

An aerial photograph of a suburban neighborhood. In the foreground, a large, modern, multi-story residential development is highlighted with a semi-transparent orange overlay. The development consists of several interconnected rectangular buildings with flat roofs and a mix of brick and light-colored siding. A central green courtyard is visible within the development. The surrounding area is a typical suburban landscape with numerous single-family homes, trees, and streets. A baseball field is visible in the upper right corner. The overall scene is captured from a high angle, providing a comprehensive view of the development and its context within the neighborhood.

# **New York State Downtown Revitalization Initiative Strategic Investment Plan Village of Westbury**

Long Island Regional Economic  
Development Council

February 2017



### **Westbury DRI Local Planning Committee**

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This document was developed by the Village of Westbury Local Planning Committee as part of the Downtown Revitalization Initiative and was supported by the NYS Department of State and NYS Homes and Community Renewal. The document was prepared by the following Consultant Team: BJH Advisors LLC; FXFOWLE; James Lima Planning + Development; Mathews Nielsen Landscape Architecture; WSP | Parsons Brinckeroff; and VJ Associates.



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#### Limitations And Disclaimer

The information presented in this report was obtained by BJH Advisors LLC and its sub-consultants from a variety of public and private data sources, and verified to the extent possible. Estimates of current market pricing, including income and expense, are subject to market fluctuations, and may not represent the actual prices or rents that can be realized in the future.



# Foreword



"A thriving downtown can provide a tremendous boost to the local economy. The Downtown Revitalization Initiative will transform selected downtown neighborhoods into vibrant places for people to live, work and raise a family, which will also help attract new investments and business for years to come."

~Governor Andrew Cuomo

Recognizing that companies are increasingly seeking to relocate and invest in vibrant, walkable downtowns in an effort to attract and retain a talented workforce, Governor Cuomo launched the Downtown Revitalization Initiative (DRI), a \$100 million effort to improve the vitality of urban centers across New York State.

Ten communities were identified by the Governor's Regional Economic Development Councils (REDCs) to participate in the DRI because their downtowns were deemed ripe for development into vibrant areas in which to live, work and raise families. Ten million dollars will be invested in each of these communities.

Led by former Secretary of State Cesar Perales and supported by current Secretary of State Rossana Rosado, the DRI is a multi-agency approach to downtown revitalization

conducted by staff from the Department of State Office of Planning and Development and the Homes and Community Renewal Office of Community Renewal.

The State facilitated a community planning process to develop the key ingredients needed for successful downtown revitalization:

- a vision for the downtown;
- goals and strategies to accomplish the vision;
- an action plan; and
- a strategic investment plan that identifies specific catalytic projects that align with the unique vision of their downtown area.

The program emphasizes using DRI investments to reinforce and secure additional public and private investment within and near downtown neighborhoods,

building upon growth supported by the REDCs. To fully leverage the impact of the DRI, Local Planning Committees identified projects that totaled in excess of the available DRI funds to ensure a continued pipeline of projects ready for funding within the community in the event that alternate funding sources are identified for projects; additional State funds become available; or projects drop from consideration. The most transformative and catalytic projects from those identified for each downtown will receive DRI funding.

With the assistance of the State, leadership from within the communities, and public and private investors, these ten communities will become vibrant communities where people will want to live, work and raise families.







An aerial photograph of a city, likely Westbury, showing a mix of residential and commercial buildings. A large, central area is highlighted with a semi-transparent orange and red overlay, indicating a proposed development. This area includes several multi-story buildings, a central green space with a winding path, and a parking lot. The surrounding city is mostly in grayscale, with some buildings and trees visible. The text "Executive Summary Downtown Vision Plan Village of Westbury" is overlaid on the top left of the image.

# Executive Summary Downtown Vision Plan Village of Westbury



## Introduction

The Long Island Regional Economic Development Council (LIREDC) nominated the Village of Westbury in Nassau County for the Downtown Revitalization Initiative (DRI) based on four key strengths of the Village: 1) the cultural and social diversity of the community; 2) long history of political stability and strong leadership; 3) commitment to housing production and willingness to allow increased density in the downtown core; and 4) presence along the proposed 9.8 mile Long Island Rail Road (LIRR) Expansion Project, a \$2 billion investment which will be one of the largest public infrastructure projects in the region in decades.

Westbury is a 2.4 square mile Incorporated Village (shown in Figure 1\*) in the Town of North Hempstead approximately 25 miles east of midtown Manhattan and 10 miles west of the Nassau/Suffolk County border. The downtown corridor is defined as the 1.4 mile stretch of Post Avenue from Jericho Turnpike to the north and Old Country Road to the south ("downtown corridor"). The Westbury LIRR Station, which will be improved as part of the proposed LIRR Expansion Project is located at the intersection of Post and Union Avenues, in the heart of the downtown. In conjunction with the proposed LIRR Expansion Project, the area surrounding the Westbury LIRR Station, bounded by Maple



**Figure 1:** Map of the Village of Westbury and Downtown Study Area

\* The Village of Westbury is located in the postal district also called Westbury. For the purposes of this report, Westbury will refer to the 2.4 square mile Incorporated Village of Westbury.

Avenue to the north, Post Avenue to the west, Railroad Avenue to the south, and School Street to the east (approximately 25 acres) is a critical part of the emerging transit-oriented downtown in Westbury. The analysis and projects presented in this DRI Plan focus on the downtown study area ("downtown" or "downtown Westbury"), which covers Post Avenue and the area surrounding the LIRR Station (see Figure 1).

The Westbury DRI Local Planning Committee (LPC) was established to provide a broad community perspective to guide the DRI planning process in developing a vision and Strategic Investment Plan that reflects diverse community viewpoints. The LPC is co-chaired by Westbury Mayor Peter Cavallaro and Dave Kapell, former Mayor of Greenport, Long Island and a member of the LIREDC. The DRI LPC met monthly from September through February to develop the DRI Plan.



## Downtown Westbury Profile



**Figure 2:** Maple/Union Area  
Source: Google Earth



**Figure 3:** Post Avenue Existing Conditions  
Source: Consultant Team



**Figure 4:** Post Avenue Existing Conditions  
Source: Consultant Team

The population in the Village of Westbury is extremely diverse, with 22% identifying as Black, 6% identifying as Asian, 51% identifying as White, and 21% identifying as some other race.<sup>1</sup> Additionally, 28% of the population identifies as Hispanic, a rapidly growing portion of the population.<sup>2</sup> The number of Hispanic residents in Westbury increased by more than 60% between 2000 and 2014.<sup>3</sup> More than a third of the population is foreign-born.<sup>4</sup> While the population growth in Nassau County has been stagnant since 2000, Westbury's population has grown by 7%.<sup>5</sup> The housing market has responded to population growth; 400 new multi-family units have been constructed in and around the downtown since 2000.<sup>6</sup> Even still, the rental housing vacancy rate remains below 4%, indicating that demand for additional housing persists.<sup>7</sup>

The Village of Westbury has implemented a number of revitalization projects in the recent past, including constructing the

Piazza Ernesto Strada ("the Piazza"), a 13,700 square foot public space in the heart of the downtown corridor; establishing the Westbury Arts Council; and investing over \$1 million in façade improvements. The Village also provided expedited approvals and zoning relief to assist the private restoration of The Space at Westbury, a historic performing arts theater located on Post Avenue.<sup>8</sup>

The LIRR Expansion Project presents a critical opportunity in Westbury. Expected to be approved and funded in the spring of 2017, the LIRR Expansion Project will catalyze additional ridership and support increased demand for peak and non-peak service.<sup>9</sup> Due to enhanced reverse commuting capacity, the LIRR Expansion Project will support commercial attraction efforts for towns and villages along the corridor by expanding the region's accessible labor pool to include all of Long Island and New York City. The LIRR Expansion Project will also include station improvements,

station beautification, and increased parking capacity to address growing demand.

A significant 25-acre area adjacent to the LIRR Station, bounded by Post Avenue to the west, Union Avenue to the south, and Maple Avenue to the north, is zoned for industrial use and currently occupied by surface parking, construction, automotive, and other light industrial uses. With a zoning change, this area may accommodate transit-oriented development that would leverage the LIRR Expansion Project investment, better connect the LIRR Station to the downtown, and add residential density to support additional commercial activity.

The downtown main street, Post Avenue, is compact and walkable. The retail environment is predominantly comprised of locally-owned, service-oriented retailers, with a number of doctors' offices and hair and nail salons. Large, national chain stores on Old Country Road and in the Roosevelt Field Mall capture much of



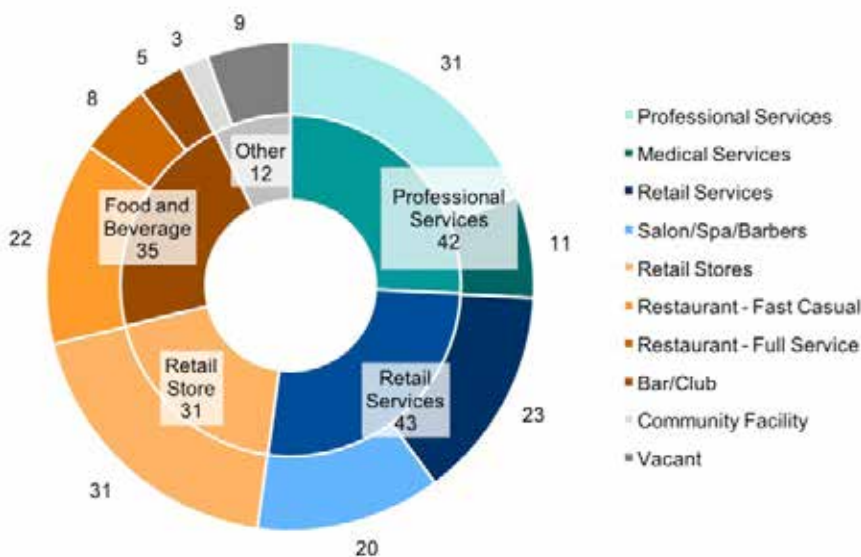
### Demographic Snapshot

	Westbury	Nassau County
Population Size (2014)	15,201	1,350,601
Population Growth (2000 – 2014)	+7%	+1%
Residents Per Square Mile (2014)	6,600	4,700
Average Household Size (2014)	3.06	3.01
Non-White Population (2014)	49%	29%
Foreign-Born Population (2014)	35%	22%
Median Household Income (2014)	\$85,086	\$98,401

**Table 1:** Demographic Snapshot  
Source: American Community Survey, 2010 – 2014.

the consumer goods spending in the area. However, Post Avenue presents opportunities to provide a broader retail mix to support the Village's growing and diverse population. In particular, a retail gap analysis indicates additional demand for restaurants.

Post Avenue presents an eclectic character, with little consistency in architectural style. Differences in building form have created an uneven street wall. Zoning changes that aim to promote infill development and design standards can engender an improved physical environment. The pedestrian environment on Post Avenue includes several other challenges associated with safe and easy navigation. Many sidewalks are narrow and offer limited amenities such as trees, benches, and bike racks. Some areas also lack crosswalks or pedestrian signals. The community has consistently expressed an interest in lighting improvements. Enhancements to the pedestrian space may encourage additional foot traffic and better support the businesses on Post Avenue.



**Figure 5:** Ground Floor Retail Composition in the Westbury BID  
Source: Westbury Business Improvement District, 2016.



## Community Engagement

The community engagement plan sought to collect feedback regarding the focus of the DRI Plan and the most effective investments, interventions, and scenarios to meet community needs. The public was given an opportunity to provide direct input and feedback on the planning process at four public events and through a series of interviews with selected stakeholders. These engagement opportunities are described below:

### Westbury Business Improvement District's (BID) Annual Street Fair

The Westbury BID's Annual Street Fair was held on Saturday, October 15, 2016. The event provided an opportunity to build awareness about the DRI planning process and future engagement opportunities, collect contact information for future outreach, and gather information about visitors to Post Avenue through one-on-one discussions, an idea wall, and a community survey.

### Key Stakeholder Interviews

In November and December 2016, 10 individual and small group interviews were conducted with key stakeholders identified by the Westbury DRI LPC to discuss goals for the DRI and potential projects.

### Public Workshops

Three public workshops were held between October 2016 and February 2017.

- **Workshop 1—October 26, 2016:** The purpose of the first public workshop was to collaborate with the community to identify opportunities and needs that the DRI Plan could help to address. A short presentation was provided and the community participated in a series of two break out charrettes on five key topics: 1) housing; 2) small business; 3) infrastructure (i.e., parking, security, lighting); 4) arts and entertainment; and 5) recreation and open space.

- **Workshop 2—January 25, 2017:** The first half of the second public meeting was a showcase that allowed attendees to have one-on-one and small group conversations about each of the 26 proposed projects in the DRI Plan. Following the showcase, four key projects were presented and discussed in a large group conversation, during which further feedback was collected.

- **Workshop 3—February 22, 2017:** The final public workshop allowed an opportunity for the public to learn about the components of the final DRI Strategic Investment Plan.

### Community Engagement Key Findings

Over the course of the community engagement process, the following priorities and values were identified:



**Figure 6:** BID Annual Street Fair Engagement  
Source: Consulting Team



**Figure 7:** Mayor Cavallaro and the DRI Idea Wall  
Source: Consulting Team

- Diversify the retail mix;
- Improve the pedestrian experience on Post Avenue;
- Expand opportunities to participate in and showcase art and culture;
- Increase housing density in and around downtown;
- Increase and enhance recreation and open space resources; and
- Increase parking capacity downtown.



## Vision, Goals + Strategies

Westbury's current motto is "A Community for All Seasons." The Westbury LPC sought to identify a vision statement for the DRI Plan that builds upon this motto and focuses on the Village's history of diversity, tolerance, and inclusion. The following vision and goals were developed, which clearly articulate the purpose and desired outcomes of the DRI Plan and the corresponding recommendations of investments.

### Vision Statement:

Westbury will be Long Island's model  
transit-oriented, diverse,  
walkable, arts-centric  
downtown.

## Goals and Strategies

The LPC identified Transit-Oriented, Diversity, Walkability, and Arts-Centric as four goal areas and determined the below set of strategies to support each goal.



### 1. Transit-Oriented: Create a downtown that supports a vibrant mix of uses within proximity to the LIRR Station.

- Foster transit-oriented development that allows for increased density, mixed-use development in the Maple/Union area.
- Improve pedestrian and visual connections between the train station and downtown.
- Establish a southern anchor that creates jobs and/or attracts visitors.
- Attract new job generating and residential uses near the train station.

### 2. Diversity: Retain the existing diverse population and attract new residents.

- Encourage the development of diverse housing options.
- Establish a retail mix that supports diversity in the community.
- Ensure parking capacity meets the needs of residents, commuters, and visitors.
- Facilitate improvements to key community assets.

### 3. Walkability: Increase pedestrian activity throughout the downtown.

- Enhance the pedestrian experience through streetscape improvements.
- Ensure the pedestrian environment is safe and easy to navigate.
- Attract new amenities that encourage residents and visitors to come downtown.

### 4. Arts-Centric: Enhance the cultural profile of Westbury.

- Support the sustainability and growth of existing cultural assets.
- Introduce visible symbols of the cultural activity in Westbury.
- Increase opportunities for the community to participate in culture.



# Strategic Investment Plan

Through early community engagement and existing conditions analysis, the LPC identified a set of more than 40 potential projects that support the four goals and strategies. From the broad list of projects, the LPC further refined project profiles by conducting community engagement meetings and interviews, and then by assessing each project against a set of six evaluation criteria: 1) support the existing diverse community located in Westbury; 2) address the key geographic target areas; 3) build on past and current revitalization projects, including the LIRR Expansion Project; 4) expand economic activity and tax revenue; 5) limit the on-going administrative and financial obligations of the Village of Westbury; and 6) adhere to the DRI goals.

## Overview of Projects

Based on this rubric, the LPC recommended 12 projects for DRI funding and identified 14 additional projects that will transform and revitalize downtown Westbury. The 12 projects recommended for DRI funding are summarized on the following pages and identified in Figure 8.



Figure 8: Westbury DRI Project Locator Map





Figure 9: Project 1.1 Rezoning Area

### Project 1.1 Rezone the Downtown

The Village will update its zoning code for downtown in order to promote transit-oriented development and allow for a mix of residential and commercial uses and increased density near the LIRR Station. The rezoning area will include Post Avenue and the area bounded by Maple and Union Avenues, as shown in Figure 9. This project will leverage the portion of the \$2 billion LIRR Expansion Project that is earmarked for Westbury and have a transformative impact on the area directly adjacent to the LIRR Station, which is currently comprised of light industrial uses. The rezoning will catalyze increased residential density and commercial activity needed to spur further business growth along Post Avenue. The Village and LPC consider this project to be among the most important projects to be funded by the DRI.

DRI Request: \$971,250



Figure 10: Project 1.4 Post/Union Intersection Improvements  
Source: Google Earth, Consultant Team

Timeline: This project will begin immediately and is expected to be complete by the fall of 2018.

### Project 1.2 Construct Residential Units Around New LIRR Parking Garage on Scally Place

Through the LIRR Expansion Project, the Metropolitan Transportation Authority (MTA)/LIRR proposes to construct a parking garage on the Village-owned commuter lot located between Union Avenue and Scally Place. The MTA/LIRR has amended their plans for the garage to allow for a development zone along the north face of the garage on Scally Place. The Village will issue a Request for Proposals (RFP) and select a developer to construct residential units along the north face of the garage in order to integrate the parking lot into the neighborhood fabric and add residential units near the LIRR Station. The project is designed to fund the preparation, issuance, and evaluation of the RFP submissions.

DRI Request: \$22,000

Timeline: The project will commence upon completion of the MTA/LIRR garage, anticipated in mid-2019, and will be completed the following year.

### Project 1.3 Develop Open Space in the Maple/Union Area

The 25-acre Maple/Union area is located adjacent to the LIRR Station and within a quarter of a mile of the downtown. The area is currently zoned for industrial uses. The rezoning (Project 1.1) will enable this area to be redeveloped for mixed-use, transit-oriented development. The Village of Westbury will support this redevelopment effort through open space investment to complement the new residential and commercial development catalyzed by the rezoning. The project entails property acquisition for the open space at fair market value and construction of 20,000 square feet of park area in the Maple/Union area.

DRI Request: \$3,860,000

Timeline: This project will commence immediately upon availability of DRI funds. It is expected to be completed by fall 2019.

### Project 1.4 Make Improvements to the Post and Union Avenue Intersection

This project will improve traffic circulation and create a new pedestrian plaza at the intersection of Post and Union Avenues, a focal point of the Village. The



improvements will support connections between the LIRR Station and the downtown. The existing conditions at the intersection are challenging for both motorists and pedestrians. Additional traffic resulting from the LIRR Expansion Project is expected to exacerbate these challenges.

DRI Request: \$785,926

Timeline: Construction will begin following the Post Avenue Bridge Reconstruction Project, a MTA/LIRR improvement to the LIRR bridge over Post Avenue, and is expected to be completed by the end of 2018.

### **Project 2.1 Make Upgrades to the Westbury Recreation and Community Center**

Upgrades will be made to the three facilities that make up the Westbury Recreation and Community Center: the Recreation Center, the Community Center, and the Sports Center. Interior improvements to the buildings and parking reconfiguration to increase capacity will allow the complex to better serve the 300 residents that utilize the complex for education, after school, athletic, and senior programs daily; support new residents; and provide the buildings with longer useful lives.

DRI Request: \$430,824

Timeline: This project will be implemented immediately and is expected to be complete by the spring of 2018.



**Figure 11: Project 2.2 Post Avenue Façades**  
Source: New York Times

### **Project 2.2 Launch a Retail Capital Improvement Grant Program**

Building on the existing retail incentive program and previous façade improvement initiative, a new retail capital grant program will be launched. The grant program will be comprised of two tracks: 1) a fit out grant program for interior improvements that is designed to attract new businesses and diversify the retail mix; and 2) a façade improvement program that is designed to improve the aesthetics of the downtown. It is anticipated that this grant program will attract approximately 12 new businesses and improve approximately 14 façades.

DRI Request: \$600,000

Timeline: The grant program will be implemented immediately and be available for three years or until funds are fully spent.



**Figure 12: Project 2.3 Madison Street Development Study**

### **Project 2.3 Develop the Madison Street Municipal Parking Lot for Additional Parking and New Residential Units**

An infill development on the Madison Street municipal surface parking lot, which is located one block off Post Avenue near Village Hall, will increase the number of parking spaces and residential units downtown. The lot currently includes 86 spaces. The project will construct a four-story parking garage with 130 parking spaces and 25 to 30 residential units to increase the number of multi-family residential units in the downtown. The land will be offered at no cost to the developer and a budget of \$4 million in DRI funds will cover a portion of the municipal parking construction costs. The Village will issue a request for proposal for a developer to execute the project.

DRI Request: \$4,000,000

Timeline: This project will be implemented immediately and is expected to be complete by the end of 2018.



## Project 3.1 Implement Streetscape Improvements on Post Avenue and in the Piazza Ernesto Strada

The Village will implement a coordinated set of streetscape improvements along Post Avenue from Northern State Parkway to Old Country Road that includes new trees, benches, and bike racks; conversion of lighting to LED; and a consistent pavement profile. These improvements will also be introduced in the Piazza Ernesto Strada.

DRI Request: \$4,481,244

Timeline: This project will begin immediately and is expected to be complete by the spring of 2019.

## Project 4.1 Commission and Install Public Art

New murals and sculptures will be commissioned and installed to enliven blank walls and public spaces and provide visible symbols of the cultural activity present in the Village. Public art will also be used to highlight the cultural diversity and historical identity by which Westbury is known. This project seeks to implement up to eight public art projects within one year.

DRI Request: \$300,000

Timeline: This project will be implemented immediately and is expected to be complete by the spring of 2018.

## Project 4.2 Establish the Westbury Military Historical Collection Exhibit

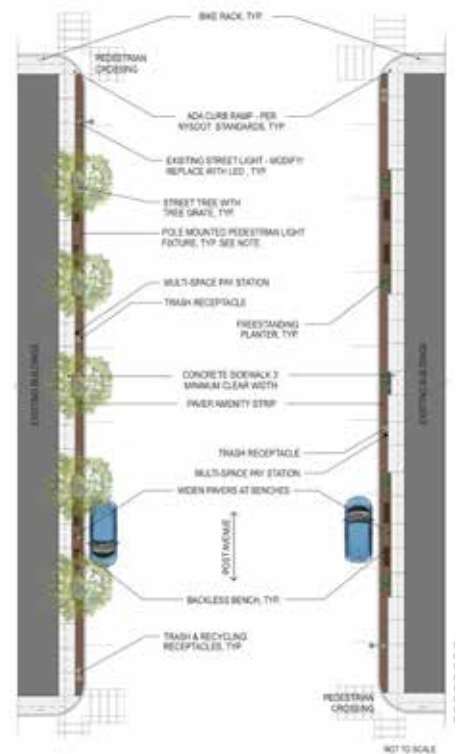
The Corporal James Walsh Veterans of Foreign Wars Building (VFW) Post #945 was transferred to the Village of Westbury and rededicated as the Westbury Military Historical Collection in November 2014. Building upgrades will be made and exhibition display fixtures and equipment will be acquired to create a museum that showcases its military memorabilia collection and attracts new visitors. The project also includes creating a safe, temperature and humidity controlled environment to preserve the artifacts and developing a video about the history of the building and its contents.

DRI Request: \$308,420

Timeline: This project will be implemented immediately and is expected to be complete by the summer of 2018.

## Project 4.3 Secure a Permanent Space for the Westbury Arts Council

The Westbury Arts Council was established in 2013 to further the goal of Westbury becoming one of Long Island's most arts-centric communities. As the Westbury Arts Council has grown and its programmatic plans have evolved, a goal of the DRI Plan is to establish permanent space for the Council to provide an additional art venue in the downtown for small performances.



**Figure 13: Project 3.1 Proposed Streetscape Design for Sidewalk Width 7' – 9'**



**Figure 14:** Project 4.1 Public Art Example  
Source: This Week in New York Blog





Figure 15: Exemplar Aerial View of Maple/Union Area

gallery openings, and revolving exhibits and manage administrative functions. The Village will acquire a property and allocate 2,000 to 3,000 square feet to the Westbury Arts Council. Several potential sites have been identified for this project, of which one will be purchased at fair market value through a private transaction.

DRI Request: \$1,355,000

Timeline: This project will be implemented immediately and is expected to be complete by the spring of 2018.

#### **Project 4.4 Promote the Cultural, Entertainment, and Retail Amenities**

In order to maximize revitalization efforts and increase the market of consumers, potential residents, and businesses, a qualified marketing firm will be retained to create an integrated and cohesive marketing program with all of its key stakeholders including the

Village, The Space at Westbury, the Westbury Arts Council, the Westbury BID, and other private business owners. This program will be designed to raise awareness of the Village in a larger Long Island catchment area, and highlight the features that would attract these target groups. The marketing campaign will include strategies for web-based media, print promotions, television and radio advertisements, events, and programming.

DRI Request: \$300,000

Timeline: This project will be launched immediately and implementation will be supported over three years.

#### **Conclusion**

Through the six month DRI planning process, the Westbury LPC has identified 12 projects recommended for DRI funding and 14 additional projects that will transform downtown Westbury into

Long Island's model transit-oriented, diverse, walkable, and arts-centric downtown. The Village is poised to launch its DRI Strategic Investment Plan in the spring of 2017 with the commencement of the rezoning process, retail capital grant program, and streetscape improvement projects at the forefront. Over the course of the upcoming two to three years, the Village will collaborate with the MTA/LIRR to ensure that DRI and LIRR Expansion Project investments are coordinated and support economic growth through increased residential density, new business development, and aesthetic and infrastructure improvements that attract new residents and visitors to downtown.







Part One:  
Downtown Vision Plan  
Village of Westbury





## Section I: Downtown Profile and Assessment

### Geographic Scope of the Village of Westbury DRI Plan

The Long Island Regional Economic Development Council (LIREDC) nominated the Village of Westbury in Nassau County for the DRI based on four key strengths of the Village: 1) cultural and social diversity of the community; 2) long history of political stability and strong leadership; 3) commitment to housing production and willingness to allow increased density in the downtown; and 4) presence along the proposed 9.8 mile Long Island Rail Road (LIRR) Expansion Project, which will be one of the largest investments in the region in decades. In addition to these strengths, previous revitalization efforts have aligned with the LIREDC's key strategies for achieving economic growth in Long Island, including transit-oriented development, investment in arts venues and organizations, and creation of pedestrian-friendly downtowns.<sup>10</sup>

Westbury is a 2.4 square mile Incorporated Village (shown in Figure 17\*) in the Town of North Hempstead in Nassau County, approximately 25 miles east of midtown Manhattan and approximately 10 miles west of the Nassau/Suffolk County border. The downtown corridor is defined as the 1.4 mile stretch (approximately 25 blocks) of Post Avenue from Jericho Turnpike to the north and Old Country Road to the south, which



Figure 16: Westbury DRI LPC

includes the Westbury LIRR Station. The 25-acre area surrounding the LIRR Station, bounded by Maple Avenue to the north, Post Avenue to the west, Railroad Avenue to the south, and School Street to the east, is a critical part of the emerging transit-oriented downtown. The analysis and projects presented in this report focus on the downtown study area, which covers Post Avenue and the area surrounding the LIRR Station, defined as the downtown (see Figure 17).

### Westbury DRI Local Planning Committee

The Westbury DRI LPC was established to provide a broad community perspective to guide the DRI planning process in developing a vision and action plan that reflects diverse community viewpoints. The members of the LPC represent a diverse array of residents, local business owners, property owners, members of the Village and county government, youth, and civic leaders. The LPC is co-chaired by Westbury





**Figure 17:** Map of the Village of Westbury and Downtown Study Area

\* The Village of Westbury is located in the postal district also called Westbury. For the purposes of this report, Westbury will refer to the 2.4 square mile Incorporated Village of Westbury.

Mayor Peter Cavallaro and Dave Kapell, former Mayor of Greenport, Long Island and a member of the LIREDC. The DRI LPC met monthly from September through February to develop the DRI Plan.

The following Plan represents the agreed upon goals, strategies, and project concepts.



## Summary of Key Strengths + Opportunities

The section below distills the key strengths and opportunities of the downtown study area as identified in the existing conditions analysis.

### **Significant LIRR investments will support improved transit access in Westbury.**

Westbury is at the epicenter of one of the largest regional investments in decades, the proposed LIRR Expansion Project, which would add a third track along the 9.8 mile corridor between the Floral Park and Hicksville stations. The additional track is expected to improve service reliability, catalyze additional ridership, expand the labor pool accessible to the region to include New York City, and reduce adverse environmental impacts.

### **Westbury's population is extremely diverse.**

Westbury has a remarkably diverse population of approximately 15,000 residents.<sup>11</sup> Nearly half of the population is non-white and a third is foreign-born. Twenty-eight percent of residents identify as Hispanic, 24% identify as Black/African American, and 6% identify as Asian.<sup>12</sup> Anecdotal data indicates that there is large Caribbean population and a number of residents of Muslim faith in part due to the Islamic Center of Long Island is located in Westbury.

### **Westbury's population is growing more rapidly than the region's population.**

The diverse population in Westbury has increased by 7% since 2000, faster than the more stagnant population growth in Nassau County which has remained constant over the same time period.<sup>13</sup>

### **Housing market trends demonstrate strong and continued demand for new housing in Westbury.**

The housing market has responded to the growing population and subsequent demand for housing by constructing 400 new multi-family units in and around the downtown in recent years, which were absorbed immediately.<sup>14</sup> The housing vacancy rate remains below 4%, indicating that demand for additional housing persists.<sup>15</sup>

### **Westbury is home to several key assets that enhance downtown vibrancy.**

Westbury has a vibrant arts, retail, and entertainment scene that includes The Space at Westbury, an 800+ seat performing arts theater, an established BID, and the Westbury Arts Council. These three organizations focus on attracting new businesses and visitors to downtown Westbury through commercial attraction and cultural and entertainment events. Additional commercial and cultural attraction resources may increase the success of these revitalization efforts.

### **Westbury has a track record of successful revitalization initiatives.**

A number of revitalization projects have been implemented in the recent past, including the construction of a new 13,700 square foot public space (the Piazza Ernesto Strada) in the heart of downtown, establishing the Westbury Arts Council, and implementing a façade improvement project that leveraged \$350,000 in private funds and improved 50 properties along the downtown commercial corridor.<sup>16</sup>

### **The area near the LIRR Station presents an opportunity for transit-oriented development.**

A significant 25-acre area adjacent to the LIRR Station, bounded by Post Avenue to the west, Union Avenue to the south, and Maple Avenue to the north, is zoned for industrial use and currently occupied by surface parking, automotive, construction, and other light industrial uses. With a zoning change, this area presents a critical opportunity for transit-oriented development that would leverage the LIRR Expansion Project investment, better connect the LIRR Station to the downtown, and add residential density to support additional downtown commercial activity.





Figure 18: Regional Context Map

### Attracting new food and beverage retailers to Post Avenue can diversify the retail mix.

Post Avenue is predominantly comprised of small, locally-owned, service-oriented retailers. More than half of ground floor establishments are doctors' offices, salons, and other service-oriented businesses. The downtown core of Post Avenue presents opportunities to adjust the retail mix to support its growing population and complement the large, nationally-owned retailers in the region. In particular, a retail gap analysis indicates additional demand for retailers in the food and beverage sector.

### The downtown is compact and walkable.

Most residents live within a 10-minute walk of downtown. Westbury residents also appreciate the downtown's linear focus along several key blocks of Post Avenue and recent developments that have strengthened the street wall. Improvements to lighting and, where possible, the pedestrian experience with crosswalk upgrades/signals and benches, bike racks and trees, will further enhance the downtown experience for visitors and residents alike.

## Village of Westbury Past and Present

### The History of Westbury

The Village of Westbury has a history of racial, ethnic, and religious diversity and tolerance, which dates back to the 1650s, when Westbury was a Quaker settlement that served as a bastion for religious freedom.<sup>17</sup> In 1775, the Quakers in Westbury released the 154 African-Americans they had enslaved, and many of these freed families built homesteads on the nearby open land.<sup>18</sup> Westbury also served as a stop along the Underground Railroad to Canada.<sup>19</sup>



The African-American community built the New Light Baptist Church at the intersection of Union Avenue and Grand Boulevard in Westbury in 1834 with Quaker assistance. The church still stands and is now known as the African Methodist Episcopal (A.M.E.) Zion Church.<sup>20</sup>

The LIRR built tracks through Westbury in 1837 and added the Westbury Station in 1842. By the late 1800s, Post Avenue became a commerce center and streets were mapped and constructed.<sup>21</sup> The population's ethnic diversity continued to increase as Irish, Italian, and Polish families settled. The Village was incorporated in 1932.<sup>22</sup> In the 1960s, many Caribbean and Latin American families began to settle in Westbury, and this immigration trend has continued into the present.<sup>23</sup> The Islamic Center of Long Island was established as a non-profit entity in Westbury in 1982 and completed construction of its mosque in 1991, attracting a population of residents of Muslim faith to Westbury. Westbury is proud to be one of the most diverse communities in Nassau and Suffolk Counties.

### Village of Westbury Management Capacity

Mayor Peter Cavallaro and the four elected Trustees are supported by a team of 44 full-time employees including the six full-time members of its management staff and a part-time special projects coordinator who will be working on implementation of the DRI projects.

The Village's budget for the 2016 – 2017 fiscal year is \$7.8 million.<sup>24</sup> In recent years, each annual budget has been passed under the State-mandated tax cap. The report estimated the total tax base for 2016 at \$1.7 billion.<sup>25</sup> The Village of Westbury maintains a very healthy financial position, and the highest bond ratings in its history, evidenced by the recent report issued on January 10, 2017 (as reported by Newsday) by Moody's Investor Services.<sup>26</sup> Standard & Poor's also affirmed its high bond rating in May 2016.<sup>27</sup> The recent Moody's report cited the Village for its strong financial position, its low debt burden, strong liquidity and other financial highlights.<sup>28</sup>

### Previous Revitalization Efforts

Over the past decade, a number of planning studies and revitalization efforts have laid the groundwork for the DRI Plan. These efforts have helped to refine local priorities, identify key opportunities for economic growth and revitalization, and establish a strong foundation for a vibrant downtown.

