

# Baldwin

## *Downtown Revitalization Initiative*

December 2020 | Long Island REDC

## Strategic Investment Plan



**Downtown  
Revitalization  
Initiative**

## Hamlet Of Baldwin, Town Of Hempstead New York State Downtown Revitalization Initiative Strategic Investment Plan Long Island Regional Economic Development Council December 2020

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- › Co-Chair, Laura Gillen, Former Supervisor, Town of Hempstead\*
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\* Served through January 6, 2020

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- › Councilman Chris Carini
- › Councilman Anthony D'Esposito

*This document was developed by the Baldwin 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 a Consulting Team led by VHB and supported by FX Collaborative, Karp Strategies, Grain Collective, Urbane Development, and Trophy Point.*

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# Foreword



## Foreword

*Downtowns define our cities and regions. With their energy and diversity as well as their artistic, cultural and historical assets, vibrant downtowns serve as anchors and catalysts for local and regional growth. These enduring qualities attract businesses, jobs, residents and visitors, and provide the critical infrastructure and diverse tax base necessary for broader and more inclusive growth.*

Despite their tremendous value to our society and economy, downtowns suffered decades of disinvestment, economic decline and community malaise with the advent of sprawl and de-industrialization. But people and businesses once again recognize and appreciate what downtowns have to offer. And with that, downtowns are beginning to revamp and re-invent themselves, in many cases using their proud heritage not as a whimsical look backward to a bygone era, but as a catalyst for a brighter future. Yes, downtowns and cities are on the comeback trail, but obstacles remain and the DRI serves as that critical launch pad.

Recognizing both the potential and the challenges of our urban centers, Governor Andrew Cuomo launched a major new initiative in 2016—the Downtown Revitalization Initiative (DRI). Through the DRI, the Governor moved to aggressively accelerate and expand the revitalization of downtowns and neighborhood centers to serve as centers of activity and catalysts for investment in all ten regions of the state. The DRI represents an unprecedented and innovative plan-to-act strategy that couples strategic planning with immediate implementation.

In the first four years of the DRI, the State has committed \$400 million to invest in downtowns that are ripe for revitalization and have the potential to become magnets for redevelopment, business, job creation, greater economic and housing diversity, and opportunity. Each year, the Regional Economic Development Councils select ten downtowns to receive \$10 million each to refine a vision and strategy for revitalization and to implement projects that show the greatest potential to improve the economic and social vitality of their downtown areas. The projects realized through DRI grant funds in turn catalyze multifold additional investments

and projects, which creates the momentum and progress necessary to sustain a long-term successful revitalization effort. The excitement and community pride generated by the DRI are clear and palpable.

The ten communities selected in round four of the DRI are confronting a serious challenge—the COVID-19 pandemic. But in uncertain times, one thing is certain—cities are resilient; they adapt to change, even in a crisis like this. And the DRI is proving to be resilient and adaptable, too.

In the face of COVID-19, round four DRI communities have effectively pivoted to examine the immediate impacts of the pandemic and expand their downtown strategic investment plans to respond to this new challenge through the recommendation of projects that will support recovery and resiliency, especially for the small businesses that represent the heart of our downtowns. The ten round four communities demonstrated a true commitment to realizing their community visions for vibrant and robust downtowns, even in the midst of NY PAUSE. Indeed, each of the ten communities pursued innovative strategies to engage local stakeholders and successfully identify viable and impactful revitalization projects in safe and effective ways.

The DRI process involves a combination of community-based strategic planning, inter-agency project support and leveraging of outside investments. The process starts with a community-based Strategic Investment Plan that sets the path for successful downtown revitalization—a clear vision for the downtown; goals and strategies to accomplish the vision; and catalytic projects identified in the plan.

The strategic planning process is led by Secretary of State Rossana Rosado and facilitated by staff from the Department of State's Office of Planning, Development and Community Infrastructure, with the assistance of NYS Homes and Community Renewal and Empire State Development. This collaborative multi-agency effort mobilizes the expertise, technical assistance and project management skills of State agencies alongside those of a team of consultants to support a Local Planning Committee (LPC) in each DRI to develop a community-based vision, goals and strategies for downtown revitalization.

Central to the Strategic Investment Plans are the slate of viable, transformative and catalytic projects identified by each LPC that will help realize the community's vision for revitalization of its downtown. Of the projects included in the plans, those that are ready to go and show the greatest potential to contribute to revitalization, especially when knitted together with other projects, are awarded DRI funding.

## DRI Round Four Communities:

**Western New York**  
Niagara Falls

**Central New York**  
Fulton

**Mohawk Valley**  
Utica

**Capital Region**  
Schenectady

**New York City**  
Staten Island

**Finger Lakes**  
Seneca Falls

**Southern Tier**  
Hornell

**North Country**  
Potsdam

**Mid-Hudson**  
Peekskill

**Long Island**  
Baldwin, Town  
of Hempstead



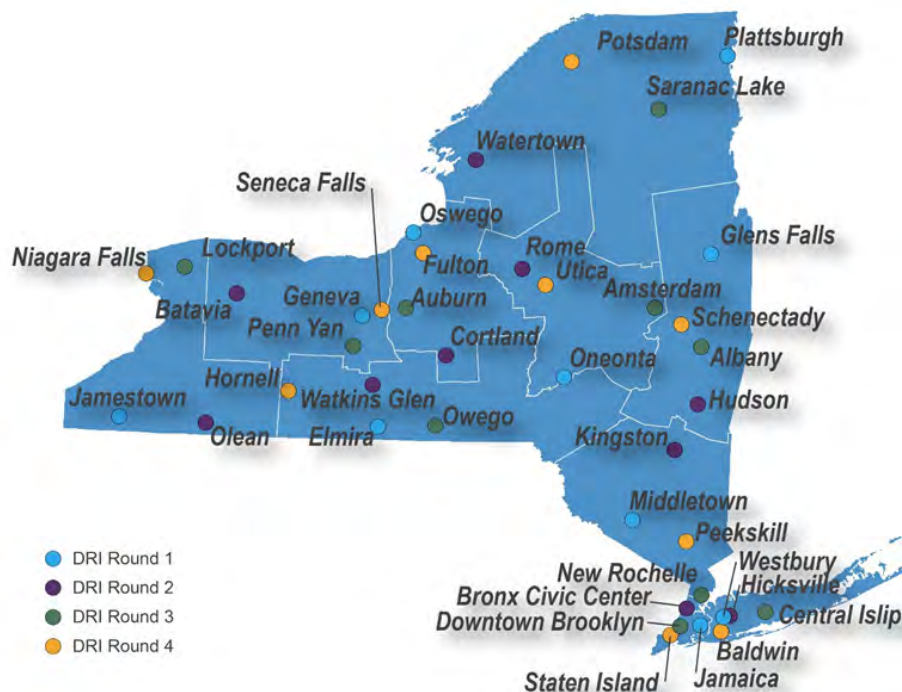
The DRI is much more than a one-off \$10 million grant. Firstly, the projects are not selected in a vacuum, rather, they are synergistic and catalytic—that is, they work in concert to create a whole that is greater than the sum of its parts. Secondly, the positive momentum created by the DRI generates exponential effects that leverage additional public and private investments that, in turn, create a self-perpetuating cycle of revitalization.

We often hear the phrase “live, work and play” to describe city life, but we need to move beyond that limited characterization. Downtowns are so much more than that; they are a place to connect, eat, shop, drink, learn, absorb, innovate, observe and interact—they serve as a spark to human inventiveness and social entrepreneurship. Downtowns also offer public gathering spaces that allow people of all ages, incomes and backgrounds to interact safely and comfortably to appreciate the diversity of city life.

There is no cookie-cutter formula for our urban centers. Each one is unique—a different vibe, heritage, culture; a whole different story to tell if we listen carefully enough. And we do just that—the DRI treats and respects each downtown as its own special place—which is the hallmark of what we call “placemaking.”

The DRI has launched a renaissance in downtown redevelopment. With bottom-up leadership and top-down assistance from the State, deep participation from within the community and collaborative partnerships with public and private investors, the DRI is truly paying dividends by not just transforming the existing community, but also by creating new and yet-to-be-discovered opportunities for generations to come.

## DRI Communities





# Executive Summary



## Executive Summary

*In 2019, the hamlet of Baldwin was selected as one of ten communities to receive \$10 million in New York State funding through the fourth round of the Downtown Revitalization Initiative (DRI). Throughout the DRI process, a Local Planning Committee (LPC), and the public, supported by the New York State Department of State and the Town of Hempstead, collaborated to identify, refine, and finalize a list of projects to recommend to the State for DRI funding. This Strategic Investment Plan reflects that year-long collaboration, providing an analysis of existing assets and opportunities in Downtown Baldwin and establishing the vision, goals, and strategies that will guide implementation of the recommended projects. Once set in motion, these projects will generate economic opportunities, improve the quality of life, and attract investment in Downtown Baldwin.*

The hamlet of Baldwin is a diverse and engaged community located within the Town of Hempstead along the south shore of Nassau County, proximate to ocean beaches and boasting a short commute to regional job centers, including New York City, via the Baldwin Long Island Railroad (LIRR) Station. The Baldwin community has long recognized its unique assets and envisions its downtown as a vibrant, mixed-use, pedestrian-friendly commercial area with an active, compact, multi-modal LIRR Station at its center. Building upon previous planning studies, regulatory changes and investments in its downtown, Baldwin is well-positioned to jumpstart revitalization, support robust economic development, and enhance the quality of life for all residents through the implementation of the Strategic Investment Plan.

