make up Downtown.*

*In addition to a population of 20,000 concentrated in a 2 square mile area surrounding Downtown, the DRI program would also benefit over 2,500 riders daily on the LIRR in Lynbrook. Demand for housing in this suburban community, less than 30 minutes by rail to NYC will increase, subjects this community to pressures from developers to adapt underused buildings into Transit Oriented Developments. Its close proximity to JFK Airport, 3 Universities, 2 Hospitals, 2 State Parks, award winning schools and full local governmental services is the recipe for a model community that Lynbrook is, as noted by its recent designation as an “All American City” finalist.*

*1,120 municipal parking spaces exist in this walkable business district also served by bicycle, taxi, and bus transportation modes. 35 new decorative lighted Parking directional signs grace the areas 14 municipal parking lots.*

**3) Past Investment, future investment potential.** Describe how this DRI area will be able to capitalize on prior private and public investment, or catalyze future investments in the neighborhood and its surrounding areas.

*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:*

***Vision Accomplished 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*
- F) *CVS - Merrick Road – aesthetically pleasing use replaced vacant auto dealership(which replace junkyard)*
- G) *Infinity & Audi Dealerships: Upscale car dealerships, such as Audi and Infinity have built dealerships within the past 2 years.*
- H) *Investment- Over \$2 million in Community Development Block Grants coupled with success in NYS-TEA-21 and ISTE A 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) *Adaptive Uses-Industrial uses in transitional areas on the outskirts of Downtown as well as poorly situated commercial uses could support redevelopment for more compatible uses.*
- K) *Technical Assistance- The recent engagement of Vision LI has yielded recommendations on improving parking in Downtown.*
- L) *Walkability-A pedestrian sound system will be installed by August 2018 to provide pleasant ambient music to grace shoppers in Downtown year-round.*
- M) *Property Acquisition- The village has also exercised the Eminent Domain and RFP process to motivate redevelopment projects*

- 4) 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.

*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. 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. 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.*

- 5) 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 unique blend of suburban character being in close proximity to New York City, adequate mass transportation assets, and a thirst for achievable change 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. (See Page 1, items a-p) 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 achieve the goal of keeping 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.*

**6) 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 achieving this goal are not currently in place, describe the ability of 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.*

**7) 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. Describe the commitment among local leaders and stakeholders to preparing and implementing a strategic investment plan. Identify an initial local lead for the program that will work with outside experts to convene a DRI Local Planning Committee to oversee the plan.

*The Lynbrook Chamber of Commerce and other local business leaders support this initiative. They meet with Lynbrook’s Officials at their bi-monthly meetings. The subject of this Round III Application will be discussed at a Televised Public Board meeting to be 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 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.*

**8) Project List to Demonstrate Readiness:** Describe opportunities to build on the strengths described above by providing a list of transformative projects that will 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) and which may leverage DRI funding with private investment or other funds. Such projects could address economic development, transportation, housing, and community development needs. While such projects should have demonstrated public

support, it is recognized that projects will ultimately be vetted by the Local Planning Committee and the State. Explain how most projects proposed for DRI funding demonstrate their readiness for implementation.

*Tentatively, priority projects identified to be subject to DRI funding include:*

- a) Branding – develop a central theme to identify and capitalize on a central theme (signage, colors, etc.) to give definition to the community as a destination; develop a strong sense of place. For example, building on Lynbrook’s rich roots in the Hollywood entertainment industry...*
- b) Parking – expand public off street parking facilities to accommodate existing and future redevelopment projects.*
- c) Recreation – modernize recreation facilities to satisfy public needs surrounding the core of Downtown to strengthen the residential and commercial fabric of the community as a whole.*
- d) Infrastructure – Storefront Improvements and Traffic Calming, eliminate blight.*
- e) Technical Assistance: Planning & Enacting T.O.D. and other Overlay Districts, Update Zoning Code, review traffic circulation, marketing, avocation of Smart Growth principals.*
- f) Additional initiatives are enumerated in subparagraphs a-p in the Vision Statement on Page 1.*

- 9) Administrative Capacity.** Describe the extent of the existing local administrative capacity to manage this initiative, including potential oversight of concurrent contracts once projects are selected for award.

*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.*

- 10) 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.*

\*Don’t forget to attach a map that clearly delineates the proposed DRI Area. (See item 1.)



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## EMAIL SUBMISSION ADDRESSES

Please submit your application as a Word Document to the Regional Council for your region.

Capital Region	<a href="mailto:NYS-CapitalDist@esd.ny.gov">NYS-CapitalDist@esd.ny.gov</a>
Central New York	<a href="mailto:NYS-CentralNY@esd.ny.gov">NYS-CentralNY@esd.ny.gov</a>
Finger Lakes	<a href="mailto:NYS-FingerLakes@esd.ny.gov">NYS-FingerLakes@esd.ny.gov</a>
Long Island	<a href="mailto:LIREDC@esd.ny.gov">LIREDC@esd.ny.gov</a>
Mid-Hudson	<a href="mailto:NYS-MidHudson@esd.ny.gov">NYS-MidHudson@esd.ny.gov</a>
Mohawk Valley	<a href="mailto:NYS-MohawkVal@esd.ny.gov">NYS-MohawkVal@esd.ny.gov</a>
New York City	<a href="mailto:NYC-DRI@esd.ny.gov">NYC-DRI@esd.ny.gov</a>
North Country	<a href="mailto:NYS-NorthCountry@esd.ny.gov">NYS-NorthCountry@esd.ny.gov</a>
Southern Tier	<a href="mailto:NYS-SouthernTier@esd.ny.gov">NYS-SouthernTier@esd.ny.gov</a>
Western New York	<a href="mailto:NYS-WNY-REDC@esd.ny.gov">NYS-WNY-REDC@esd.ny.gov</a>

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