The 2003 Village Comprehensive Plan identified underutilized properties and areas and made recommendations for planning strategies. The goals for the downtown included aesthetic and economic improvements along Post Avenue, increasing public awareness about Post Avenue businesses, retaining mixed-use development and walkability along Post Avenue, and improving the parking

conditions. Other recommendations for Union Avenue focused on ensuring consistent and compatible land uses for new development and promoting aesthetic improvements at the northern and southern gateways, or entry points, to Post Avenue.<sup>29</sup>

More recently, other organizations have explored specific challenges or existing conditions in Westbury, including:

- HR&A Advisors' *"Long Island's Future: Economic Implications of Today's Choices"* (2015) for the Long Island Index examined the impacts of a few economic development strategies. The report emphasizes Long Island's need for infill development to address its future housing and worker needs, citing the two sites adjacent to the Village of Westbury's LIRR Station as an optimal location for transit-oriented residential development. The study concludes that transit-oriented development could offer increased vibrancy on Post Avenue's retail corridor, increased LIRR ridership, additional tax revenue, and the attraction of young workers and their families.<sup>30</sup>
- Vision Long Island's *"Westbury Downtown Revitalization Strategies: Retail, Marketing and Placemaking"* (2016) makes recommendations for downtown revitalization through marketing, with a focus on arts and cultural programming and events. The report also recommends placemaking strategies that



prioritize walkability and enhance the character of downtown facades.<sup>31</sup>

- LTL Architects' *ParkingPLUS* design report (2014) created a conceptual parking design for a new parking garage at the Westbury LIRR Station. The concept strives to improve the connection between the Village and the LIRR by extending the downtown commercial uses to the LIRR Station.<sup>32</sup>
- Regional Plan Association's *Housing Data Profiles* (2015), commissioned by the Institute for Attainable Homes at St. Joseph's College, explores average wages on Long Island as compared to housing costs and determined that a high proportion of residents pay greater than 30% of their household income on housing, a measure of rent burden. The report determined that 32% of homeowners and 50% of renters are rent burdened in Westbury.<sup>33</sup>

Significant efforts to revitalize the downtown have been made in recent years. Four hundred units of housing have been constructed in the downtown since 2003.<sup>34</sup> The Village has invested \$1.13 million of public and private funding for façade improvements to revitalize 50 retail properties in collaboration with the Westbury BID.<sup>35</sup> The Space at Westbury, an 800+ seat performing arts venue, was created through a private investment of \$10 million to rehabilitate an underutilized historic



Figure 19: Recent and Current Project Location Map



Figure 20: Piazza Ernesto Strada  
Source: Consultant Team



property on Post Avenue. In addition, the Village transformed a dilapidated gas station into the Piazza Ernesto Strada (the Piazza), a 13,700 square foot public space in the heart of downtown, and has explored parking enhancements for the north and south lots at the LIRR Station.<sup>36</sup>

## Regional Planning Efforts

### LIREDC Priorities

The LIREDC's stated goal is to create an "Opportunity Economy for all Long Island, regardless of race, ethnicity, community, or even educational level and industry sector," as stated in the Strategic Economic Development Plan Update issued in October 2016.<sup>37</sup> The LIREDC works to accomplish this goal through economic development strategies that foster growth of key sectors through academic and institutional partnerships. LIREDC also supports investment in transportation infrastructure and rational housing development that allows increased density near transit. Lastly, the LIREDC seeks to expand tourist attractions on Long Island that encourage visitors from around the globe.<sup>38</sup>

### The Long Island Rail Road Expansion Project

The LIRR Expansion Project is a proposal by the MTA and LIRR to make improvements to a 9.8-mile corridor, which includes the Westbury LIRR Station.<sup>39</sup> The \$2

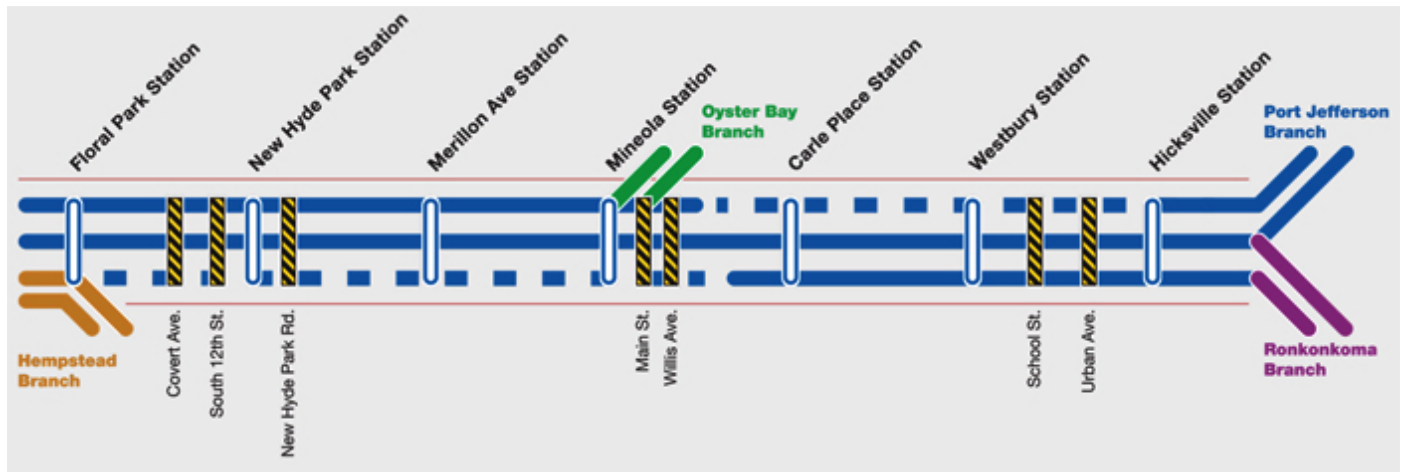
billion Project will add a third track between Floral Park and Hicksville, where five train lines converge and 41% of ridership is served. The LIRR Expansion Project will allow for additional trains to run in two directions during peak times, improving service reliability, increasing the capacity of LIRR service, and making train travel more attractive.<sup>40</sup> The enhanced capacity will allow for significantly reduced headways for reverse commuting trains during peak hours, which will expand the potential labor pool for businesses in the area to communities west (New York City) as well as areas east (Nassau and Suffolk Counties). In conjunction with track improvements MTA/LIRR proposes to undertake station improvements and parking enhancements to support increased service levels.<sup>41</sup>

The LIRR Station in Westbury has always served as a focal point of the downtown, providing a link to New York City and the region for Westbury residents, as well as connecting businesses and attractions in Westbury to the surrounding communities. The LIRR Expansion Project will dramatically enhance Westbury's access to these communities and attract new visitors and residents to Westbury. The DRI provides a critical opportunity to leverage the LIRR Expansion Project investments and further support economic growth through business development and residential growth.

The final LIRR Expansion Project scoping document was released in August 2016 and the Draft Environmental Impact Statement (DEIS) was issued in November 2016. The LIRR and MTA expect that the final decision on project scope and implementation will be made in spring of 2017 and project implementation procurement will begin in May 2017.<sup>42</sup> The LIRR Expansion Project DEIS proposed an estimated \$200 million of investment in the Westbury LIRR Station, described below:

- **South Parking Lot Plan:** The LIRR Expansion Project proposes replacing 311 surface parking spaces on the lot south of the LIRR Station (owned by MTA) with a four-tier parking garage in the center of the existing lot that would accommodate a minimum of 488 parking spaces, while preserving 76 surface spaces on the west side of the lot along Post Avenue and 47 surface spaces on the east side of the lot adjacent to a self-storage property.<sup>43</sup> The MTA/LIRR has expressed willingness to locate the parking garage on the eastern most portion of the existing parking lot in order to reserve the largest possible surface lot with frontage on Post Avenue. This change will facilitate the most viable mixed-use development on the portion of the lot fronting Post Avenue, advancing goals for mixed-use development near the LIRR Station.





**Figure 21:** Long Island Rail Road Expansion Project Corridor  
Source: Long Island Rail Road/MTA

- **North Parking Lot Plan:** The LIRR Expansion Project proposal includes a four-story parking garage to replace the 303-space surface lot that is owned by the Village. The new parking garage will accommodate a minimum of 630 parking spaces and retain 41 surface spaces.<sup>44</sup> As a result of DRI, it was requested that a development zone is retained along Scally Place and an entrance to the garage from both Scally Place and Union Avenue is provided. The MTA/LIRR has indicated it intends to adjust the design to meet these requests.
- **Elimination of the School Street At Grade Crossing:** The LIRR Expansion Project will eliminate the School Street at-grade crossing and replace it with an underpass.<sup>45</sup>
- **Station and Platform Improvements:**  
A reconstructed eight-foot wide eastbound platform and a new overpass with an elevator that connects to the proposed parking garage on the south side of the Station are planned.<sup>46</sup> It was requested that MTA/LIRR consider a 10-foot wide platform and a staircase that allows access to both the east and westbound platforms on the western end of the platform at Post Avenue.
- **Pocket Park/Plaza North of the Station:** The LIRR Expansion Project proposes installing a retaining wall along the northern side of the tracks near Union Avenue. The MTA/LIRR will create a pocket plaza along Union Avenue near the intersection of Post Avenue in place of the embankment currently on the north side of the station.<sup>47</sup> The MTA/LIRR has expressed willingness to collaborate on the design of the park so that it supports the local goal to better integrate the Westbury LIRR Station with the downtown corridor. The design may consider incorporating the lane to the east of the current staircase on the north side of the Station area into the pocket plaza.



### Post Avenue Bridge Project

In November 2016, the MTA approved a contract to design and construct a new bridge for the LIRR trains that would replace the existing railroad bridge over Post Avenue and accommodate the new third track proposed through the LIRR Expansion Project. The existing bridge has deteriorated and only provides 11 feet and 10 inches of clearance, which does not allow all trucks to pass under the bridge. Under existing conditions, trucks requiring greater clearance are routed east along Union Avenue and cross the tracks at grade one block east of Post Avenue at School Street. The new bridge will increase the clearance to 14 feet, which will accommodate most trucks and reduce train delays caused from over-height trucks striking the bridge, which was reported to occur between five and nine times per year over the past six years.<sup>48</sup> The LIRR anticipates that construction will begin in October 2017.<sup>49</sup>

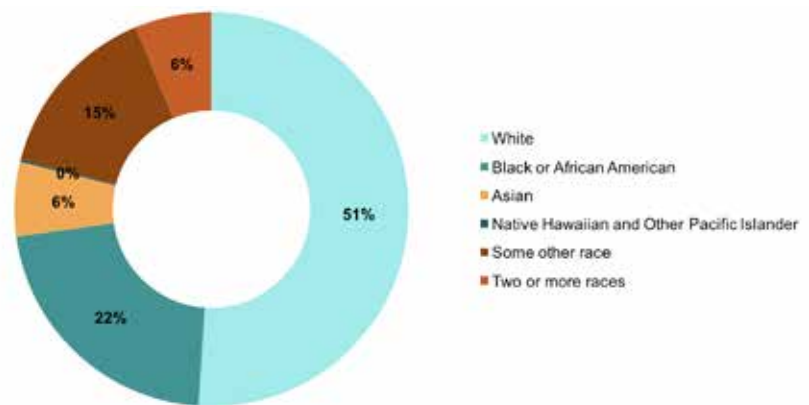
### Demographic Snapshot

The population of Westbury is 15,201, a population density of 6,600 people per square mile (40% greater than that of Nassau County).<sup>50</sup> The population has increased 7% since 2000, significantly more than the stagnant population growth recorded in Nassau County during the same period.<sup>51</sup>

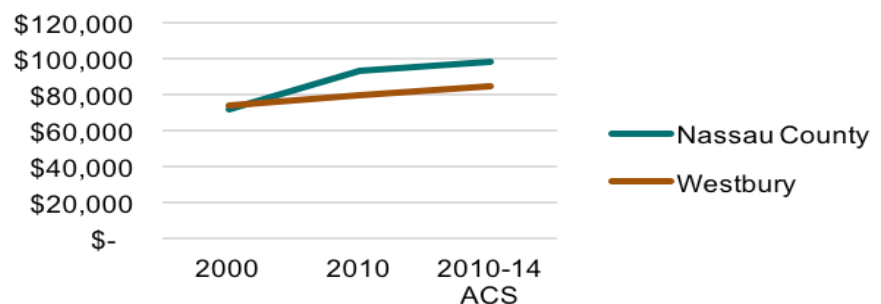
Westbury is comprised of a racially and ethnically diverse population, which is a strength and a sense of

	Westbury	Nassau County
Population Size (2014)	15,201	1,350,601
Population Growth (2000 – 2014)	+7%	+1%
Residents Per Square Mile	6,600	4,700
Average Household Size	3.06	3.01
Non-White Population	49%	29%
Foreign-Born Population (2014)	35%	22%
Median Household Income (2014)	\$85,086	\$98,401

**Table 2:** Demographic Snapshot  
Source: American Community Survey, 2010 – 2014.

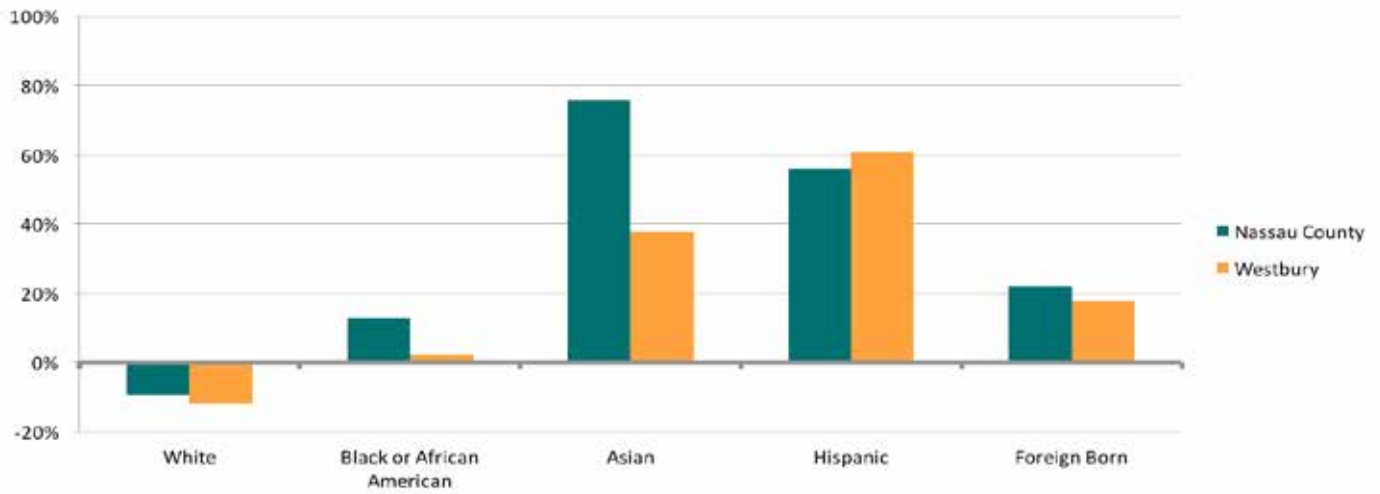


**Figure 22:** Westbury Racial Composition  
Source: American Community Survey, 2010 - 2014.

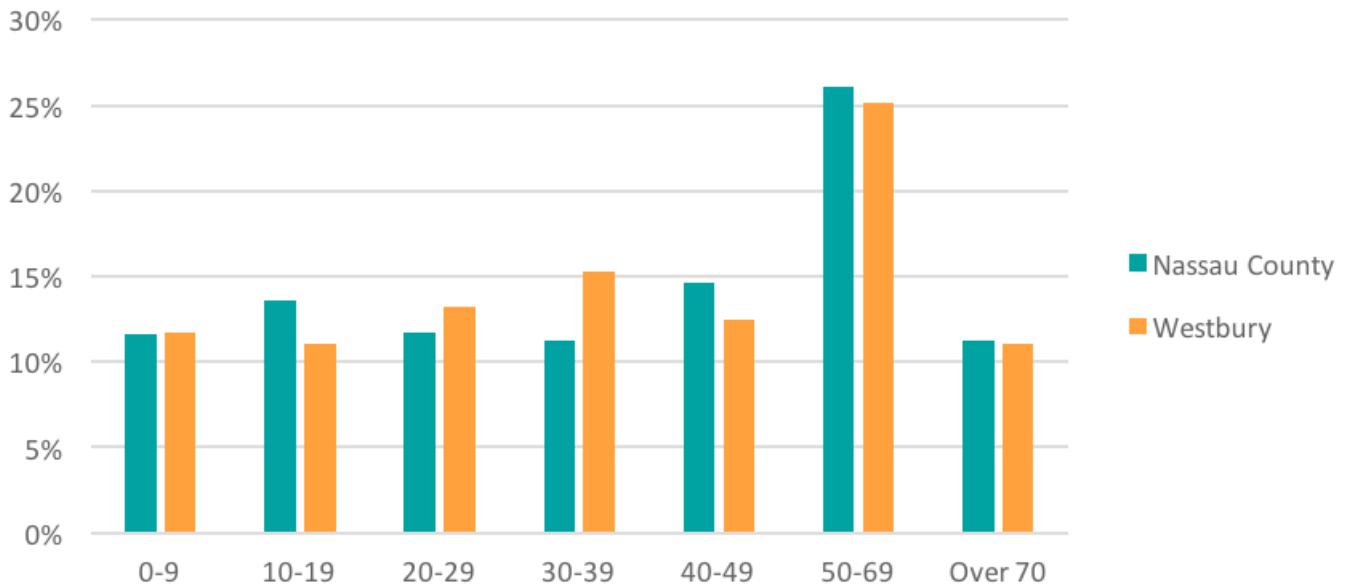


**Figure 23:** Westbury and Nassau Median Household Income, 2000 - 2014  
Source: American Community Survey, 2010 - 2014, U.S. Census 2000, 2010





**Figure 24:** Demographic Growth/Decline Rate in Village of Westbury and Nassau County, 2000 – 2014  
Source: American Community Survey, 2010 - 2014; US Census 2000.



**Figure 25:** Age Composition in Village of Westbury and Nassau County  
Source: American Community Survey, 2010 - 2014.



pride for the Village. The percentage of white residents in Westbury (51%) is approximately 20 points lower than Nassau County as a whole,<sup>52</sup> and both geographies show increasing percentages of non-white residents.<sup>53</sup> In particular, the population of Hispanic, Asian, and foreign born residents in Westbury has grown dramatically since 2000, as shown in Figure 24.<sup>54</sup>

Twenty-two percent of the population in Westbury is black or African American, 6% is Asian, 8% identifies as two or more races, and 15% identifies as some other race.<sup>55</sup> Ethnically, 28% of the population is Hispanic, up from 19% in 2000.<sup>56</sup> Additionally, 35% of Westbury residents report birth in a country other than the United States.<sup>57</sup>

Twenty-eight percent of Village residents are between the ages of 24 and 39, slightly higher than Nassau County.<sup>58</sup> Thirty-seven percent of residents have earned a Bachelor's degree (up from 32% in 2000), as compared to 48% in Nassau County.<sup>59</sup>

The Village median household income is \$85,086, slightly below that of Nassau County and it has increased at a slower pace than Nassau County since 2000.<sup>60</sup>

## Zoning and Land Use

The zoning code in the Village was enacted in the 1930s and has remained largely unchanged. The 1.4 mile stretch of Post Avenue between Northern State Parkway and the LIRR Station encompasses the commercial core, which includes most office and retail uses. The commercial corridor abruptly terminates at the LIRR Station with a cemetery on the east side of Post Avenue that stretches from the LIRR Station to Old Country Road.

The northern end of Post Avenue has an eclectic character, with little consistency in architectural character. Many residential buildings have been adapted to commercial uses, creating an uneven street wall with large distances between buildings as well as between building entrances and the street line. The

size and bulk of the buildings are significantly larger than the rest of the corridor, and accommodate national chain stores, an auto service station and a small-format grocery store. This area, as well as Maple Avenue and Old Country Road, are zoned for business, which also allows residential development.

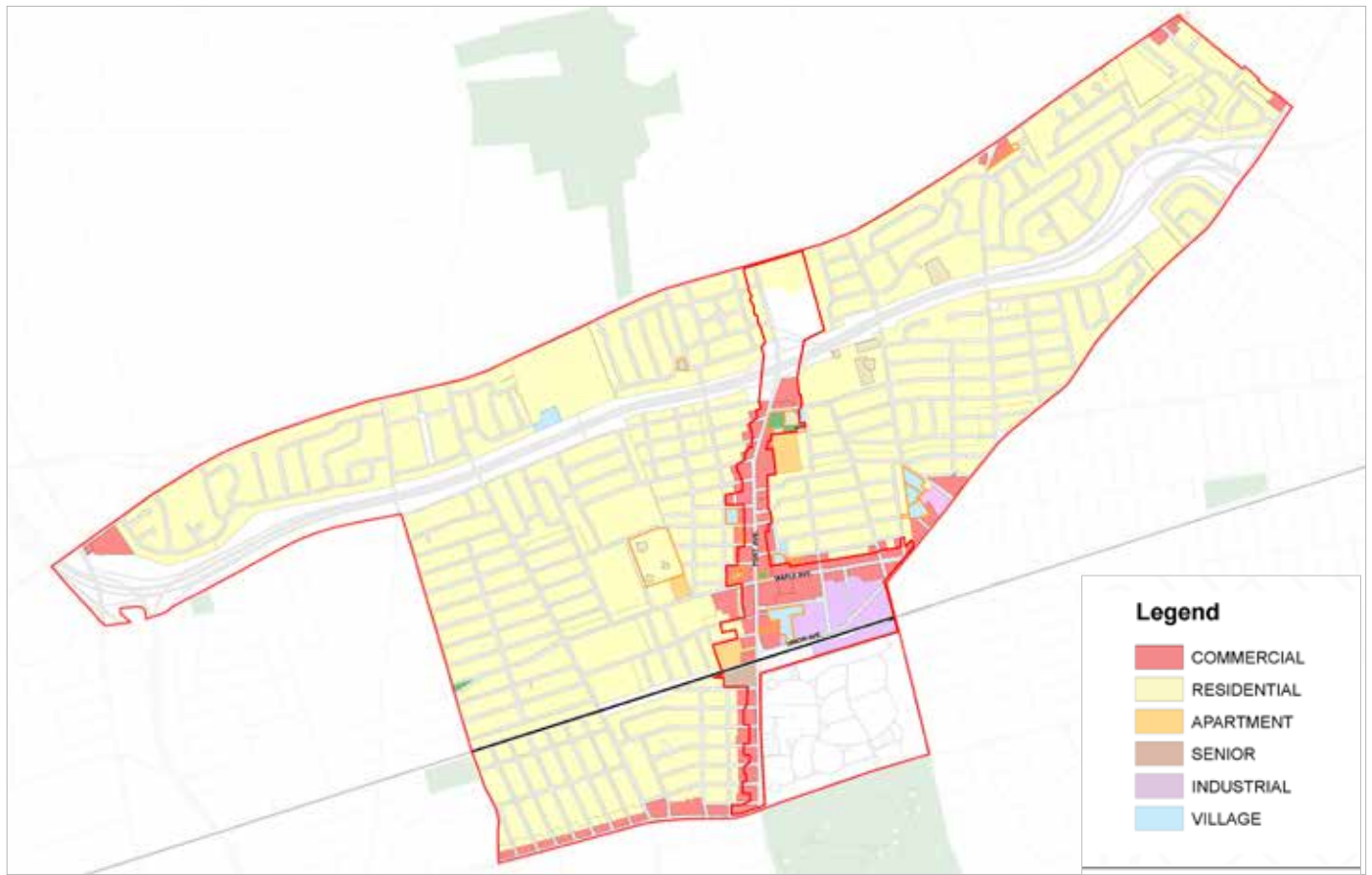
The area north of the LIRR Station (shown in purple in Figure 27) is zoned for industrial use. This zoning district does not allow residential development. Development is limited through a maximum lot coverage ratio of 65% in the area. As a result, nearly all of these properties are designated for industrial use, including surface parking or open uses related to construction, contracting or the automotive service sector.

Single family housing is the most common type of residential land use



**Figure 26:** Union Avenue Existing Conditions  
Source: Consultant Team





**Figure 27: Existing Zoning Map**  
Source: Consultant Team, Nassau County Assessor's Office, 2016.



**Figure 28: Post Avenue Existing Conditions**  
Source: Consultant Team

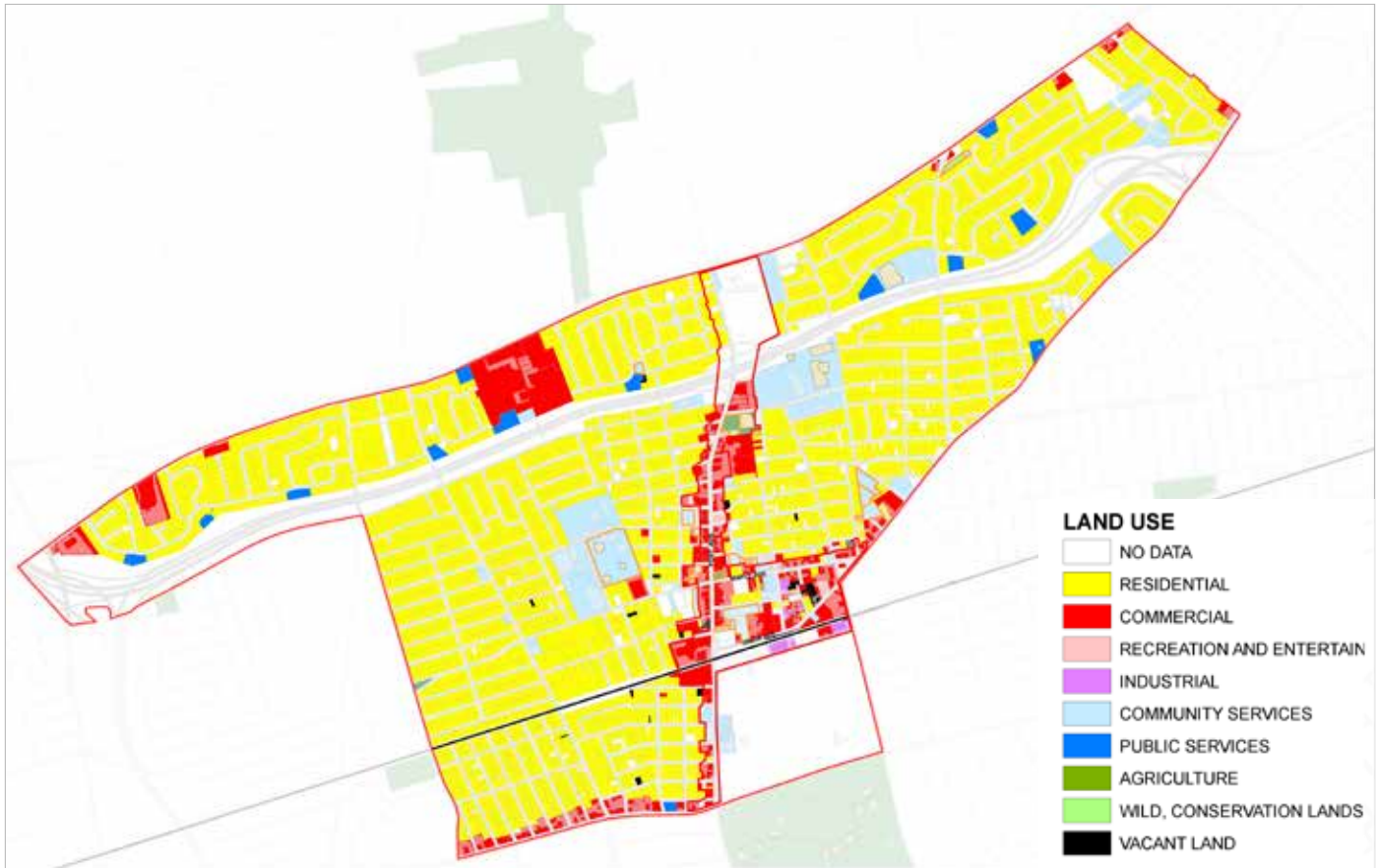


**Figure 29: Multi-family Housing**  
Source: Consultant Team



**Figure 30: Maple/Union Area Existing Conditions**  
Source: Consultant Team



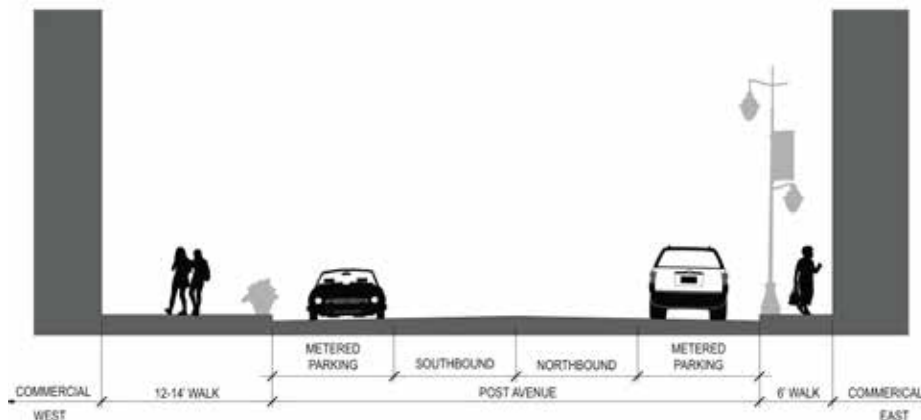


**Figure 31: Existing Land Use Map**  
Source: Consultant Team, Nassau County Assessor's Office, 2016.

in the Village. However, in the past decade, 400 multifamily residential (condominium and apartment) units have been developed in or adjacent to the DRI study area, which contribute to a total of more than 800 multi-family residential units in the Village.<sup>61</sup> Additionally, there is a relatively small number of parcels in the Village that contain mixed

residential and commercial uses—located exclusively along the Post Avenue corridor.





**Figure 32:** Sidewalk Existing Conditions  
Source: Consultant Team

## Pedestrian Environment

Despite the walkable size of the downtown, it is apparent that the community has a vehicular focus. While there is a sidewalk on both sides of Post Avenue, the pedestrian space is narrow in many locations. Narrow sidewalks limit the capacity to accommodate street trees and pedestrian amenities such as benches. Frequent curb cuts and limited pedestrian safety measures may discourage pedestrian activity. These conditions are discussed in more detail in the following section.

### Sidewalks

The pedestrian environment includes narrow sidewalks, which limit capacity for streetscape amenities. The sidewalk on the west side of Post Avenue is approximately 12 feet wide within the downtown core, reducing to

six to eight feet wide north of Belmont Avenue. Sidewalks on the east side of Post Avenue are approximately six feet wide (as shown in Figure 32). Placement of the street lights, trash receptacles, and parking meters reduces the width to three feet wide in some locations. This creates Americans with Disabilities Act (ADA) accessibility issues and limits streetscape enhancement opportunities.

### Pedestrian Crossings and Signals

East-west crosswalks and pedestrian signals are available to cross Post Avenue, yet the distances between each crossing is excessive. Additionally, there are very few pedestrian signals for north-south crossing of the side streets at the intersection with Post Avenue. A few key areas without pedestrian crossings include Post and Union



**Figure 33:** Narrow, Cluttered Street  
Source: Consultant Team



**Figure 34:** Existing Conditions on Post Avenue  
Source: Consultant Team



Avenues near the LIRR Station and Post Avenue and the Northern State Parkway ramp.

### Vegetation and Trees

There is limited vegetation within the downtown. Tree plantings are limited to a new development on Post Avenue near Union Avenue, the Piazza Ernesto Strada, and within the embankments along the north side of the LIRR tracks and the Northern State Parkway. The only other vegetation within the downtown is located in residential or commercial spaces or in small planter pots that are placed along the length of Post Avenue. Sub-surface utility infrastructure limits how and where trees and other vegetation may be planted.

### Street Furnishings and Seating

Pedestrian-friendly environments typically incorporate site furnishings (such as benches) that provide comfort to pedestrians and enhance the walkability of a community. The downtown Westbury streetscape primarily consists of trash receptacles and planter pots. Bench locations are restricted to the Piazza Ernesto Strada and the Westbury Recreation and Community Center area. The benches in the Piazza are appropriate for their current location, but are too large and out of scale to be used along Post Avenue.



Figure 35: Vegetative Cover



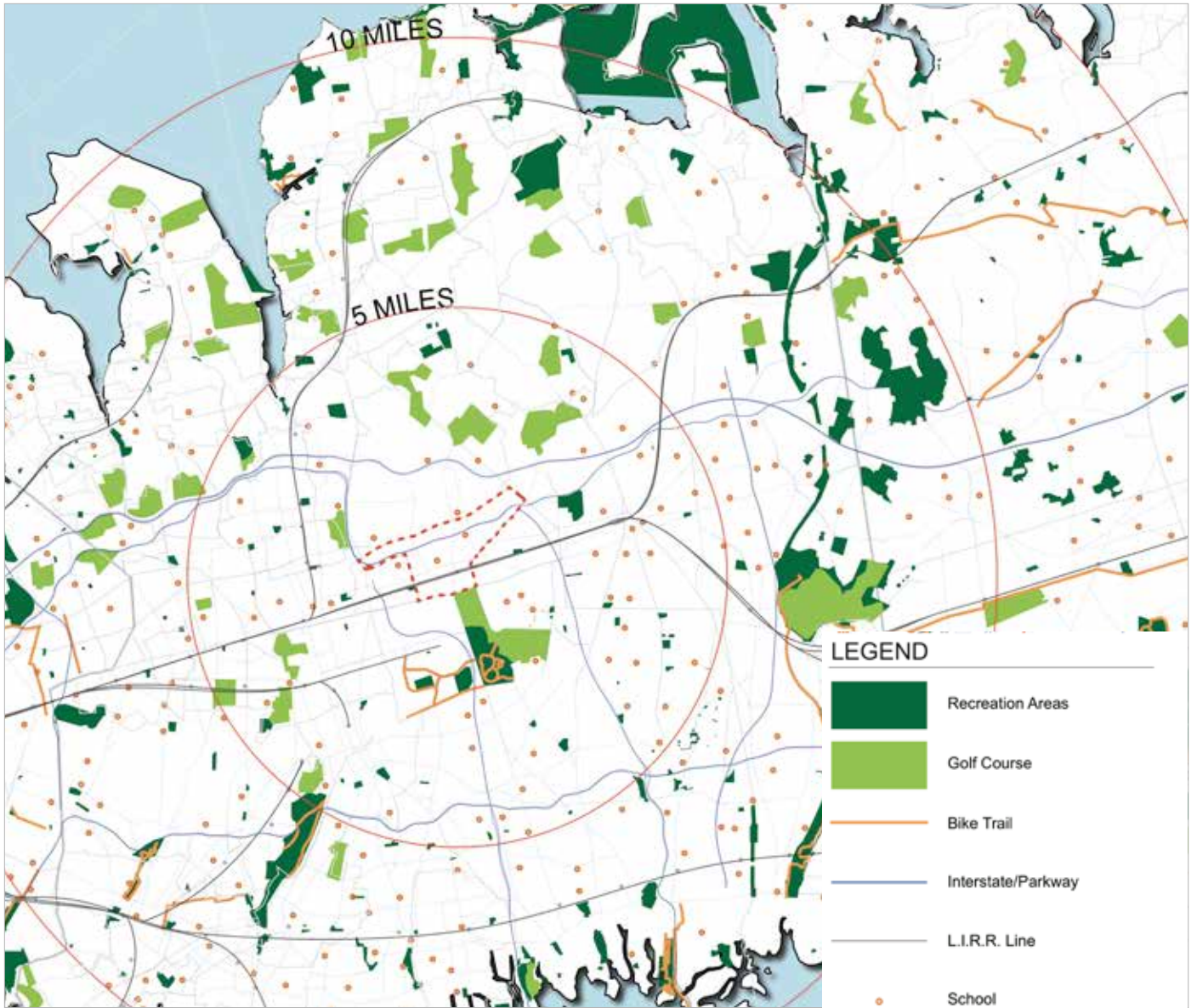


Figure 36: Regional Open Spaces





**Figure 37:** Piazza Ernesto Strada  
Source: Consultant Team

### Lighting

The planning process did not include a light survey to assess light levels in the study area. A count of light poles indicates that there are approximately 45 light poles along Post Avenue from Old Country Road to the Northern State Parkway, three miles of linear roadway. The light poles are irregularly spaced, creating some areas with insufficient lighting. Several block faces at the northern and southern ends of Post Avenue do not have any street light poles. Additionally, there are non-conforming light poles on Post Avenue between Union and Old Country Road.