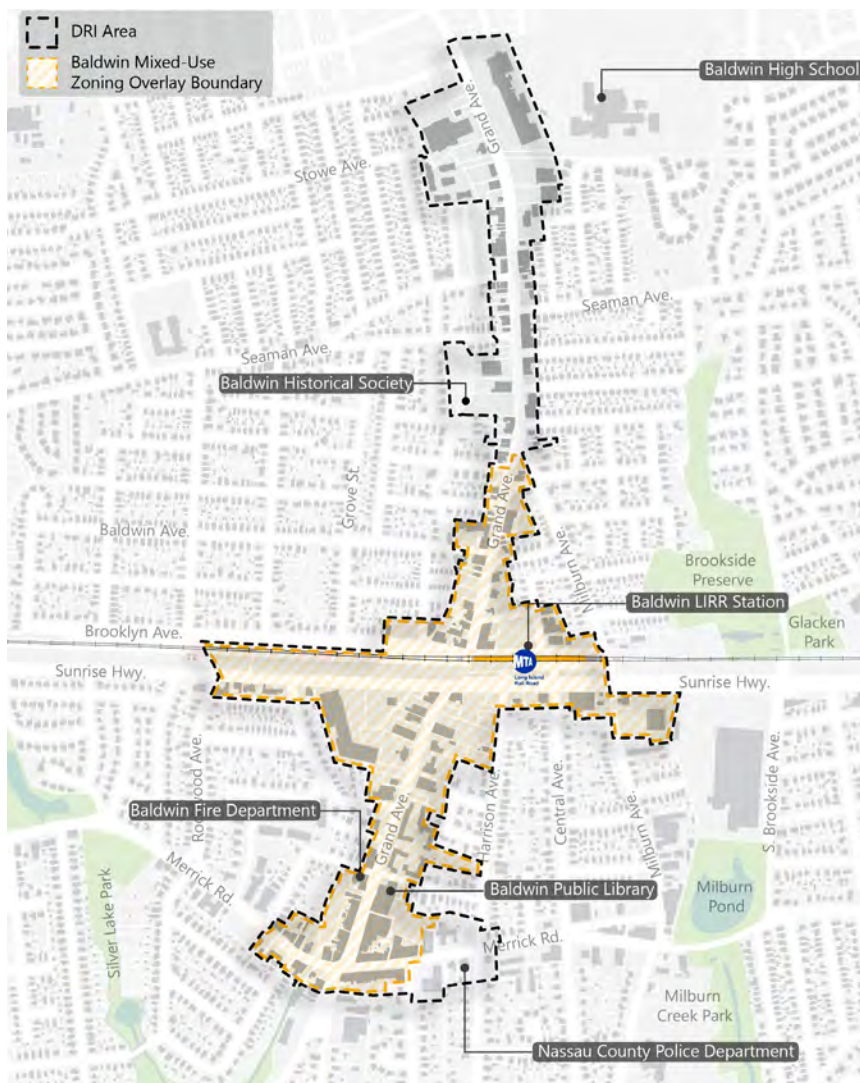
Potential projects and ideas were submitted through an open Call for Projects, which remained open through the majority of DRI planning process. The full slate of potential projects submitted was evaluated by the LPC for its ability to achieve the DRI Vision and Goals, whether the project leverages private investment and is a good use of DRI funds, the project's transformative potential, readiness, and the overall level of public support. The LPC recommends a total of 12 projects for DRI funding across two categories: Transit-Oriented Development and Mixed-Use Projects and Placemaking and Walkability Projects. Together, these projects represent a total of \$166 million in investment in Downtown Baldwin, including \$14.7 million in total DRI funding requests and \$151.3 million in leveraged public and private investment.

## Baldwin Downtown Revitalization Initiative Area

Downtown Baldwin is the commercial backbone of the predominantly residential hamlet and is home to important community resources and services including the Baldwin LIRR Station, Baldwin Public Library, Baldwin Fire Department, Baldwin Historical Society, Nassau County Police Department, Baldwin High School and several religious institutions. Baldwin

has a number of other strong assets, including recent downtown investments and infrastructure improvements, development opportunity sites and supportive policies and plans for DRI project implementation.

The DRI Area extends along a north-south corridor running 1.4-miles centered on Grand Avenue and bisected by Sunrise Highway and the LIRR. Merrick Road anchors the DRI Area to the south and Stanton Avenue anchors it to the north. The DRI Area includes a high-traffic commercial corridor with opportunities for business expansion and retention and civic, financial, and community services. Access to regional institutions like Molloy College, Hofstra University and Hempstead Town Hall, together with major local employers including the Baldwin Union Free School District and the Nassau County Police Department, help contribute to the fabric and potential of the DRI Area.





## Baldwin's DRI Vision, Goals and Strategies

### Vision Statement

The Baldwin community envisions its downtown as a thriving, vibrant, and pedestrian-friendly mixed-use corridor along Grand Avenue and Merrick Road, anchored by the Baldwin Long Island Railroad Station. Baldwin residents are diverse and engaged and have long recognized the potential for Downtown Baldwin to become a place where residents, commuters, and visitors want to live, work, shop, dine, and recreate.

Through investments in public infrastructure, strategic leveraging of private development opportunities, and building on a foundation of its existing assets, Downtown Baldwin will thrive as a center of activity and sustainable economy that the community needs and has long been working toward.

### 1 Goal 1: Enhance and beautify the cultural, recreational, and community assets of the DRI Area to transform Downtown Baldwin to an active and vibrant center that serves the needs of a diverse and engaged citizenry.

#### Strategies:

- › Create spaces for local gathering, community events, social interaction, and passive recreation through the reconfiguration of vacant or underutilized properties within the downtown.
- › Promote a unique Baldwin cultural identity, building on existing historic and cultural organizations and assets in the downtown.
- › Support streetscaping, building façade improvements, and a unified branding to encourage a more uniform and visually appealing downtown.

### 2 Goal 2: Implement public realm improvements to provide a safe and welcoming environment for pedestrians, bicyclists, and transit riders, and to support future growth in Baldwin.

#### Strategies

- › Implement streetscape improvements to support pedestrian circulation and provide visual linkages to create a more unified and distinct experience of the downtown.
- › Leverage the ongoing Nassau County Baldwin Complete Streets project to implement roadway and intersection improvements that promote safety for pedestrians and bicyclists.
- › Invest in new or enhanced amenities for transit riders to promote connections and access to and from the Baldwin LIRR Station.

# 3

**Goal 3:** Leverage publicly-owned properties, new development, and private investment supported by the Baldwin Mixed-Use Overlay District to promote public enhancements and infrastructure improvements for the Baldwin community.

**Strategies:**

- › Pursue public-private partnerships to promote infill development on existing vacant and underutilized properties.
- › Support the development of mixed use, transit-oriented development around the Baldwin LIRR Station facilitated by the Baldwin Mixed-Use Overlay District.

# 4

**Goal 4:** Strengthen the physical and economic resiliency of the entire Baldwin community by promoting mixed-use growth, sustainable and resilient infrastructure, high quality retail offerings, and a variety of housing opportunities in the downtown.

**Strategies:**

- › Provide a variety of housing opportunities to serve residents of all ages and increase vibrancy in downtown.
- › Maintain and upgrade public infrastructure to support future growth and provide connections between the downtown and surrounding neighborhoods.
- › Promote diversification of retail and commercial uses.
- › Provide funding and programming to assist current and future start-up businesses and encourage historic preservation.



## Key Takeaways

The following key takeaways, including both strengths/opportunities and challenges/weaknesses of the DRI Area, helped to inform downtown investment in Baldwin.

### Strengths & Opportunities

- › Baldwin is well-positioned for investment in its downtown as the DRI builds upon robust and ongoing downtown planning efforts, investments, and projects.
- › The B-MX District, which includes a majority of the DRI Area, allows for higher densities and a mix of uses concentrated near the LIRR Station. The new zoning regulations will facilitate opportunities for transit-oriented development within walking distance of the train station, introducing more housing options and a downtown population to support local businesses.
- › Baldwin is fundamentally well positioned to absorb new real estate development. There is untapped demand for housing in Baldwin, along with positive economic indicators such as steady population growth as well as recent declines in downtown retail vacancies. Housing absorption rates of under two months suggest a high demand for single- and multi-family development within Baldwin.
- › Baldwin is a diverse community that has become increasingly so in terms of racial, ethnic, and age composition over the past 15 years. While the majority of residents are those of parenting age and children under the age of 18, the percentage of millennials and older adults has increased over time. The proportion of Black or African American, and Hispanic residents has also steadily increased since 2000. National surveys indicate that diverse communities are attractive to young professionals and families.
- › Downtown Baldwin's location around the Baldwin LIRR Station is one of the key drivers of future economic development opportunities. This, coupled with the general proximity to ocean/beaches, educational institutions, and medical facilities, make the area a desirable place to live. New housing opportunities in Downtown Baldwin would help to strengthen the market for new and existing businesses within the DRI Area.
- › Though not in the DRI Area, Baldwin offers multiple outdoor spaces for recreation, including Baldwin Park, Milburn Creek Park, and Silver Lake Park, as well as nearby beaches such as Jones Beach and Long Beach, making the hamlet attractive to current and future residents.



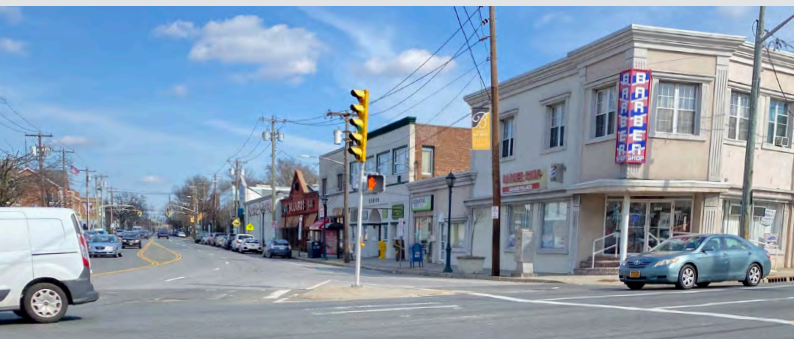
*Downtown Baldwin is centered on the Baldwin LIRR Station.*



*Vacant parcels close to the Baldwin LIRR Station provide key opportunities for new development to capitalize on untapped demand for housing in Baldwin.*

## Challenges & Weaknesses

- › Baldwin has historically suffered from stagnant economic performance, retail vacancies, and underutilization that may deter commercial or retail investment in the downtown area. The building stock in Downtown Baldwin is relatively old compared with neighboring downtown areas that have attracted new development.
- › Higher densities are needed to fuel future investment in the area. Downtown Baldwin and surrounding areas are currently developed at a residential density that would not support the higher quality retail and service offerings desired by the Baldwin community. For example, there are no grocery stores within the DRI Area, making affordable, fresh food difficult to find in Downtown Baldwin.
- › Baldwin residents expressed concerns related to walkability and pedestrian safety as well as bicycle and transit mobility, particularly along high-traffic roadways such as Merrick Road and Sunrise Highway.
- › Baldwin currently lacks anchor institutions, such as corporate headquarters, medical facilities, or collegiate-level educational institutions. Relatedly, data shows that almost 94% of working Baldwin residents are employed outside of the hamlet. A stronger employment base in conjunction with increased housing opportunities in Downtown Baldwin would diversify the hamlet's tax revenue and build a stronger customer base for downtown businesses.
- › Baldwin's proximity to the waterfront makes the area vulnerable to environmental hazards, such as sea level rise and flooding, effects of which were experienced during Superstorm Sandy and Hurricane Irene.
- › The DRI Area currently lacks significant public open space and civic gathering spaces that would add to the quality of life for workers, visitors, and residents in Downtown Baldwin.



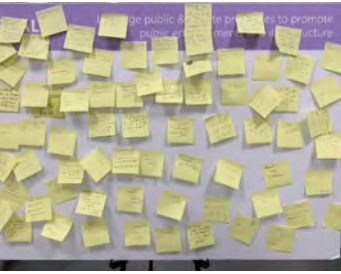
*Grand Avenue, the main commercial corridor in Downtown Baldwin.*



*Intersection of Merrick Road and Grand Avenue. Baldwin residents expressed concerns related to walkability and pedestrian safety along high-traffic roadways such as Merrick Road.*

## Public Involvement

Robust public engagement with Baldwin stakeholders, including community leaders, business and property owners, and students, was critical to the development of the DRI Strategic Investment Plan.