## Community Assets

### Open Space

Open space in Westbury is limited to the lawn and fields at the Community Center, Piazza Ernesto Strada, pocket parks, and the school yards within the community. Each of these spaces are concentrated on the



**Figure 38:** Westbury Community Center  
Source: The Village of Westbury

northern side of the downtown, and there are no public open spaces in the LIRR Station area.

The **Piazza Ernesto Strada** (See Figure 37) was constructed through community efforts and donations and transformed a dilapidated gas station into a 13,700 square foot public open space.<sup>62</sup> The Westbury Arts Council hosts free concerts and events in the Piazza throughout the summer.

The **Westbury Recreation and Community Center** (see Figure 38) is owned and operated by the Village. The complex is centrally located at 360 Post Avenue and includes outdoor recreation fields, a 54 space parking lot, and three indoor facilities: the Community Center, the Sports Center, and the Recreation Center.<sup>63</sup> Collectively, this complex serves an average of 300 children, adults and seniors daily.<sup>64</sup> The Community Center is the home of the Westbury Senior Program. The complex offers karate, basketball, early childhood education, and after school programming for youth; yoga,



**Figure 39:** Interior of The Space at Westbury, a Performing Arts Venue in Westbury  
Source: The Untz

boxing and other fitness programs for adults; and social, craft, and fitness programs for seniors.<sup>65</sup> Additionally, the complex is home to special events and meetings, including the DRI community engagement events and an annual holiday market coordinated by the seniors. The Community Center was constructed in 1903<sup>66</sup> and the current conditions are relatively outdated. The Sports Center was acquired in 2004 from the Police Athletic League.<sup>67</sup> Some improvements have been made since the property was acquired; however additional investments could improve the facility and better serve youth and residents.

For outdoor recreation needs, many of Westbury's residents travel to **Eisenhower Park** (the entrance is approximately 1 mile south of downtown), which offers 93 acres of recreation amenities including golf, walking and running paths and trails, swimming, and programmed recreation.<sup>68</sup> The primary method



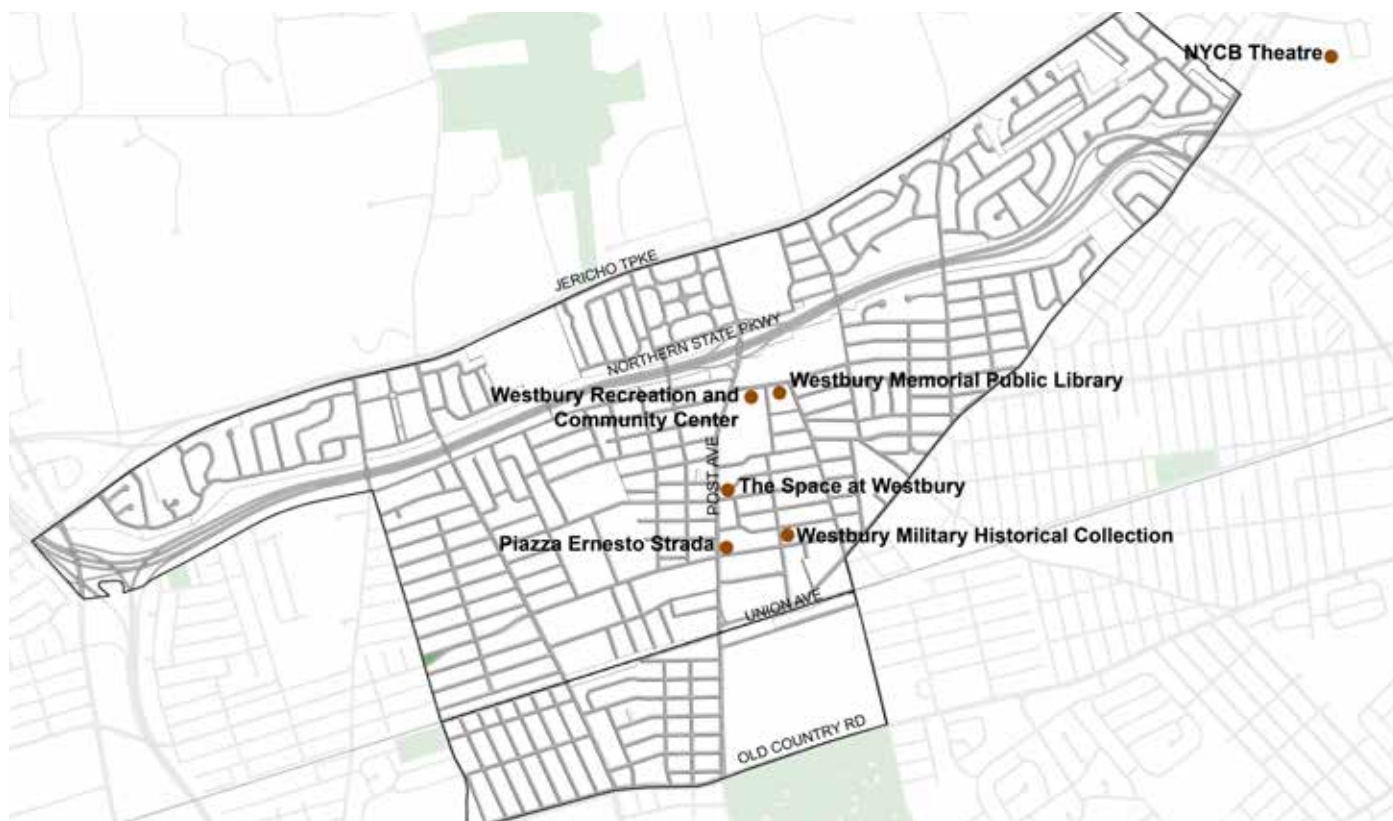


Figure 40: Westbury Cultural and Entertainment Assets

for accessing Eisenhower Park from Westbury is driving, as there are no walking or cycling paths that connect to Eisenhower Park. The majority of other large recreation facilities within a five-mile radius are golf courses, some of which are not open for public use.

### Cultural and Entertainment Assets and Organizations

**The Space at Westbury** (Figure 39) is a concert and special event venue that was developed privately from a dilapidated movie theater building planned for demolition in 2004.<sup>69</sup> The building was in use as a local movie theater that dates back to 1927 and continued through the 1990s.<sup>70</sup> In 2012, The Space at Westbury underwent a \$10 million

renovation and opened its doors in October 2013.<sup>71</sup> The 25,000 square foot theater accommodates 817 people seated or 1,400 people in an unseated general admission format.<sup>72</sup> The venue includes a bar/lounge fronting Post Avenue, lobbies on Post and Drexel Avenues, and an ornate theater with velvet seating and chandeliers. The Space at Westbury hosts performances between one and three evenings per week.<sup>73</sup>





Figure 41: Westbury BID Boundaries



Figure 42: Westbury BID Annual Street Fair  
Source: Westbury BID

The **Westbury Military Historical Collection**, located at the Corporal James Walsh Veterans of Foreign Wars (VFW) Building on Maple Avenue, houses war memorabilia and military artifacts including medals and uniforms. The collection contains a wall with the names of the 2,200 servicemen and women from Westbury, New Cassel, Carle Place and Old Westbury who served during World War II.<sup>74</sup>

The **Westbury Arts Council** (the Arts Council) was founded in 2013 through a collaboration with the Village and local stakeholders. The Arts Council is a 501(c)(3) nonprofit that is fully operated by volunteers.<sup>75</sup> The Village, provides marketing and event planning support for the Arts Council.<sup>76</sup> The Arts Council works to attract, develop, and promote art and

culture throughout the community. The Arts Council locates venues and resources for a variety of programs. The organization is funded by a \$10,000 annual allocation from the Village budget and additional donations and grants it secures through fundraising efforts.<sup>77</sup> In 2015 and 2016, the Westbury Arts Council's summer concert series was partially funded through a grant from the New York State Decentralization Grant for the Arts, administered by the Huntington Arts Council.<sup>78</sup>

The **Westbury Business Improvement District (BID)** is a key organizational asset that works to promote existing merchants and attract new businesses to its target area. The BID encompasses Post Avenue from Old Country Road to the Northern State Parkway, as



Figure 43: Westbury Arts Council Painting a Mural at Roosevelt Field Mall  
Source: Westbury Arts Council

well as adjacent businesses on intersecting side streets including Maple, Union, Drexel, and Schenck Avenues.

The BID has an annual budget of approximately \$74,000, which is comprised entirely of a special assessment paid by commercial property owners located within the BID boundaries.<sup>79</sup> The BID board is



comprised of property and business owners and three appointees of the Mayor of the Village of Westbury. In pursuit of its goals, the Westbury BID sponsors community events, programs, and financial incentives to increase consumer traffic to businesses within its boundaries. Such efforts include the annual Street Fair and the Post Avenue Façade and Street Beautification initiatives.<sup>80</sup>

In fall 2016, the BID launched an initiative to incentivize leasing to a targeted group of retailers. The initiative offers monetary compensation between \$3,000 and \$7,500 to brokers that execute leases with desired tenants. Desired tenants include national chains, recognizable businesses, and food establishments including coffee shops, wine bars, and children's clothing stores.<sup>81</sup>

Other community assets include the Westbury Fire Department, the Westbury Auxiliary Police, and the Mayor's Latino Advisory Council. The Latino Advisory Council is an important organizational asset, which seeks to open channels of communication between local government and Westbury's Hispanic population.

## Transportation

### Major Streets and Road Hierarchy

The Village is centrally located in Nassau County along several key east-west arteries on Long



**Figure 44:** Truck Traffic on Post Avenue  
Source: Consultant Team

Island including Old Country Road, Jericho Turnpike, and Northern State Parkway. Post Avenue (which becomes Merrick Avenue south of Old Country Road) is a key north-south connection in Nassau County. Post Avenue experiences significant traffic, including truck traffic, and requires that large numbers of non-Westbury residents pass through Westbury daily.

### Traffic

The MTA/LIRR shared preliminary traffic volume data collected for the LIRR Expansion Project. It should be noted that the MTA/LIRR continues to refine this analysis through additional data gathering and the figures presented in this document are preliminary.

Most intersections on Post Avenue become congested during the



**Figure 45:** Southbound Traffic at the Post/Union Intersection  
Source: Consultant Team

morning and evening peak hours, but generally operate at acceptable levels of service with some capacity for growth. However, the southbound approach at the intersection of Post Avenue and Union Avenue becomes very congested (level of service F on a scale of A through F) during the morning and evening peak periods.<sup>82</sup> More than 900 vehicles were recorded traveling southbound during the analysis period.<sup>83</sup> Modification of this intersection will be required to serve growth, particularly following the LIRR Expansion Project implementation.

### Parking

Seven surface municipal parking lots comprising 666 metered spaces are located in the downtown. Most lots are located one block off Post Avenue, and support the retail





Figure 46: Local Connections and Road Hierarchy

Road	Direction	Number of Traffic Lanes	Parking Availability	Road Jurisdiction
<b>Key Roads Through Downtown</b>				
Post Avenue	N-S	2	East + West sides	County
Union Avenue	E-W	2	North side	Village
Maple Avenue	E-W	2	North side east of Post Ave	Village
School Street	N-S	2	No parking	Village
<b>Key Connecting Roads</b>				
Jericho Turnpike	E-W	6	No parking	State
Northern State Parkway	E-W	6 - limited access	No parking	State
Old Country Road	E-W	4 - 6	North side Bert to Ellison Ave	County

Table 3: Key Road Overview



and entertainment uses along the commercial corridor. There are an additional 130 metered long-term street parking spaces in the downtown. The Commuter Lot located on the north side of Union Avenue across from the LIRR Station (labeled 1 in Table 4 and Figure 47) is the largest lot with 278 spaces.

Table 4 presents the parking occupancy from an audit conducted in September 2016. Cells highlighted in dark gray demonstrate lots at full capacity and cells highlighted in light gray demonstrate lots at greater than 50% full. It is notable that the Village-owned LIRR Commuter Lot (Lot 1) is at full capacity during the weekdays and that the Madison Street (Lot 4), Drexel Street (Lot 5), and Belmont Avenue (Lot 6) lots are at full capacity and the Schenck Avenue (Lot 3) lot is near full capacity on event nights at The Space at Westbury.<sup>84</sup> As the population in Westbury grows, the number of retail attractions expands, and the number of entertainment and cultural events increases, constraints on parking may be exacerbated.

In addition to these lots, MTA owns and operates a surface parking lot at the intersection of Railroad Avenue and Post Avenue on the south side of the LIRR Station, which offers commuters 311 parking spaces. This lot is open to the public, regardless of residency, whereas, the Village-owned Commuter Lot provides monthly parking for local residents. The LIRR Expansion Project calls for construction of a new 530-space

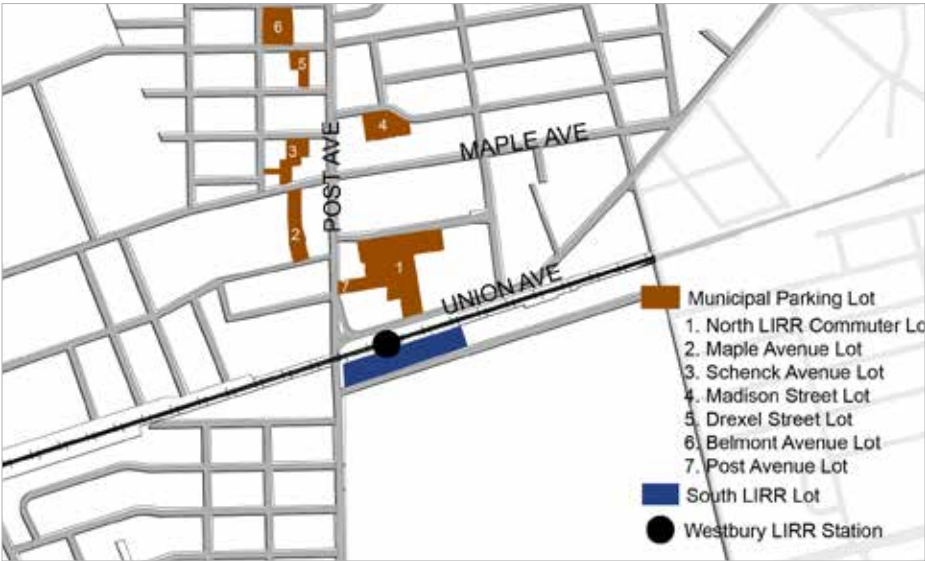


Figure 47: Municipal and MTA Surface Parking Lots

Occupied Spots (Measured in September 2016)

Location	Total Spots	Weekday 6am - 6pm	Weekday after 6pm	Weekend after 6pm	Event Nights
1 Commuter Lot*	278	278	35	62	n/a
2 Maple Ave	86	42	16	24	n/a
3 Schenck Ave	60	40	12	16	36
4 Madison St	86	40	10	18	86
5 Drexel St	30	28	26	26	30
6 Belmont Ave	96	42	23	25	96
7 Post Ave	30	28	12	23	n/a
Long-term Street	130	100 - 130	24	32	n/a
<b>Total</b>	<b>796</b>	<b>498</b>	<b>158</b>	<b>226</b>	<b>248</b>

\*The Commuter Lot and the Post Avenue lot comprise the areas that are slated for improvements through the LIRR Expansion Project. The proposed improvements include a 4-tiered parking garage accommodating 630 parking spaces and 52 surface spaces.

Table 4: Parking Capacity and Occupancy, September 2016  
Source: The Village of Westbury, 2016.





Figure 48: Westbury LIRR Station Map

parking garage as well as 123 surface spaces in place of this MTA-owned surface lot.<sup>85</sup> These LIRR/MTA improvements will be critical to supporting population growth in the Village.

## Public Transportation

### Regional Rail—LIRR

The Westbury LIRR Station is situated along the Port Jefferson and Ronkonkoma (terminating in Greenport) Branches of the Main Line. The Westbury Station is located 21.4 miles (45 minutes) from Penn Station in Manhattan.

Within the downtown, the LIRR Station is located east of Post Avenue between Union and Railroad Avenues and in the center of downtown. However, there are no

visual connections between the station platform and Post Avenue that would encourage LIRR riders to stop in Westbury. The pedestrian connection from downtown to the LIRR may be improved through pedestrian safety measures and amenities.

More than 3,800 passengers board or exit LIRR trains at the Westbury Station daily.<sup>86</sup> In terms of ridership volume, the Station is ranked 30th of the 124 stations in the LIRR system.<sup>87</sup>

The LIRR anticipates significant growth over the next decade as a result of the \$2 billion LIRR Expansion Project implementation, which will support additional riders, increase parking capacity, and improve reverse commuting service during peak hours.

### Bus Transit

Two Nassau Inter-County Express (NICE) buses serve downtown Westbury, the n22X and the n35. The n35 has five stops on Post Avenue, including Post and Railroad Avenue near the Westbury LIRR Station. The n22X operates on Maple Avenue. There are no bus shelters in Westbury.

## Market Conditions

### Sectoral Analysis

Westbury is in close proximity to several office clusters and anchor institutions. Garden City, located within five miles of Westbury, offers nearly six million square feet of office space, almost 40% of which is Class A.<sup>88</sup> There are also plans for expansion in the office market in the neighboring community of Uniondale. The Nassau Coliseum site is planned to lease 77-acres to Memorial Sloan Kettering Cancer Hospital and businesses in biotechnology, entertainment, and retail.<sup>89</sup> Mineola is home to the offices of many county agencies and Winthrop-University Hospital.

Several institutional anchors are located within ten miles of Westbury, including six colleges and universities (Nassau Community, SUNY-Old Westbury, Briarcliffe, Adelphi, Long Island University C. W. Post, and Hofstra) as well as four hospitals (Nassau University Medical Center, Northwell Health, South Nassau Communities Hospital,



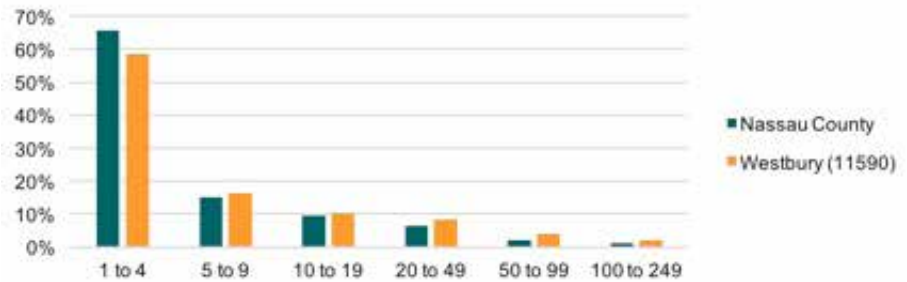
and Winthrop University Hospital). Each of these anchor institutions employ between 1,000 and 5,000 people<sup>90</sup> and have demonstrated a commitment to the Nassau County community, through partnerships and plans for growth within the County.<sup>91</sup>

The leading sectors in Westbury are Retail Trade, Construction, and Administrative Services.<sup>92</sup> The majority of Westbury's businesses are small. In fact, 75% of Westbury-based businesses employ less than 10 people, which is consistent with Nassau County (Figure 47).<sup>93</sup>

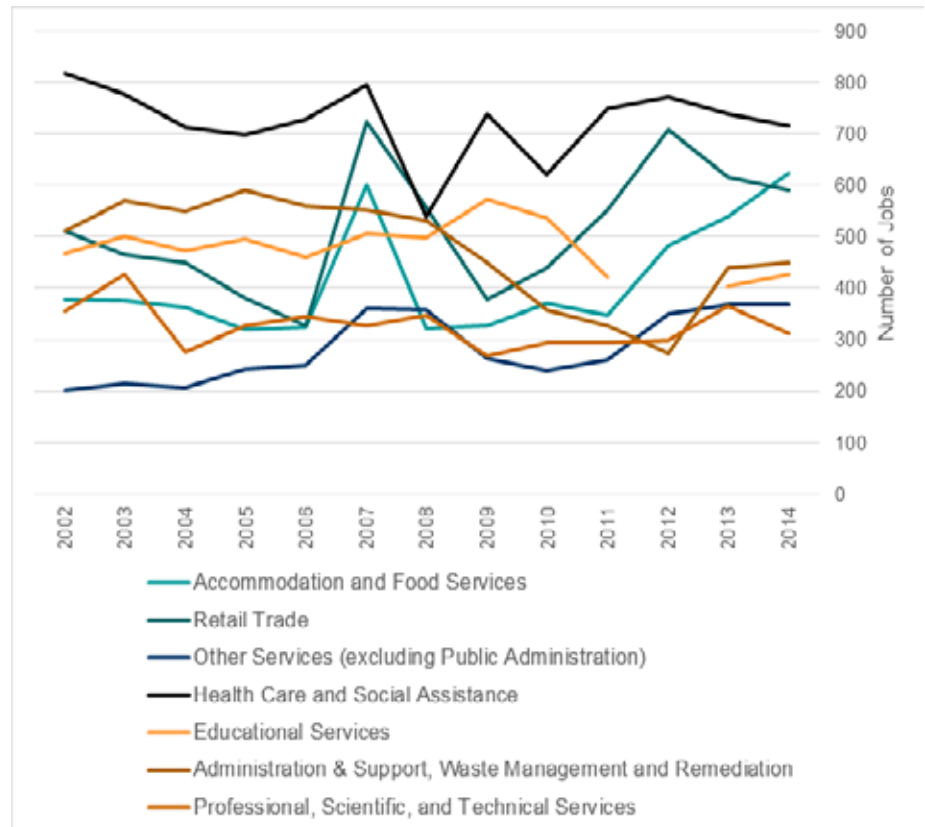
A sampling of businesses that employ 50 or more people in the area include Fedcap Rehabilitation Services, Cliffco and American Mortgage Banking, Hicks Nurseries, A&J Process Service, Sasken Communication Technology, Taylor Walker Facilities Services, and IRN Payment Systems.

### Labor Analysis

Since the Great Recession that began in the late 2000s, Accommodation and Food Services, Retail Trades, and Other Service jobs have rebounded and continue to grow (green tones in Figure 50). However, other types of high quality employment options, such as Professional, Scientific and Technical Services and Educational Services, have remained stagnant or show signs of decreasing (brown tones in Figure 50).<sup>94</sup>



**Figure 49:** Business Size Breakdown by Number of Employees—Percent of Total Businesses, 2014  
Source: Zip Code Business Patterns, 2014.



**Figure 50:** Jobs in Westbury by NAICS Industry Sector (2002-2014)  
Source: U.S. Census Bureau's OnTheMap Application, 2016



## Retail Sector

The primary retail corridor in Westbury is Post Avenue, which is comprised of small, locally-owned retailers. The Westbury BID provided data regarding the number and type of businesses in its district, categorized below. As shown in Figure 51, more than 50% of ground floor retail spaces in the BID are dedicated to service-oriented businesses including medical offices, professional services such as lawyers, real estate brokerage firms, insurance sales, and retail services such as hair and nail salons and dry cleaners.<sup>95</sup> These businesses are likely to serve clients by appointment and do not encourage foot traffic on Post Avenue.

Approximately 20% of ground floor establishments are dedicated to food and beverage services, including one midsize grocery store on Post Avenue. Slightly less than 20% of businesses are retail stores selling dry goods, clothing, and shoes.<sup>96</sup>

Old Country Road, located at the southern boundary of the Village, is also a retail hub with a number of large, nationally-owned retailers that cater to car-dependent shoppers. These businesses dramatically contrast with the locally-owned, small retailers on Post Avenue.

The planning process included a retail gap analysis for selected retail categories in the Village and Nassau County using Esri Business Analyst.

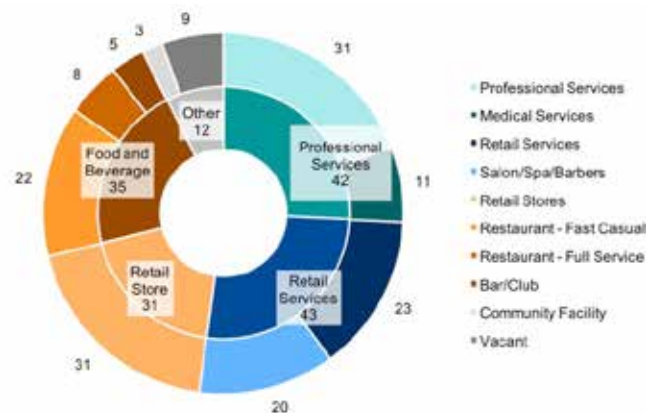


Figure 51: Westbury BID Business Categories—Ground Level Retail Only  
Source: Westbury BID, 2016.



Figure 52: Aggregate Retail Gap in the Village of Westbury  
Source: Esri Business Analyst

The retail gap analysis estimates whether there is a deficit between actual and potential retail spending in the area, the relative strength of retail demand, and the specific retail industries that experience the greatest unmet demand.

The Village is experiencing an overall surplus of \$46.4 million (24.6% of potential sales) in retail spending for all retail categories, indicating that retailers in the Village attract shoppers from outside the Village boundaries.<sup>97</sup> However, as shown





**Figure 53:** Service-Oriented Retail on Post Avenue  
Source: Consultant Team



**Figure 54:** Service-Oriented Retail on Post Avenue  
Source: Consultant Team

in Figure 52, if Old Country Road is removed from the geography, the Village has a retail leakage of \$58.4 million (32.4% of potential sales), which indicates that Old Country Road is the primary retail attraction for shoppers in the area, and the downtown is not attracting shoppers from outside the Village.<sup>98</sup>

Key areas demonstrating a gap include:

- There is a surplus of \$33 million in full-service restaurants, indicating that restaurants in Westbury attract residents from other areas. Yet, this surplus shrinks to less than \$1 million (6% of potential sales) when Old Country Road is removed from the geography, similar to the overall retail gap

findings.<sup>99</sup> Downtown Westbury has an opportunity to enhance its full-service restaurants in order to attract visitors from outside the Village.

- There is a gap in Drinking Establishments in Westbury in each geographic area.<sup>100</sup> Findings from community engagement sessions support the concept that there is demand for additional restaurants and bars.
- There is one grocery store on Post Avenue in the downtown. The Village residents area also served by a number of grocery stores on Old Country Road. However, the retail gap analysis presents a gap of \$7.5 million in the grocery store category.<sup>101</sup> Insufficient

grocery stores was not expressed as a concern or priority through the public involvement process; however, it may become more pronounced as residential density increases in the Village.

### Real Estate Market

Summary data and key findings regarding the residential, retail, office, and industrial real estate market are provided below.

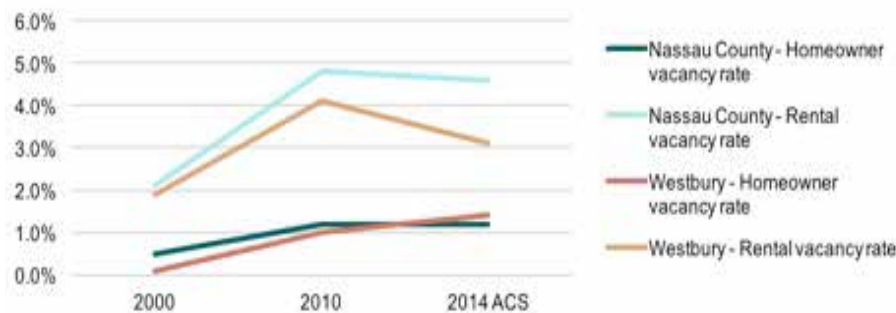
#### *Residential Real Estate Market*

The multi-family residential rental market is growing in the Village, as evidenced in the market statistics and trends presented below and in Table 5:



	Village of Westbury	Nassau County	Source
Inventory	5,176 units	467,621 units	U.S. Census Bureau's 2010-2014; American Community Survey
% Change in # of Units (2000 – 2014)	+10%	+2%	U.S. Census Bureau's 2010-2014; American Community Survey; 2000 Census
% of Renter Occupied Units	23%	19%	U.S. Census Bureau's 2010-2014; American Community Survey
% of 2+ Housing Units	27%	21%	U.S. Census Bureau's 2010-2014; American Community Survey
Median Rent (Asking)	~\$1,850	\$2,872	Broker interviews, Zillow
Median Sales Price (Asking)	\$416,200	\$466,300	Zillow
Rental Vacancy Rate	3.1%	4.6%	U.S. Census Bureau's 2010-2014; American Community Survey

**Table 5:** Residential Real Estate Snapshot



**Figure 55:** Residential Vacancy Rates, Westbury and Nassau County, 2000 – 2014.



**Figure 56:** Multi-family Housing on Post Avenue  
Source: Consultant Team

- The Village has 5,176 housing units. The number of housing units increased by 10% between 2000 to 2014, and continues to grow.<sup>102</sup>
- There is a greater share of two and three or more family homes in the Village, as compared to Nassau County.<sup>103</sup>
- The Village has a slightly higher proportion of renters compared to Nassau County as a whole, with 23% renter-occupied units as opposed to 19% for the County. The supply of renter-occupied units increased at a faster rate (12%) than owner occupied units (5%) during the same time period.<sup>104</sup>
- As a part of recent downtown revitalization efforts, 400 multi-family residential units were constructed within walking distance of the LIRR station.<sup>105</sup> There are now 818 total units in and around the downtown including 408 condominium units, 98 co-op units, 172 rental units,



and 140 assisted living units.<sup>106</sup>

- In the past 15 years, new residential units have been absorbed immediately, indicating strong demand for housing.<sup>107</sup>
- Another key indicator of strong demand for housing is that the rental vacancy rate in Westbury is 3.1%, significantly below that of Nassau County, as shown in Figure 55. The rental vacancy rate has declined since 2010, even as new housing units were added to the market supply.<sup>108</sup>
- According to conversations with brokers, median rent in Westbury is approximately \$1,600 to \$2,200 per month (across all housing unit types),<sup>109</sup> slightly below Nassau County's estimated median of \$2,872 per month.<sup>110</sup>
- Zillow data indicates that average rent has increased 19% since 2011, another indicator of strong demand for new housing.<sup>111</sup>

#### *Retail Real Estate Market*

The retail environment on Post Avenue is moderately healthy. Achieving growth in the retail market will be dependent on increasing foot traffic in the downtown and clearly distinguishing Post Avenue from the large, nationally-owned retail environments nearby. Table 6 and the following section provide key findings of the retail real estate market analysis.<sup>112</sup>

- The commercial corridor of Post Avenue contains nearly half of all retail inventory in the Village and is comprised of smaller spaces that are leased by local retailers.
- Old Country Road is the Village's southern boundary and is primarily comprised of large, retail properties. Businesses on Old Country Road include large fast food chains (McDonald's, Popeye's, Burger King) and cellular companies (T-Mobile, AT&T), which complement the offerings in Roosevelt Field Mall.
- There has been no growth in retail inventory in the past 10 years.
- The retail vacancy rate in the downtown is low (3.4%) and consistent with the County (3.3%).
- Average rents in the downtown (\$28 per square foot) are generally on par with the County (\$26 per square foot), yet significantly below the nearby prime retail rents on Old Country Road (\$49 per square foot).

#### *Office Real Estate Market*

The office market in Westbury is relatively dormant, with virtually no supply that could attract or meet the needs of a large employer. The following data supports these findings:<sup>113</sup>

- Nearly all the office space in Westbury is Class B or C, with only one 50,000 square foot property located at 265 Post



Figure 57: Small Retail Space on Post Avenue  
Source: Costar



Figure 58: Typical Retail Property on Old Country Road  
Source: Costar

Avenue offering Class A space.

- Approximately 60% of office space in the Village is located in five office buildings. The largest office property is comprised of 62,800 square feet.
- Primary office users in Westbury include medical professionals, attorneys, and realtors.



RETAIL	Downtown Westbury	Village of Westbury	Nassau County
Inventory	276,000 SF	430, 000 SF	65.6M SF
% Change in Inventory (2006 – 2016)	0%	-3%	+1%
% of Retail Spaces Less than 2,5000 SF	47%	23%	N/A
Median Rent	\$28	\$49	\$26
Vacancy	3.4%	6.1%	3.3%
10 Year Absorption	+22,470 SF	+5,719 SF	+3.1M SF

Table 6: Retail Real Estate Snapshot  
Source: CoStar, 2016

OFFICE	Village of Westbury	Nassau County
Inventory	256,850 SF	50.5M SF
% Change in Inventory (2006 – 2016)	0%	+1%
Median Rent	\$24	\$28
Vacancy	5.4%	7.7%
10 Year Absorption	5,679 SF	475,578 SF

Table 7: Office Real Estate Snapshot  
Source: CoStar, 2016

INDUSTRIAL	Village of Westbury	Nassau County
Inventory	398,696 SF	50.1M SF
% Change in Inventory (2006 – 2016)	0%	-3%
Median Rent	\$13.86	\$11.69
Vacancy	0.5%	4%
10 Year Absorption	200 SF	1M SF

Table 8: Industrial Real Estate Snapshot  
Source: CoStar, 2016

#### Industrial Real Estate Market

The industrial market is concentrated between Railroad Avenue, Maple Avenue, Post Avenue, and School Street, near the LIRR Station.