*At Community Meeting #1, each station featured an "ideas" board for participants to add thoughts, questions, or concerns.*

Baldwin community members provided feedback on DRI project preferences through various methods. Due to the spread of the Novel Coronavirus (COVID-19), public outreach was suspended temporarily for the safety of the community, and the last two DRI meetings and final public outreach were conducted virtually. Throughout the DRI planning process, community participants and LPC members expressed support for proposals that would promote Baldwin's existing small business owners, increase housing opportunities, attract new and quality commercial tenants, improve the pedestrian experience, and establish a downtown brand identity. Baldwin DRI public engagement activities included the following:

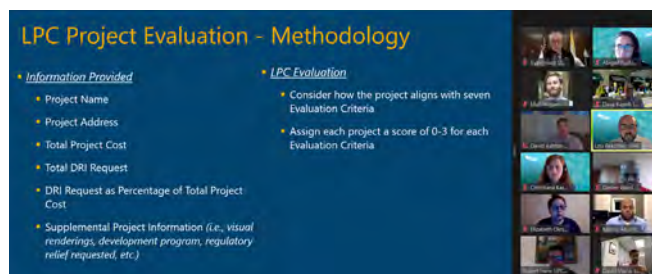
- › Monthly meetings of the appointed LPC
- › Two public meetings, one conducted in-person and one virtually
- › Online community survey
- › Posting to the Town website on a dedicated DRI page, which included documents from previous meetings, project notifications, and links to meeting flyers and virtual meeting rooms
- › Notifications to a dedicated Baldwin DRI project email list-serv
- › Posting on the Town's Facebook and Twitter pages
- › Posting on Town officials' monthly mailers, newsletters, and/or Facebook pages
- › Outreach through the LPC members networks of colleagues, organization members, family, and friends
- › Local media coverage in the Long Island Herald, Long Island Business News, and Newsday, among others
- › Paper flyers distributed in targeted areas



*Baldwin stakeholders gather at Community Meeting #1 to provide feedback and information that directly informed the DRI Strategic Investment Plan.*



*LPC Meeting #6 was held virtually, allowing for LPC member discussion to come to final consensus on the projects recommended for DRI funding as well as public comment and feedback.*



*At the Virtual Community Meeting #2, virtual stations featured proposed project profiles, with an accompanying survey for participants to provide comments and feedback. A "virtual door" led to a live Q&A session where participants could ask questions about the proposed projects and the DRI planning process.*



# Projects Recommended for Funding

## Transit-Oriented Development and Mixed-Use Projects



### 1 Redevelop Underutilized Retail Spaces with a New Mixed-Use Development at 1891-1893 Grand Avenue

**DRI Funding Request:** \$250,000 | **Total Project Cost:** \$14,050,000

Develop a five-story mixed-use building containing five commercial units on the first floor and 56 residential units on the upper floors. The building would provide 76 parking spaces in an underground parking garage with valet.



### 3 Build a Mixed-Use Development at 2130 & 2134-2138 Grand Avenue

**DRI Funding Request:** \$1,000,000 | **Total Project Cost:** \$11,000,000

Redevelop the largely vacant property at 2130 and 2134-2138 Grand Avenue as a five-story mixed-use development, accommodating 7,800 SF of commercial uses on the first floor and 60 residential units on the upper floors.



### 5 Build a Mixed-Use Development at Milburn Plaza

**DRI Funding Request:** \$2,000,000 | **Total Project Cost:** \$70,000,000

Redevelopment at 24 Sunrise Highway would replace a contaminated, used car parking lot, with a mixed-use building consisting of ground floor retail uses with 200 residential units above. Project amenities would include on-site parking facilities and a pedestrian plaza.



### 2 Redevelop the Malkin Appliances Store with Upgraded Retail Space and New Residential Apartments

**DRI Funding Request:** \$504,500 | **Total Project Cost:** \$6,080,000

Demolition of the existing Malkin Appliances store and construction of a four-story mixed-use development, including 8,000 SF of retail space to accommodate an expanded space for Malkin Appliances on the first floor and 27 one-bedroom residential units above.



### 4 Redevelop 775 Brooklyn Avenue for Mixed-Use TOD, including a Baldwin Business Center

**DRI Funding Request:** \$3,820,000 | **Total Project Cost:** \$42,500,000

Construction of a mixed-use, seven-story building accommodating 107 new residential units, 24,000 SF of commercial/office space, and 81 on-site parking stalls, with a new Baldwin Business Center incorporated into the commercial space to attract startups and small businesses.

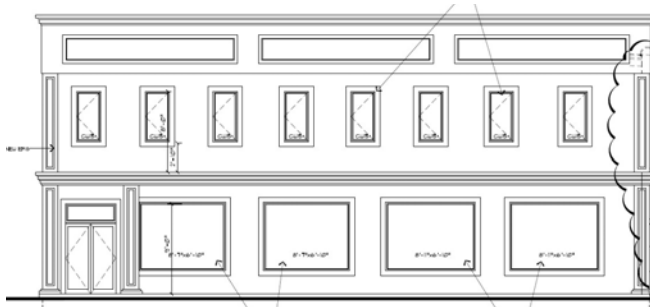


### 6 Develop Affordable Workforce Housing at Baldwin Commons

**DRI Funding Request:** \$850,000 | **Total Project Cost:** \$13,209,687

Redevelopment of the vacant property located at 785 Merrick Road as a 33-unit, four-story all-affordable workforce housing development known as Baldwin Commons, with ground floor amenity space such as a leasing office, mail room, lobby, and community room.





## 7 Incorporate Sustainability Features into the Renovations at 800 Merrick Road

**DRI Funding Request:** \$465,000 | **Total Project Cost:** \$1,215,000

Redevelopment of the existing vacant two-story building at 800 Merrick Road to incorporate green building and sustainability features, as well as attractive landscaping elements.



## 8 Revitalize the Property at 795 Merrick Road with Residential and Commercial Uses

**DRI Funding Request:** \$540,000 | **Total Project Cost:** \$2,700,000

Redevelopment of the existing building at 795 Merrick Road to create a mixed-use project consisting of three commercial/retail spaces on the first floor and 20 residential apartments above.

### Placemaking and Walkability Projects



## 9 Establish a Unique Baldwin Identity with a Branding and Marketing Program

**DRI Funding Request:** \$250,000 | **Total Project Cost:** \$250,000

Implement a Downtown Baldwin Branding and Marketing Program including digital and print strategies, destination mapping, and public events to promote the unique historic, cultural and economic assets of the Baldwin community.



## 10 Provide Financial Assistance to Property Owners through a Downtown Improvement Grant Program

**DRI Funding Request:** \$750,000 | **Total Project Cost:** \$945,000

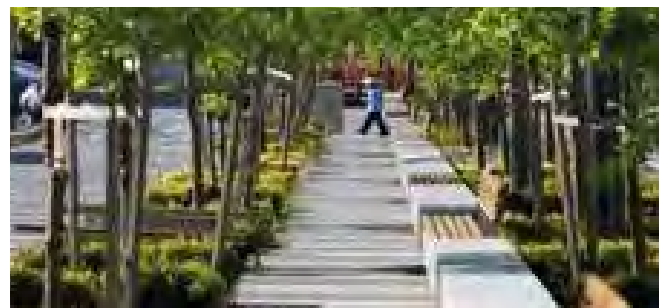
Increase opportunities for local business and property owners to invest in the renovation of building exteriors, to upgrade business entrances from rear parking areas, street frontage improvements, energy system upgrades, and interior fit-outs within the Baldwin DRI Area.



## 11 Improve the Pedestrian Experience in Downtown Baldwin

**DRI Funding Request:** \$1,770,000 | **Total Project Cost:** \$1,770,000

Improve pedestrian connections from municipal parking lots to Downtown Baldwin businesses along Grand Avenue and install green infrastructure elements and streetscaping in the area around the Baldwin LIRR Station.



## 12 Improve Traffic and Pedestrian Safety Along Merrick Road

**DRI Funding Request:** \$2,500,000 | **Total Project Cost:** \$2,500,000

Implement roadway and pedestrian safety enhancements along Merrick Road between Harrison Avenue and Pershing Boulevard to facilitate safer circulation between pedestrians and vehicular traffic along the well-traveled corridor.

## Downtown Management and Implementation Strategies

The Baldwin DRI leverages established strategies and partnerships at the local, county, and state levels. The Town of Hempstead has led and facilitated preparatory planning in the hamlet of Baldwin, including the Baldwin Downtown and Commercial Corridor Resiliency Study (DCCR Study), the Baldwin Revitalization Project, studies of the Grand Avenue Urban Renewal Area, and the Grand Avenue Complete Streets Traffic Study. These efforts have built an organizational and management network with the capacity to successfully carry out Baldwin's plan for revitalization projects and investments.

A mix of public, non-profit, and private entities will be the responsible entities for implementation and administration of the Baldwin's DRI-funded projects. The following project implementation matrix outlines the Project Sponsors that will play integral roles in Baldwin's DRI-funded projects, as well as project partners providing administrative and/or programmatic support.

| Project Implementation                              |   |   |  |
|---|---|---|--|
| Project   |   | Project Sponsor/Responsible Entity                  | Project Partners   |
| Transit Oriented Development and Mixed-Use Projects |   |   |  |
| 1   | Redevelop Underutilized Retail Spaces with a New Mixed-Use Development at <b>1891–1893 Grand Avenue</b> | Inwood Property Holdings, LLC.                      | <ul style="list-style-type: none"> <li>› 5D Architecture and Engineering, PLLC</li> <li>› Sahn Ward Coschignano, PLLC</li> </ul>   |
| 2   | Redevelop the <b>Malkin Appliances</b> Store with Upgraded Retail Space and New Residential Apartments  | No More Bon Bons Realty LLC (Malkin Appliances)     | <ul style="list-style-type: none"> <li>› Chartwell Hotels</li> <li>› Cassata Realty</li> <li>› West Rac Contracting Corp.</li> <li>› Alweis Engineering</li> </ul>   |
| 3   | Build a Mixed-Use Development at <b>2130 &amp; 2134–2138 Grand Avenue</b>                               | Baldwin Center, LLC.                                | <ul style="list-style-type: none"> <li>› Baldwin Center, LLC and 2134 Grand Plaza, LLC</li> <li>› MVK Architecture and Planning, P.C.</li> <li>› RMB Development Consultants, Inc.</li> </ul>                  |
| 4   | Redevelop <b>775 Brooklyn Avenue</b> for Mixed-Use TOD, including a Baldwin Business Center             | Nickart Realty Corp.                                | <ul style="list-style-type: none"> <li>› Baldwin Civic Association</li> <li>› Baldwin Chamber of Commerce</li> <li>› Akerman LLP</li> <li>› Curtis + Ginsberg Architects</li> </ul>                            |
| 5   | Build a Mixed-Use Development at <b>Milburn Plaza</b>   | Retail Store Construction Co., Inc.                 | <ul style="list-style-type: none"> <li>› Breslin Realty Development Corp.</li> </ul>   |
| 6   | Develop Affordable Workforce Housing at <b>Baldwin Commons</b>  | Conifer Realty, LLC                                 | <ul style="list-style-type: none"> <li>› Community Development Corporation of Long Island</li> <li>› BHC Architects</li> <li>› Conifer-LeChase Construction, LLC</li> <li>› Conifer Management, LLC</li> </ul> |
| 7   | Incorporate Sustainability Features into the Renovations at <b>800 Merrick Road</b>                     | Brant Corporation                                   | <ul style="list-style-type: none"> <li>› Thomas Peter Domanico Architect</li> </ul>  |
| 8   | Revitalize the Property at <b>795 Merrick Road</b> with Residential and Commercial Uses                 | 795 Merrick Road Realty, LLC (Jacobson Realty Ltd.) | <ul style="list-style-type: none"> <li>› RFP Architects</li> <li>› ASF Contracting</li> <li>› Wheatley Harbor LLC</li> </ul>   |

| Downtown Placemaking and Walkability Projects |   |   |  |
|---|---|---|--|
| 9   | Establish a Unique <b>Baldwin Identity</b> with a Branding and Marketing Program                    | Town of Hempstead Department of Planning and Economic Development | <ul style="list-style-type: none"> <li>› The Baldwin Civic Association and Baldwin Chamber of Commerce</li> <li>› Baldwin real estate professionals</li> <li>› Baldwin residents and businesses</li> <li>› Nassau County Department of Public Works</li> </ul> |
| 10  | Provide Financial Assistance to Property Owners through a <b>Downtown Improvement Grant Program</b> | Town of Hempstead Department of Planning and Economic Development | <ul style="list-style-type: none"> <li>› Baldwin Civic Association</li> <li>› Baldwin Chamber of Commerce</li> <li>› Private property and business owners</li> </ul>   |
| 11  | Improve the <b>Pedestrian Experience</b> in Downtown Baldwin  | Town of Hempstead Department of Planning and Economic Development | <ul style="list-style-type: none"> <li>› Baldwin Civic Association</li> </ul>  |
| 12  | Improve Traffic and Pedestrian Safety Along Merrick Road  | Nassau County Department of Public Works                          |  |





SECTION

# Downtown Profile and Assessment



## Downtown Profile and Assessment

*“This plan builds on Baldwin’s existing assets including the LIRR and focuses on transit-oriented development to drive economic growth in the region. It is not only innovative—it is actually going to happen, and when you put boldness together with feasibility, that is magic.”*

*—Governor Andrew Cuomo*

### Overview

In 2019, New York State Governor Andrew Cuomo announced that Baldwin, located in the Town of Hempstead, would be the recipient of \$10 million in state economic development funding as the Long Island recipient of the fourth round of the Downtown Revitalization Initiative (DRI). The state's decision to invest in Baldwin reflects its confidence in the Town's strategic revitalization plan which called for the implementation of a mixed-use overlay zoning district to attract private investment in transit-oriented development and bring housing, office, and retail options to Downtown Baldwin.

Baldwin is a diverse and engaged community. The downtown area, which is the commercial backbone of the hamlet, is located along Grand Avenue within walking distance to the Baldwin Long Island Railroad (LIRR) Station, and a short commute to regional job centers, including New York City. Important community resources and services are located within or adjacent to the downtown including the Baldwin Public Library, Baldwin Fire Department, the Baldwin Historical Society, Baldwin High School, Nassau County Police Department, Silver Lake Park, and several religious institutions. Access to regional institutions like Hofstra University, Molloy College, Hempstead Town Hall, and major local employers such as the Baldwin Union Free School District and the Nassau County Police Department, help contribute to the character of Downtown Baldwin.

Single-family residential neighborhoods surround the downtown corridor with some dating back to the original settlement of the hamlet in the 19th and 20th centuries when residents began to migrate east out of New York City. In 1866, the South Side Rail Road passed through

Baldwin leading to the construction of the hamlet's first railroad station in 1867. In 1900, the Long Island Traction Company supplemented the rail line with trolley service providing transit of passengers from Baldwin and Freeport to Jamaica. The use of public transit has influenced the development of the hamlet dating back to the 19th century and continues to be an important economic driver for the Baldwin community.

Despite its many assets, including transit access, and transit-oriented development (TOD) opportunities, the economic health and resiliency of Baldwin has been in decline. Years of unsuccessful urban renewal efforts, severe weather events such as Superstorm Sandy, and the spread of the Novel Coronavirus (COVID-19), have impacted Baldwin's ability to sustain the community's vision of a vibrant, pedestrian-friendly, and mixed-use downtown a place where residents, commuters and visitors want to live, shop, dine, and recreate.

Nonetheless, the Town of Hempstead remains committed to the implementation of economic and community development initiatives that will improve Downtown Baldwin. This was evident in January of 2020, when the Town amended the Town Code to create a new downtown mixed-use overlay zoning district. The Baldwin Mixed-Use Overlay Zone or "B-MX District" encourages investments in mixed-use and transit-oriented development by allowing for increased development in areas surrounding the Baldwin LIRR Station.

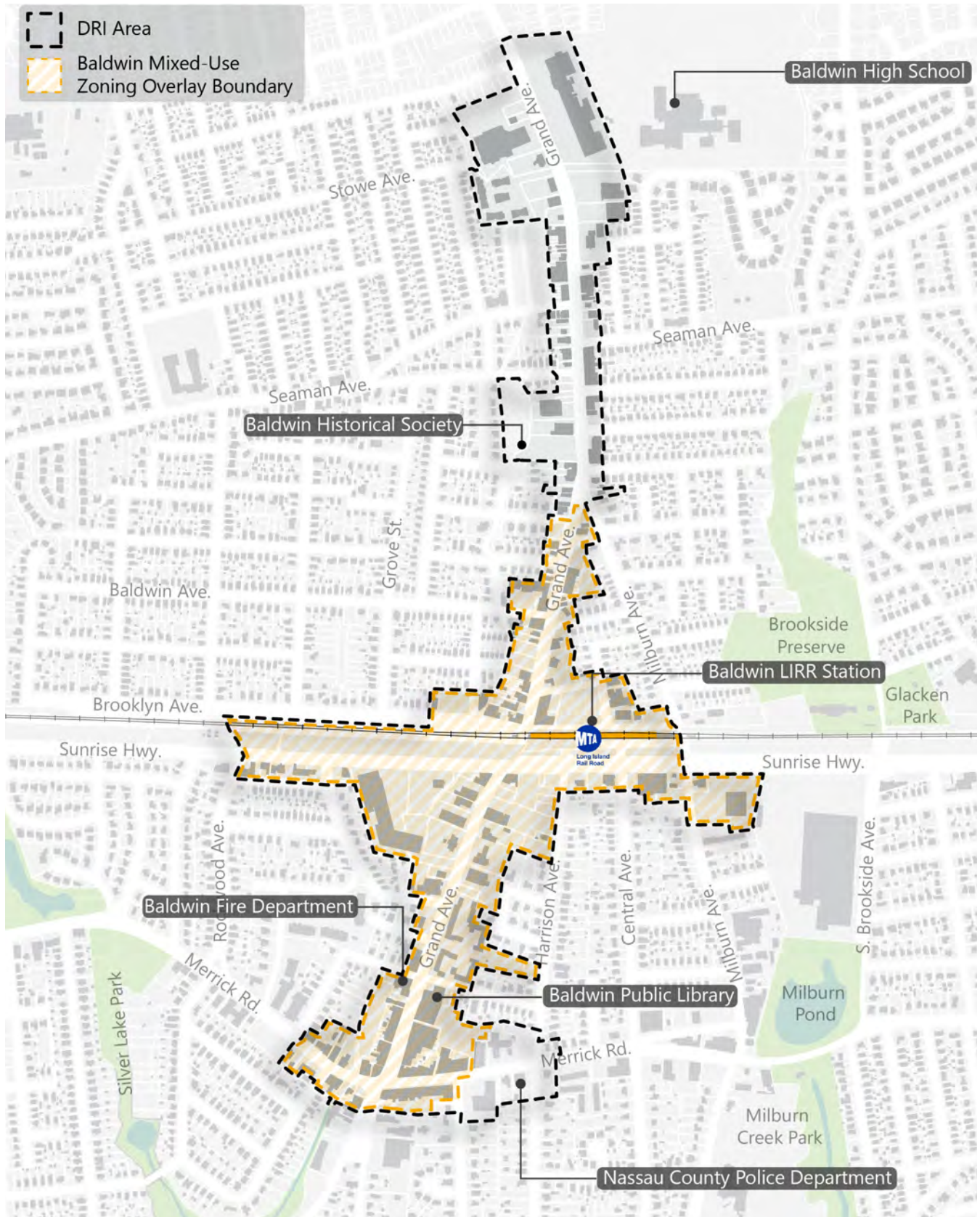
The Baldwin community has long recognized the area's unique assets and remains steadfast in its vision. The Town's recent planning efforts, along with an engaged community, set the stage for the DRI. With targeted DRI investments, Downtown Baldwin has the potential to thrive as the vibrant center of activity and economic driver that the Baldwin community has long envisioned.

## DRI Area

The DRI Area includes a 1.4-mile commercial corridor centered along Grand Avenue running north-south, bisected by Sunrise Highway and the LIRR. Merrick Road anchors the DRI Area to the south and Stanton Avenue anchors it to the north. The DRI Area is a high-traffic commercial corridor with opportunities for residential development, business expansion and retention, and civic, financial, and community services.

The southern half of the DRI Area (Florence Street to the north and Merrick Road to the south) includes the Grand Avenue Urban Renewal Area. Specifically, the area at the northwest corner of Grand Avenue and Merrick Road has been designated as exhibiting blighted conditions and in need of redevelopment. This area, described in detail below, has been a central focus of revitalization efforts in Downtown Baldwin for many years.

## DRI Area Overview







## Regional Context

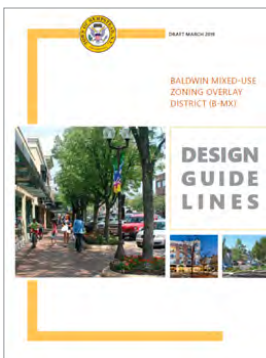
The hamlet of Baldwin is located within the Town of Hempstead, Nassau County, New York. The DRI Area is centrally located within the hamlet and is within a 10-minute drive of Rockville Centre to the east and Freeport to the west; it is within a 20-minute drive of Jones Beach and a 46-minute to one-hour commute by LIRR or car, respectively, to New York City's Pennsylvania Station. Baldwin is located on the LIRR's Babylon Line and has its own dedicated station that sits within the DRI Area. The DRI Area's proximity to New York City coupled with its convenient access to major transportation corridors and regional airports is a key asset to the Baldwin community, and is an important factor when attracting new businesses and residents. Baldwin is well-served by the Southern State Parkway and Sunrise Highway, both of which provide east-west access across the southern fork of Long Island.