The following findings provide an overview of the industrial real estate market:

- Data indicates the industrial market is relatively stagnant, with flat average rents at around \$14 per square foot and no new supply over 10 years.<sup>114</sup>
- Industrial property near the LIRR Station may be better suited for residential transit-oriented development, which would provide higher property tax revenue and better support businesses along Post Avenue.



## Soft Site and Redevelopment Opportunities



Figure 59: Soft Site Analysis



Figure 60: Existing Conditions in Maple/Union Area  
Source: Consultant Team



Figure 61: Existing Conditions in Maple/Union Area  
Source: Consultant Team



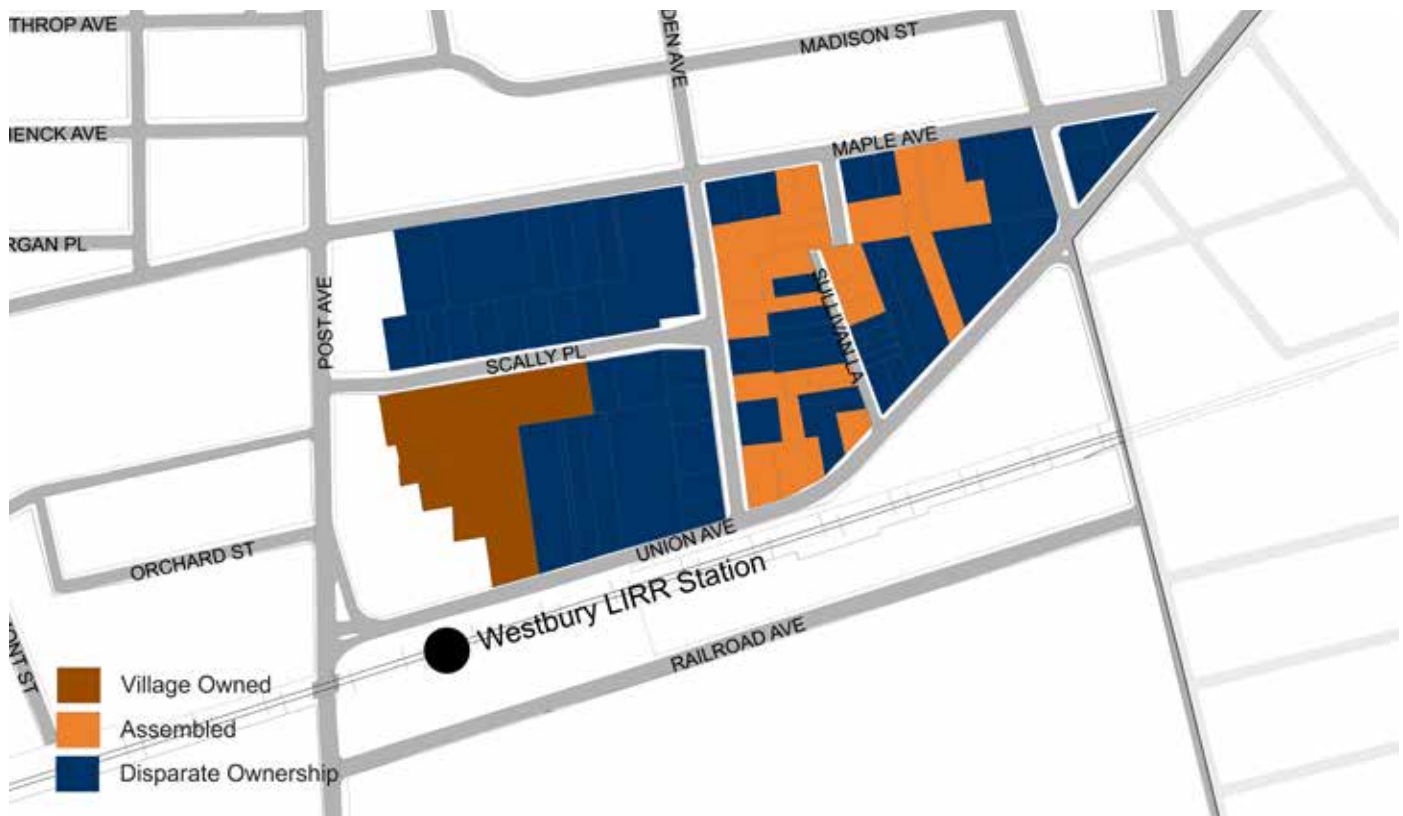


Figure 62: Current Assemblage in the Maple/Union Area

In conducting a high level scan of developable parcels, the ratio of built square feet to allowable square feet was analyzed at the parcel level to identify potential soft sites under current zoning regulations. Figure 59 demonstrates the parcels with a ratio of less than 0.5, indicating that less than half of the allowable square footage has been built on that site.

Much of the downtown offers additional development opportunities. Yet simply meeting this ratio does not indicate a property is ripe for redevelopment. Properties that support the community character and revitalization goals would not be considered soft sites. Many of the properties along Post Avenue do support the community character

and thus, would not be appropriate for redevelopment. Yet, a series of municipal parking lots along Post Avenue (outlined in orange in Figure 59) present opportunities for infill development that could combine structured parking with residential uses.



The area close to the LIRR Station bounded by Maple Avenue to the north, Union Avenue to the south and east, and Post Avenue to the west (the Maple/Union area and circled in Figure 59) is best suited for redevelopment. This area is currently under-built based on the ratio of built square feet to allowable square feet and the Village's goals to promote transit-oriented development. Additionally, as shown in Figures 60 and 61, the existing conditions of the area does not support a vibrant downtown or match the aesthetic character of Post Avenue.

Figure 62 shows current property ownership in the Maple/Union Area. Parcel assemblage has already begun in this area. However, a large and rationale assemblage will be necessary to engender redevelopment that promotes the Village's goals and connects to the downtown and LIRR Station.



## Section II: Downtown Vision, Goals + Strategies

### Rationale

The Village of Westbury's current motto is "A Community For All Seasons." This motto was derived from the 1966 Oscar-winning movie, "A Man for All Seasons," and references the Village's history of racial and ethnic diversity and religious tolerance. The Westbury Local Planning Committee (LPC) sought to identify a vision statement for the Downtown Revitalization Initiative (DRI) Plan that builds upon this motto and focuses on the history of inclusion. The visioning process included a series of LPC and public meetings, stakeholder interviews, existing conditions analysis, strengths, weaknesses, opportunities, and threats analysis (SWOT Analysis), and a review of previous local revitalization initiatives and Long Island Regional Economic Development Council (LIREDC) priorities.

As a result of this visioning process, the Westbury LPC identified four key strength and opportunity areas:

- **Transit-oriented:** The Westbury Long Island Rail Road (LIRR) Station is located in the heart of the downtown. The proposed LIRR Expansion Plan presents an exciting opportunity to leverage investment and capitalize on an improved transit network.
- **Diversity:** The population in the Village is diverse, with a large percentage identifying as Hispanic

and Caribbean, a number of foreign-born residents, and a more balanced distribution of renters and homeowners as compared to the rest of Nassau County. Projects that support the existing diverse community and foster continued diversity among new residents are a priority.

- **Walkability:** The compact and walkable downtown offers access to the LIRR, a number of small, locally-owned businesses, and a small, central public space. Yet, improvements to the pedestrian environment may increase foot traffic and support local businesses.

- **Arts-Centric:** Fostering arts and cultural businesses including The Space at Westbury and the Westbury Arts Council have been a focus over the past five years. A continued commitment to growing the arts and cultural profile of the Village will help to establish Westbury as a destination for arts and culture in the region.

In December 2016, the LPC identified a vision statement and a series of goals and strategies that are based on the unique strengths and opportunities and clearly articulate the desired outcomes of the DRI Plan. Following are the results of the process.



Figure 63: The Visioning Process



## Vision Statement

Westbury will be Long Island's model **transit-oriented**, **diverse**, **walkable**, **arts-centric** downtown.



## Key Goals + Strategies

Consistent with the vision statement, the LPC identified Transit-Oriented, Diversity, Walkability, and Arts-Centric as four goal areas and determined a set of strategies support each goal. These goal areas are closely tied to the Village's goals LIREDC priorities, including promote transit-oriented development, support pedestrian-friendly downtowns, and invest in the arts. The goals and strategies are outlined as follows:

### 1. **Transit-Oriented: Create a downtown that supports a vibrant mix of uses within proximity to the LIRR Station.**

- Foster transit-oriented development that allows for increased density, mixed-use development in Maple/Union area.
- Improve pedestrian and visual connections between the LIRR Station and downtown.
- Establish a southern anchor that creates jobs and/or attracts visitors.
- Attract new job generating and residential uses near the LIRR Station.

### 2. **Diversity: Retain the existing diverse population and attract new residents.**

- Encourage the development of diverse housing options.
- Establish a retail mix that supports diversity in the community.
- Ensure parking capacity meets the needs of residents, commuters, and visitors.
- Facilitate improvements to key community assets.

### 3. **Walkability: Increase pedestrian activity throughout the downtown.**

- Enhance the pedestrian experience through streetscape improvements.
- Ensure the pedestrian environment is safe and easy to navigate.
- Attract new amenities that encourage residents and visitors to come downtown.

### 4. **Arts-Centric: Enhance the cultural profile of Westbury.**

- Support the sustainability and growth of existing cultural assets.
- Introduce visible symbols of the cultural activity.
- Increase opportunities for the community to participate in culture.



## Section III: Action Plan

### Project Identification Process

Through early community engagement and existing conditions analysis, the LPC identified a set of more than 40 potential projects that support the four key goals and strategies. From the broad list of projects, the LPC further refined project profiles by conducting community engagement meetings and interviews, and then by assessing each project against a set of six evaluation criteria: 1) support the existing diverse community located in the Village; 2) address the key geographic target areas; 3) build on past and current revitalization projects, including the LIRR Expansion Project; 4) expand economic activity and tax revenue; 5) limit the on-going administrative and financial obligations of the Village; and 6) adherence to the DRI goals.

### Overview of Projects

The projects are organized in the four key goal areas: Transit-Oriented, Diversity, Walkability, and Arts-Centric. The Transit-Oriented projects include: a rezoning that will allow additional density near the LIRR Station; facilitating new housing and open space development in the area near the LIRR Station; and improving the pedestrian connection between the LIRR Station and the downtown.

The Diversity projects focus on: improving key neighborhood institutions that offer opportunities for community-building among the diverse residents; increase and diversify the housing stock to allow more residents to live in the downtown; and attract new businesses that will meet the needs of the variety of residents.

The DRI Plan includes one Walkability project recommended for DRI funding that will enhance the pedestrian space along Post Avenue from Old Country Road to the Northern State Parkway through the addition of amenities such as benches and trees, lighting improvements, and expansion of the pedestrian space by decluttering the sidewalk.

The Arts-Centric projects help existing arts and cultural entities to grow and reach a broader audience through promotions, property acquisition, and exhibition development. Additionally, a public art project will introduce culture into the visual aesthetic of the downtown, enhancing the Village's profile as a cultural hub within the region.

The projects outlined in the Action Plan have garnered broad community support, as evidenced by the Public Involvement section of this Plan.



B. Action Plan Overview















































Project		Summary	1. Transit-Oriented				2. Diversity				3. Walkability			4. Arts-Centric			Responsible Parties	Estimated Cost	Timeframe for Implementation	DRI Funding
			FosterTOD	Pedestrian and visual connections	Southern anchor	New jobs and residential units	Diverse housing options	Diverse retail mix	Adequate parking capacity	Key community assets	Streetscape improvements	Pedestrian safety	Encourage visitors	Growth of existing arts entities	Visible symbols of culture	Opportunities to participate				
1.1	Rezone the Downtown	The Village will update its zoning code for the downtown to promote transit-oriented development, allow for a mix of residential and commercial uses, and encourage increased density near the LIRR Station. This project will have a transformative impact on the area directly adjacent to the LIRR Station, which is currently comprised of light industrial uses. Moreover, the rezoning will catalyze increased residential density that will spur further economic and business growth along Post Avenue.															Village of Westbury	\$971,250	Years 1-2	Y
1.2	Construct Residential Units Around New LIRR Parking Garage on Scally Place	Through the \$2 billion investment in the LIRR Expansion Plan, the MTA/LIRR proposes to construct a parking structure on the Village-owned commuter lot located between Union Avenue and Scally Place. The Village will issue a RFP and select a developer to construct residential units along the Scally Place face of the garage, which will integrate the garage into the neighborhood fabric and add residential units near the LIRR Station. The project will fund the preparation, issuance, and evaluation of the RFP.															Village of Westbury MTA	\$22,000	Years 1-4	Y
1.3	Develop Open Space in The Maple/Union Area	The rezoning (Project 1.1) will enable the 25-acre Maple/Union area to be redeveloped for mixed-use, transit-oriented development. The Village of Westbury will support this redevelopment effort through open space development that will complement private sector residential and commercial development catalyzed by the rezoning. The project entails property acquisition at fair market value and construction of 20,000 square feet of open space in the Maple/Union area.															Village of Westbury	\$3,860,000	Years 1-2	Y
1.4	Make Improvements to the Post And Union Avenue Intersection	This project will improve traffic circulation and create a new pedestrian plaza at the intersection of Post and Union Avenues. The improvements will support connections between the LIRR Station and the downtown commercial corridor.															Village of Westbury Nassau County DPW	\$785,926	Years 1-2	Y
1.5	Develop the Western Parcel of the MTA Parking Lot	Through the \$2 billion LIRR Expansion Project, the MTA/LIRR proposes to construct a four-story parking garage. Following completion of the garage, the Village and the MTA/LIRR will work together to assemble a developer RFP and evaluate the proposals. The selected developer will design and construct the project, which is likely to include residential, commercial and parking uses.															Village of Westbury MTA	\$20,000	Years 2-3	N
1.6	Install Bike Lanes on Safe Streets Adjacent to the Downtown	Under current road conditions, the best options for a north/south bike route in Westbury are School Street and Ellison Avenue. The corridor formed by Drexel Avenue and Winthrop Street would provide a safe, signalized crossing at Post Avenue, and would enable a major east/west route. Supplementary bike routes along Rockland Street and Cambridge Avenue may be considered to expand this connection to Westbury Middle and High School as well as other areas of Westbury.															Village of Westbury Nassau County DPW	\$9,000	Year 6	N

Table 9: Westbury DRI Action Plan



B. Action Plan Overview

Project		Summary	1. Transit-Oriented				2. Diversity				3. Walkability			4. Arts-Centric			Responsible Parties	Estimated Cost	Timeframe for Implementation	DRI Funding
			FosterTOD	Pedestrian and visual connections	Southern anchor	New jobs and residential units	Diverse housing options	Diverse retail mix	Adequate parking capacity	Key community assets	Streetscape improvements	Pedestrian safety	Encourage visitors	Growth of existing arts entities	Visible symbols of culture	Opportunities to participate				
1.7	Install Bus Shelters on Maple and Post Avenues	Westbury will invest in amenities to serve the bus rider population. Simple improvements such as seating and additional signage will build on streetscape improvements and help riders more easily identify the bus stop locations. The integration of bus shelters at the routes' busiest stops should be considered.															Village of Westbury Nassau County DPW	\$50,000	Years 3-4	N
2.1	Make Upgrades to the Westbury Recreation and Community Center	The Village will upgrade the three facilities that make up the Westbury Recreation and Community Center complex (the Recreation Center, Community Center, and Sports Center) located at 360 Post Avenue, as well as reconfigure the parking lot to increase capacity. These upgrades will allow the Village to better support the 300 youth, adults, and seniors that use the facility daily and serve new residents.															The Village of Westbury	\$430,824	Year 1	Y
2.2	Launch A Retail Capital Improvement Grant Program	The Village will build on the existing retail incentive and previous façade improvement program to offer grants to targeted retail businesses for capital improvements. The grant program will be comprised of two tracks: 1) a fit out grant program to attract new businesses; and 2) a façade improvement program designed to improve the aesthetics of the downtown.															Village of Westbury	\$600,000	Years 1-3	Y
2.3	Develop the Madison St Municipal Parking Lot for Additional Parking And New Residential Units	The Village will execute an infill development on the Madison Street municipal parking lot through a public private partnership. The surface lot currently includes 86 parking spaces. The project will include construction of approximately 130 parking spaces in a four story garage (an increase of 44 spaces) and 30 new multifamily residential units in the heart of the downtown.															Village of Westbury Developer Parking lot operator	\$4,000,000	Years 1-2	Y
2.4	Make Capital Improvements to the Neighborhood House	The Westbury Neighborhood House is a social services organization that provides essential services and resources (clothing, food, etc.) to residents of Westbury, Old Westbury, New Cassel, and Carle Place that are in need of assistance. The property requires certain capital improvements including, immediately, roof repairs. The Village of Westbury will contribute to these repairs to ensure the organization is able to allocate the vast majority of its budget to sustaining the programs and services that support the local community.															Village of Westbury Neighborhood House	\$30,000	Years 1-2	N
2.5	Launch a Farmers Market	The Westbury Arts Council plans to launch a seasonal farmers market at the Piazza Ernesto Strada, and has communicated with a farmers market management company that will recruit farmers, secure permits, determine the schedule, market the program, and manage and operate the market. This firm will collect revenue from market vendors to cover the costs of operating the market. Additional resources may be necessary to market the program or pay for start-up costs.															Village of Westbury Westbury Arts Council Farmers market management company	\$30,000	Years 1-3	N



B. Action Plan Overview



























Project	Summary	1. Transit-Oriented				2. Diversity				3. Walkability			4. Arts-Centric			Responsible Parties	Estimated Cost	Timeframe for Implementation	DRI Funding
		FosterTOD	Pedestrian and visual connections	Southern anchor	New jobs and residential units	Diverse housing options	Diverse retail mix	Adequate parking capacity	Key community assets	Streetscape improvements	Pedestrian safety	Encourage visitors	Growth of existing arts entities	Visible symbols of culture	Opportunities to participate				
2.6	Construct New Parking Garages in the Surface Lots Near the LIRR Station The MTA/LIRR's existing proposal includes replacing the existing surface lots with parking garages. However, if this project is not fully funded and implemented by the MTA/LIRR, the Village of Westbury will undertake a project to increase parking capacity at the LIRR Station in one or both of these parcels by designing and constructing parking structures.							 								MTA	\$50,000,000	Years 2-5	N
2.7	Offer Support for English as a Second Language and Citizenship Preparation Classes Eighteen percent of residents in the Village of Westbury are foreign born and a number of residents speak languages other than English in their home. St. Brigid's Catholic Church and Literacy Nassau currently collaborate to offer English as a Second Language classes at the Westbury Memorial Public Library. However, conversations with local community service providers indicate additional support regarding language skills and citizenship is needed in Westbury. This project will involve administering a two-year grant to a local organization to provide additional English as a Second Language classes as well as a citizenship preparation program that provides guidance and support in completing the citizenship process.															TBD	\$50,000	Years 1-3	N
3.1	Implement Streetscape Improvements on Post Avenue and in the Piazza Ernesto Strada The Village will implement a coordinated set of streetscape improvements along Post Avenue from Northern State Parkway to Old Country Road that includes new trees, benches, and bike racks; conversion and upgrading of lighting to LED; and a consistent pavement profile. The streetscape improvements will also be introduced in the Piazza Ernesto Strada for aesthetic consistency within the public realm.									  						Village of Westbury Westbury BID	\$4,481,244	Years 1-2	Y
3.2	Install Public Wi-Fi Free public Wi-Fi in stores and public spaces helps to improve the downtown experience for residents and tourists by allowing them access to information in real time about the businesses surrounding them, events, transit schedules, and other data individuals seek 24 hours a day. Most businesses in the downtown do not offer Wi-Fi to customers and Wi-Fi is not available in public spaces. The Village will collaborate with the private sector to implement public Wi-Fi in its key public spaces, such as the Piazza Ernesto Strada and new public spaces created near the LIRR Station.									 						Village of Westbury Westbury BID Private property owners Wi-Fi service provider	\$350,000	Years 2-5	N

Table 9: Westbury DRI Action Plan



B. Action Plan Overview

Project	Summary	1. Transit-Oriented				2. Diversity				3. Walkability			4. Arts-Centric			Responsible Parties	Estimated Cost	Timeframe for Implementation	DRI Funding
		FosterTOD	Pedestrian and visual connections	Southern anchor	New jobs and residential units	Diverse housing options	Diverse retail mix	Adequate parking capacity	Key community assets	Streetscape improvements	Pedestrian safety	Encourage visitors	Growth of existing arts entities	Visible symbols of culture	Opportunities to participate				
3.3	Create Walking Paths that Connect the Downtown to Eisenhower Park	Eisenhower Park offers 930 acres of open space within a short walk of downtown Westbury. Creating walking paths to connect the downtown to Eisenhower Park will make Westbury more pedestrian-friendly, improve accessibility to the park, and increase foot traffic downtown. Eisenhower Park's entrance at Post Avenue and Park Boulevard is approximately 1.3 miles from the Westbury LIRR Station, the park's nearest LIRR stop. Making this route more walkable might entice visitors to take the train rather than drive to the park, drawing more people near downtown Westbury.														Village of Westbury Nassau County Department of Parks, Recreation & Museums	TBD	Years 8-10	N
3.4	Install an Information Kiosk in the Downtown	Westbury has many assets to share with its visitors. Installing an electronic information kiosk in the downtown will assist with wayfinding, as well as the discovery and/or promotion of Westbury's restaurants, retailers, and arts establishments for people visiting or passing through Westbury. The kiosk may have an interactive map, business directory, and/or events calendar for visitors to explore.														Village of Westbury	\$30,000	Year 5	N
3.5	Install a Security Booth at the Southern End of Post Avenue	There are currently two security booths located in the Village of Westbury. Throughout the public engagement process, many have stated a desire for a security booth on the south end of Post Avenue. The presence of a security booth will contribute to a sense of safety and, therefore, a more pedestrian-friendly downtown. Currently, individuals may choose to drive to retailers on the southern end of Post Avenue, which they feel is less active than the northern end. An added security booth on the southern end will foster a greater sense of safety and enable foot traffic.														Village of Westbury Nassau County Police	\$30,000	Years 5-8	N
4.1	Commission and Install Public Art	The Village of Westbury will commission and install new murals and sculptures that enliven blank walls and public spaces and provide visible symbols of the cultural activity in Westbury. Public art will also be used to highlight the cultural diversity and historical identity of Westbury.														Village of Westbury Westbury Arts Council Westbury BID	\$300,000	Year 1	Y
4.2	Establish the Westbury Military Historical Collection Exhibit	The Village of Westbury will undertake building upgrades to the Corporal James Walsh Veterans of Foreign Wars Building (VFW) Post #945 and acquire exhibition materials and equipment to create a museum that showcases its military memorabilia collection and creates a new visitor attraction.														The Village of Westbury	\$308,420	Year 1	Y
4.3	Secure a Permanent Space for the Westbury Arts Council	The Village will acquire a property in the heart of the downtown and allocate 2,000 to 3,000 square feet of the building to the Westbury Arts Council for arts showcases, classes, events, and meetings.														Village of Westbury Westbury Arts Council	\$1,355,000	Year 1	Y





B. Action Plan Overview

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4.4	Promote the Cultural, Entertainment, and Retail Amenities	The Village will retain a qualified marketing firm to create an integrated and cohesive marketing program with all of its key stakeholders including the Village, The Space at Westbury, the Arts Council, the Westbury BID, and other stakeholders. This program will be designed to raise awareness of the Village in a larger Long Island catchment area and attract new visitors.														The Village The Space at Westbury Westbury Arts Council Westbury BID	\$300,000	Years 1 - 3	Y
4.5	Conduct an Arts and Culture Feasibility Study	This project will assess the feasibility of new initiatives such as creating affordable space for artists and arts organizations, repurposing a building for arts use, establishing an arts district, and/or advancing other arts related project concepts. The study will inform the expansion and support of Westbury's arts community by assessing the potential for improved access to and increased supply of performance, educational, and studio facilities. The study will also examine the feasibility of enhancing the promotion of arts and culture as well as the attraction of artists to Westbury by increasing the capacity of area non-profits and advocacy groups (such as the Westbury Arts Council).														Village of Westbury Westbury Arts Council	\$30,000	Year 1	N
4.6	Attract a Cultural Institution to Westbury	The Village will hold a competition to attract a cultural establishment to Westbury that would serve as an additional downtown anchor and facilitate the community's vision for an arts-centric downtown. The award would consist of supporting funds and/or a public-private partnership where public real estate is shared under favorable terms. The competition will award and confer rights to develop a Village-owned property to the respondent whose project best complements Westbury's downtown vision.														Village of Westbury Cultural institution	\$3,000,000	Years 1 - 3	N
4.7	Purchase a Trolley and Develop a Trolley Loop	Westbury was served with trolley cars from 1910 through the mid-twentieth century. Members of the LPC have expressed interest in recreating a trolley loop through downtown Westbury, including Post, Union, and Maple Avenues. The trolley will be used for a downtown route, a tour of Westbury's historical assets, or special events in the Village.														Village of Westbury	\$200,000	Years 5-7	N

Table 9: Westbury DRI Action Plan



## Section IV: Management Structure

The Village of Westbury can execute the Downtown Revitalization Initiative (DRI) Strategic Investment Plan through the commitment of a team of six management and 39 support staff. Based on the capacity of the Village, the existing community organizations, and the implementation plan, a new management organization or structure is not necessary to execute the DRI Plan. The Village can be the recipient of DRI funds and can execute all funding requests, manage grant administration and monitoring, and oversee all project execution. Some projects will require extraordinary Village resources and staff time. Thus, several budgets include a line item for staff time to manage and implement the project, including Project 1.1 Rezone the Downtown, Project 2.2 Launch a Retail Capital Grant Program, Project 3.1 Implement Streetscape Improvements, Project 4.1 Commission and Install Public Art, and Project 2.2 Establish the Westbury Military Historical Collection Exhibit.

Additionally, outside consultants and contractors can provide design, real estate, building construction, and marketing expertise for several projects. The Village can define

the scope of work for each outside consultant, manage the budget, and oversee consultants' work product to ensure it addresses DRI priorities and goals.

Lastly, key community organizations can serve as partners in planning and executing several projects, including: The Westbury Arts Council and the Westbury Business Improvement District (BID). The following narrative explains the role of each organization in executing the DRI Plan.

1. The **Westbury Arts Council** will participate in planning and execution of several projects, including 4.1 Commission and Install Public Art, 4.3 Secure a Permanent Space for the Westbury Arts Council, and 4.4 Promote the Key Retail, Entertainment, and Cultural Amenities Downtown. The Westbury Arts Council was established in 2013, and receives \$10,000 of annual funding from the Village of Westbury. It has secured grants from New York State through the Huntington Arts Council to execute programs and is comprised of more than 100 volunteers, and the organization has demonstrated the capacity to execute many large-scale projects, including concert

and movie series, a gala, and a number of gallery exhibitions. There is interest in conducting an arts and culture feasibility study (Project 4.5) to identify additional opportunities to increase the capacity of the Westbury Arts Council.

2. The **Westbury Business Improvement District** was established in 1993 and provides retail support services, public space management and improvements, and events and promotions for the estimated 260 businesses located within the BID. The BID will contribute to the planning, outreach, and execution of several key projects including 2.2 Launch a Retail Capital Grant Program, 3.1 Implement Streetscape Improvements, 4.1 Commission and Install Public Art, and 4.4 Promote the Key Retail, Entertainment, and Cultural Amenities Downtown. In the past, the Village and the BID have collaborated to implement a façade improvement program that revitalized 50 properties. The BID has an annual budget of \$74,000 and a part-time Executive Director. Project 4.4 is designed to enhance the BID's marketing and promotion capacity and Project 2.3 is designed to build on the BID's existing commercial attraction program.



# Section V: Public Involvement

Meaningful participation from residents, property and business owners, local government leaders, and other Westbury stakeholders throughout the planning process is critical to the Downtown Revitalizations Initiative (DRI) Plan's success. The community engagement strategy collected feedback and community insight regarding the focus of the DRI Plan and the most effective investments, interventions, and scenarios that meet community needs. The section below outlines the guiding principles for community engagement, key stakeholders that participated, and the tools used in the Westbury DRI Plan community engagement process.

## LPC Leadership

The 14-member Westbury DRI Local Planning Committee (LPC) was formed to guide the DRI process. The committee was comprised of a diverse group of residents that included a young adult; several local business and property owners; a representative from the Islamic Center of Long Island; a representative from St. Brigid's Church, which is known for its diverse congregation that includes Haitian and Hispanic families; representatives from the primary local organizations including the Business Improvement District (BID) and the Westbury Arts Council; among others. As a result of the diversity of the LPC, the DRI public



**Figure 64:** Children Documenting Ideas for Revitalizing Westbury at the Westbury BID Fair  
Source: Consultant Team

involvement process was able to reach a broad cross-section of the community.

## Community Engagement Guiding Principals

Westbury's community engagement process was guided by the following principles:

### 1. The public will have adequate access to DRI information.

Notices of meetings, copies of public presentations, and other approved documents were made available through the DRI website ([www.ny.gov/programs/downtown-revitalization-initiative](http://www.ny.gov/programs/downtown-revitalization-initiative)) and other locations accessible to the public.



**Figure 65:** Friends Reviewing DRI Survey Responses at the Westbury BID Street Fair  
Source: Consultant Team

### 2. The DRI planning process will provide and present planning and other technical information in a manner that is clear and understandable to the public.

Meeting notices and other materials as deemed appropriate were available in English and Spanish to accommodate local resident needs.

### 3. The public will be given the opportunity to provide input and comment on proposed DRI planning work.

Sufficient advance notice of public meetings and public comment periods was provided. Locations and times of public meetings sought to accommodate the broadest representation and greatest number of local stakeholders.





**Figure 66:** Meeting Attendees at January Public Meeting  
Source: Consultant Team



**Figure 67:** Meeting Attendees Discussing the Arts-Centric Projects at the January Public Meeting  
Source: Consultant Team



**Figure 68:** LPC Members During the November DRI Meeting  
Source: Consultant Team

Comments and inquiries received from the public were addressed in a manner that was timely and in accordance with the Department of State and Westbury DRI LPC direction.

4. **The DRI planning process will apply an iterative approach to community engagement.** As preliminary candidates for funding were identified, these ideas were presented back to the public for review and comment.

## Stakeholder Engagement Tools and Process

The public was offered an opportunity to provide direct feedback on the planning process at public events via idea walls, surveys,

and one-on-one conversations. Additionally, the community was invited to submit questions and comments through an email address developed for the DRI, [westburydri@gmail.com](mailto:westburydri@gmail.com). Community engagement sought to maximize the participation by residents, workers, students, and visitors with an interest in the future of downtown Westbury and reach the diverse community in Westbury.

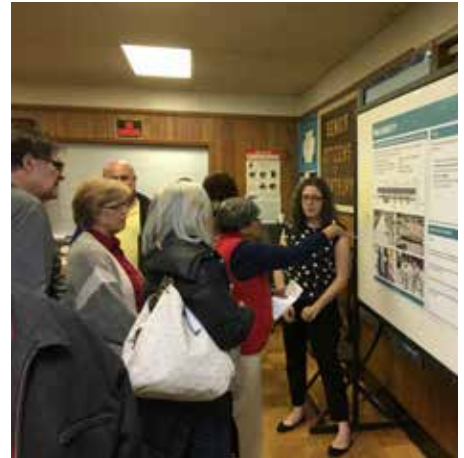
Outreach and meeting materials were offered in English and Spanish. Notices of public meetings were distributed through the DRI website, Village website, social media outlets available to LPC member organizations, posting flyers in advance of engagement events, both print and online local media, and an email to the Village listserve and email addresses collected at previous Westbury

DRI events. In order to conduct extensive outreach regarding the public engagement process, the LPC collaborated with the Mayor's Latino Advisory Committee and organizations that are connected to diverse populations, such as St. Brigid's Church, which has a congregation that includes significant representation from Latino, Italian, and Haitian residents. In addition, the public had the opportunity to learn about the DRI at the Westbury BID's Annual Street Fair held on October 15, 2016. Meeting announcements were distributed through the LPC's personal and professional channels, posted flyers at Village Hall, emails to a listserve of more than 1,000 residents, local newspaper announcements, announcements in the St. Brigid's Sunday Bulletin, and the New York State DRI website.





**Figure 69:** Mayor Cavallaro Examining the DRI Idea Wall at the BID Annual Street Fair  
Source: Consultant Team



**Figure 70:** Meeting Attendees Discussing the Walkability Projects at the January Public Meeting  
Source: Consultant Team

### Westbury BID's Annual Street Fair

The Westbury BID's Annual Street Fair provided an opportunity to build awareness about the DRI planning process and future engagement opportunities, collect contact information for future outreach, and gather information about visitors to Post Avenue.

Outreach efforts included one-on-one discussions with community members about strengths and opportunities, as well as community participation in an "idea wall" to directly contribute and document their thoughts on strengths and opportunities. Community members were also invited to fill out a community survey about the downtown's strength and opportunities. A total of 66 survey responses were collected.

### Key Stakeholder Interviews

In November and December 2016, there was a series of individual interviews and small group discussions with key stakeholders identified by the LPC and the New York State Department of State.

### Public Workshops

There were three public workshops designed to engage, inform, and gather input from a large and diverse group of constituents on October 26, 2016, January 25, 2017, and February 22, 2017. Each workshop is described below:

#### *Workshop 1 – October 26, 2016*

The purpose of the first public workshop was to collaborate with the community to identify opportunities and needs that proposed DRI projects could help to address. The

meeting was held at the Westbury Community Center from 7 p.m. to 9 p.m. Approximately 70 community members attended the meeting. The meeting began with a short presentation that was followed by a series of two charrettes on five key topics: 1) housing; 2) small business; 3) infrastructure (i.e., parking, security, lighting); 4) arts and entertainment; and 5) recreation and open space.

#### *Workshop 2 – January 25, 2017*

The second public workshop was hosted at the Westbury Community Center from 7 p.m. to 9 p.m. Approximately 60 members of the public attended the public workshop, in addition to most members of the LPC. The first half of the meeting included a showcase that allowed attendees to have one-on-one and



small group conversations about each of the 25 proposed projects. Public feedback on goals and projects was documented through more than 70 post-its, in addition to direct feedback during conversations with meeting organizers. Following the showcase, the public learned about four key projects and participated in a large group conversation in which community members asked questions and contributed additional feedback.

### *Workshop 3 – February 22, 2017*

The final public workshop was held from 7 p.m. to 8:30 p.m. and allowed an opportunity for the public to learn about the components of the final DRI Strategic Investment Plan and how to remain engaged in the process moving forward.