## Related Planning Efforts

The Town of Hempstead, Nassau County, and other local stakeholders have invested in planning studies, zoning changes, and infrastructure improvements aimed at revitalizing the downtown and enhancing the quality of life for Baldwin residents. Plans have ranged from master planning to targeted redevelopment studies. Together, these planning documents provide a window into Baldwin's most prevalent needs and concerns, as well as the aspirations for the hamlet's future. The following related planning efforts are relevant to the DRI Area and informed this DRI Strategic Investment Plan.

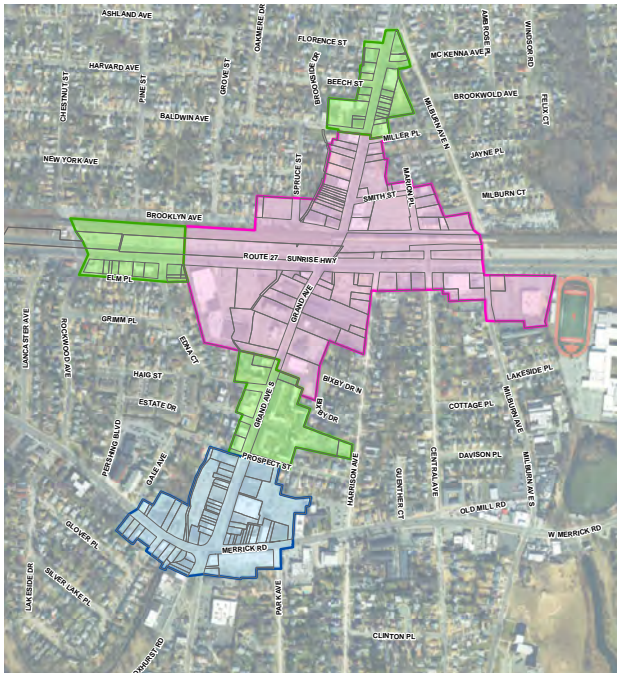
### Baldwin Mixed-Use Overlay Zone and Design Guidelines (2020)

In early 2020, the Town of Hempstead approved text amendments to the Town Building Zone Ordinance creating a new Article XLII, entitled "Baldwin Mixed-Use Overlay District (B-MX)" with accompanying B-MX Design Guidelines and a B-MX District zoning map amendment impacting 189 parcels in Downtown Baldwin. The goal of implementing the B-MX District was to create new mixed-use, TOD opportunities in the area surrounding the Baldwin LIRR Station, as well as to modify parking requirements and bulk and dimensional regulations to facilitate such development. The B-MX District consists of an approximately three quarter-mile mixed-use corridor along Grand Avenue from just south of Merrick Road to the south, to just north of Florence Street to the north. To account for varying characteristics along the corridor, the Town proposed three district subdistricts within the B-MX District: Baldwin – Mixed-Use, Transit-Oriented Development (B-MX, TOD), Baldwin – Mixed-Use, Merrick Road Gateway (B-MX, MRG) and Baldwin – Mixed-Use, Commercial Transition (B-MX, CT). Each of the subdistricts set forth lot and bulk controls as well as parking requirements tailored for future development along



*B-MX Design Guidelines*



*B-MX with Subdistricts***Baldwin Mixed-Use Subdistricts**

- Mixed-Use, Commercial Transition (B-MX, CT)
- Mixed-Use, Merrick Road Gateway (B-MX, IMRG)
- Mixed-Use, Transit-Oriented Development (B-MX, TOD)

the corridor. The B-MX District boundary falls within and at the southern end of the DRI Area. The B-MX District regulations apply to new development, redevelopment and building expansions that result in a ten percent or greater increase in the building's floor area. The accompanying B-MX Design Guidelines set development standards to elevate the quality of design and promote consistency in the development of the properties within the B-MX District.

The B-MX District regulations permit mixed-use development at higher densities than exist currently, with up to 2.0 Floor Area Ratio (FAR) in the areas closest to the Baldwin LIRR Station. These regulations were set forth specifically to facilitate a concentration of new, transit-oriented development that would bring new retail opportunities and residents to the downtown, to support local businesses and help grow the economy. It is anticipated that the new B-MX District regulations and design guidelines will facilitate close to 1.5 million new square feet of development, and 750 new residential units in Downtown Baldwin over the next decade, including new commercial and residential buildings on underutilized properties near the Baldwin LIRR Station. Many of the projects proposed for DRI funding, profiled in Section 5 of this Strategic Investment Plan, are located within the B-MX District boundary and make use of the higher-density zoning regulations.

## Transit-Oriented Development

Transit-oriented development (TOD) is a strategic, multi-beneficial smart growth tool which is the cornerstone of the revitalization efforts set forth by this Plan. According to the American Planning Association (APA), TOD typically refers to higher-density mixed-use development near a fixed guideway transit station. Benefits of TOD are well documented and include, but are not limited to:

- › Higher quality of life with better places to live, work, and play
- › Greater mobility with ease of moving around
- › Increased transit ridership
- › Healthier lifestyles with more walking, and less stress
- › Increased foot traffic and customers for area businesses
- › Enhanced ability to maintain economic competitiveness.

The introduction of this type of development will jumpstart revitalization of the DRI Area and the entire Baldwin community by activating the area surrounding the Baldwin LIRR Station. The concept of TOD in the downtown is key to making the DRI Area a vibrant and thriving commercial center as well as a desirable place to live.

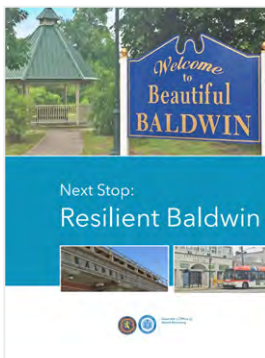
## Baldwin Downtown and Commercial Corridor Resiliency Study (2017)

The DCCR Study was completed as part of a grant from the Governor's Office of Storm Recovery to provide assistance for communities that had suffered from recent severe weather events, including Superstorm Sandy. The study incorporates a comprehensive approach to resiliency measures, outlining implementable strategies to foster economic investment, provide housing options, increase pedestrian amenities and enhance public spaces in Downtown Baldwin. Baldwin, along with other South Shore communities, was struck by Superstorm Sandy leaving devastating impacts. The DCCR Study was the culmination of 12 months of outreach efforts and community interaction.

The DCCR Study contained a series of community-based recommendations for reinvestment, infrastructure improvements, and design standards along Grand Avenue. The four community-based recommendations outlined in the DCCR Study consist of recommendations pertaining to the implementation of a LIRR/TOD district, complete streets, green infrastructure, and storm and economic resiliency.

The DCCR Study provided a framework for the formation of the Baldwin DRI Vision, Goals, and Strategies detailed in Section 2. DCCR Study recommendations were also considered when finalizing the full slate of projects to be included in the Final DRI Strategic Investment Plan and recommended to the state for funding.

As part of the DCCR Study, a Market Opportunities Analysis was prepared to assess the local and regional demand for various land uses, including housing, commercial office space, industrial and retail. The economic and market conditions were analyzed using data provided by Baldwin residents and business owners and local real estate brokers and developers. The purpose of the analysis was to ensure that any development concepts for Baldwin were appropriately anchored in market reality. The findings of the Market Opportunities Analysis informed the Market Analysis covered on page I-45.



*The Baldwin DCCR Study, titled "Next Stop: Resilient Baldwin"*



*The DCCR Study was based on a significant community engagement and outreach effort, including the community event pictured here, the results of which heavily informed future planning efforts as well as the Baldwin DRI planning process.*

## Grand Avenue Urban Renewal Area (March 2014)

In 2014, the Town of Hempstead approved a revised Urban Renewal Plan for the Grand Avenue Urban Renewal Area located within the DRI Area, at the northwest corner of Grand Avenue and Merrick Road. The revised Urban Renewal Plan called for the redevelopment of deteriorated and underutilized properties within the Urban Renewal Area with a mix of uses including commercial, retail, and residential units. The Plan recommended that properties within the Urban Renewal Area zoned as B Residential Zoning District and those split-zoned X Business Zoning District and B Residential Zoning District be rezoned to implement redevelopment of the properties, enhance the aesthetic and overall image of the area, improve public safety and generate economic activity. Since its creation, the Town of Hempstead has focused revitalization efforts within the Urban Renewal Area, and throughout the DRI planning process, the Urban Renewal Area was emphasized by the community for its importance to the health of Downtown Baldwin and the opportunity it presents for revitalization. Two of the projects recommended for DRI funding will redevelop vacant or underutilized properties within the Urban Renewal Area.





## Recent, Ongoing, and Planned Projects

DRI funding will leverage other investments in Downtown Baldwin to maximize benefits. The following projects support Baldwin's most valuable assets, including the roadway network that provides access to the commercial corridor, and the Baldwin LIRR Station.

### Nassau County Department of Public Works— Grand Avenue, Baldwin Complete Streets Project

**Estimated Cost:** \$6.1 million | **Construction Start:** Spring 2021

The Nassau County Department of Public Works has planned and will implement roadway and pedestrian improvements along Grand Avenue from Merrick Road to Stanton Avenue. The planned improvements will calm traffic and enhance pedestrian safety along Grand Avenue,

contribute to placemaking along the corridor, increase walkability, encourage the use of non-motorized modes of transportation, and improve capacity of the roadway network. Intersection and roadway improvements include enhanced sidewalk space, traffic calming bump outs, tree plantings, and additional sidewalk amenities including benches and trash receptacles. Implementation of this project will address the community's goal to improve walkability and safety in the Downtown.



Source: Nassau County

### MTA LIRR Baldwin Station Upgrades

**Completed:** June 2019

The MTA implemented improvements at the Baldwin LIRR Station in June 2019 as part of an ongoing \$5.6 million effort to upgrade LIRR Station areas. Enhancements and upgrades included new LED lighting, USB charging ports and a charging station in the ticket office and platform waiting rooms, free public Wi-Fi, and interactive digital kiosks on either side of the ticket windows to provide schedule updates to LIRR riders. Bicycles racks were also installed under the elevated tracks, along with additional benches and trash receptacles. Although these improvements are a welcome addition to the Baldwin Station, the Baldwin community has expressed a desire to see additional enhancements, including investments in transit-oriented-development in the areas immediately surrounding the LIRR Station to further activate the station area, enhance the transit rider experience, and ensure that this asset is fully leveraged for the benefit of the community.



*Trash receptacles and additional benches were installed at the Baldwin LIRR Station to activate the station area and enhance the transit rider experience.*

Though not funded by the MTA, the Baldwin community has sought to complement the MTA's investments with additional station area improvements, including support and installation of the Nunley's Rose Horse mural at the Baldwin LIRR Station by the Baldwin Civic Association and landscaping and beautification projects within the adjacent municipal parking lots implemented by the Town of Hempstead.