## Summary of Key Community Engagement Findings

### **Diversify the Retail Mix Downtown**

The community's most strongly and consistently expressed desire through the DRI process was for a greater diversity of retail, food, and beverage options in the downtown, including more "upscale" choices and an expansion of operations' hours of business (including evenings and weekends). Many community members cited restaurants as one of their favorite aspects of downtown Westbury and their reason for visiting Post Avenue. Community

members frequently noted that they would like to see fewer service-oriented businesses and more "upscale" establishments, with spirits, breakfast, and brunch service.

### **Improve the pedestrian experience on Post Avenue**

Community members were supportive of streetscape improvements and expressed a desire to create a higher-quality public realm along Post Avenue. Community members and stakeholders often cited the vibrancy of other downtowns on Long Island as aspirational targets for Post Avenue. The most frequently expressed desires were:

- An increased number of street trees;
- Improved lighting, especially in regards to increasing a sense of safety;
- Wider sidewalks along Post Avenue;
- Improved pedestrian safety at street crossings;
- Enhanced bicycle connectivity, safety, and infrastructure (including connecting to existing bicycle infrastructure on Merrick Avenue);
- Improved signage, including to more clearly direct visitors to existing parking facilities;

- More usable outdoor space, both in plazas and for use by restaurants and other businesses;
- An enhanced public realm, pedestrian space, and pedestrian safety at the Long Island Rail Road (LIRR Station) and intersection of Post and Union Avenues to create a high-quality sense of arrival into the downtown; and
- Reduced truck traffic on Post Avenue to increase pedestrian safety and create a more pleasant pedestrian experience.

### **Expand opportunities to participate in and showcase arts and culture**

Community members expressed a desire to expand both the number and variety of arts and cultural programs as a tool to bring new vibrancy to the downtown. Community members frequently mentioned wanting to expand art in the public realm. Several members of the community raised the idea of creating murals on existing walls along Post Avenue as a part of this expansion. The public often expressed a desire to expand both indoor and outdoor space for public arts including spaces for regular public performance. Community members often brought up the idea of repurposing what were perceived as underutilized sites and buildings for arts-focused uses, either for public art display or as workspace for artists. Several members of the public had a preference for focusing these art spaces near the LIRR



Station. Many community members also cited The Space at Westbury as one of their favorite things about the Village, and as a draw that brings them downtown. Community members also expressed a desire to engage youths in arts programming, potentially through their participation in the creation and display of public art or a partnership with local schools.

Community members expressed that there are opportunities to use arts and culture to showcase and increase awareness of Westbury's rich history, including its history of religious freedom, racial diversity, and military involvement. Their ideas included adding physical markers throughout the downtown ("stepping stones commemorating history"), developing a dedicated space focused on local history, incorporating history into public arts programming, identifying and preserving historic buildings, and incorporating rotating history and/or arts presentations at the LIRR Station.

#### **Increase housing density in and around downtown**

Community members were generally supportive of increasing development density in the downtown, understanding it as a tool to achieve greater vibrancy, expanded and more diverse commercial uses, and other community goals for downtown revitalization. There was support for a broad range of new housing

options for the downtown, including medium-density scale development and both market-rate and affordable housing options (maintaining affordability was raised as a desire). It was stated that new housing options would allow the Village to meet the housing needs of young professionals, older adults that are seeking to downsize their home, and moderate-income residents that may not be financially capable of purchasing a single family home. Conversations with local property owners confirmed that the local residential housing market is strong, with low vacancy and turnover of units.

#### **Increase and enhance recreation and open space resources**

Community members frequently named parks and the Piazza Ernesto Strada as their favorite places for recreation in Westbury and many of them expressed a desire to increase the amount of useable recreation and open space throughout downtown. New public spaces for arts and cultural programming, outdoor spaces for restaurants and cafes, an enhanced public realm around the LIRR Station and at the Post and Union Avenues intersection, and a desire to see open space as a component of new development in the Maple / Union Area were the most frequently cited enhancements desired by the public. Programmatically, community members expressed a desire for a regular farmers market (often

mentioned near the LIRR Station) and a dog park.

Community members also saw renovations and/or expansion of the Community Center as priorities in order to better serve existing constituencies and expand access to new groups.

#### **Increase parking capacity downtown**


Members of the community expressed a desire to preserve existing parking capacity and increase parking to meet growing demand as a result of revitalization projects and programs. Community members supported wrapping proposed Metropolitan Transportation Authority (MTA) parking facilities with residential townhomes as a practical way to sensitively integrate new parking into the neighborhood.

Other comments included establishing a gateway or marker of arrival for the downtown along Post Avenue that would be visible to commuters on the LIRR and investing in incentives and/or tax breaks as potential tools to lure more investment to the downtown.









## Part Two: Strategic Investment Plan Village of Westbury

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# Section I: Profiles of Priority Projects Proposed for DRI Funding

## Project Selection Process

The Village of Westbury Downtown Revitalization Initiative (DRI) Local Planning Committee (LPC) identified a set of more than 40 potential projects through early community engagement and existing conditions analysis. The project list was refined by conducting additionally community engagement meetings and interviews and assessing each project against a set of evaluation criteria, described below.

### Support the existing diverse community located in Westbury

Projects were assessed based on their ability to enhance retail diversity; improve walkability; increase recreation, open space, and cultural resources and opportunities; support the diverse population through retail and housing options that are appropriate for all residents; and increase residential density.

### Address the key geographic target areas

Projects were assessed based on their ability to enhance or improve key target areas, predominantly defined as Post Avenue and the 25-acre light industrial area surrounding the Long Island Rail Road (LIRR) Station, which is bounded by Maple and Union Avenues and offers an opportunity for mixed-use, transit-oriented development.

Westbury will be Long  
Island's model  
transit-oriented,  
diverse, walkable,  
arts-centric downtown.

### Build on past and current revitalization projects

Projects were assessed based on their ability to build on the LIRR Expansion Project, as well as other previous revitalization efforts such as the opening of The Space at Westbury, the Westbury Business Improvement District's (BID) commercial attraction efforts, the construction of the Piazza Ernesto Strada, and the development of 400 multi-family housing units downtown.

### Expand economic activity and tax revenue

Projects were assessed based on their ability to attract new residents, consumers, and employment opportunities and the potential to catalyze further development.

### Limit the on-going administrative and financial obligations of the Village

Projects were assessed based on their ability to leverage other public or private investment and on their ability to be sustained without on-going administrative and financial obligations.

### Adhere to the DRI Goals

Projects were assessed based on their ability to adhere to the DRI goals regarding project implementation timelines and a focus on capital investment.

The LPC identified 12 projects recommended for DRI funding and 14 additional projects that had the greatest potential to achieve the goals of the DRI. The following presents the profiles for the 12 projects recommended for DRI funding.



## Locator Map for Priority Projects Recommended for DRI Funding



Figure 71: Locator Map for Projects Recommended for DRI Funding



### **Goal 1. Transit-Oriented**

- 1** Rezone the Downtown
- 2** Construct Residential Units Around the New LIRR Parking Garage on Scally Place
- 3** Develop Open Space in the Maple/Union Area
- 4** Make Improvements to the Post and Union Avenue Intersection

### **Goal 2. Diversity**

- 1** Make Upgrades to the Westbury Recreation and Community Center
- 2** Launch a Retail Capital Improvement Grant Program
- 3** Develop the Madison Street Municipal Parking Lot for Additional Parking and Residential Units

### **Goal 3. Walkability**

- 1** Implement Streetscape Improvements on Post Avenue and in the Piazza Ernesto Strada

### **Goal 4. Arts-Centric**

- 1** Commission and Install Public Art
- 2** Establish the Westbury Military Historical Collection Exhibit
- 3** Secure a Permanent Space for the Westbury Arts Council
- 4** Promote the Cultural, Entertainment, and Retail Amenities





## Goal 1 Transit-Oriented Projects

Create a downtown that supports a vibrant mix of uses within proximity to the LIRR Station.

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## Goal 1 Transit-Oriented Projects

### Project 1.1 Rezone the Downtown

#### Locator Map



#### DRI Funding

This project is recommended for \$971,250 in DRI funding.

#### Summary Description

The Village of Westbury will update its zoning code for the downtown in order to promote transit-oriented development, allow for a mix of residential and commercial uses, and encourage increased density near the LIRR Station. In conjunction with the rezoning, a Generic Environmental Impact Statement (GEIS) will be conducted to assess the impact of the maximum development scenario for the rezoning area, which will expedite future development. This project will have a transformative impact on the area directly adjacent to the LIRR Station and catalyze increased residential density that will spur further economic and business growth along Post Avenue.

#### Location

The rezoning area will include Post Avenue from Northern State Parkway to Old Country Road, Railroad Avenue, and the area bounded by Maple and Union Avenues north of the LIRR Station as shown in Figure 73.

#### Responsible Parties

The contracting entity will be the Village of Westbury. The rezoning process will include review and recommendations by the Village Planning Board to the Village Board. The proposed zoning code will be submitted to the Nassau County Planning Commission for review. The public is responsible for commenting on the new code before Village Board adoption.

#### Capacity

The Village has a staff of 44 full-time employees and an annual budget of \$7.8 million. Consultants will be retained to provide expertise and resources to execute the zoning code change and GEIS process. Given the magnitude of the project and the size of the Village staff, additional resources will be required to manage the rezoning and environmental review process. Thus, the cost estimate includes resources for additional staff time.

#### Project Partners

No partners are currently identified. The community and developers will

participate in the public process that is required for the rezoning.

#### Strategies Addressed

**Goal 1 Transit-Oriented: Create a downtown that supports a vibrant mix of uses near the LIRR Station.**

Foster transit-oriented development that allows for increased density, mixed-use development in the Maple/Union area.

Improve pedestrian and visual connections between the LIRR Station and downtown.

Establish a southern anchor that creates jobs and/or attracts visitors.

Attract new job generating and residential uses near the LIRR Station.

**Goal 2 Diversity: Retain the existing diverse population and attract new residents.**

Encourage the development of diverse housing options.

Establish a retail mix that supports diversity in the community.

**Goal 3 Walkability: Increase pedestrian activity throughout the downtown.**

Enhance the pedestrian experience through streetscape improvements.

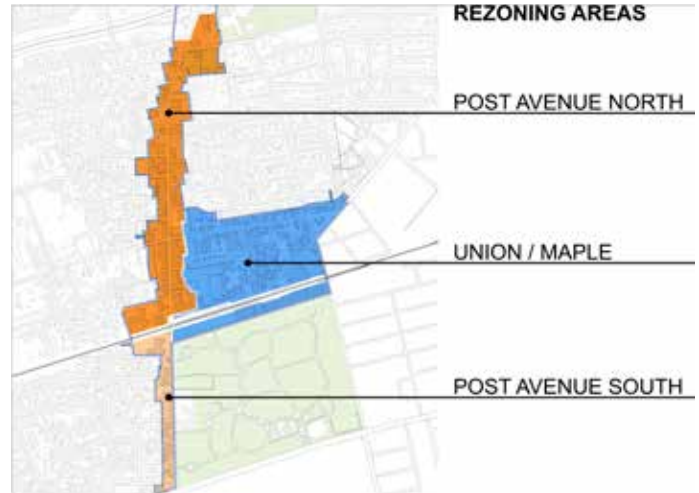
Attract new amenities that encourage residents and visitors to come downtown.



## Project Description



**Figure 72:** Existing Conditions of the Maple/Union Area  
Source: Google Earth



**Figure 73:** Downtown Rezoning Area

The Village will update the zoning code for the downtown, including Post Avenue from the Northern State Parkway to Old Country Road and the area adjacent to the LIRR Station bounded by Maple Avenue, School Street, Railroad Avenue, and Post Avenue (the “Maple/Union area”). The current zoning code was originally enacted in the 1930s and has remained largely unchanged in the past 85 years. This project will include rewriting the zoning text and conducting a GEIS for the maximum development scenario allowed under the new zoning code. This project is critical for the revitalization of Westbury and the success of the DRI Plan, and will have several transformational effects. First, it will expand the boundaries of the

downtown into the Maple/Union area. The project will allow the Village to grow rationally through medium-density, mixed-use development in the downtown, while maintaining single family, low-density housing in the surrounding neighborhoods. Next, the rezoning will improve the connection between the LIRR Station and downtown by creating a vibrant, new neighborhood adjacent to the LIRR Station. Increased residential density that results from the rezoning will expand the consumer base for retailers along Post Avenue. The project will also catalyze the development of new commercial spaces that will create jobs and open spaces that will meet community needs.

Current opportunities to add residential and commercial density are constrained by the existing zoning code, particularly in the Maple/Union area which is zoned for industrial uses and limits lot area coverage to 65% of the parcel. The rezoning will allow the private market to address the demand for new multi-family housing that is evident in the real estate market analysis and public engagement findings.

Overall, this project will attract hundreds of millions of dollars of private investment in Westbury and the State of New York. In addition, new development will generate significant positive fiscal impacts in the Village, region, and State.





**Figures 74 - 76: Maple/Union Area Existing Conditions**  
Source: Consultant Team

Updated zoning will include text and illustrations, utilizing both Euclidean zoning and Form-based Code that identifies desired setbacks, parking requirements, façade articulation, height, landscape requirements, and total development area. The goals for the new zoning code as it pertains to two key areas - the Maple/Union area and Post Avenue - are described below:

In the Maple/Union area, the updated zoning will:

- Change the industrial district adjacent to the LIRR Station to a new mixed-use, transit-oriented district;
- Increase lot coverage ratio and total floor area allowances;
- Allow for medium-density, mixed-use development including residential;
- Encourage residential housing development that includes multi-family housing, workforce housing,

senior housing, graduate student housing;

- Provide opportunities for new ground floor commercial uses;
- Maintain a consistent street wall and ADA-accessible sidewalks;
- Increase connectivity to Maple, Post, Union, and Railroad Avenues, as well as the LIRR Station through new roadways and pedestrian connections; and
- Increase open space opportunities.

Along Post Avenue, the new zoning will:

- Establish north and south gateways to downtown;
- Allow contextual residential and mixed-use infill;
- Maintain a consistent street wall;
- Reduce curb cuts; and
- Improve landscape and streetscape amenities and community identity.

The Village will hire a qualified consultant to examine the current master plan, existing zoning code, and the DRI Plan to amend the code in accordance with laws, land use regulations, and community goals. Qualified legal counsel will be retained to advise on risks and approaches to land use and to review zoning text.

The Village will undertake a GEIS process considering the maximum development for commercial and residential uses possible under the new zoning code in the 25-acre Maple/Union area and Post Avenue. The Village will hire qualified technical consultants to execute the environmental review process and complete the GEIS, which will analyze specific impacts associated with traffic, schools, environmental, open space, and other conditions associated with maximum development scenario.



## PROJECT 1.1— ESTIMATED COSTS

DESCRIPTION	COST
Planning Firm for Rezoning Proposal: amend/update existing master plan; develop design standards for rezoning and/or form-based code; write zoning code	300,000
Environmental/SEQRA Technical Consultant: conduct analysis of environmental impacts (i.e., traffic, noise, air, biology, hazardous conditions, socioeconomic, etc.)	450,000
Legal Counsel: advise and review land use code; advise, review, establish reasonable worst case scenario and determine scope for GEIS; participate in public process	175,000
Staff time to manage and implement project - 5% of total cost	46,250
<b>TOTAL</b>	<b>\$971,250</b>

Table 10: Project 1.1 Cost Estimate

The GEIS will explore the hazardous conditions present given the current industrial uses in the Maple/Union area that are likely to result in ground contamination. This level of GEIS analysis is a critical part of the rezoning process. A comprehensive and broad GEIS that explores the impacts associated with the maximum development will expedite new development following the rezoning. A developer that seeks to construct a project that adheres to the zoning may be asked to prepare a memorandum addendum to the GEIS that identifies any new impacts not explored in the GEIS, a process that takes on average two months. Yet, in most cases, the developer will not be required to complete its own Environmental Impact Statement, which can take up to 2 years and significantly increase the soft costs associated with development.

### Cost Estimate Methodology

The cost estimate was developed by Consultant Team based on research on public rezoning costs and interviews with consultants and municipalities that have executed similar projects in the Nassau County area.

### Funding Sources

DRI award of \$971,250.

No committed funds or other potential sources have been identified.

### Site Ownership/Legal Jurisdiction

The Village of Westbury has the legal jurisdiction to execute this rezoning proposal.

### Regulatory Requirements

This project will be subject to the State Environmental Quality Review Act (SEQRA). The Village Board of

Trustees will enact the new zoning and serve as the SEQRA lead agency.

### Public Support

During public engagement meetings, a high level of community support was expressed for rezoning to allow low- and medium-density, mixed-use development in the Maple/Union area.

The community identified the Maple/Union area as a key area in which to encourage mixed-use, multi-family development. During discussions regarding housing, community members cited attracting young residents and professionals to the Village and maintaining affordability as prime goals, which the rezoning will help address. Letters of support submitted in reference to this DRI Plan also document support for this project.



### PROJECT 1.1—Timeframe for Implementation and Project Readiness

	Year Quarter 1	1				2				3			
		2	3	4	1	2	3	4	1	2	3	4	
Procurement process for consultants to draft rezoning and conduct SEQRA													
Selected consultant to work with Village to prepare new zoning proposal													
Selected consultant to conduct SEQRA/GEIS analysis and public process													
Village to refer new zoning proposal to Nassau County													
Village Board to adopt new zoning proposal													

Table 11: Project 1.1 Implementation Plan

#### Revitalization Benefits

- The rezoning is expected to catalyze \$450 million in investment to construct 300,000 square feet of commercial, 1 million square feet of residential, and 55,000 square feet of open space development, and 2,000 parking spaces.
- An estimated 2,500 new residents will move into housing units and support the retail and cultural establishments, catalyzing business growth.
- New housing units will enable existing seniors to stay in place and young residents to locate in the community.
- New housing options (e.g., large, moderate, small and micro units; senior and student housing; rental and purchase) will attract new residents seeking a vibrant and diverse walkable, transit-oriented community.

- New residents and commercial tenants will increase the local tax base.
- An estimated 300,000 square feet of new commercial space is expected to attract a projected 700 new jobs.

#### Beneficiaries

- Residents: Residents will benefit from the development of new housing options, as well as commercial and open space.
- Businesses: Businesses will benefit from new commercial real estate options and population density to expand their consumer base.
- Property owners: Property owners in the rezoning area will benefit from increased options for development of land.
- The Village of Westbury: The Village will benefit from increased density and tax revenue associated with new real estate development and residents.

- Nassau County: Nassau County will collect additional tax revenue associated with new real estate development, additional residents, and retail spending.
- MTA/LIRR: The MTA/LIRR will benefit from increased population living close to the LIRR Station and ridership increases.

#### Cost-Benefit Analysis

This project is expected to catalyze \$450 million in private investment, 300,000 square feet of new commercial space, and one million square feet of new residential space.

#### Jobs Created

The rezoning will not create any direct permanent jobs. It has the capacity to leverage \$450 million in private development, which is expected to generate more than 2,000 construction worker years. Increased residential density will support retail establishments in the downtown, and may encourage hiring. New businesses occupying



an estimated 300,000 square feet of commercial space are likely to support 700 jobs.

### **Timeframe for Implementation and Project Readiness**

The rezoning process will begin immediately. The Gantt chart demonstrates the timeline for completion. Year one, Quarter one indicates the first quarter that DRI funds are available.

### **Evaluation Metrics\***

- Square feet of development: the amount of developed square feet;
- Dollars of private investment: the number of private dollars invested in the downtown after the rezoning;
- Square feet of open space: the square feet of open space created in the downtown after the rezoning;
- Retail sales: increase in aggregate annual retail sales at retailers in the downtown; and
- LIRR ridership: the number of daily LIRR riders.

\*Through the process of the rezoning, the goals and metrics may shift.





## Goal 1 Transit-Oriented Projects

### Project 1.2 Construct Residential Units

#### Around New LIRR Parking Garage on Scally Place

#### Locator Map



#### DRI Funding

This project is recommended for \$22,000 in DRI funding to issue and manage the Request for Proposals (RFP) process.

#### Summary Description

Through the LIRR Expansion Project, the MTA/LIRR proposes to construct a parking garage on the Village-owned Commuter Lot located between Union Avenue and Scally Place. The Village will issue a RFP and select a developer to build residential units along the Scally Place side of the new garage, which will integrate the parking garage into the neighborhood fabric and add housing units near the LIRR Station. This project will fund the preparation, issuance, and evaluation of the RFP.

#### Location

The new parking garage will be constructed on the Union Avenue municipal parking lot located to the east of Post Avenue and directly across from the LIRR Station. The residential units will be constructed along the Scally Place side of the garage.

#### Responsible Parties

The contracting entity will be the Village. The Village will issue a RFP to identify a developer to design and construct residential units. The Village will hire a parking operator to manage the new parking garage. The selected developer will undertake the development and maintain and manage the residential units.

#### Capacity

The Village has a staff of 44 full-time employees, and will seek support of a consultant to develop, issue, and evaluate a RFP. The Village will retain legal counsel to negotiate the agreement with the developer. In recent years, more than 400 new multifamily units have been developed in downtown Westbury, thus the Village has the capacity to attract capable developers.

#### Project Partners

The MTA/LIRR will be a partner in executing this project. The MTA/LIRR has adjusted the proposed garage design to accommodate residential units along Scally Place.

#### Strategies Addressed

**Goal 1 Transit-Oriented: Create a downtown that supports a vibrant mix of uses near the LIRR Station.**

Foster transit-oriented development that allows for increased density, mixed-use development in the Maple/Union area.

Improve pedestrian and visual connections between the LIRR Station and downtown.

Attract new job generating and residential uses near the LIRR Station.

**Goal 2 Diversity: Retain the existing diverse population and attract new residents.**

Encourage the development of diverse housing options.

**Goal 3 Walkability: Increase pedestrian activity throughout the downtown.**

Enhance the pedestrian experience through streetscape improvements.



## Project Description

As a part of the LIRR Expansion Project, the MTA/LIRR has proposed to construct a new four-story parking garage on the Village-owned surface parking lot north of the LIRR Station. The MTA/LIRR has welcomed an opportunity to collaborate with the Village of Westbury to ensure the design of the garage supports the neighborhood character specifically by allowing residential development along the garage façade.

In order to execute this project, the Village will collaborate with the MTA/LIRR on the design of the new parking garage so that a development zone, approximately 35 feet wide, is preserved along the Scally Place side of the garage. The entire development site is owned by the Village.

The Village will issue a RFP for a developer to design and construct townhouses to line the Scally Place frontage of the garage. The Village will select the developer based on the proposal's alignment with DRI goals, including production of a variety of types of high-quality housing units, transit-oriented and mixed-use development, and advancement of aesthetic improvements. An affordable unit or percentage goal will be established to ensure the project meets the needs of residents of all incomes. It is anticipated that between 10 and 18 townhouses may be constructed in the development zone.



Figure 77: Precedent Image of Garage Wrapped with Residential Units and Ground Floor Retail  
Source: Better Cities & Towns from Brett VA on Flickr

This transit-oriented project will increase the available stock of housing and create new active street level uses within walking distance of the LIRR Station. This project has the potential to serve as a model for future development in the Maple/Union area by promoting mixed-use, transit-oriented development with a focus on the pedestrian experience.

Transit-oriented development is a key revitalization strategy for the Westbury DRI. Through the addition of housing opportunities, like that on the Village-owned Commuter

Lot, demand for existing and new retail, commercial, and cultural establishments along Post Avenue will grow.

### Cost Estimate Methodology

The cost estimate was developed by the Consultant Team based on professional experience and conversations with technical consultants and municipalities that have executed similar projects in the Nassau County area.



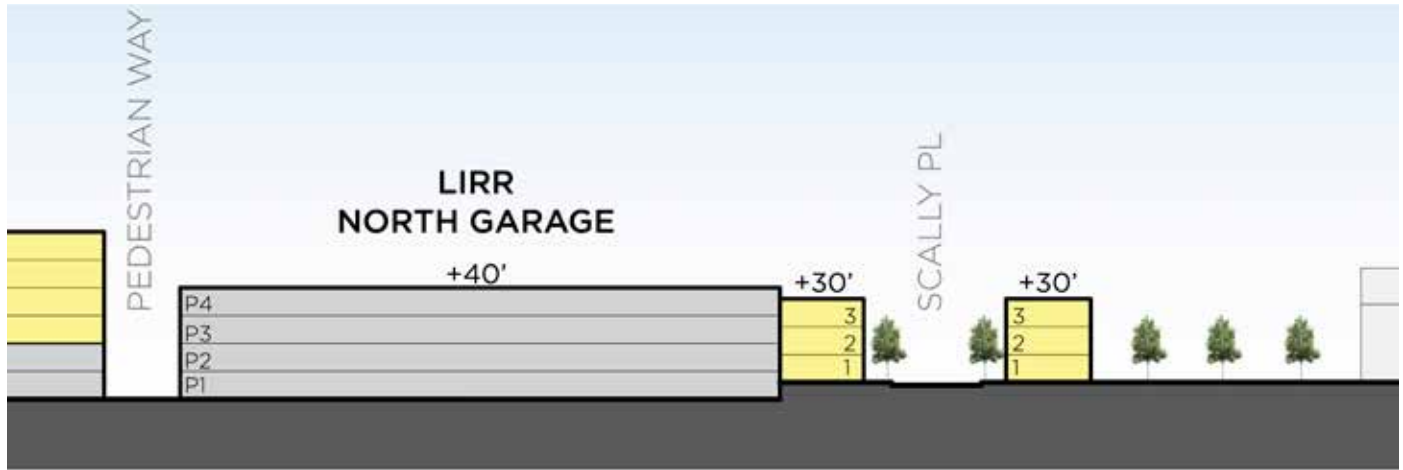


Figure 78: Cross Section of Garage and Residential Development

### PROJECT 1.2—ESTIMATED COSTS

DESCRIPTION	COST
Planning / Real Estate Firm: draft RFP and evaluate responses	17,000
Legal Counsel: support Village through property acquisition	5,000
<b>TOTAL</b>	<b>\$22,000</b>

Table 12: Project 1.2 Cost Estimate

#### Funding Sources

DRI award of \$22,000 to execute the RFP process and evaluate responses. The selected developer will pay for construction costs to develop residential units. No other committed funds or other potential sources have been identified.

#### Site Ownership/Legal Jurisdiction

The Village of Westbury owns the property on which the garage will be constructed. The Village will own the garage when it is completed, and enter into a long-term lease for the land that comprises the development zone with the selected developer.

#### Regulatory Requirements

The Village will comply with SEQRA requirements for this project. The project will require filing plans with the Village of Westbury Building Department. The development will require referral and approval by Nassau County Planning Commission, and potentially Nassau County Department of Public Works (DPW).



## PROJECT 1.2—Timeframe for Implementation and Project Readiness

	Year Quarter	1				2				3				4			
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Village to collaborate with MTA/LIRR on garage design																	
MTA/LIRR to construct parking garage																	
Procurement process for engineering/architecture firm to design and construct townhouses that wrap garage																	
Selected developer to design and construct townhouses																	

Table 13: Project 1.2 Implementation Plan

### Public Support

Community members consistently expressed support for low and medium-density housing downtown in order to generate a broader consumer base for local retailers and introduce new housing options. Local residents also expressed interest in active, ground floor uses along the key corridors. Letters of support submitted in reference to the DRI Plan also document support.

### Revitalization Benefits

- Estimated \$8 million in private investment;
- Estimated 10 - 18 new townhouses;
- Increased residential density to spur additional retail spending in downtown Westbury;
- Parking garage integrated into the adjacent neighborhood; and
- Catalyze and establish the tone for future development in the Maple/ Union area.

### Beneficiaries

- Residents: Residents will benefit from increased housing options and improvements to the streetscape.
- The Village of Westbury: The Village will benefit from increased density and the tax revenue that is associated with new real estate development.
- MTA/LIRR: The MTA/LIRR will benefit from increased ridership as a result of new residents living in new housing units.

### Cost-Benefit Analysis

This project will leverage a Village-owned property to attract an estimated \$8 million in private investment and 10 to 18 new residential units.

### Jobs Created

The solicitation of development proposals will not create direct permanent jobs in Westbury. New residential units in proximity to Post Avenue retailers may support

retail business and job growth. The project will generate an estimated 35 construction worker years.

### Timeframe for Implementation and Project Readiness

The developer solicitation will be conducted concurrent with the garage construction. Residential construction will begin following completion of the garage, which is expected to be in mid-2019.

### Evaluation Metrics

- Residential square feet constructed: the amount of residential square feet constructed at the new development;
- New residents accommodated: the number of residents accommodated within the new development; and
- Dollars of private investment: the number of private dollars invested in the development.





## Goal 1 Transit-Oriented Projects

### Project 1.3 Develop Open Space in the Maple/Union Area

#### Locator Map



#### Location

The Maple/Union area is an approximately 25-acre area of downtown Westbury located directly north of the LIRR tracks and station and east of Post Avenue. The specific location for the open space has not been finalized, however a target parcel size of 20,000 square feet has been identified based on projected demand for open space.

#### Responsible Parties

The contracting entity will be the Village of Westbury. The Village will acquire properties through fair market value purchases with the private property owners for the new open space, retain qualified landscape architects and contractors to design and construct the open space, and maintain the open space.

#### Capacity

The Village has a staff of 44 full time employees and an annual budget of \$7.8 million. In recent years, the Village acquired the parcel on the corner of Maple and Post Avenues and constructed the 13,700 square foot Piazza Ernesto Strada. The Village will seek design and implementation support from consultants and contractors to execute the project.

#### Project Partners

No partners are identified for this project at this time.

#### Strategies Addressed

**Goal 1 Transit-Oriented: Create a downtown that supports a vibrant mix of uses near the LIRR Station.**

Foster transit-oriented development that allows for increased density, mixed-use development in the Maple/Union area.

Improve pedestrian and visual connections between the LIRR Station and downtown.

Establish a southern anchor that creates jobs and/or attracts visitors.

**Goal 2 Diversity: Retain the existing diverse population and attract new residents.**

Facilitate improvements to key community assets.

**Goal 3 Walkability: Increase pedestrian activity throughout the downtown.**

Enhance the pedestrian experience through streetscape improvements.

Attract new amenities that encourage residents and visitors to come downtown.

#### DRI Funding

This project is recommended for \$3,860,000 in DRI funding.

#### Summary Description

The 25-acre Maple/Union area is located adjacent to the LIRR Station and within a quarter of a mile of the downtown. The rezoning (Project 1.1) will enable this area to be redeveloped for mixed-use, transit-oriented development. Open space development will complement private sector residential and commercial development catalyzed by the rezoning and further support revitalization of the area. The project entails targeted property acquisition at fair market value for siting of open space and the construction of approximately 20,000 square feet of open space in the Maple/Union area.



## Project Description

The 25-acre area bounded by Maple, Union and Post Avenues will be rezoned to allow for a projected one million square feet of new residential space that may attract 2,500 new residents. Public infrastructure investments such as open spaces, roads to connect to the existing street grid, and sewer enhancements may be necessary to support the new residents. This project is focused on the development of new open space, which will ensure that the newly developed Maple/Union area adheres to DRI Plan goals including walkability and transit-oriented development. A minimum of 55,000 square feet of new open space is targeted for the Maple/Union area. Figure 79 demonstrates a conceptual redevelopment plan for the Maple/Union area and indicates three potential locations for new open space development, circled in the diagram.

The Village or an appropriate entity will acquire a property of approximately 20,000 square feet through a fair market transaction and construct a new open space. In conjunction with the rezoning, this project is of critical importance to the success of the DRI Plan and the long-term revitalization of Westbury. New open space will support a vibrant retail environment, offer a place for the community to gather for both passive and active recreation, and provide a venue for arts and cultural events. It is assumed that



Figure 79: Conceptual Diagram of Redevelopment of Maple/Union Area Demonstrating Three Potential New Open Spaces



Figure 80: Aerial Exemplar Rendering of Open Space in the Maple/Union Area



### PROJECT 1.3—ESTIMATED COSTS

DESCRIPTION	QUANTITY	UNIT PRICE	COST
Property Acquisition			1,800,000
Legal Counsel			10,000
Demolition and Remediation	20,000 SF	40	800,000
Hardscape	10,000 SF	50	700,000
Landscape	10,000 SF	25	250,000
Park Amenities (benches, lighting, fences)	20,000 SF	15	300,000
<b>TOTAL</b>			<b>\$3,860,000</b>

**Table 14:** Project 1.3 Cost Estimate

additional open spaces required to meet the target, approximately 35,000 square feet, will be constructed by private developers in adherence to the rezoning framework.

#### Cost Estimate Methodology

The cost estimate for the land acquisition is based on comparable land sales in Westbury and fair market value data from the Nassau County Assessor's Office; professional experience; accumulated data; and discussions with designers, contractors, vendors, owners, and other cost estimators. No construction drawings were prepared and limited information is available regarding below grade conditions and remediation costs.

#### Funding Sources

DRI award of \$3,860,000. No committed funds or other sources of funding have been identified.

#### Site Ownership/Legal Jurisdiction

Currently, the properties in the Maple/Union area are owned by various private owners. Property will be acquired through a fair market transaction to construct open space.

#### Regulatory Requirements

The Village will comply with SEQRA requirements for this project. This open space development will be considered in the SEQRA conducted for the rezoning. Open space development may involve changing property lot lines, which requires filing with the Village Planning Board and Nassau County Planning Division, Assessor, and Clerk.

#### Public Support

The addition of new park spaces and potential venues for community and cultural events in the Maple/Union area was generally supported by the public throughout the public engagement process. Support for this project is demonstrated through the letters of support submitted in reference to this DRI Plan.

#### Revitalization Benefits

- New open space will improve the aesthetics of the community, offer a space for future residents to gather and recreate, and result in increased property values.



### PROJECT 1.3—Timeframe for Implementation and Project Readiness

	Year Quarter	1				2				3			
		1	2	3	4	1	2	3	4	1	2	3	4
Acquire properties													
Solicit and select a landscape design and architecture consultant													
Landscape firm to design park													
Construct park													

Table 15: Project 1.3 Implementation Plan

#### Beneficiaries

- **Residents:** Residents will benefit from increased housing, commercial, and open space that will result from the rezoning; open space has economic, social, and health benefits.
- **Businesses:** Businesses will benefit from the foot traffic attracted to the open space.
- **Property owners:** Property owners will benefit from increases in property values associated with proximity to open space.
- **Village of Westbury:** The Village will collect additional tax revenue associated with increased property values and additional residents.
- **Nassau County:** Nassau County will also collect additional tax revenue associated with increased property values and additional residents.

#### Cost-Benefit Analysis

This project will complement the rezoning project, which is expected to leverage \$450 million in private investment in new residential and commercial space. The project will also improve the aesthetic quality of the Maple/Union area.

#### Jobs Created

The project will generate 18 construction worker years. Permanent jobs may be generated for park maintenance.

#### Timeframe for Implementation and Project Readiness

Land acquisition and design will begin in year one. Park construction is expected to last 12 months and be completed by the end of 2019.

#### Evaluation Metrics

- **Square feet of open space:** the square feet of open space created in the Maple/Union area; and
- **Park usage:** the number of people that visit the park monthly and annually.





## Goal 1 Transit-Oriented Projects

### Project 1.4 Make Improvements to the Post and Union Avenue Intersection

#### Locator Map



#### DRI Funding

This project is recommended for \$785,926 in DRI funding.

#### Summary Description

This project will improve traffic circulation and create a new pedestrian plaza at the intersection of Post and Union Avenues. The improvements will improve the connection between the LIRR Station and the downtown.

#### Location

The project is located at the intersection of Post and Union Avenues and includes both the roadway and a portion of the pedestrian space on the northeast corner of the intersection.

#### Responsible Parties

The Village of Westbury will be the contracting entity. The Village will secure a transportation engineering firm to design the intersection improvements and a contractor to construct the project. The Village will maintain the intersection.

#### Capacity

The Village has a staff of 44 full time employees and an annual budget of \$7.8 million. In recent years, the Village of Westbury, in conjunction with the Nassau County DPW and private contractors, has repaved 23 miles of roadway. Through its staff and administrative resources, the Village has the capacity to execute this project with DRI funds.

#### Project Partners

The Nassau County DPW, which exercises jurisdiction over both of the roadways comprising the intersection, is a partner. The DPW will review plans and may be responsible for implementation of specific improvements such as changes to signaling. The DPW is aware of this project and agreed to work with the Village to implement it.

Other potential project partners include:

- The 130 Post Avenue Condominium, located on

the northeast corner of the intersection, will benefit from expansion of the plaza and connection with the sidewalk in front of the building. The plaza may offer new opportunities for retail space in its building. No action is required on the part of the building ownership in order to execute the project.

- The MTA/LIRR is constructing a plaza along the MTA/LIRR property south of Union Avenue between Post Avenue and the LIRR Station house through the LIRR Expansion Project. The two projects are not interdependent, but are complementary.

#### Strategies Addressed

**Goal 1 Transit-Oriented: Create a downtown that supports a vibrant mix of uses near the LIRR Station.**

Improve pedestrian and visual connections between the LIRR Station and downtown.

**Goal 3 Walkability: Increase pedestrian activity throughout the downtown.**

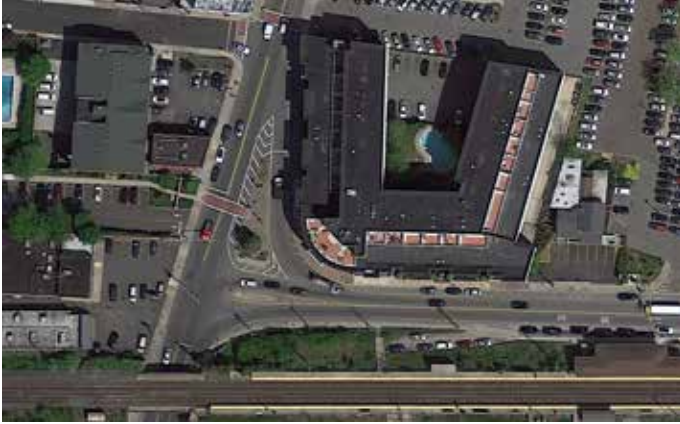
Enhance the pedestrian experience through streetscape improvements.

Ensure the pedestrian environment is safe and easy to navigate.

Attract new amenities that encourage residents and visitors to come downtown.



## Project Description



**Figure 81:** Existing Conditions of Post and Union Avenues Intersection  
Source: Google Earth



**Figure 82:** Plan for Improvements to the Post/Union Avenue Intersection  
Source: Google Earth and Consultant Team

The intersection of Post and Union Avenues is a focal point of the downtown and connects the LIRR Station to Post Avenue. The existing conditions at the intersection are challenging for both motorists and pedestrians. The location and design of existing crosswalks do not adequately facilitate crossing of Union Avenue from the LIRR, which is necessary to access Post Avenue. Southbound traffic on Post Avenue at Union Avenue experiences considerable delays, particularly for vehicles traveling southbound on Post Avenue, as described in Part One of this DRI Plan. Additional traffic resulting from the implementation of the LIRR Expansion Project will exacerbate these challenges.

As a result, the Village will make improvements to the intersection to improve both pedestrian and vehicular experiences and safety. The project complements other improvements to the Post Avenue proposed streetscape (Project 3.1), which will extend north and south from the Post-Union intersection.

The specific elements of the intersection improvements are shown in Figure 82 and described below:

- Remove the slip ramp in the northeast corner of the intersection and expand the existing sidewalk to create a plaza. This measure will connect the existing pedestrian island to the sidewalk along the northeast side of the intersection, creating a more

usable and pleasant pedestrian space and a buffer from traffic.

- The new plaza will be enhanced with trees that reinforce the Post Avenue street-line, new pedestrian-scale pavers, and other elements to enhance the potential of the space. An existing evergreen tree that is decorated with holiday lights each December will be replaced in a suitable location within the plaza.
- In lieu of the slip ramp, the radius of the northeast corner of the intersection will be increased to approximately 25 feet to allow trucks and other large vehicles to turn right from westbound Union Avenue to northbound Post Avenue.



- The single southbound lane on Post Avenue will be restriped to add a separate left turn lane and southbound lane, which will improve traffic flow. In order to achieve this, three on-street parking spaces on the west side of Post Avenue will be replaced by five spaces on the east side of Post Avenue. The new left turn lane will resolve current and future capacity traffic issues.
- The north side of Union Avenue will be straightened as it approaches Post Avenue in order to increase the area of the plaza on the north side and to reduce the length of the crosswalk across that roadway. This realignment will result in removal of the tear-shaped island in the middle of the roadway.
- During the design phase for the project, a traffic analysis will be conducted to determine other changes that may benefit the Village, such as the addition of a protected southbound left turn phase to the traffic signal (which



Figure 83: Perspective View of Post/Union Intersection Following Improvements

can be installed on the existing signal arm), new crosswalks, and signal changes to the full-time right turn provided from northbound Post Avenue east to Union Avenue.

In consultation with the Village of Westbury, the MTA/LIRR will construct a landscaped plaza within its property along the south side of Union Avenue as part of the LIRR

Expansion Project. This project is separate from the intersection improvements and neither is dependent on the other, though the two projects are complementary. In the event that this planned plaza is not constructed by the MTA/LIRR, the Village may incorporate plaza design and construction for the south side of Union Avenue at Post Avenue in its plans for the Post/Union intersection project.



### PROJECT 1.4—ESTIMATED COSTS

DESCRIPTION	QUANTITY	UNIT	UNIT PRICE	COST
Demolition and Removal of Existing	1	LS	47,920.00	47,920
New Curb	225	LF	120.00	26,955
5'x5' Scored Pattern Concrete	6,500	SF	30.00	194,675
Permeable Pavers	420	SF	42.00	17,611
Ground Cover Plantings	470	SF	6.00	2,815
Stairs - 4 Risers	125	SF	60.00	7,488
Ramp	200	SF	36.00	7,188
Handrail for Ramp and Stairs	1	LS	11,980.00	11,980
Columnar Tree	5	EA	1,797.00	8,985
Concrete Planter Wall and Footer	250	LF	240.00	59,900
Large Evergreen Including Soil, etc.	1	EA	3,594.00	3,594
Delete Island and Pave Over	1	LS	11,980.00	11,980
Street Signal Modification Allowance	1	LS	179,700.00	179,700
Contingency—20%				96,960
General Requirements—10%				58,176
Design Costs				50,000
<b>TOTAL</b>				<b>\$785,926</b>

Table 16: Project 1.4 Cost Estimate



### Cost Estimate Methodology

The Consultant Team relied on professional experience; accumulated data; and discussions with designers, contractors, vendors, owners, and other cost estimators to estimate project costs. Cost estimates take into consideration the scope of work, existing conditions, surrounding circumstances, delivery method, schedule, and feedback from Nassau County DPW, among other factors. No construction drawings were prepared for the projects and limited information is available regarding below grade conditions. Costs prepared are estimates based on the available information.

### Funding Sources

DRI award of \$785,926. No committed funds or other sources of funding have been identified.

### Site Ownership/Legal Jurisdiction

Both Post and Union Avenues are under the jurisdiction of the Nassau County DPW. The Village has begun to coordinate with DPW on this project.

### Regulatory Requirements

The Village will comply with SEQRA requirements for this project. Post and Union Avenues are County roads, thus the intersection reconstruction project will require review and approval from the Nassau County DPW. The County and Village of Westbury will review

intersection improvement plans with the MTA/LIRR due to the adjacent construction work conducted by the MTA/LIRR.

### Public Support

Members of the public expressed that improving the connection between the LIRR Station and Post Avenue is a key goal. The community also recommended pedestrian safety measures, streetscape improvements, and new open spaces, which this project directly addresses. Letters of support submitted in reference to this DRI Plan also document support for this project.

### Revitalization Benefits

- Improved pedestrian and visual connection between the LIRR Station and Post Avenue, supporting commercial and social activity in the downtown.
- Due to its visibility from the LIRR tracks, the project will contribute to the identity and recognition of downtown Westbury by the thousands of LIRR passengers daily.
- The project will improve pedestrian safety and comfort.
- Traffic circulation and capacity will be improved with the reconfigured intersection and southbound left turn lane.

### Beneficiaries

- **Businesses:** By providing improved physical connections, improving part of the downtown environment, and increasing the visibility of downtown from the LIRR, the project will attract customers to downtown businesses. It will provide opportunities for new ground floor businesses in the 130 Post Avenue Building, such as a sidewalk café, to expand onto the plaza area.
- **Residents and visitors:** The project will provide improved connections and a new pedestrian space at the south end of downtown. By improving traffic circulation and pedestrian connections, the project will benefit local residents who drive or walk through the intersection.

### Cost-Benefit Analysis

This project will promote safety, efficient traffic flow, and visual and physical connections between the LIRR Station and the downtown.

### Jobs Created

The intersection improvements will not create permanent direct jobs. The project will generate approximately two construction worker years of employment.



## PROJECT 1.4—Timeframe for Implementation and Project Readiness

	Year Quarter	1				2				3			
		1	2	3	4	1	2	3	4	1	2	3	4
MTA/LIRR completes Post Avenue Bridge Project													
Procurement process to identify firm to develop final construction drawings for intersection													
Village collaborates with Nassau County DPW on intersection changes													
Finalize construction drawings													
Procurement process to identify firm to implement intersection changes													
Selected firm completes intersection work													

Table 17: Project 1.4 Implementation Plan

### Timeframe for Implementation and Project Readiness

The construction will be conducted following completion of the Post Avenue Bridge Reconstruction Project, which is being conducted by the MTA/LIRR and is expected to be finished in 2018. The above Gantt chart demonstrates the timeline for completion. Year one, Quarter one indicates the first quarter that DRI funds are available.

### Evaluation Metrics

- Foot traffic: the daily number of pedestrians that cross the street at the Post and Union Avenues intersection;
- Number of accidents: the annual number of vehicular and pedestrian accidents that occur at the Post and Union Avenues intersection over time (data available from the Nassau County Police Department); and
- Traffic volume rating: the level of service and volume of traffic at the Post and Union Avenues intersection over time.





## Goal 2 Diversity Projects

Retain the existing diverse population and attract new residents.

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## Goal 2 Diversity Projects

### Project 2.1 Make Upgrades to Westbury Recreation and Community Center

#### Locator Map



#### DRI Funding

This project is recommended for \$430,824 in DRI funding.

#### Summary Description

The Village of Westbury will upgrade the three facilities that make up the Westbury Recreation and Community Center complex, including the Community, Recreation, and Sports Center facilities, and will reconfigure the parking lot to increase capacity. These upgrades will allow the Village to better support the 300 youth, adults, and seniors that use the facility daily and serve new residents.

#### Location

The three facilities that make up the Westbury Recreation and Community Center are located at 360 Post Avenue.

#### Responsible Parties

The contracting entity is the Village of Westbury.

#### Capacity

The Village of Westbury owns, operates, and maintains the Westbury Recreation and Community Center. The Village makes regular repairs and improvements, including most recently improving the bathrooms in the Sports Center and installing a new ADA-accessible lift in the Community Center. Given its track record of maintaining the property in good condition, the Village has the capacity to undertake these improvements with the support of outside contractors who will develop and implement the final scope of work.

#### Project Partners

No partners are identified for this project.

#### Strategies Addressed

**Goal 2 Diversity: Retain the existing diverse population and attract new residents.**

Ensure parking capacity meets the needs of residents and visitors.

Facilitate improvements to key community assets.



## Project Description



Figure 84: Seniors Meeting at the Westbury Community Center

The Westbury Recreation and Community Center complex, owned by the Village, is comprised of three buildings (the Recreation Center, Community Center, and Sports Center) totaling approximately 50,000 square feet of indoor facilities, a 54-space surface parking lot, and an outdoor playing field. The Community Center was constructed in 1903; the Sports Center was constructed in 1950; and the Recreation Center was constructed in 1973. Approximately 300 youth, adults, and seniors utilize the facilities daily. The facilities serve a diverse mix of Westbury residents through early learning programs for children; after school and recreational programs for youth; basketball, yoga, and boxing for

adults; and a senior program that offers a social outlet for community members age 65 and older.

The Village will make the following upgrades to the Recreation, Community and Sports Center facilities:

- Paint the interior walls and ceilings;
- Replace the carpeting;
- Replace the interior lighting fixtures;
- Replace windows (as needed);
- Install a new audio-visual system in the Community Center main room;
- Install wireless internet capabilities at the Community Center;

- Refinish the floor of the basketball court; and
- Reconfigure the parking lot and front lawn to allow for additional parking and more convenient bus drop off.

Upgrades to the Westbury Recreation and Community Center are one of the highest priorities for the DRI Plan because the facilities offer critical education and recreation programs for Westbury residents from all demographic backgrounds. In addition, with the proposed expansion of the residential units in the Village, the complex will need upgrades to allow it to serve the larger Village population for years to come.



### PROJECT 2.1—ESTIMATED COSTS

DESCRIPTION	QUANTITY	UNIT	UNIT PRICE	COST
Paint Interior Walls and Ceilings	1	LS	35,947	35,947
Replace Carpeting	1	LS	17,973	17,973
Replace Interior Light Fixtures w/ LED	1	LS	11,982	11,982
Replace Windows as needed	1	LS	47,929	47,929
Provide/Replace Audio-Visual System in Main Room	1	LS	23,964	23,964
Provide/Replace Wireless Internet Capability	1	LS	7,189	7,189
Refinish Basketball Court Floor	3,500	SF	24	83,875
Paint Walls, Ceiling, Replace Safety Pads	1	LS	11,982	11,982
Replace Interior Light Fixtures w/ LED	1	LS	8,388	8,388
Provide Additional Parking	1	LS	59,911	59,911
Provide Convenient Bus Drop	1	LS	30,555	30,555
Contingency—20%				57,000
General Requirements—10%				34,130
<b>TOTAL</b>				<b>\$430,824</b>

**Table 18:** Project 2.1 Cost Estimate

#### Cost Estimate Methodology

The Consultant Team relied on professional experience; accumulated data; and discussions with designers, contractors, vendors, owners, and other cost estimators to estimate project costs. Cost estimates take into consideration the scope of work, existing conditions, surrounding circumstances, delivery method, schedule, among other factors.

#### Funding Sources

DRI award of \$430,824. No committed funds or other potential funding sources have been identified.

#### Site Ownership/Legal Jurisdiction

The complex is owned by the Village.

#### Regulatory Requirements

The Village will comply with SEQRA requirements. The parking reconfiguration will require filing plans with the Village of Westbury Buildings Department.

#### Public Support

The Westbury Recreation and Community Center is used by an average of 300 youth, adults, and seniors daily. Upgrades to the complex were cited frequently



## PROJECT 2.1—Timeframe for Implementation and Project Readiness

	Year Quarter	1				2				3			
		1	2	3	4	1	2	3	4	1	2	3	4
Finalize plans for upgrades and repairs													
File construction plans with the Village Department of Buildings													
Conduct procurement process for contractor													
Select contractor													
Conduct repairs and upgrades													

**Table 19:** Project 2.1 Implementation Plan

throughout the community engagement process. Community members expressed a desire to expand the number of groups, clubs, and societies that might regularly call the Community Center home.

### Revitalization Benefits

- The improved Westbury Recreation and Community Center will serve more people through community, recreation, early childhood, youth, and senior programming.

### Beneficiaries

- Residents: A diverse group of approximately 300 residents including youth, seniors, and economically disadvantaged residents utilize the facility daily. Existing and new residents will benefit from improved spaces.

### Cost-Benefit Analysis

This project will improve a critical community asset and allow it to better support the community for years to come.

### Jobs Created

No new jobs will be created.

### Timeframe for Implementation and Project Readiness

This project will begin immediately. The Gantt chart demonstrates the timeline for completion. Year one, Quarter one indicates the first quarter that DRI funds are available.

### Evaluation Metrics

- Number of users: track the number of people who attend the Westbury Recreation and Community Center;
- User satisfaction survey: distribute a one-page survey to assess users satisfaction with the facilities; and
- Number of events: track the number of events and meetings that occur at the Westbury Recreation and Community Centers.





## Goal 2 Diversity Projects

### Project 2.2 Launch a Retail Capital Improvement Grant Program

#### Locator Map



#### DRI Funding

This project is recommended for \$600,000 in DRI funding.

#### Summary Description

The Village will build on the existing retail incentive program and previous façade improvement program to offer grants directly to targeted retail businesses for capital improvements. The grant program will be comprised of two tracks: 1) a fit out grant program designed to attract new businesses that will diversify the retail mix; and 2) a façade improvement program designed to improve the aesthetics of the downtown.

#### Location

The program will target businesses located in the downtown commercial area, which includes Post Avenue from Northern State Parkway to Old Country Road and adjacent streets, including Maple and Union Avenues.

#### Responsible Parties

The Village of Westbury is the contracting entity. The Village staff will collaborate with the BID to market, implement, and monitor the program.

#### Capacity

Between 2002 and 2005, the Village partnered with the local BID to invest \$783,000 and leverage \$350,000 in

private matching funds to renovate 50 façades along Post Avenue. The Village and the BID have the capacity to renew this effort. The Village will require additional resources (included in the project budget) to effectively administer the program.

#### Project Partners

The BID is a partner in developing, marketing, and executing the project. The businesses and property owners that participate in the program will serve as partners. Local real estate brokers may be partners in marketing the program.

#### Strategies Addressed

**Goal 2 Diversity: Retain the existing diverse population and attract new residents.**

Establish a retail mix that supports diversity in the community.

**Goal 3 Walkability: Increase pedestrian activity throughout downtown.**

Attract new amenities that encourage residents and visitors to downtown.



## Project Description



Figure 85: Precedent Image of Restaurant Fit Out

One of the community's most prominent goals is to attract new businesses that contribute to a vibrant retail environment along Post Avenue and near the LIRR Station. There is strong interest in new food and beverage establishments that support existing entertainment uses, primarily The Space at Westbury. Attraction of other small and unique businesses will help to distinguish downtown Westbury from national chain oriented shopping centers in the region and encourage increased foot traffic on Post Avenue.

In order to attract new businesses, the Westbury BID launched a program that provides a \$3,000 to \$7,000 cash incentive to brokers that secure targeted businesses, including food and beverage establishments. Additionally, between 2002 and 2005, the Village

of Westbury and the BID conducted a façade improvement program that invested \$783,000 in public and BID funds and leveraged \$350,000 in private dollars to renovate 50 façades along Post Avenue.

Even still, additional resources are needed for commercial attraction and façade improvement in the downtown. This Retail Capital Grant Program will address these needs. The program will include two tracts: 1) fit out (interior renovations) grants for new businesses from targeted business sectors, which will focus on food and beverage establishments; and 2) façade improvement grants for new or existing businesses.

The structure of the grant will comply with New York State guidelines. The Village and the BID will submit an administrative plan to Housing Trust Fund Corporation that outlines the program.

It is anticipated that grant eligibility will be based on criteria (to be established) that may include: 1) presence of an executed lease; 2) length of lease; 3) targeted sector (e.g., food and beverage); 4) location (e.g., properties located within the BID or the Maple/Union area); and 5) commitment to specified DRI goals, such as nighttime operation, outdoor dining options, and collaboration with The Space at Westbury or other community assets.

The budget includes \$570,000 for grants to be made within two years with a goal of attracting 12 new businesses (based on estimated average grant of \$30,000, pending State grant guidelines) and investing in 14 façades (based on an average grant of \$15,000, pending State grant guidelines). It is anticipated the program will leverage \$245,000 in private funds through a 30% match requirement (contingent on New York State guidelines). The budget also includes \$30,000 (approximately 5%) for program management.

The Retail Capital Improvement Grant Program is essential to Westbury's overall DRI strategy of enlivening Post Avenue, diversifying the retail mix, establishing more vibrant nighttime retail options, and leveraging private business investment.



## PROJECT 2.2—ESTIMATED COSTS

DESCRIPTION	QUANTITY	UNIT	UNIT PRICE	COST
Targeted Fit Out Grants	12	Business	30,000	360,000
Targeted Façade Grants	14	Business	15,000	210,000
Staff Time to Manage and Implement Project —5% of Total Budget				30,000
<b>TOTAL</b>				<b>\$600,000</b>

**Table 20:** Project 2.2 Cost Estimate

### Cost Estimate Methodology

The cost estimates for this project are based on previous façade improvement grant values and market data regarding tenant improvement allowances for retailers in the region.

### Funding Sources

DRI award of \$600,000. It is estimated the program will secure \$245,000 in private matching funds, based on a 30% match. No committed funds or other potential funding sources have been identified.

### Site Ownership/Legal Jurisdiction

Various private property owners and businesses will participate in the program.

### Regulatory Requirements

The Village will comply with SEQRA requirements for this project. Interior renovation and fit out work will require filing plans with the Village of Westbury Buildings Department and

an inspection and approval from the Nassau County Fire Marshall.

Restaurants and bars require a permit from New York State Liquor Authority and Nassau County Department of Health and the Fire Marshall (regarding kitchen equipment, occupancy). Additionally, bars, and any business, including restaurants, seeking to remain open past 10 p.m. will require a Village of Westbury Special Use Permit, which triggers a Village of Westbury Planning Board review/ recommendation and Village board approval.

Any building enlargement or demolition and reconstruction greater than 20% of the current floor area or volume of the building or that exceeds \$50,000, installation of exterior lighting, or an increase in the number of off-street parking or loading spaces triggers site plan review by the Village of Westbury Planning Board, or variances from the Village zoning board.

### Public Support

Greater retail diversity and new nighttime commercial uses was the most frequently expressed priority of the community. The community consistently expressed interest in new food and beverage options and fewer service-oriented commercial uses in the downtown. The Retail Capital Grant Program will be a tool to help address this expressed desire.

Some community members expressed existing businesses should also be eligible, which is addressed through the façade component of the grant program.

### Revitalization Benefits

- Targeted 24,000 square feet of improved interior retail space;
- Targeted 12 new businesses;
- Targeted 14 improved façades;
- Increased retail spending in the community;



## PROJECT 2.2—Timeframe for Implementation and Project Readiness

	Year Quarter	1				2				3			
		1	2	3	4	1	2	3	4	1	2	3	4
Village and BID to design program: determine eligibility requirements for fit out grant, etc.													
Village and BID to market program													
Village and BID to issue grants to approved businesses													
BID to monitor program													

**Table 21:** Project 2.2 Implementation Plan

- Greater variety in retail mix; and
- Improvements to the retail mix may increase the retail market rent, and thus increase tax revenue collected from these commercial properties.

### Beneficiaries

- Residents: Residents will benefit from new places to shop and dine and a more vibrant retail corridor.
- Businesses: Businesses will benefit from building improvements and projected increases in retail spending and support for fit out costs.
- Property owners: Property owners will benefit when seeking new tenants from the fit out incentive and the investment in their property.

### Cost-Benefit Analysis

This project will attract \$245,000 in matching investment for capital improvements to retail properties, attract 12 new businesses and improve 14 façades.

### Jobs Created

According to Zip Code Business Patterns, the average retailer on Post Avenue employs 5 people per 2,000 square feet space. It is estimated that 12 new businesses attracted through the grant program will generate 60 new jobs.

### Timeframe for Implementation and Project Readiness

This project will be launched immediately and the program will end when funds are depleted, which is anticipated at the end of year two.

### Evaluation Metrics

- Square feet of new retail space that accessed funds from the program: total square feet of retail space that opened in the target area from users that accessed the retail capital improvement grants;
- Number of retail businesses that accessed funds from the program: the total number of retail businesses in the target area that accessed funds from the retail capital improvement grants; and
- Matched private dollars leveraged for retail fit outs: the total amount of dollars leveraged by the 30% match requirement for the retail capital improvement program.



## Goal 2 Diversity Projects



### Project 2.3 Develop the Madison Street Municipal Parking Lot for Additional Parking and New Residential Units

#### Locator Map

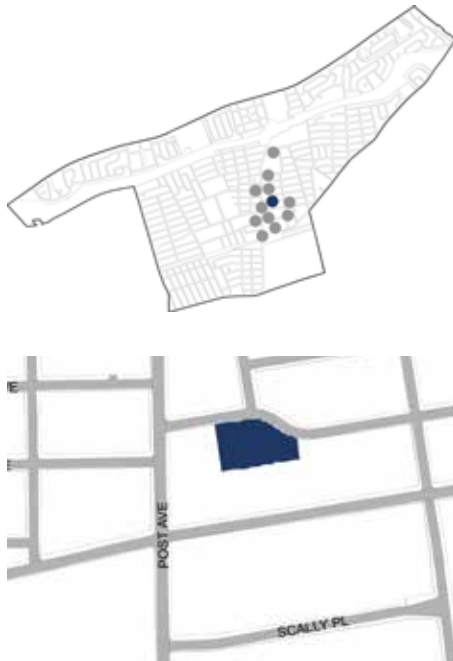


Figure 86: Madison Street Parking Lot Map

#### DRI Funding

This project is recommended for \$4,000,000 in DRI funding.

#### Summary Description

The Village of Westbury will execute an infill development on the Madison Street municipal parking lot through a public private partnership. The surface lot currently includes 86 parking spaces. The project will include construction of approximately 130 parking spaces in a four-story garage and 30 new multi-family residential units in downtown.

#### Location

The Madison Street parking lot is located on Madison Street at the intersection of Lincoln Place.

#### Responsible Parties

The contracting entity will be the Village of Westbury. The Village will procure a developer to build new parking and residential units. The developer will construct the project and manage residential units. The Village will hire a parking operator and collect revenue from the public parking.

#### Capacity

The Village has a staff of 44 full time employees and an annual budget of \$7.8 million. The Village will seek support of a consultant to develop and issue a RFP that clearly outlines the goals of the project and to evaluate responses. The Village will also retain legal counsel to preside over the negotiation with the developer. In recent years, more than 400 new multi-family units have been developed in downtown Westbury, thus the Village is confident that it has the capacity to attract capable developers.

#### Project Partners

A private developer (to be selected) that constructs the project will be a partner.

#### Strategies Addressed

**Goal 2 Diversity: Retain the existing diverse population and attract new residents.**

Encourage the development of diverse housing options.

Ensure parking capacity meets the needs of residents, commuters, and visitors.



## Project Description



Figure 87: Madison Street Lot Study for Additional Spaces and Residential Units

RFP will describe the goals of the project, including: 1) promote infill development; 2) offer multi-family housing that may include affordable units; 3) increase parking spaces in the downtown; 4) uphold design standards including concealed parking and consistent street wall; and 5) provide a revenue stream to the Village. The Village will select the developer whose proposal indicates it will accomplish the project goals and makes an agreeable financial offer. The Village will offer a long-term land lease and contribute up to \$4 million to the construction of the public parking spaces (an estimated cost of \$6.5 million) and leverage the private developer to cover the balance of the parking garage construction as well as the residential construction costs.

This project will construct additional and varied types of residential units, as well as increased parking to support commercial and retail activities within a block of Post Avenue. The additional parking and residential units in the downtown will generate a larger and more diverse consumer base, which will support retailers on Post Avenue and contribute to a vibrant and walkable street life.

The Village of Westbury owns seven municipal surface parking lots in the downtown. The Madison Street surface parking lot is located adjacent to Village Hall and near the primary public space, the Piazza Ernesto Strada. The lot is 52,000 square feet and currently includes 86 parking spaces. The Village experiences parking shortages in the downtown during event evenings. As the downtown expands, attracting new residents and visitors, additional parking will be required to sustain the

downtown businesses and support residents. Additionally, the parcel offers an opportunity to leverage Village-owned property to catalyze new multi-family housing units and add population density in the downtown.

With the support of a qualified real estate consultant, the Village will develop and issue a RFP to solicit a real estate development partner to construct the project and maintain and lease the residential units. The



### PROJECT 2.3—ESTIMATED COSTS

DESCRIPTION	QUANTITY	UNIT	UNIT PRICE	COST
Parking Garage	130	Spaces	\$50,000	\$6,500,000
<b>TOTAL</b>				<b>\$6,500,000</b>

**Table 22:** Project 2.3 Cost Estimate

#### Cost Estimate Methodology

The Consultant Team relied on professional experience; accumulated data; and discussions with designers, contractors, vendors, owners, and other cost estimators to estimate project costs. Cost estimates take into consideration the scope of work, existing conditions, surrounding circumstances, delivery method, schedule, among other factors. No construction drawings were prepared for the projects and limited information is available regarding below grade conditions.

#### Funding Sources

DRI award of \$4 million. The overall development is expected to cost nearly \$20 million, including \$6.5 million for the parking garage. The remaining project costs to construct parking and residential will be borne by the selected private developer. No committed funds or other potential funding sources have been identified.

#### Site Ownership/Legal Jurisdiction

The property is owned by the Village.

#### Regulatory Requirements

The Village will comply with SEQRA requirements for this project. The project will require filing building plans with the Village of Westbury Building Department. Because the parking lot is located within 200 feet of Post Avenue (which is a Nassau County road), the development will require referral and approval by Nassau County DPW.

#### Public Support

The community expressed consistent support for additional housing units in the downtown, yet acknowledged that growth of the Village will exacerbate parking capacity. Feedback indicated that new housing development should not be at the expense of parking spaces.

#### Revitalization Benefits

- 44 new parking spaces (total of 130 spaces);
- 30,000 new square feet of new residential space;
- Increased parking revenue to the Village of Westbury; and
- Improved pedestrian environment through street wall continuity.

#### Beneficiaries

- Residents: Residents will benefit from new housing options and improvements to the pedestrian environment.
- Businesses: Businesses will benefit from greater parking which will support shoppers.
- Village of Westbury: The Village will benefit from increased parking revenue.



## PROJECT 2.3—Timeframe for Implementation and Project Readiness

	Year Quarter	1				2				3			
		1	2	3	4	1	2	3	4	1	2	3	4
Solicit development partner													
Village and developer to design project													
Developer to construct project													

**Table 23:** Project 2.3 Implementation Plan

### Cost-Benefit Analysis

This project will leverage a Village-owned parcel, valued at \$710,000, and a \$4 million DRI investment to complete a mixed-use project valued at greater than \$20 million.

### Jobs Created

This project, which is comprised of parking and residential units, will not generate permanent direct jobs. It is likely the project will support retailers and help them maintain jobs. The project will create an estimated 91 construction jobs.

### Timeframe for Implementation and Project Readiness

This project will launch immediately and it is anticipated construction will begin before the end of year one.

### Evaluation Metrics

- Additional parking spaces: the number of parking spaces created from the development at the Madison Avenue municipal parking lot;
- Residential square feet constructed: the amount of residential square feet constructed at the Madison Street municipal parking lot; and
- New residents accommodated: the number of new residents accommodated within the development at the Madison Street municipal parking lot.





## Goal 3 Walkability Projects

Increase pedestrian activity throughout the downtown.

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## Goal 3 Walkability Projects

### Project 3.1 Implement Streetscape Improvements on Post Avenue and in the Piazza Ernesto Strada

#### Locator Map



Figure 88: Map of Streetscape Improvements Target Area

#### DRI Funding

This project is recommended for \$4,481,244 in DRI funding.

#### Summary Description

The Village of Westbury will implement a coordinated set of streetscape improvements along Post Avenue from Northern State Parkway to Old Country Road that includes new trees, benches, and bike racks; upgrading of lighting to LED; and expansion of the sidewalk at select intersections. The streetscape improvements will also be introduced in the Piazza Ernesto Strada.

#### Location

This project will be implemented along the eastern and western sides of Post Avenue from the Northern State Parkway to Old Country Road.

#### Responsible Parties

The contracting entity will be the Village of Westbury. The Village owns all existing street fixtures

and lights and will procure private third party design consultants and contractors to implement the work. The Village will maintain the improvements.

#### Capacity

The Village has a history of successfully implementing streetscape improvements including transforming a dilapidated gas station into the Piazza Ernesto Strada, installing a pilot consolidated parking meter pay station, and adding four new crosswalks in the past year. Based on this track record, the Village has the capacity to implement this project with the support of outside contractors for design, fabrication, and installation.

The Village has a staff of 44 full time employees and an annual budget of \$7.8 million, and will require additional resources to manage the design, fabrication, and installation process for each of the streetscape improvement elements. The project budget includes an allocation to ensure the Village has the resources to manage this project.

#### Project Partners

The Westbury BID will be a partner, providing support on the design and location of benches, bike racks, and trash receptacles.

#### Strategies Addressed

**Goal 1 Transit-Oriented: Create a downtown that supports a vibrant mix of uses near the LIRR Station.**

Improve visual and pedestrian connections between the downtown and the LIRR Station.

**Goal 3 Walkability: Increase pedestrian activity throughout the downtown.**

Enhance the pedestrian experience through streetscape improvements.

Ensure the pedestrian environment is safe and easy to navigate.

Attract new amenities that encourage residents and visitors to come downtown.