## Silver Lake Drainage Improvements Project

**Estimated Costs:** \$1.7 million | **Construction Start:** Spring 2021

Silver Lake Park is located south of the DRI Area and is one of the main park spaces serving Downtown Baldwin and Baldwin residents. Silver Lake Park has historically suffered from

flooding issues. To alleviate future flooding, planned work at Silver Lake Park includes upgraded and elevated pathways surrounding and servicing Silver Lake, removal of existing invasive plant species, installation of tide gates, lawn restoration, and installation of a natural shoreline. Implementation of the drainage improvements project will reduce the occurrence of walkway flooding, mitigate potential flooding in the surrounding areas, and enhance aesthetics and use of the park.



*Source: Nassau County | Illustrative rendering of proposed design improvements to Silver Lake Park*

## Restore New York Funding

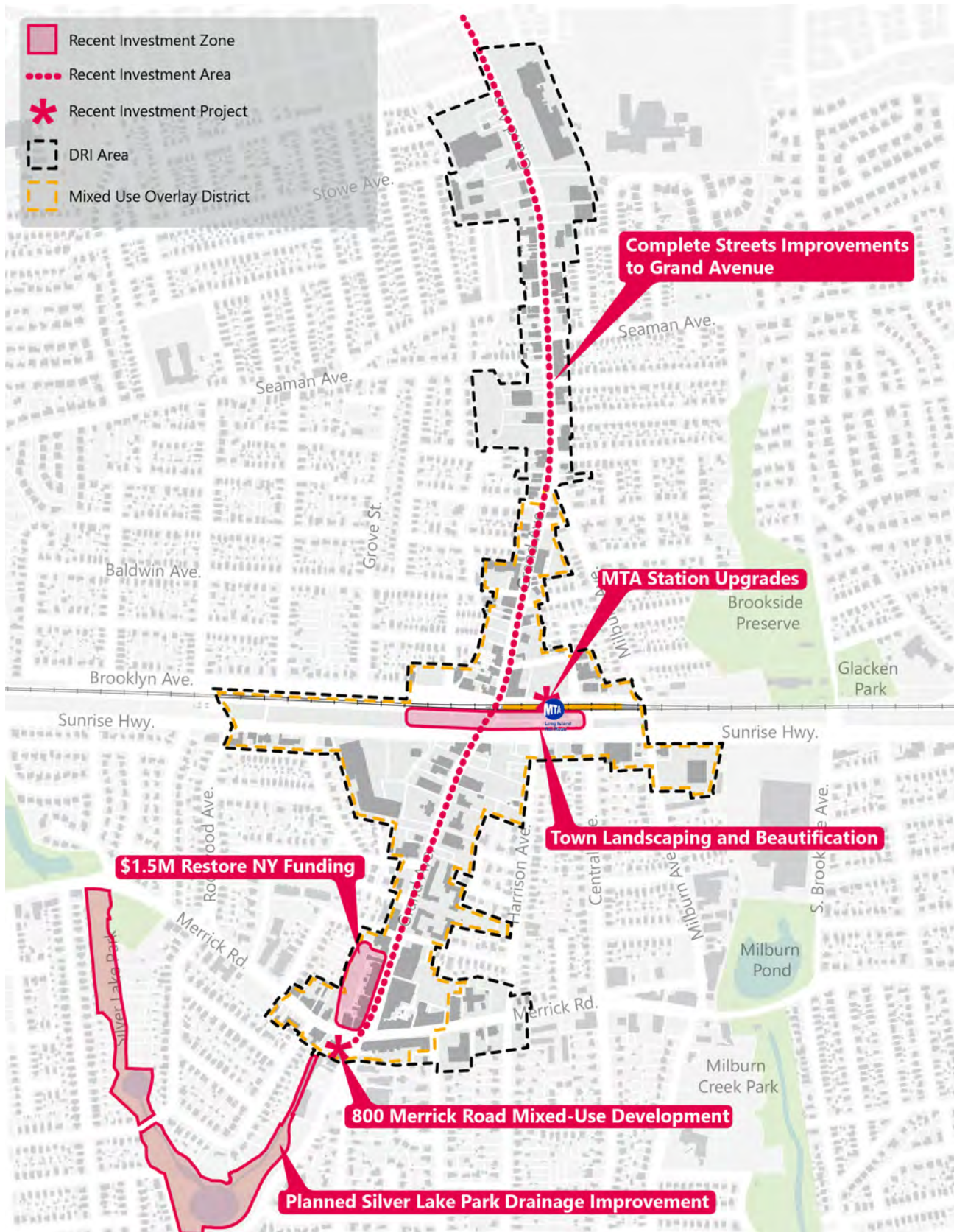
**Total Funding:** \$1.5 million (Awarded)

The Restore New York Communities Initiative is a program through Empire State Development that provides municipalities with financial assistance for revitalization of commercial and residential properties. The stated goals of the program are to encourage community development and neighborhood growth through the elimination and redevelopment of blighted structures. The Town of Hempstead has been awarded approximately \$1.5 million in Restore New York funding to develop the properties within the Grand Avenue Urban Renewal Area. Incorporation of the Urban Renewal Area within the DRI Area provides for a strategic opportunity to leverage both Restore New York funding and DRI funding to ensure successful redevelopment of this major intersection within Downtown Baldwin.

| Summary of Recent, Ongoing, and Planned Projects in the DRI Area |                      |         |   |
|--|----------------------|---------|---|
| Project  | Investment           | Year    | Description   |
| Grand Avenue, Baldwin Complete Streets Project                   | \$6.1 million        | 2020    | Roadway and pedestrian improvements along Grand Avenue from Merrick Road to Stanton Avenue  |
| LIRR Baldwin Station Upgrades                                    | Not specified        | 2019    | Baldwin Station enhancements and upgrades including new lighting, USB charging ports, upgraded platform waiting rooms, and interactive digital kiosks |
| Silver Lake Drainage Improvements Project                        | \$1.7 million        | Planned | Draining upgrades to Silver Lake Park, including elevated pathways, tide gates, lawn restoration, and installation of a natural shoreline             |
| Restore New York Grand Funding                                   | \$1.5 million        | Planned | Financial assistance for revitalization of commercial and residential properties within the Grand Avenue Urban Renewal Area                           |
| <b>TOTAL INVESTMENT</b>  | <b>\$9.3 million</b> |         |   |



## DRI Area Recent Investments



## Alignment with Regional Economic Development Council Priorities

In addition to local community driven planning studies and recent investments, the DRI Area revitalization effort is well-positioned to advance the strategic investment priorities identified by the Long Island Regional Economic Development Council (LIREDC). The LIREDC Strategic Plan previously identified the project “Transit-Oriented Development and Parking Improvements” as a targeted strategic opportunity within the hamlet of Baldwin, and awarded \$300,000 to fund this strategy through the Consolidated Funding Application (CFA) process. This funding will be used to upgrade commuter parking, bus, and bicycle facilities surrounding the Baldwin LIRR Station, complementing any transit-oriented improvements implemented through DRI funding. LIREDC has also awarded the Nassau County Department of Public Works \$135,000 for capital improvements in Baldwin related to its Baldwin Complete Streets project.

Additional regional strategies, as outlined in LIREDC’s 2019 Progress Report, that will be advanced through the Baldwin DRI Strategic Investment Plan include:

- › **Placemaking**—focusing on investments in Long Island’s downtowns as a strategy for designing healthy, livable communities that attract new residents;
- › **Infrastructure**—rebuilding and expanding infrastructure to improve job access, revitalize downtowns and transit hubs, and attract and skilled workers; and
- › **Innovation**—attracting new industries and employers to the region.

The project profiles described in Section 5 of this plan contain a description of how each individual project relates to key regional strategies.

## Management and Organizational Capacity

The recent planning efforts and projects in the DRI Area detailed above have been coordinated by the Town of Hempstead. Supervisor Donald Clavin took office in January 2020 and has made it a priority to support downtown revitalization throughout the Town of Hempstead by promoting mixed-use development near LIRR Stations. Working with the community, the Town Supervisor and the Town Council put in place new mixed-use overlay zoning in Downtown Baldwin, setting the table for future redevelopment and private investment in the area. In addition to the Supervisor, three Town Councilmembers—Senior Councilwoman Dorothy Goosby, Councilman Chris Carini, and Councilman Anthony D’Esposito representing different parts of Baldwin have actively participated in the planning process.

The Office of the Supervisor and the Town Council are supported by the Town of Hempstead’s Department of Planning and Economic Development (DPED), Building Department and Highway Department, among other Town offices and departments, which have extensive experience in administering large-scale, federal and state funded projects.

In addition, several partner agencies have been and will continue to be actively involved in the planning and implementation of proposed projects. The Nassau County Department of Public Works secured funding for and guided the preparation of the DCCR Study and is leading the ongoing Grand Avenue Baldwin Complete Streets project within the DRI Area. These efforts also involved close coordination with New York State Department of Transportation and the Metropolitan Transportation Authority (MTA).

In addition to the management capacity of the Town of Hempstead and its partners, Baldwin has a committed and active citizenry as well as a network of non-profit groups and public organizations that are invested in the future success of the downtown. They include:

- › **Baldwin Chamber of Commerce**—The Chamber is a local business membership organization that hosts and organizes community events throughout the year and promotes the local business community. Annual events include a carnival, the Baldwin Day Picnic and Fireworks Display, and seasonal holiday celebrations.
- › **Baldwin Civic Association**—The Baldwin Civic Association is a local advocacy group that dates back to 1945, though it has been more active in the past decade, starting with the Baldwin Needs Revitalization Facebook campaign in 2011. Since then, the BCA has grown in membership, with committees on topics including Beautification, Economic Development, Quality of Life, and Empty Storefronts.
- › **Baldwin Historical Society & Museum**—The Historical Society was founded in 1972 with a mission to collect, archive and display stories and artifacts that document the history of the Baldwin community.
- › **Baldwin Public Library**—The Baldwin Public Library opened at its current location in Downtown Baldwin in 1962 and has been providing local programs and services to the Baldwin community ever since. The Library’s mission statement is to “promote enlightened citizenship and enrich personal lives.”
- › **Baldwin Union Free School District**—The Baldwin Union Free School District is a highly-rated k-12 district with a total of seven schools serving over 4,000 students. Baldwin High School is located within the DRI Area and is often used for hosting community events, including the public outreach events for the DRI planning process.