## Project Description

The streetscape improvement project will create a desirable, walkable, pedestrian-friendly downtown and serve as a catalyst for future business growth on Post Avenue. The streetscape improvement design considers the constraints of the existing sidewalks by including three schemes that can be accommodated on the following sidewalk widths: 1) less than seven feet wide; 2) between seven and nine feet wide; and 3) greater than nine feet wide. The streetscape improvements are described below and shown in the diagram on Figure 90:

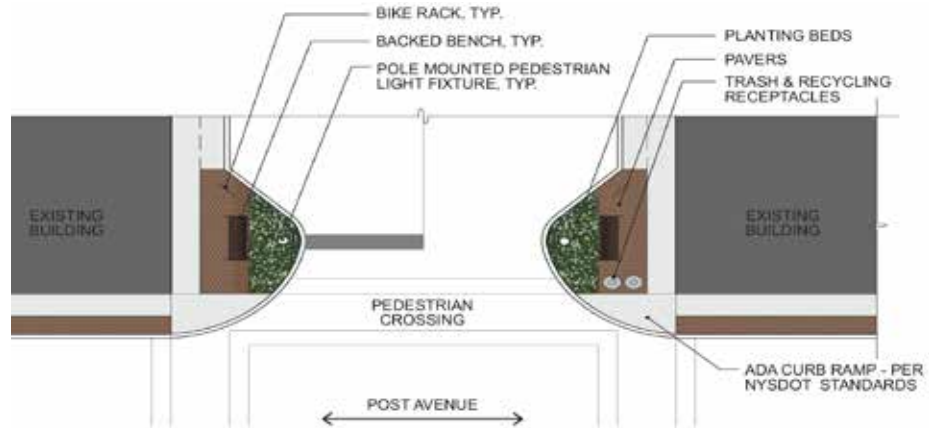


Figure 89: Bulb Out Exemplary Image

- Declutter the sidewalk. The project will maintain the current sidewalk width along Post Avenue, while maximizing pedestrian space. For sidewalks less than seven feet wide, the primary focus of the streetscape improvements design is to declutter the sidewalk. The project will convert traditional parking meters to consolidated pay locations. Where possible, the Village will eliminate superfluous sign poles by adhering multiple signs to one pole or light posts.
- Increase the amount of pedestrian space in target areas. A bulb out will be added on 10 east-westbound side streets to allow for additional pedestrian space (See Figure 89). These bulb outs will shorten the crossing area and allow for installation of benches and vegetation that could not otherwise be accommodated on narrow sidewalks.
- Improve lighting. Convert 18 existing decorative light fixtures to LED, which can provide brighter lighting, better color rendering, and increased energy efficiency. Convert 27 non-conforming light poles to the consistent decorative light pole design with LED fixtures. Add 55 new decorative light fixtures in areas with low light.
- Introduce new sidewalk amenities. New sidewalk amenities will be installed on sidewalks greater than seven feet wide and in new bulb outs. Sidewalk amenities will include 33 new benches to make the pedestrian environment more comfortable, 30 bike racks to ensure cyclists have a location to secure their bicycles, 66 new trash receptacles, and 33 recycling receptacles.
- Increase vegetation. Along the western side of Post Avenue, new trees will be added to improve the aesthetics and provide shade. Grates will be installed over the tree pits to maximize the walking surface on the narrow sidewalks. It is estimated that 100 new trees will be introduced. Along the eastern side of Post Avenue, the below ground utilities preclude planting trees. New standardized planters will be introduced.
- Create new crosswalks, where necessary. Additional crosswalks are necessary to facilitate safe crossings, particularly on Post Avenue between Asbury Avenue and Jericho Turnpike. In other locations, modifications to existing crosswalks to improve pedestrian safety, such as signage, will be included.
- Make improvements to the Piazza Ernesto Strada. New benches, bike racks, LED lights, and trash



receptacles will be introduced in the Piazza. In addition, new security cameras and power outlets will be installed in the Piazza to improve event logistics.

- Improve curbs and paving, where necessary. Some funds have been

budgeted in this project to improve existing paving and curbs that are in poor condition.

- Optionally reconfigure paving. If additional funds are identified, the Village may introduce a paving approach comprised of a concrete

walking surface and a unit paver or permeable paver amenity strip along the curb.

The project entails conducting a comprehensive survey of boundaries, structures, topographic information, utilities, signage, furnishings, lighting, and vegetation. Once the survey is complete, the Village will work with design consultants to finalize the streetscape scope of work and produce construction drawings. The Village will procure contractors through a competitive bid process to implement the streetscape design. In order to minimize the impact on businesses and residents, the streetscape installation will occur in phases.

### Cost Estimate Methodology

The Consultant Team relied on professional experience; accumulated data; and discussions with designers, contractors, vendors, owners, and other cost estimators to estimate project costs. Cost estimates take into consideration the scope of work, existing conditions, surrounding circumstances, delivery method, and schedule, among other factors. No construction drawings were prepared for the projects and limited information is available regarding below grade conditions.

### Funding Sources

DRI award of \$4,481,244. No committed funds or other potential funding sources have been identified.

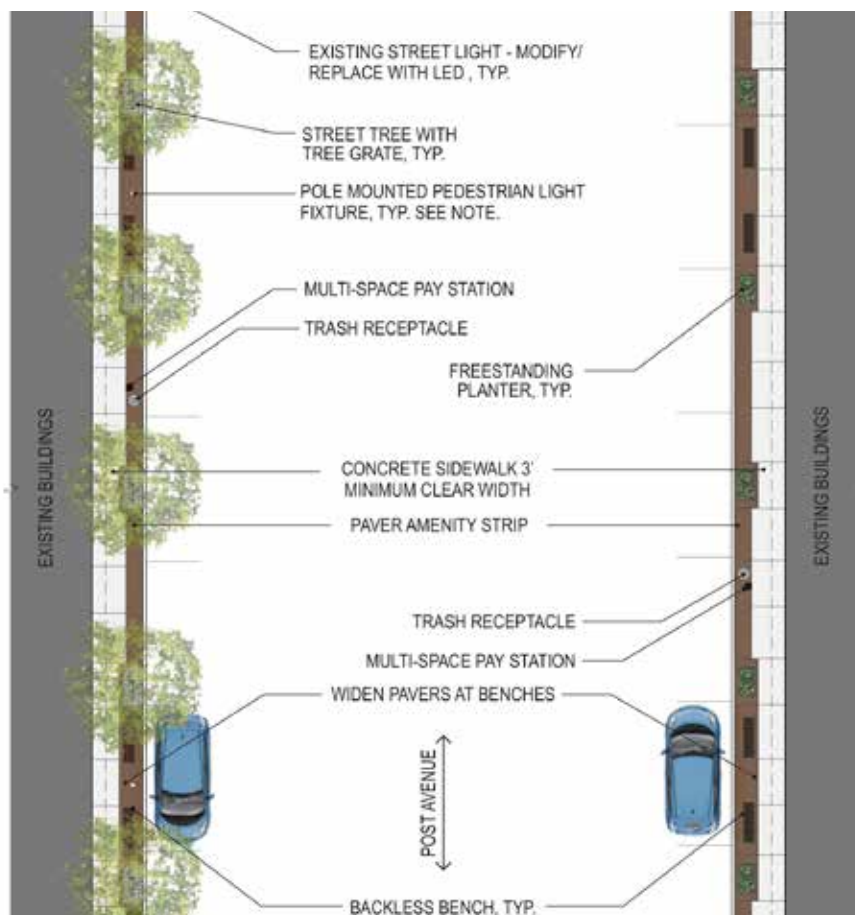


Figure 90: Proposed Streetscape Design for Sidewalk Width 7' - 9'



The budget includes all design, consultants, and streetscape furniture and fixture costs for fabrication and installation. In addition, the estimated budget includes concrete repaving of selected areas that are in poor condition. The approach that includes pavers and/or covers a larger area may be implemented through the following additional funding sources:

- Empire State Development Strategic Planning and Feasibility Studies Program provides capital grant funding for strategic development plans.
- Empire State Development Grant Funds provide capital grant funding for economic development projects.
- New York Main Street Program provides resources to strengthen Main Streets.
- New York State Department of Environmental Conservation's Urban Forestry Grants provide grants for tree planting.
- New York State Department of Transportation Alternatives Program provides funding to support bicycle, pedestrian, and multi-use path projects.
- United States Department of Transportation Federal Highway Administration Transportation Enhancement Activities Program provides funding to help expand transportation choices,

including pedestrian and bicycle infrastructure, landscaping and scenic beautification.

### Site Ownership/Legal Jurisdiction

Sidewalks are under the legal jurisdiction of the Village of Westbury. Westbury will own all street furniture and fixtures.

### Regulatory Requirements

The Village will comply with SEQRA requirements. The Village will provide notice regarding the scope of work to the Nassau County DPW.

### Public Support

There was consistent public support for every aspect of the streetscape improvement project, including enhancing the pedestrian experience, improving the safety of street crossings, introducing cycling amenities, planting street trees, and upgrading and installing new lighting to improve a sense of security and safety along Post Avenue. The Westbury BID has already begun exploring specific designs for streetscape amenities.

### Revitalization Benefits

- Improved aesthetics and environment;
- Enhanced pedestrian safety;
- Increased foot traffic;
- Improved metered parking system;
- Increased retail spending; and
- Increased property values.



**Figure 91:** Exemplary Image of Benches  
Source: Forms+Surfaces



**Figure 92:** Exemplary Image of Bike Racks  
Source: Forms+Surfaces



**Figure 93:** Exemplary Image of Trees with Grates  
Source: GreenWorks



### PROJECT 3.1—ESTIMATED COSTS

DESCRIPTION	QUANTITY	UNIT	UNIT PRICE	COST
New Curbs	5,000	LF	117.00	582,500
Concrete Sidewalk Pavement	40,000	SF	23.00	932,000
Pay Stations	33	EA	11,650.00	384,450
Benches	60	EA	1,748.00	104,850
Trash Receptacles	66	EA	291.00	19,223
Recycle Receptacles	33	EA	291.00	9,611
Street Lights				
Conversion to LED - Power Poles with Light Stanchions	18	EA	408.00	7,340
Conversion to LED - Decorative Poles with Double Lamps	27	EA	699.00	18,873
New Decorative Double-Lamped Street Lights with LEDs	55	EA	11,650.00	640,750
Bike Rack Locations	30	EA	1,165.00	34,950
ADA Curb Ramp Transitions	66	EA	5,825.00	384,450
Trees in Pits w/ Grating	100	EA	4,078.00	407,750
Piazza Improvements (Security Cameras, Power Outlets)	1	LS	58,250.00	58,250
Mid-Block Crossing	6	EA	11,650.00	69,900
Bump Outs at Corners	10	EA	40,775.00	407,750
General Requirements—10%				348,725
Staff Time to Manage and Implement Project —1% of Total Cost				34,873
Detailed Block by Block Assessment				35,000
<b>TOTAL</b>				<b>\$4,481,244</b>

**Table 24:** Project 3.1 Cost Estimate



## PROJECT 3.1—Timeframe for Implementation and Project Readiness

	Year Quarter	1				2				3			
		1	2	3	4	1	2	3	4	1	2	3	4
Procurement process to identify a streetscape design firm and surveying firm(s)													
Conduct survey and complete design													
Procurement process to identify contractors to fabricate and install streetscape improvements													
Selected contractors to fabricate and install streetscape improvements													

Table 25: Project 3.1 Implementation Plan

### Beneficiaries

- **Residents:** Residents will benefit from an improved pedestrian experience and safety measures.
- **Businesses:** Businesses will benefit from increased foot traffic and retail spending.
- **Property owners:** Property owners will benefit from improvements to the public realm that increase property values.
- **The Village of Westbury:** The Village of Westbury will benefit from increased tax revenue that is associated with increases in property values.
- **Nassau County:** Nassau County will also collect additional tax revenue associated with increased property values and retail spending.

### Cost-Benefit Analysis

This project will elevate the physical and aesthetic conditions in Westbury, encouraging new businesses, residents, and visitors.

### Jobs Created

The streetscape improvements project will not create permanent direct jobs. It will support local businesses by encouraging increased foot traffic that may result in additional retail jobs in the downtown. It is estimated the project will generate 19 construction worker years.

### Timeframe for Implementation and Project Readiness

This project will begin immediately and is expected to be complete by the end of year two.

### Evaluation Metrics

- **Number of trees planted:** the number of trees planted on Post Avenue and in the Piazza;

- **Number of benches installed:** the number of benches installed on Post Avenue and in the Piazza;
- **Number of bike racks installed:** the number of bike racks installed on Post Avenue and in the Piazza;
- **Number of light fixtures converted to LED:** the number of light fixtures converted to LED on Post Avenue and in the Piazza;
- **Foot traffic:** the number of people that walk on Post Avenue daily, monthly, and annually;
- **Percent of activated space:** the percent of vacant versus occupied space on Post Avenue;
- **Retail sales on Post Avenue:** the aggregate annual retail sales at Post Avenue retailers; and
- **Property values on Post Avenue:** increase in the property values on Post Avenue.





## Goal 4 Arts-Centric Projects

Enhance the cultural profile of Westbury.

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## Goal 4 Arts-Centric Projects

### Project 4.1 Commission and Install Public Art

#### Locator Map



Figure 94: Map of Public Art Project Locations

#### DRI Funding

This project is recommended for \$300,000 in DRI funding.

#### Summary Description

The Village of Westbury will commission and install new murals and sculptures that enliven blank walls and public spaces and provide visible symbols of the cultural activity present in Westbury. Public art will also be used to highlight Westbury's cultural diversity and historical identity.

#### Location

The Village has identified four locations:

- The Westbury Community and Recreation Center;
- The Piazza Ernesto Strada;
- The new pedestrian plaza at intersection of Post and Union Avenues; and

- The Corporal James Walsh Veterans of Foreign Wars Building.

Additional project locations will be identified by the Village, BID, and Westbury Arts Council.

#### Responsible Parties

The Village of Westbury will be the contracting entity and will commission the artwork and oversee installation. Property owners will maintain the artwork.

#### Capacity

The Village of Westbury has a staff of 44 full time employees and an annual budget of \$7.8 million. Given the scale of this project, the budget includes resources to support the Village staff in project execution.

#### Project Partners

The Westbury Arts Council, the BID, and property owners will partner in identifying locations and artists and

executing the project. Schools and youth organizations may also serve as partners to encourage student participation.

#### Strategies Addressed

**Goal 3 Walkability: Increase pedestrian activity throughout the downtown.**

Enhance the pedestrian experience through streetscape improvements.

Attract new amenities that encourage residents and visitors to come downtown.

**Goal 4 Arts-Centric: Enhance the cultural profile of Westbury**

Introduce visible symbols of the cultural activity.

Increase opportunities for the community to participate in culture.



## Project Description



**Figure 95:** Public Art Precedent  
Source: This Week in New York Blog



**Figure 96:** Public Art Precedent  
Source: Brownstoner

The Village, through the Westbury Arts Council, will issue an open call for artists to design and install public art, including sculptures and large-scale murals, on building exteriors and in public places. The Village and Westbury Arts Council will select up to eight works of art to be installed at specified locations.

The Village of Westbury has identified four locations for public art to date: 1) Westbury Community and Recreation Center, 2) Piazza Ernesto

Strada, 3) the new pedestrian space that will be created at the intersection of Post and Union Avenues through Project 1.4, and 4) the Westbury Military Historical Collection. The Village will collaborate with the Westbury Arts Council, the BID and other stakeholders to identify additional locations and secure private property owner approval for art installations.

The public art program will engage local artists as well as nationally

renowned artists. Highly visible art in the downtown will enhance Westbury's identity as a destination for art, culture, and entertainment in the region. It will stimulate the creative arts economy by delivering public art works that contribute to downtown beautification and generate dialogue and a sense of community. The program will also help to revitalize underutilized spaces (blank walls, traffic circles, and undeveloped parcels).



### PROJECT 4.1—ESTIMATED COSTS

DESCRIPTION	QUANTITY	UNIT	UNIT PRICE	COST
Targeted Public Projects	8	Project	35,750	286,000
Staff Time to Manage and Implement Project —5% of Total Cost				14,000
<b>TOTAL</b>				<b>\$300,000</b>

**Table 26:** Project 4.1 Cost Estimate

#### Cost Estimate Methodology

This cost estimate is based on professional experience executing public art projects in the region.

#### Funding Sources

DRI award of \$300,000. No committed funds or other potential funding sources have been identified.

#### Site Ownership/Legal Jurisdiction

The currently identified locations are owned by the Village of Westbury and the Village has the legal jurisdiction to execute public art projects. If private properties are identified for public art projects, the Village will execute a contract that conveys the legal right to install the public art at the location to the Village of Westbury and its selected artist group and for the art to remain for an extended (if not indefinite) period of time. Agreements will be memorialized on the property records.

#### Regulatory Requirements

The Village will comply with SEQRA requirements. The Village of Westbury does not have an Architectural Review Board. Thus, no additional approvals are required to install public art.

#### Public Support

The community consistently expressed an interest in public art as an opportunity to brand the Village of Westbury as an arts-centric downtown and attract new visitors to its cultural and retail amenities. Community members also cited a desire for a gateway symbol that is visible from passing LIRR trains to mark arrival in Westbury. A commissioned and installed public art piece will address these goals.

#### Revitalization Benefits

- Encourage new visitors to the downtown;
- Enhance the aesthetic downtown experience (e.g., walkability);

- Establish a unique (and marketable) identity and aesthetic, beautify the public realm and enhance quality of life;
- This aesthetic improvement in the downtown could incentivize existing property owners and businesses to make additional private investments that further enhance downtown vibrancy and appearance, support existing and new job-creating commercial businesses, and grow local tax revenues (sales, real estate, and income); and
- Encourage artists to view the community as arts-friendly, and thus stimulate other arts activities to locate in Westbury (e.g., studios, galleries, performance venues).

#### Beneficiaries

- Residents: Residents will benefit from enlivened public spaces and an improved aesthetic character of the downtown.



## PROJECT 4.1—Timeframe for Implementation and Project Readiness

	Year Quarter	1				2				3			
		1	2	3	4	1	2	3	4	1	2	3	4
Identify additional locations													
Issue open call for artists													
Select works of art and artists													
Selected artist(s) to install work													

Table 27: Project 4.1 Implementation Plan

- **Businesses:** Retailers in the downtown may benefit from increased foot traffic from residents and visitors exploring new public art.
- **Artists:** Artists will have opportunities to win commissions to create the public art and have a place to exhibit their art and perhaps locate in this arts-friendly community.

### Cost-Benefit Analysis

New public art will attract additional residents, visitors, and businesses to downtown and will improve the aesthetic and cultural appeal of Westbury.

### Jobs Created

The public art projects will not create direct permanent jobs. The project is likely to provide funding for six to eight local artists or artist groups. The overall enhancement of the downtown and attraction of new patrons and visitors will bring new businesses and the related jobs to Westbury.

### Timeframe for Implementation and Project Readiness

This project will launch immediately and will end when funds are depleted, which is anticipated at the end of year one.

### Evaluation Metrics

- **Pedestrian survey:** distribute an intercept survey to assess public opinion of the art and how it contributes to their pedestrian experience;
- **Foot traffic:** the number of people that walk past the installed public art daily, monthly, and annually;
- **Number of public art pieces installed;**
- **Dollars leveraged:** private dollars leveraged to spend on public art installation; and
- **Social media traffic:** number of Instagram, Facebook, and Twitter tags of the installed public art.





## Goal 4 Arts-Centric Projects

### Project 4.2 Establish the Westbury Military Historical Collection Exhibit

#### Locator Map



#### Location

403 Maple Avenue, Westbury, NY

#### Responsible Parties

The Village of Westbury will be the contracting entity, and will procure independent third party consultants and contractors to finalize the scope of work and implement the renovation and curatorial work.

#### Capacity

The Village has a staff of 44 full time employees and an annual budget of \$7.8 million. The Village will hire an outside consultant to develop the final scope of work for physical improvements and secure a curatorial consultant to finalize the exhibit design. Additional Village resources, included in the below budget, will be necessary to cover the costs associated with project implementation.

#### Project Partners

No partners are identified for this project.

#### Strategies Addressed

**Goal 2 Diversity: Retain the existing diverse population and attract new residents.**

Facilitate improvements to key community assets.

**Goal 3 Walkability: Increase pedestrian activity throughout the downtown.**

Attract new amenities that encourage residents and visitors to come downtown.

**Goal 4 Arts-Centric: Enhance the cultural profile of Westbury**

Introduce visible symbols of cultural activity.

Increase opportunities for residents to participate in culture.

#### DRI Funding

This project is recommended for \$308,420 in DRI funding.

#### Summary Description

The Corporal James Walsh Veterans of Foreign Wars (VFW) Building Post #945 was transferred to the Village of Westbury and rededicated as the Westbury Military Historical Collection in November 2014. The Village of Westbury will undertake building upgrades and acquire exhibition materials and equipment in order to create a museum to showcase its military memorabilia collection. This project will create a new attraction and new opportunities for visitors and residents to participate in arts and cultural activities.



## Project Description



**Figure 97:** Veterans of Foreign Wars Building  
Source: Consultant Team



**Figure 98:** Opening the of Corporal James Walsh Veterans of Foreign Wars Building  
Source: Village of Westbury



**Figure 99:** Interior of the Corporal James Walsh Veterans of Foreign Wars Building  
Source: Village of Westbury

The VFW Building Post #945 was constructed shortly after World War II, transferred to the Village in 2014, and rededicated as the Westbury Military Historical Collection in November of that year. The names of 2,200 servicemen and women from Westbury, New Cassel, Carle Place and Old Westbury who served during World War II are listed on a glass-encased display in the main room of the building. Through a series of donations, the Village has amassed a trove of Purple Heart medals, military uniforms, and other war memorabilia and artifacts. However, this collection is not available for regular public display in the VFW Building (which is ADA compliant) because the appropriate equipment is not available.

This project includes four primary investments that will create an exhibit showcasing the Village of Westbury's military history to the public. The investments include:

- **Purchase display equipment:**  
The Village will purchase display cases and mannequins to exhibit the collection of donated military medals, memorabilia, and uniforms in the main room of the VFW building.
- **Upgrade building:** The Village will replace the existing heating, ventilation, and air conditioning (HVAC) system with a new unit that can provide the necessary temperature and ventilation conditions to properly preserve historic memorabilia.

- **Secure curatorial guidance:**  
The Village will hire a qualified curatorial consultant to design an engaging exhibit that will properly display the memorabilia and present the collection's story.
- **Create a historical video for the exhibit:** In consultation with the curatorial consultant, the Village will produce an 8 - 12 minute film that describes the collection, which will be played on a loop.

The Village's ties to military history are an important component of Westbury's heritage. The location of the VFW on Maple Avenue is also significant and connects to the DRI goal to redevelop the Maple/Union area.



**PROJECT 4.2—ESTIMATED COSTS**

DESCRIPTION	QUANTITY	UNIT	UNIT PRICE	COST
New HVAC / Climate Control	1		134,775	134,775
New Windows	Est		23,960	23,960
Display Cases	2		4,792	9,584
Mannequins	10		359	3,594
Historical Video	1		29,950	29,950
Curatorial Support	1		29,950	29,950
Contingency—20%				38,700
General Requirements—10%				23,220
Staff Time to Manage and Implement Project —5% of Total Cost				14,687
<b>TOTAL</b>				<b>\$308,420</b>

**Table 28:** Project 4.2 Cost Estimate**Cost Estimate Methodology**

The Consultant Team relied on professional experience; accumulated data; and discussions with designers, contractors, vendors, owners, and other cost estimators to estimate project costs. Cost estimates take into consideration the scope of work, existing conditions, surrounding circumstances, delivery method, and schedule, among other factors. No construction drawings were prepared for the projects. Costs prepared are estimates based on the available information.

**Funding Sources**

DRI award of \$308,420. No committed funds or other potential funding sources have been identified.

**Site Ownership/Legal Jurisdiction**

The Village of Westbury owns the VFW Building and the collection of memorabilia has been donated to the Village.

**Regulatory Requirements**

The Village will comply with SEQRA requirements. The HVAC improvement plans will require filing plans with the Village of Westbury Buildings Department.

**Public Support**

The public expressed a desire to highlight Westbury's rich and diverse history, which includes a long-standing connection to the armed forces.

**Revitalization Benefits**

- The new exhibit will have the potential to attract new visitors to the downtown.
- The facility will expand Westbury's cultural assets.



## PROJECT 4.2—Timeframe for Implementation and Project Readiness

	Year Quarter	1				2				3			
		1	2	3	4	1	2	3	4	1	2	3	4
Finalize plans for upgrades and required exhibition equipment													
File with the Village Department of Buildings													
Conduct procurement process for contractor and curatorial consultant													
Select contractor and consultant													
Conduct upgrades and purchase equipment, develop curatorial plan and video													

**Table 29:** Project 4.2 Implementation Plan

### Beneficiaries

- Residents: A diverse group of residents including veterans and their families will benefit from the exhibit.
- Village of Westbury: The Village will benefit from new visitors that are attracted to the exhibit.

### Cost-Benefit Analysis

The new Westbury Historical Military Collection will enhance the cultural appeal of Westbury and attract new visitors to the downtown.

### Jobs Created

No new permanent, direct jobs are associated with this project.

### Timeframe for Implementation and Project Readiness

This project will begin immediately and is expected to be complete within the first year.

### Evaluation Metrics

- Number of visitors: track the number of people who visit the Westbury Military Historical Collection exhibit;
- Visitor satisfaction survey: distribute a one-page survey to assess visitor satisfaction with the exhibit; and
- Number of events: track the number of events and meetings that occur at the VFW Building, as well as the total number of attendees.





## Goal 4 Arts-Centric Projects

### Project 4.3 Secure a Permanent Space for the Westbury Arts Council

#### Locator Map



#### DRI Funding

This project is recommended for \$1,355,000 in DRI funding.

#### Summary Description

The Westbury Arts Council was established in 2013 to further the goal of Westbury becoming one of Long Island's most arts-centric communities. A permanent location of approximately 2,000 to 3,000 square feet in the heart of the downtown will be acquired and developed for the Westbury Arts Council. The Council will use the facility for gallery showcases, theater performances, concerts, classes, events, and meetings.

#### Location

The Village of Westbury has identified several potential sites in the downtown.

#### Responsible Parties

The Village of Westbury will be the contracting entity. The Village will secure a contractor to implement improvements, maintain the property, and lease any remaining unoccupied space (or allocate the remaining space for Village uses).

#### Capacity

The Village has a staff of 44 full time employees, an annual budget of \$7.8 million, and owns a number of properties in the downtown, including Village Hall, the Westbury Recreation and Community Center, and the VFW Building.

#### Project Partners

The Westbury Arts Council will serve as a partner in executing this project.

#### Strategies Addressed

**Goal 3 Walkability: Increase pedestrian activity throughout the downtown.**

Attract new amenities that encourage residents and visitors to come downtown.

**Goal 4 Arts-Centric: Enhance the cultural profile of Westbury.**

Support the sustainability and growth of existing cultural assets.

Introduce visible symbols of the cultural activity.

Increase opportunities for the community to participate in culture.



## Project Description



**Figure 100:** Pop Up Art Gallery Hosted by Westbury Arts Council  
Source: Westbury Arts Council

The Westbury Arts Council was established in 2013 by the Village. It is a 501(c)(3) nonprofit that is fully operated by volunteers. It is funded by an annual allocation from the Village of Westbury as well as State and local grants. The Council's mission is to attract, develop, and promote art and culture throughout the community in order to establish Westbury as one of Long Island's premier locations for the arts.

Since its inception, the Westbury Arts Council has successfully enhanced the vibrancy of the downtown through arts and cultural events, including a highly successful

Summer Concert Series and a series of pop-up galleries in underutilized retail spaces. Further growth is limited by lack of space to execute events and coordinate administrative functions.

The Village will acquire 2,000 to 3,000 square feet of space on or near Post Avenue through a fair market value transaction with a private property owner. The Village will renovate the building for the Art Council's use and provide annual financial support to the Council to maintain the property. The Arts Council will be responsible for programming the space on a regular

basis with public exhibits, lectures, art classes, meetings and other events. This project will create a new cultural gathering place in downtown and help the Arts Council grow their impact on the downtown.

This project is a critical piece of the DRI Plan and the cornerstone of the Arts-Centric goal. A permanent space will ensure the Westbury Arts Council has the resources it needs to grow and expand its arts and cultural programming, ensuring Westbury becomes the arts-centric hub for Long Island it strives to be.



### PROJECT 4.3—ESTIMATED COSTS

DESCRIPTION	COST
Property Acquisition	1,000,000
Legal Fees	25,000
Renovation	300,000
CONTINGENCY (on Renovation Costs)—10%	30,000
<b>TOTAL</b>	<b>\$1,355,000</b>

Table 30: Project 4.3 Cost Estimate

#### Cost Estimate Methodology

The cost estimate for this project was determined based on recent sales comparables in Westbury collected through Costar and data regarding fair market value of properties in Westbury provided by the Nassau County Assessor's Office.

#### Funding Sources

DRI award of \$1,355,000. No committed funds or other potential funding sources have been identified.

#### Site Ownership/Legal Jurisdiction

The Village will acquire the property from a private property owner.

#### Regulatory Requirements

The Village of Westbury will comply with SEQRA. Once the property is purchased, the renovation will require filing plans with the Village of Westbury Buildings Department. Depending on the scope of work, the project may require filing with the Village of Westbury Planning Board. The Nassau County Fire Marshall will inspect and permit the facility.

If the space is within 200 feet of a county road, the project will also require Nassau County Planning Commission review.

#### Public Support

The Westbury Arts Council has a strong presence in the community, with more than 100 members. The community consistently expressed support for this organization and for growing the cultural presence in Westbury.

#### Revitalization Benefits

- Residents and new visitors will be attracted to downtown, which will enhance vibrancy and support the local businesses and cultural organizations.
- Artists will be attracted to this new arts-centric facility for classes and to display their works.

#### Beneficiaries

- Westbury Arts Council: The Village will house the Arts Council in a permanent space, which will allow the organization to expand their impact and increase programming.
- Businesses: The businesses in the downtown will benefit from increased foot traffic and visitors that are attracted to arts events and showcases.
- Artists: Artists will have additional performance or display venues in the downtown, and master classes to conduct and attend.
- Residents: Residents will have access to more arts and culture related activities.

#### Cost-Benefit Analysis

The new space occupied by the Westbury Arts Council will attract residents and visitors to downtown and enhance the cultural opportunities available in Westbury.



### PROJECT 4.3—Timeframe for Implementation and Project Readiness

	Year Quarter	1				2				3			
		1	2	3	4	1	2	3	4	1	2	3	4
Procure property													
Village to negotiate terms with Westbury Arts Council													
Village and Westbury Arts Council to prepare designs for renovation													
Renovate property for Westbury Arts Council													
Westbury Arts Council to move into new space													

Table 31: Project 4.3 Implementation Plan

#### Jobs Created

The permanent space for the Arts Council will not create jobs. It will provide a space for artists to showcase their work and grow their audience. The overall enhancement of the community and downtown district, and the creation of a new center of activity in downtown, is expected to attract new businesses and the related jobs to Westbury.

#### Timeframe for Implementation and Project Readiness

This project will begin immediately.

#### Evaluation Metrics

- Square feet secured for the Westbury Arts Council;
- User satisfaction survey: distribute a survey to members of the Westbury Arts Council assessing satisfaction with the permanent space;
- Number of visitors: track the annual number of people who visit the Westbury Arts Council's permanent space for events and meetings;
- Number of events: track the number of events and meetings that occur at the Westbury Arts Council's space; and
- Visitor satisfaction survey: distribute a survey that assesses satisfaction with experience at the Westbury Arts Council's space.





## Goal 4 Arts-Centric Projects

### Project 4.4 Promote Cultural, Entertainment, and Retail Amenities

#### Locator Map



#### DRI Funding

This project is recommended for \$300,000 in DRI funding.

#### Summary Description

The Village will promote the key retail, entertainment, and cultural assets to an expanded market of consumers, residents, and businesses. The Village will retain a qualified marketing consultant to develop an integrated and cohesive marketing strategy with key stakeholders including The Space at Westbury, Westbury Arts Council, the BID, and other stakeholders. This strategy will be designed to raise awareness about the Village in a larger Long Island catchment area and attract new visitors to downtown. It will include web-based media, print promotions, television and radio ads, events, and programming.

#### Location

This project will promote the entire downtown.

#### Responsible Parties

The Village of Westbury will be the contracting entity and will hire a qualified marketing firm to develop a cohesive strategy to attract new visitors to the Village.

#### Capacity

The Village of Westbury has a staff of 44 full time employees and an annual budget of \$7.8 million. The Village will seek an outside marketing firm to develop a strategy to attract new visitors to the downtown in collaboration with the three entities. Village staff will work with the three entities to execute the strategy.

#### Project Partners

The Westbury Arts Council, The Space at Westbury, and the BID, as well as a marketing firm, will serve as partners in executing the project.

#### Strategies Addressed

**Goal 3 Walkability: Increase pedestrian activity throughout the downtown.**

Attract new amenities that encourage residents and visitors to come downtown.

**Goal 4 Arts-Centric: Enhance the cultural profile of Westbury.**

Support the sustainability and growth of existing cultural assets.

Increase opportunities for the community to participate in culture.



## Project Description



**Figure 101:** Post Avenue Retail Corridor  
Source: New York Times

Currently, the Westbury Arts Council, BID, and The Space at Westbury execute events and promote local businesses individually. There is an opportunity for a collaborative approach that demonstrates the consistent and rich cultural, entertainment, shopping, and dining options in Westbury. This coordinated promotional strategy is a vital part of making Westbury's downtown revitalization a success, and maximizing the impacts of all DRI projects.

The Village of Westbury will retain a marketing firm to collaborate with the Westbury Arts Council, BID, and The Space at Westbury to develop a joint marketing campaign that addresses 1) web-based media, 2) print promotions, 3) television and radio, and 4) events

and programming. The goal of the strategy is to expand the recognition of the Village within a wider, regional catchment area, drive new visitors, businesses and residents to the Village, and increase entertainment and retail spending. A description of each component of the strategy is provided below:

- **Print:** The print strategy will include local newspaper advertisements and mailings for events, new business openings, and other programs in the Village of Westbury.
- **TV and Radio:** The TV and radio strategy will include Long Island-focused advertisements and news stories about events and assets in Westbury to increase awareness about attractions.



**Figure 102:** Westbury Arts Council Promotional Image  
Source: Westbury Arts Council

- **Web:** The web-based strategy will include development of a mobile enabled, user-friendly website that provides real-time information about events, shopping, dining options, and cultural promotions.
- **Events:** The events strategy will help the Westbury Arts Council and the BID to build upon their existing events and identify new events that may attract visitors to the downtown and support their missions.

Once the strategy is complete, the Village and its partner organizations will collaborate to execute the project. The Village will seek varying degrees of cost sharing from each of the partners to implement the strategy.



### PROJECT 4.4—ESTIMATED COSTS

DESCRIPTION	QUANTITY	UNIT	UNIT PRICE	COST
Marketing Consultant Fees				80,000
Print Materials	8	Campaign	10,000.00	80,000
Radio Marketing	4	Campaign	10,000.00	40,000
Website Design + Launch	1	EA	60,000.00	60,000
Events	4	EA	10,000.00	40,000
<b>TOTAL</b>				<b>\$300,000</b>

**Table 32:** Project 4.4 Cost Estimate

#### Cost Estimate Methodology

This cost estimate is based on conversations with marketing firms and recent data about the Village's print and promotions budget.

#### Funding Sources

DRI award of \$300,000. No committed funds or other potential funding sources have been identified.

#### Site Ownership/Legal Jurisdiction

Not applicable

#### Regulatory Requirements

This project will not require regulatory actions.

#### Public Support

Community members consistently expressed interest in better promoting the retailers and cultural assets in order to attract new consumers to downtown. Throughout

the engagement process, community members noted the strong assets that Westbury already has (e.g., a well-established BID and the Westbury Arts Council) and expressed a desire to demonstrate to the region that Westbury is a destination for entertainment, dining, and leisure.

#### Revitalization Benefits

- New visitors will be attracted to downtown, which will increase vibrancy and support local businesses and cultural organizations.
- New residents and businesses will be attracted to the unique character of Westbury.

#### Beneficiaries

- Westbury Arts Council, The Space at Westbury, and the BID: These organizations will receive direct support in the form of a marketing strategy and materials to market their events and businesses, which will grow their customer base.
- Businesses: The businesses in the downtown will benefit from a cohesive promotional strategy, free promotional materials, and an expanded consumer market resulting from the promotional campaign.
- Village of Westbury: Through the project, a cohesive brand for Westbury's commercial corridor will be established, which will support future growth of the Village in the region.



## PROJECT 4.4—Timeframe for Implementation and Project Readiness

	Year 1				Year 2				Year 3			
	1	2	3	4	1	2	3	4	1	2	3	4
Procurement process to identify a firm to lead promotional strategy												
Selected firm to work with Village, The Space, Westbury Arts Council, and the BID to develop promotional strategy												
Selected firm and partners to execute strategy												

Table 33: Project 4.4 Implementation Plan

### Cost-Benefit Analysis

This project will attract new visitors, residents, and businesses to the Village, which will increase retail spending, tax revenue, and employment opportunities.

### Jobs Created

The promotional program will not directly create jobs. However, it will be designed to attract new customers to the businesses and arts and cultural establishments in Westbury. This increase in customers and visitors may generate new retail and other jobs.

### Timeframe for Implementation and Project Readiness

This project will launch immediately and implementation will be supported over three years.

### Evaluation Metrics

- Number of visitors: track the number of people who visit the cultural, entertainment, and retail amenities;
- Retail sales: track the aggregate annual retail sales at Post Avenue retailers and cultural and entertainment assets such as The Space at Westbury;
- Number of events: track the number of promotional events hosted in Westbury;
- Number of print materials distributed: track the number of print materials distributed

to promote the cultural, entertainment, and retail amenities of Westbury;

- Number of promotional social media posts: track the number of social media posts (Instagram, Facebook, Twitter) that promote the cultural, entertainment, and retail amenities of Westbury; and
- Number of social media followers: track the number of people that follow the promotional campaign and the cultural, entertainment, and retail amenities on Instagram, Facebook, and Twitter.



## Section II: Summary of Other Projects

### Goal 1 Transit-Oriented Projects

#### Project 1.5 Develop the Western Parcel of the MTA/LIRR Parking Lot

The existing MTA/LIRR south surface lot is a prime development site located within the downtown, and measures approximately 180 feet by 130 feet. This site, which is owned by the MTA/LIRR, represents an opportunity to create a welcoming gateway into the walkable mixed-use core of downtown Westbury. Through the \$2 billion LIRR Expansion Project, the MTA/LIRR proposes to construct a four-story parking garage on the lot and reserve two surface lots on either side of the parking garage. This plan does not maximize the site's development potential or design impact. The Village will collaborate with the MTA/LIRR to adjust the proposed siting of the parking garage to the eastern corner of the site, consolidating the developable portion into one larger development site fronting Post Avenue. Additionally, the modified siting of the parking garage will still allow for conserved parking spaces within the base of a new mixed-use building.

Following completion of the garage (which will be constructed and paid for by the MTA/LIRR), the Village will collaborate with the MTA/

LIRR to identify the goals for a new mixed-use development that serves as a southern gateway to the Village, connects to the LIRR Station, and integrates into the existing neighborhood character that will be further refined through the streetscape improvements (Project 3.1), rezoning (Project 1.1), and redevelopment of the Maple/Union area (1.3). The Village and the MTA/LIRR will issue an RFP and evaluate responses. The MTA/LIRR will negotiate with the selected developer and convey development rights to the parcel (through a land lease or sale). The selected developer will design and construct the project, which is likely to include residential, commercial and parking uses.

##### Estimated Budget

- \$20,000 for the Village's role in developing and evaluating the RFP.

##### Potential Funding Sources

- Empire State Development Strategic Planning and Feasibility Studies provides capital grant funding for strategic development plans for a municipality or

or facilities assessment and planning. Projects should have an economic development focus, and special consideration will be given to DRI projects.

- Empire State Development Grant Funds provides capital grant funding for capital-based economic development projects that retain or create jobs and/or increase business or economic activity in a community. Grant funding will be allocated among the Regional Councils, with priority given to DRI projects.
- New York Main Street Program (NYMS) provides financial resources and technical assistance to local government and not-for-profits that seek to strengthen the economic vitality of the State's traditional Main Streets and neighborhoods by revitalizing historic downtowns, mixed-use neighborhood commercial districts, and village centers. Eligible activities include building renovation, downtown anchor support, and technical assistance.

##### Implementation Timeline

- Years Two - Three.



## **Goal 1 Transit-Oriented Projects**

### **Project 1.6 Install Bike Lanes on Safe Streets Adjacent to the Downtown**

There are no bike lanes in the Village of Westbury. The closest network of bike lanes is within and connected to Eisenhower Park, located approximately one mile south of the Village, and Nassau Community College, located approximately two miles south of the Village. Several community members expressed interest in bike routes at the public meetings. Yet, the road network presents limitations to installing bike lanes. The main through routes within the Village (Post and Maple Avenues) are relatively narrow and experience heavy traffic, and do not present immediate opportunities for bike routes.

Under current road conditions, the best options for north/south bike routes are School Street and Ellison Avenue, which allow for travel across the LIRR tracks. While School Street is currently an at-grade crossing, the LIRR Expansion Project will create an underpass. School Street provides the most direct connection to Eisenhower Golf Course, and Ellison Avenue provides a direct connection to the commercial district and Nassau Community College, south of Westbury. The east/west street configuration in the Village is a non-continuous grid. The corridor formed by Drexel Avenue and Winthrop Street would provide

a safe, signalized crossing at Post Avenue, and will enable a major east/west route. Supplementary bike routes along Rockland Street and Cambridge Avenue may be considered to expand this connection to Westbury Middle and High School.

This project requires an in-depth analysis of bicycle route potential in the area and collaboration with the Nassau County Planning Department's Transportation Division, which will stripe and make other small adjustments to the roadway to designate the area for cyclists.

#### **Estimated Budget**

- \$9,000

#### **Potential Funding Sources**

- Nassau County Department of Planning's Transportation Division works with federal, state, and local agencies to meet the transportation needs of the County, including the administration of federal grant funds.
- New York State Department of Transportation's Transportation Alternatives Program (TAP) provides funding to support bicycle, pedestrian, multi-use path projects.

- New York State Consolidated Local Street and Highway Improvement Program (CHIPS) provides funding for the construction, reconstruction, or improvement of roadways and facilities.
- United States Department of Transportation Federal Highway Administration's Transportation Enhancement Activities (TEA) provides funding to help expand transportation choices and enhance the transportation experience.
- United States Safe Routes to School Program (SRTS) administered through the State, this program encourages construction of safer transportation options to and from school that promote children to adopt a healthier and more active lifestyle.
- United States Department of Transportation Federal Highway Administration's Congestion Mitigation and Air Quality Improvement Program (CMAQ) provides funding for transit capital expenditures that have an air quality benefit.

#### **Implementation Timeline**

- Year Six.



## Goal 1 Transit-Oriented Projects

### Project 1.7 Install Bus Shelters on Maple and Post Avenues

Two Nassau Inter-County Express (NICE) bus routes serve the Village: the N35, which runs north to south on Post Avenue; and the 22X, which runs east to west on Maple Avenue. The northern terminus of the N35 is located within the Village between Post Avenue and Rockland Street and serves Nassau County Community College and Roosevelt Field Mall. There are no recent local bus ridership numbers available for this DRI plan. Physical amenities for the bus riding public are lacking. The installation of benches for patrons waiting for bus service and bus shelters would be a welcoming addition to provide relief from the weather and would build on streetscape improvements implemented through Project 3.1. Additional signage will help riders more easily identify the bus stop locations. The integration of bus shelters at the routes' busiest stops should be considered.

#### Estimated Budget

- \$50,000.

#### Potential Funding Sources

- Nassau County Department of Planning's Transportation Division works with federal, state, and local agencies to meet the transportation needs of the County, including the administration of federal grant funds. The Transportation Division coordinates with the County's bus shelter and bench program for installation of advertising bus shelters and benches.
- New York State Department of Transportation's Transit State Dedicated Fund (SDF) the SDF provides funds for capital projects dedicated to improvements of transportation systems other than the MTA.

- United States Department of Transportation Federal Transit Administration's Bus and Bus Facilities Grants Program provides funding for the replacement, rehabilitation, or purchase of buses and related equipment and/or the construction of bus-related facilities.
- United States Department of Transportation Federal Transit Administration's Surface Transportation Block Grant Program (STP) provides funding for projects that preserve and improve the conditions and performance of surface transportation, including highway, transit expansion or improvement, intercity bus, bicycle, and pedestrian projects.

#### Implementation Timeline

- Years Three - Four.



## Goal 2 Diversity Projects

### Project 2.4 Make Capital Improvements to the Neighborhood House

The Westbury Neighborhood House is a social services organization that was founded in Westbury in 1916 as a public health center. The organization has a 100-year history of providing essential services and resources (clothing, food, etc.) to residents of Westbury, Old Westbury, New Cassel, and Carle Place that are in need of assistance. The organization owns its 1,740 square foot facility, which is located at 334 Winthrop Street in downtown Westbury, one block from the Westbury Village Hall. The building was constructed in 1918, two years after the organization was founded. The Westbury Neighborhood House reported \$56,000 in assets and \$23,000 in revenue in 2014. The property requires certain capital improvements including, immediately, roof repairs. The Village will contribute to these repairs to ensure the organization is able to allocate the vast majority of its budget to sustaining the programs and services that support the local community.

The property could be renovated

to accommodate other uses and/or tenants. It has been suggested that the organization donate the building to the Village. In this case, the Village would renovate and expand the building to increase its space and uses consistent with the DRI grant, while allowing the Neighborhood House to continue to operate out of the building. In the event that this strategy is deemed beneficial to the Village and the Neighborhood House, the Village would acquire the property and take over maintenance, operations, and leasing responsibilities, which would benefit the Village in several ways. First, the Neighborhood House would have an opportunity to focus the majority of its resources on supporting residents in need. Second, the Village would have the opportunity to allocate unused space in the facility to other needs in the community, which may include arts and cultural related uses and/or youth programming. There may also be an opportunity to acquire additional adjacent sites to expand the Village Hall complex, add parking in the downtown, and better service the Village as a whole.

#### Estimated Budget

- \$30,000.

#### Potential Funding Sources

- Village resources
- United States Department of Housing and Urban Development (HUD)'s Community Development Block Grants provides funds to local municipalities for projects that benefit low and moderate-income people and prevent or eliminate blight. Projects include, but are not limited to, neighborhood revitalization projects, infrastructure improvements, parks and playground enhancements, code enforcement, public service initiatives, economic development initiatives, and anti-poverty and housing initiatives, all of which help to provide service dollars to nonprofit organizations. Nassau County receives funds from HUD and distributes them to local municipalities.

#### Implementation Timeline

- Years One - Two.





## Goal 2 Diversity Projects

### Project 2.5 Launch a Farmers Market

Throughout the community engagement process, stakeholders consistently expressed interest in a farmers market in downtown Westbury, and the Village would like to increase its events and programming in public spaces. The closest farmers market, a joint collaboration launched in 2010 between Sustainable Long Island and the Unified New Cassel Community Revitalization Corporation, is located in the parking lot of First Baptist Church at 212 Garden Street in New Cassel on Saturdays from July to November. The market is operated using a “youth farm stand” model, whereby the produce is purchased from eight Long Island farmers and resold by youth volunteers and employees.<sup>115</sup>

In addition to explicit interest in farmers markets, the community supported attracting specialized

food retailers and the DRI planning process’s retail gap analysis indicated unmet demand for these types of food purveyors. A farmers market will help to address these goals by including local produce, prepared foods, and value added products (such as pickles and jams). A farmers market will provide a community gathering space and a venue that can support additional events and programs, such as live music, visual art, and craft sale.

The Westbury Arts Council has plans to launch a seasonal farmers market at the Piazza Ernesto Strada, and has communicated with a farmers market management company that will recruit farmers, secure permits, determine the schedule, market the program, and manage and operate the market. This firm will collect revenue from market vendors to cover the costs of operating the

market. Additional resources may be necessary to market the program or pay for start-up costs.

#### Estimated Budget

- \$30,000 for promotion support and start up costs for three years.

#### Potential Funding Sources

- United States Department of Agriculture’s Farmers Market Promotion Program provides funding to entities that increase domestic consumption of and access to locally produced agricultural products, develop new market opportunities for farm operations serving local markets, or assist in the development of farmers markets.

#### Implementation Timeline

- Years One - Two.





## Goal 2 Diversity Projects

### Project 2.6 Construct Parking Garages in the Surface Lots Near the LIRR Station

The LIRR Station is one of Westbury's greatest assets, connecting the Village to the larger social and economic context of Long Island and the New York City metropolitan area. Increased usage of the LIRR Station by commuters arriving to Westbury in private vehicles over the past decade has placed a strain on the parking facilities located adjacent to the station. The development of the LIRR Expansion Project by the MTA/LIRR is likely to increase the demand for parking at this critical transportation node within the DRI Study Area. Increasing parking capacity close to the LIRR Station through the construction of structured parking will be critical to providing the facilities necessary to support increased commuter travel from Westbury in the coming decades.

The MTA/LIRR's existing proposal for the parcel to the south of the station includes a total of 626 spaces, an increase of 315 spaces over the existing surface parking lot on the

site. The development plan calls for 188 surface spaces to be replaced with a four-level structured deck containing 503 parking spaces, located at the center of the site. Two areas of surface parking comprising 76 and 47 spaces to the west and east of the parking garage, respectively, will also remain. The proposal for the parcel to the north of the station includes a new parking garage that will allow for 630 parking spaces and 52 surface spaces for a total of 682 spaces.

It is assumed that this project will be designed, constructed, and paid for by the MTA/LIRR as part of the LIRR Expansion Project in accordance with the Draft Environmental Impact Statement for the project. However, if this project is not fully funded and implemented by the MTA/LIRR, the Village of Westbury will undertake a project to increase parking capacity at the LIRR Station in one or both of these parcels by designing and constructing parking garages.

#### Estimated Budget

- \$50,000,000 for construction of two four-tier garages.

#### Potential Funding Sources

- Metropolitan Transportation Authority (Long Island Rail Road Expansion Project).

#### Implementation Timeline

- Years Two - Five.





## Goal 2 Diversity Projects

### Project 2.7 Offer Support for English as a Second Language and Citizenship Preparation Classes Provided by a Local Organization

Eighteen percent of residents in the Village of Westbury are foreign born and a number of residents speak languages other than English in their home, including Spanish, Creole, and French. St. Brigid's Catholic Church and Literacy Nassau currently collaborate to offer English as a Second Language classes at the Westbury Memorial Public Library. However, conversations with local community service providers indicate additional support regarding language skills and citizenship is needed in Westbury.

This project will involve administering a two-year grant to a local organization to provide additional English as a Second Language

classes as well as a citizenship preparation program that provides guidance and support in completing the citizenship process. Entities that fund this work may also provide technical assistance and curriculum support, including the United States Citizenship and Immigration Services and the Long Island Community Foundation.

#### Estimated Budget

- \$50,000 for two years of preparation services and classes.

#### Potential Funding Sources

- United States Citizenship and Immigration Services Citizenship and Integration Grant Program

provides grant funding to organizations that provide citizenship instruction and/or naturalization legal services.

- Long Island Community Foundation provides grants in Nassau and Suffolk Counties to nonprofits for projects in arts, community development, education, environment, health, mental health, hunger, technical assistance/organization development, and youth development.

#### Implementation Timeline

- Years One - Three.



## **Goal 3 Walkability Projects**

### **Project 3.2 Install Public Wi-Fi**

Free public Wi-Fi in stores and public spaces helps to improve the downtown experience for residents and tourists by allowing them access to information in real time about nearby retailers and restaurants, events, transit schedules, and other data individuals seek 24 hours a day. A preliminary scan of existing wireless internet accessibility indicates that most businesses in the downtown do not offer Wi-Fi to customers and that Wi-Fi is not available in public spaces. The

Village will collaborate with the private sector to implement public Wi-Fi in its key public spaces, such as the Piazza Ernesto Strada and new public spaces created near the LIRR Station. The Village will utilize its own assets to install Wi-Fi hot spots in these areas. Other towns have created hot spots in pay phones, trash cans, and light poles. Additionally, entities like Fon allow private internet connections to be split to offer a public connection within range of the existing router.

#### **Estimated Budget**

- \$350,000.

#### **Potential Funding Sources**

- Westbury Business Improvement District (BID);
- Public private partnership with cell phone companies; and
- Advertising dollars.

#### **Implementation Timeline**

- Years Two - Five.



## Goal 3 Walkability Projects

### Project 3.3 Create Walking Paths that Connect the Downtown to Eisenhower Park

Eisenhower Park offers 930 acres of open space and recreation within a short walk of downtown Westbury. The park contains swimming facilities, dozens of athletic fields and courts, three ice rinks, a major golf facility, picnic areas, summertime entertainment, fitness trails, playgrounds, as well as other amenities. Creating walking paths to connect the downtown to Eisenhower Park will make Westbury more pedestrian-friendly, improve accessibility to the park, and increase foot traffic downtown. Eisenhower Park's entrance at Post Avenue and Park Boulevard is approximately 1.3 miles from the Westbury LIRR Station, the park's nearest LIRR Station. Making this route more walkable might entice visitors to take the train rather than drive to the park, drawing more people near downtown Westbury.

#### Estimated Budget

- TBD.

#### Potential Funding Sources

- Nassau County Department of Parks, Recreation & Museums.
- New York State Department of Transportation's Transportation Alternatives Program (TAP) provides funding to support bicycle, pedestrian, multi-use path and transportation-related projects.
- United States Department of Transportation Federal Highway Administration's Congestion Mitigation and Air Quality Improvement Program (CMAQ) provides funding for transit capital expenditures that have an air quality benefit. Eligible activities include transit capital expansion, ride sharing services, and pedestrian or bicycle facilities.
- United States Department of Transportation Federal Transit Administration's Surface Transportation Block Grant Program (STP) provides funding for projects that preserve and improve the conditions and performance of surface transportation, including highway, transit expansion or improvement, intercity bus, bicycle, and pedestrian projects.
- United States Department of Transportation Federal Highway Administration's Transportation Enhancement Activities (TEA) provides funding to help expand transportation choices and enhance the transportation experience through activities related to surface transportation, including pedestrian and bicycle infrastructure, historic highway programs, landscaping and scenic beautification, historic preservation, and environmental mitigation.

#### Implementation Timeline

- Years Eight-Ten.



## **Goal 3 Walkability Projects**

### **Project 3.4 Install an Information Kiosk in the Downtown**

Westbury has many assets to share with its visitors. Installing an electronic information kiosk in the downtown will assist with wayfinding, as well as the discovery and/or promotion of Westbury's restaurants, retailers, and arts establishments for people visiting or passing through Westbury. The kiosk may have an interactive map, business directory, and/or events calendar for visitors to explore. The kiosk should be located in a central location, or near frequent foot traffic. For instance, the kiosk might be located at the LIRR Station, near the Piazza Ernesto Strada, or at a municipal parking lot.

#### **Estimated Budget**

- \$30,000 for one kiosk.

#### **Potential Funding Sources**

- Village resources.
- Empire State Development Market New York Tourism Grant Program provides grant funds to strengthen tourism and attract visitors by promoting attractions, destinations, and events in New York State. Funding can be used towards marketing initiatives, capital/construction projects, and/or meetings, conferences, and conventions. Grant funding will be allocated among the Regional Councils.

#### **Implementation Timeline**

- Year Five.



## Goal 3 Walkability Projects

### Project 3.5 Install a Security Booth at the Southern End of Post Avenue

There are currently two security booths located in the Village of Westbury. One is located near the Westbury Recreation and Community Center and another is located on Union Avenue near Grand Boulevard. These booths allow the Nassau County Police Department and the Westbury Auxiliary Police to have a visible presence in their respective locations. Throughout the public engagement process, many have stated a desire for a

security booth on the south end of Post Avenue. The presence of a security booth will contribute to a sense of safety and, therefore, a more pedestrian-friendly downtown. Currently, individuals may choose to drive to retailers on the southern end of Post Avenue, which they feel is less active than the northern end. An added security booth on the southern end will foster a greater sense of safety and enable foot traffic.

#### **Estimated Budget**

- \$30,000.

#### **Potential Funding Sources**

- Village resources.
- Nassau County Police Department.

#### **Implementation Timeline**

- Years Five to Eight.



## Goal 4 Arts-Centric Projects

### Project 4.5 Conduct an Arts and Culture Feasibility Study

The Village of Westbury has indicated that it wishes to make arts and culture an increasingly important part of the downtown experience, and thus a more significant driver of economic activity and investment in the Village. This project will assess the feasibility of new initiatives such as creating affordable space for artists and arts organizations, repurposing a building for arts use, establishing an arts district, and/or advancing other arts related project concepts. The feasibility assessment will be paired with a simultaneous engagement of local area stakeholders. The assessment may consider: 1) project concept, 2) market need, 3) site suitability, 4) potential to fund and sustain a project, 5) local leadership support, and 6) potential for sustained community impact.

The study will inform the expansion and support of Westbury's arts community by assessing the potential for improved access to and increased supply of performance, educational, and studio facilities. The

feasibility process would include the engagement of the arts and business communities to identify collaborative opportunities or complementary needs, an analysis of existing but underutilized spaces, and research into public and private financing tools and strategies.

The study will also examine the feasibility of enhancing the promotion of arts and culture as well as the attraction of artists to Westbury by increasing the capacity of area non-profits and advocacy groups (such as the Westbury Arts Council). This work may include outreach and engagement strategies, recommendations for improved marketing, and identification of strategic partnerships to support arts programming.

#### Estimated Budget

- \$30,000 for feasibility study.

#### Potential Funding Sources

- New York Main Street Program (NYMS) provides financial resources and technical

assistance to local government and not-for-profits that seek to strengthen the economic vitality of the State's traditional Main Streets and neighborhoods by revitalizing historic downtowns, mixed-use neighborhood commercial districts, and village centers. Eligible activities include building renovation, downtown anchor support, and technical assistance.

- New York State Council on the Arts – Arts and Culture Initiatives provides funding for the planning; presentation; and staffing of visual, performing, and literary arts that encourage greater participation and public interest in culture and support economic development. The three key focuses of this funding program are 1) Arts and Cultural Mapping, 2) Arts and Cultural Master Plan, and 3) Arts and Cultural Branding or Marketing Plan. Funding will be allocated among the Regional Councils.

#### Implementation Timeline

- Year One.



## Goal 4 Arts-Centric Projects

### Project 4.6 Attract a Cultural Institution to Westbury

The Village will hold a competition to attract a cultural establishment to Westbury that would serve as an additional downtown anchor and facilitate the community's vision for an arts-centric downtown. The award would consist of supporting funds and/or a public-private partnership where public real estate is shared under favorable terms. The competition will award and confer rights to develop a Village-owned property to the respondent whose project best complements Westbury's downtown vision. Alternatively, the Village may contribute funds to the development of a space for a newly attracted arts/cultural institution (for example, one undertaken in connection to a Priority Project).

#### Estimated Budget

- \$3,000,000 for property acquisition and renovation.

#### Potential Funding Sources

- Private dollars of arts anchor selected in competition.
- New York Main Street Program (NYMS): provides financial resources and technical assistance to local government

and not-for-profits that seek to strengthen the economic vitality of the State's traditional Main Streets and neighborhoods by revitalizing historic downtowns, mixed-use neighborhood commercial districts, and village centers. Eligible activities include building renovation, downtown anchor support, and technical assistance.

- Empire State Development Grant Funds: provides capital grant funding for capital-based economic development projects that retain or create jobs and/or increase business or economic activity in a community/region. Grant funding will be allocated among the Regional Councils, with priority given to DRI projects.
- New York State Council on the Arts – Arts and Culture Initiatives: provides funding for the planning, presentation and staffing of visual, performing, and literary arts that encourage greater participation and public interest in culture and support economic development. The three key focuses of this funding program are 1) Arts and Cultural Mapping, 2) Arts and Cultural Master Plan, and 3) Arts and Cultural Branding or

Marketing Plan. Funding will be allocated among the Regional Councils.

- Long Island Community Foundation provides grants in Nassau and Suffolk Counties to nonprofits for projects in arts, community development, education, environment, health, hunger, technical assistance/organization development, and youth development.
- ArtPlace's National Creative Placemaking Fund provides funding for projects that align with creative placemaking. In particular, the fund seeks to support projects that connect artists, arts organizations, and/or arts activities to community challenges in agriculture/food, economic development, education/youth, environment/energy, health, housing, immigration, public safety, transportation, or workforce development. ArtPlace is a partnership of foundations, banks, and federal agencies to position arts and culture as a core piece of planning and development.

#### Implementation Timeline

- Years One - Three.



## Goal 4 Arts-Centric Projects

### Project 4.7 Purchase a Trolley and Develop a Trolley Loop

Westbury was served with trolley cars from 1910 through the mid-20th century. Members of the LPC have expressed interest in recreating a trolley loop through downtown Westbury, including Post, Union, and Maple Avenues. The trolley will be used for a downtown route, a tour of Westbury's historical assets, or special events in the Village. The trolley will be a valuable asset in marketing downtown Westbury, and will further contribute to its walkability by allowing visitors to circulate the central downtown without the need for a car.

#### Estimated Budget

- \$200,000 for one trolley.

#### Potential Funding Sources

- Empire State Development Market New York Tourism Grant Program provides grant funds to strengthen tourism and attract visitors by promoting attractions, destinations, and events in New York State. Funding can be used towards marketing initiatives, capital/construction projects, and/or meetings, conferences, and conventions. Grant funding will be allocated among the Regional Councils.
- New York State Council on the Arts – Arts and Culture Initiatives provides funding for the planning, presentation and staffing of visual, performing, and literary arts that encourage greater participation and public interest in culture and support economic development. The three key focuses of this funding program are 1) Arts and Cultural Mapping, 2) Arts and Cultural Master Plan, and 3) Arts and Cultural Branding or Marketing Plan. Funding will be allocated among the Regional Councils.
- United States Department of Transportation Federal Highway Administration's Congestion Mitigation and Air Quality Improvement Program (CMAQ) provides funding for transit capital expenditures that have an air quality benefit. Eligible activities include transit capital expansion, ride sharing services, and pedestrian or bicycle facilities.
- United States Department of Transportation Federal Transit Administration's Surface Transportation Block Grant Program (STP) provides funding for projects that preserve and improve the conditions and performance of surface transportation, including highway, transit expansion or improvement, intercity bus, bicycle, and pedestrian projects.
- United States Department of Transportation Federal Highway Administration's Transportation Enhancement Activities (TEA) provides funding to help expand transportation choices and enhance the transportation experience through activities related to surface transportation, including pedestrian and bicycle infrastructure, historic highway programs, landscaping and scenic beautification, historic preservation, and environmental mitigation.

#### Implementation Timeline

- Years Five to Seven.



Section III: Summary of All Projects

Project	Responsible Party	Est. Cost	Funding Sources		Project Schedule		Jobs Created	
			DRI	Other Funding Sources	Proposed Start Date	Anticipated Completion Date	Permanent	Construction
3.1 Implement Streetscape Improvements on Post Avenue and in Piazza Ernesto Strada	Village of Westbury	\$4,481,244	Yes	Empire State Development Strategic Planning and Feasibility Studies Empire State Development Grant Funds NY Main Street Program NYS Department of Environmental Conservation's Urban Forestry Grants NYS Department of Transportation's Transportation Alternatives Program US Department of Transportation Congestion Mitigation and Air Quality Improvement Program US Department of Transportation Surface Transportation Block Grant Program US Department of Transportation Transportation Enhancement Activities	Jun 2017	Mar 2019	0	19
2.3 Develop the Madison Street Municipal Parking Lot for Additional Parking and New Residential Units	Village of Westbury	\$4,000,000	Yes		Jun 2017	Dec 2018	0	91
1.3 Develop Open Space in the Maple/Union Area	Village of Westbury	\$3,860,000	Yes		Jun 2017	Dec 2018	0	18
4.3 Secure Permanent Space for the Westbury Arts Council	Village of Westbury	\$1,355,000	Yes		Jun 2017	Mar 2018	0	0
1.1 Rezone the Downtown	Village of Westbury	\$971,250	Yes		Jun 2017	Mar 2018	0	2,000
1.4 Make Improvements to the Post and Union Avenue Intersection	Village of Westbury	\$785,926	Yes		Jun 2017	Dec 2018	0	2
2.2 Launch a Retail Capital Improvement Grant Program	Village of Westbury	\$600,000	Yes		Jun 2017	Mar 2020	60	0
2.1 Make Upgrades to Westbury Recreation and Community Center	Village of Westbury	\$430,824	Yes		Jun 2017	Mar 2018	0	0
4.2 Establish the Westbury Military Historical Collection Exhibition	Village of Westbury	\$308,420	Yes		Jun 2017	Jun 2018	0	0
4.1 Commission and Install Public Art	Village of Westbury	\$300,000	Yes		Jun 2017	Mar 2018	0	0
4.4 Promote the Cultural, Entertainment, and Retail Amenities	Village of Westbury	\$300,000	Yes		Jun 2017	Mar 2020	0	0
1.2 Construct Residential Units Around New LIRR Parking Garage on Scally Place	Village of Westbury	\$22,000	Yes		Jun 2017	Dec 2020	0	35
2.6 Construct New Parking Garages in the Surface Lots Near the LIRR Station on Scally Place	MTA/LIRR	\$50,000,000	No	MTA/LIRR (Long Island Rail Road Expansion Plan)	2018	2022	Not studied	

Table 34: Summary Table



Part 2: Strategic Investment Plan

Project	Responsible Party	Est. Cost	Funding Sources		Project Schedule		Jobs Created	
			DRI	Other Funding Sources	Proposed Start Date	Anticipated Completion	Permanent	Construction
4.6 Attract a Cultural Institution to Westbury	Village of Westbury	\$3,000,000	No	Private dollars of arts anchor Long Island Community Foundation Artplace's National Creative Placemaking Fund NY Main Street Program Empire State Development Grant Funds NYS Council on the Arts—Arts and Culture Initiatives	2017	2020	Not studied	
3.2 Install Public Wi-Fi	Village of Westbury Westbury BID	\$350,000	No	Westbury Business Improvement District Public private partnership with cell phone companies Advertising dollars	2018	2022	Not studied	
4.7 Purchase a Trolley and Develop a Trolley Loop	Village of Westbury	\$200,000	No	Empire State Development Market New York Tourism Grant Program NYS Council on the Arts—Arts and Culture Initiatives US Department of Transportation Congestion Mitigation and Air Quality Improvement Program US Department of Transportation Surface Transportation Block Grant Program US Department of Transportation Transportation Enhancement Activities	2021	2023	Not studied	
1.7 Install Bus Shelters on Maple and Post Avenues	Village of Westbury Nassau County Department of Planning	\$50,000	No	Nassau County Department of Planning's Transportation Division NYS Department of Transportation's Transit State Dedicated Fund US Department of Transportation Bus and Bus Facilities Grants Program US Department of Transportation Surface Transportation Block Grant Program	2019	2021	Not studied	
2.7 Offer Support for English as a Second Language and Citizen Preparation Classes	TBD	\$50,000	No	US Citizenship and Immigration Services' Citizenship and Integration Grant Program Long Island Community Foundation	2017	2020	Not studied	
2.4 Make Capital Improvements to the Neighborhood House	Village of Westbury Neighborhood House	\$30,000	No	Village resources US Department of Housing and Urban Development's Community Development Block Grants	2017	2019	Not studied	
2.5 Launch a Farmers Market	Westbury Arts Council Farmers market management company	\$30,000	No	US Department of Agriculture's Farmers Market Promotion Program	2017	2020	Not studied	
3.4 Install an Information Kiosk in the Downtown	Village of Westbury	\$30,000	No	Village resources Empire State Development Market New York Tourism Grant Program	2021	2022	Not studied	
3.5 Install a Security Booth at the Southern End of Post Avenue	Village of Westbury Nassau County Police	\$30,000	No	Village resources Nassau County Police Department	2021	2025	Not studied	
4.5 Conduct an Arts and Culture Feasibility Study	Village of Westbury Westbury Arts Council	\$30,000	No	NY Main Street Program NYS Council on the Arts – Arts and Culture Initiatives	2017	2018	Not studied	
1.5 Develop the Western Parcel of the MTA Parking Lot	Village of Westbury MTA/LIRR	\$20,000	No	Empire State Development Strategic Planning and Feasibility Studies Empire State Development Grant Funds NY Main Street Program	2018	2020	Not studied	
1.6 Install Bike Lanes on Safe Streets Adjacent to the Downtown	Village of Westbury Nassau County Department of Planning	\$9,000	No	Nassau County Department of Planning's Transportation Division NYS Department of Transportation's Transportation Alternatives Program NYS Consolidated Local Street and Highway Improvement Program US Department of Transportation Transportation Enhancement Activities US Safe Routes to School Program US Department of Transportation Congestion Mitigation and Air Quality Improvement Program	2022	2023	Not studied	
3.3 Create Walking Paths that Connect the Downtown to Eisenhower Park	Village of Westbury Nassau County Department of Parks and Museums	TBD	No	Nassau County Department of Parks, Recreation & Museums NYS Department of Transportation's Transportation Alternatives Program US Department of Transportation Congestion Mitigation and Air Quality Improvement Program US Department of Transportation Surface Transportation Block Grant Program US Department of Transportation Transportation Enhancement Activities	2024	2027	Not studied	

Table 34: Summary Table



# Endnotes

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