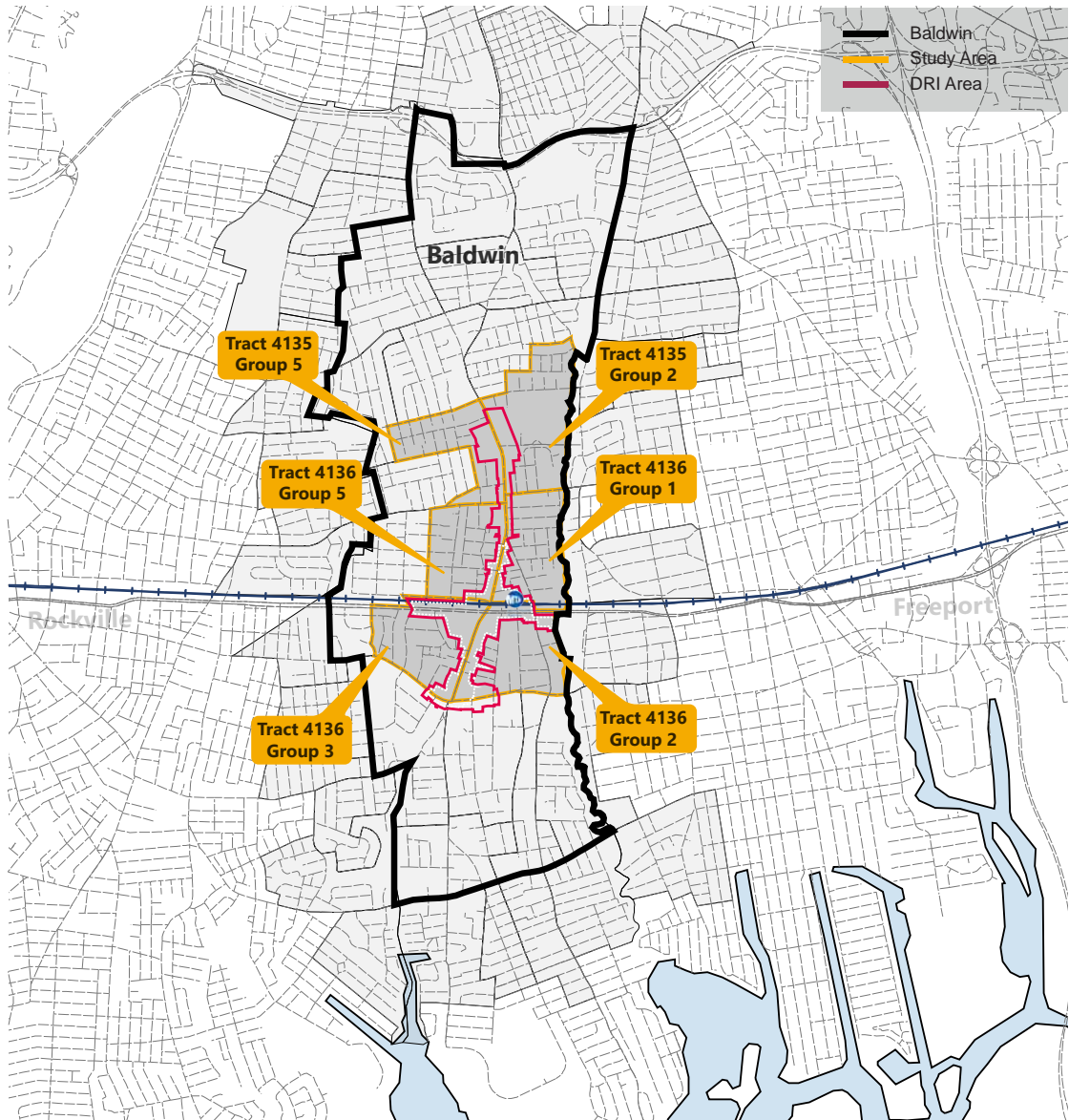


## Planning Context

The demographics of Baldwin—its residents, where they live and work, their income, and other socioeconomic factors influence the demand for housing, retail, and transit. This section analyzes demographic and economic trends in Baldwin to demonstrate how proposed DRI investments can serve the needs of existing residents and attract new residents in the future.

Metrics explored herein include socioeconomic characteristics, existing housing stock, land use and zoning, historic and cultural resources, transportation and infrastructure, anchor institutions, and significant employers within the hamlet. Data sources used to gather these metrics included the U.S. Census American Community Survey, the DCCR Study, field surveys and land use databases. The Study Area, outlined in yellow in the map below, consists of the census tracts that fully or partially overlap with the DRI Area boundary, and are used as the geographic area of analysis for these metrics.

### Study Area



## Key Takeaways

Based on the demographic and economic analyses detailed below, the following key takeaways, including both strengths/opportunities and challenges/weaknesses of the DRI Area, helped to inform downtown investment in Baldwin:

### Strengths & Opportunities

- › Baldwin is well-positioned for investment in its downtown as the DRI builds upon robust and ongoing downtown planning efforts, investments, and projects.
- › The B-MX District, which includes a majority of the DRI Area, allows for higher densities and a mix of uses concentrated near the LIRR Station. The new zoning regulations will facilitate opportunities for transit-oriented development within walking distance of the train station, introducing more housing options and a downtown population to support local businesses.
- › Baldwin is fundamentally well positioned to absorb new real estate development. There is untapped demand for housing in Baldwin, along with positive economic indicators such as steady population growth as well as recent declines in downtown retail vacancies. Housing absorption rates of under two months suggest a high demand for single- and multi-family development within Baldwin.
- › Baldwin is a diverse community that has become increasingly so in terms of racial, ethnic, and age composition over the past 15 years. While the majority of residents are those of parenting age and children under the age of 18, the percentage of millennials and older adults has increased over time. The proportion of Black or African American, and Hispanic residents has also steadily increased since 2000. National surveys indicate that diverse communities are attractive to young professionals and families.
- › Downtown Baldwin's location around the Baldwin LIRR Station is one of the key drivers of future economic development opportunities. This, coupled with the general proximity to ocean/beaches, educational institutions, and medical facilities, make the area a desirable place to live. New housing opportunities in Downtown Baldwin would help to strengthen the market for new and existing businesses within the DRI Area.
- › Though not in the DRI Area, Baldwin offers multiple outdoor spaces for recreation, including Baldwin Park, Milburn Creek Park, and Silver Lake Park, as well as nearby beaches such as Jones Beach and Long Beach, making the hamlet attractive to current and future residents.



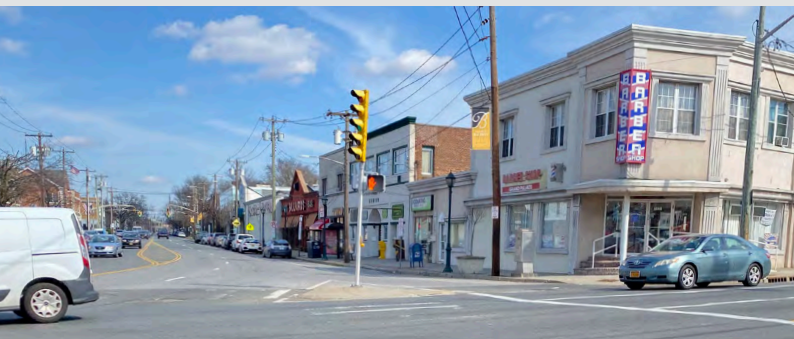
*Downtown Baldwin is centered on the Baldwin LIRR Station. Proximity to transit is a key feature that makes the DRI Area a desirable place to live.*



*Vacant parcels close to the Baldwin LIRR Station provide key opportunities for new development to capitalize on untapped demand for housing in Baldwin.*

## Challenges & Weaknesses

- › Baldwin has historically suffered from stagnant economic performance, retail vacancies, and underutilization that may deter commercial or retail investment in the downtown area. The building stock in Downtown Baldwin is relatively old compared with neighboring downtown areas that have attracted new development.
- › Higher densities are needed to fuel future investment in the area. Downtown Baldwin and surrounding areas are currently developed at a residential density that would not support the higher quality retail and service offerings desired by the Baldwin community. For example, there are no grocery stores within the DRI Area, making affordable, fresh food difficult to find in Downtown Baldwin.
- › Baldwin residents expressed concerns related to walkability and pedestrian safety as well as bicycle and transit mobility, particularly along high-traffic roadways such as Merrick Road and Sunrise Highway.
- › Baldwin currently lacks anchor institutions, such as corporate headquarters, medical facilities, or collegiate-level educational institutions. Relatedly, data shows that almost 94% of working Baldwin residents are employed outside of the hamlet. A stronger employment base in conjunction with increased housing opportunities in Downtown Baldwin would diversify the hamlet's tax revenue and build a stronger customer base for downtown businesses.
- › Baldwin's proximity to the waterfront makes the area vulnerable to environmental hazards, such as sea level rise and flooding, effects of which were experienced during Superstorm Sandy and Hurricane Irene.
- › The DRI Area currently lacks significant public open space and civic gathering spaces that would add to the quality of life for workers, visitors, and residents in Downtown Baldwin.



*Grand Avenue, the main commercial corridor in Downtown Baldwin.*

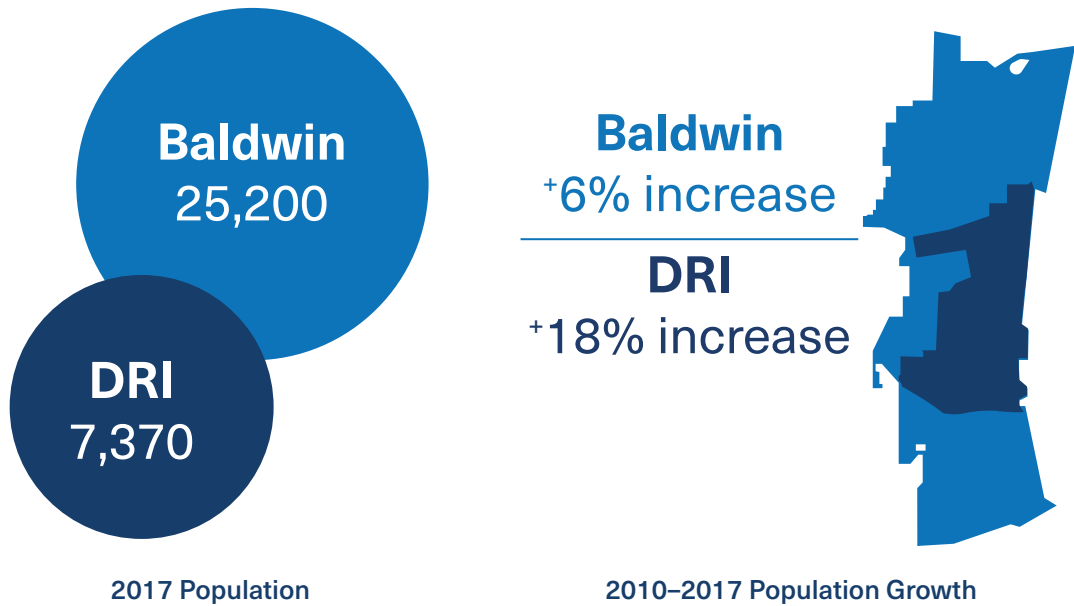


*Intersection of Merrick Road and Grand Avenue. Baldwin residents expressed concerns related to walkability and pedestrian safety along high-traffic roadways such as Merrick Road.*



## Population

A total of 7,363 residents, or 29% of Baldwin's total population live within the Study Area. Since 2010, the total population in the Study Area has increased by 18%, outpacing the rest of the hamlet which increased only by 6%, and the Town which grew by only 2%. **Growth within the Study Area was largely concentrated in areas closest to the LIRR Station, suggesting strong demand for transit-oriented-development opportunities.** The increase in population will continue to support this need and demand for housing in Downtown Baldwin.



| Total Population by Geography (2017) |                 |                  |
|--------------------------------------|-----------------|------------------|
| Location                             | Geographic Size | Total Population |
| Study Area                           | 0.9 sq. miles   | 7,363            |
| Hamlet of Baldwin                    | 3 sq. miles     | 25,214           |
| Town of Hempstead                    | 119 sq. miles   | 772,296          |

## Households

Baldwin is a hamlet that appeals to families and households with children. The Study Area, hamlet of Baldwin, and Town of Hempstead all have household sizes that average above 3 people. Since 2010, households with children in the Study Area increased by 43% while households without children decreased by 12%. Approximately 75% of households in the Study Area have one or more children, or family members under the age of 18.

The increasing number of households with children within the Study Area reflects the area's predominantly single-family residential land uses as well as its strong educational facilities. However, numerous studies suggest that the Long Island's inventory of rental housing, especially housing located in downtown areas proximate to public transit that is likely to appeal to households with young children or without children (young professionals and empty nesters), severely lags behind demand. **Projects implemented as part of the DRI have the potential to help diversify the housing stock within the Study Area, fill a regional gap in rental housing located in downtown areas near transit, and attract a diversity of households to the DRI Area necessary to support a vibrant and thriving downtown.**

## Age

The Study Area is generally younger, with a median age of 36, compared to the hamlet of Baldwin and Town of Hempstead, which both have a median age of 40. The Study Area has a higher concentration of residents under 18, and young professionals. There is a smaller concentration of seniors within the Study Area, with only 9% of residents over the age of 64, compared to Baldwin's 13% share and Town of Hempstead's 16% share.

Trends since 2000 show that the share of children and young professionals in the Study Area has grown while the share of seniors has decreased, in contrast to Baldwin and the Town of Hempstead where the share of children has decreased, and the share of seniors has stayed the same or increased. These numbers suggest that the Study Area currently appeals more strongly to households with children and young professionals than to seniors. Projects supported by DRI funding will provide housing geared toward young professionals who may wish to stay in the downtown area and require smaller housing units or cannot afford a single-family home. These units may also appeal to existing Baldwin residents and empty-nesters looking to downsize from single-family homes.

| Age Breakdown, 2000 and 2017 |            |      |         |      |                   |      |
|------------------------------|------------|------|---------|------|-------------------|------|
| Age Range                    | Study Area |      | Baldwin |      | Town of Hempstead |      |
|                              | 2000       | 2017 | 2000    | 2017 | 2000              | 2017 |
| Children (<18 years old)     | 25%        | 27%  | 26%     | 24%  | 26%               | 22%  |
| Young Professionals (18-34)  | 20%        | 22%  | 19%     | 20%  | 20%               | 22%  |
| Adults (35-64)               | 42%        | 43%  | 42%     | 43%  | 40%               | 40%  |
| Seniors (65+)                | 13%        | 9%   | 13%     | 13%  | 14%               | 16%  |

## Education

Educational levels in the Study Area are comparable to those in the surrounding region. While 37% of residents in the Study Area have achieved a bachelor's degree or higher, 35% of residents within Baldwin, and 40% in the Town of Hempstead have achieved a bachelor's degree or higher.

**The DRI investments included in this Strategic Investment Plan would provide high quality rental housing around the Baldwin LIRR Station. It is anticipated that the type of housing product (e.g, highly amenitized, with access to public transit, in a walkable, pedestrian friendly downtown environment) would attract highly educated, young professionals to the Study Area.**



**DRI 37%**

**Baldwin 36%**

**Hempstead 40%**

2017 Educational Attainment

## Race and Ethnicity

The Study Area reflects the diversity of the Baldwin community, with approximately 37% of Study Area residents identifying as White, 26% identifying as Black or African American, 31% identifying as Hispanic or Latinx origin, and 6% identifying as Asian. In comparison, in the hamlet of Baldwin, 47% of residents identify as White, 37% of residents identify as Black or African American, and 26% of residents identify as Hispanic or Latinx, and in the Town of Hempstead, 63% of residents identify as White, 19% of residents identify as Black or African American, and 21% of residents identify as Hispanic or Latinx.



**White 37%**

**Asian 6%**

**Black 26%**

**Hispanic/Latinx 31%**

2017 Racial Make-up



During the DRI planning process, Baldwin's diversity was identified as a key strength of the community, one that is attractive to young professionals and families. **The proposed DRI projects will help to create a sense of place and identity for Downtown Baldwin that reflects the culture and diversity of the Baldwin community.**

## Income

Median household income within the Study Area is lower than in the surrounding areas. In the Study Area, the median household earns \$89,610 per year, roughly \$10,000 to \$12,000 less than the median household incomes in Baldwin and the Town of Hempstead, which are \$99,130 and \$102,000, respectively.

A lower median household income indicates a need for a diversity of housing options that will be affordable to the different household types and income levels present in the Study Area and Baldwin community. **Projects proposed as part of this DRI Strategic Investment Plan would provide both affordable and market-rate units, accommodating a range of household incomes in Downtown Baldwin.**



2017 Median Household Incomes

## Commuting Patterns

Given their proximity to the Baldwin LIRR Station, residents living within the Study Area rely more heavily on public transportation to commute to work than those within other areas of the hamlet. Approximately 19% of employed residents in the Study Area use public transportation to get to work, compared to 16% of employed residents in Baldwin. Approximately 72% of residents in the Study Area drive to work. These rates are comparable to commuting patterns in the Town of Hempstead, where 76% of residents drive to work and 17% use public transportation. Public transportation use in the Study Area, the hamlet, and the Town has been increasing since 2010, signifying a larger trend in the region—a growing preference for commuting by public transportation.



**DRI 19%**

**Baldwin 16%**

**Hempstead 17%**

2017 Public Transit Commuter Ridership

The majority of Baldwin residents commute to surrounding localities for employment, with an average commute time of 36 minutes. 63% of employed Baldwin residents travel less than 10 miles to jobs in surrounding localities such as Freeport, Baldwin Harbor, Hempstead, and Rockville Center. Approximately 27% of employed Baldwin residents travel 10–24 miles to their jobs, many of which are located in Queens, Brooklyn, and the Bronx. The Baldwin LIRR Station is heavily used by commuters traveling outside of Baldwin.

**New development in the DRI Area would help Baldwin capitalize on the changing travel patterns and capture local demand for housing opportunities near public transit options, allowing residents an easier commute to nearby job centers.** It would also bring new job opportunities to Downtown Baldwin that would be attractive to workers in search of opportunities to live close to their place of employment or who must rely fully on public transportation.

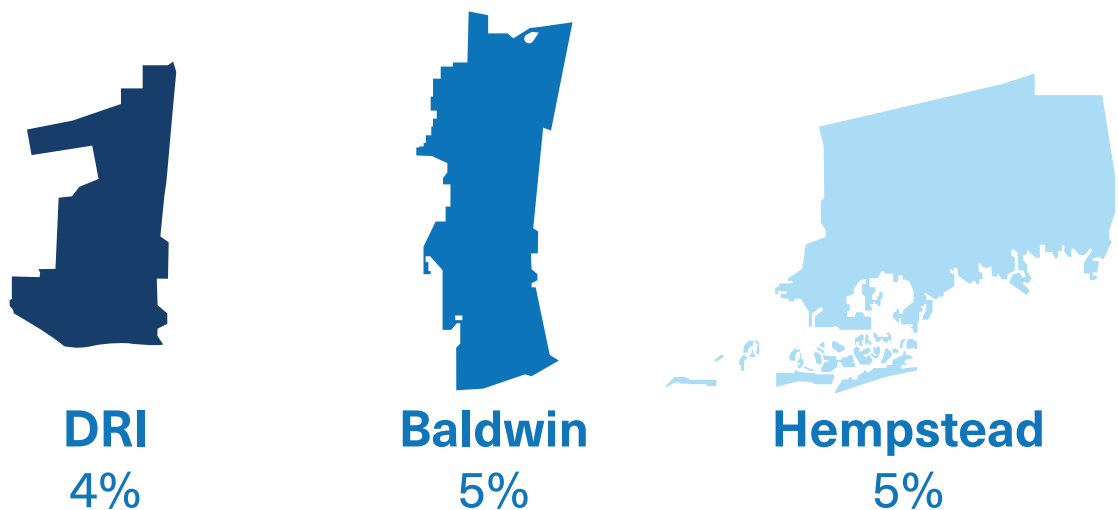
## Employment and Anchor Institutions

The Study Area is the most significant employment center within Baldwin. Overall, approximately 2,720 workers are employed in the Study Area, and of those workers, 96% commute into the Study Area, and less than 4% live within the Study Area. In comparison, approximately 4,400 workers are employed within Baldwin. Of those workers, approximately 90% commute into Baldwin, and 10% live within Baldwin. The largest employment sectors in the Study Area include Accommodation & Food Services (20% or 550 workers), Retail Trade (19% or 515 workers), Administration & Support, Waste Management and Remediation (11% or 305 workers), and Health Care and Social Assistance (10% or 275 workers). The unemployment rate in the Study Area is 4%, slightly lower than the 5% unemployment rate of Baldwin and Hempstead, overall.

Baldwin currently does not have a strong anchor institution such as a corporate headquarters, a large hospital, or an educational institution. Baldwin also lacks major civic institutions and cultural facilities. Baldwin's largest employers are the Baldwin Union Free School District and the Nassau County Police Department. Other significant employers include the Stop & Shop supermarket, the event venue Coral House, consumer electronic retailer Best Buy, and daycare center Tutor Time.

Baldwin's central location does offer quick access to regional anchor institutions, such as Hempstead Town Hall and Hofstra University, along with medical facilities like Mercy Medical Center and South Nassau Communities Hospital. Baldwin is also within close distance to Adelphi University and Winthrop-University Hospital.

**Despite the lack of strong anchor institutions, Baldwin has several key features that make the hamlet an attractive place to live and operate a business, and this DRI Strategic Investment Plan aims to leverage these assets. The projects recommended for funding, outlined in Section 5 of this Strategic Investment Plan, would support 167 jobs in the DRI Area, strengthening the significance of Downtown Baldwin as a local employment center.**



2017 Unemployment Rates



## Housing

### Housing Tenure

Though still primarily a community of homeownership, the Study Area has a higher rate of renter-occupied units than the rest of Baldwin. Approximately 30% of housing units in the Study Area are renter-occupied, as compared to 18% in Baldwin, and 19% in the Town of Hempstead.

Long Island lags behind neighboring regions in the share of the total housing stock that is rental units. 19% of units in Long Island are renter-occupied, compared with 46% in New York State overall, indicating a shortage of rental housing that makes it difficult, particularly for young professionals and families of lower income, to find housing. The proposed DRI investments will respond to both local and regional demand for rental housing, especially rental housing located near transit where a gap of 72,000 units is projected.



#### DRI

**Vacant 5% | Renter 30% | Owner 70%**

#### Baldwin

**Vacant 4% | Renter 18% | Owner 82%**

#### Hempstead

**Vacant 5% | Renter 19% | Owner 81%**

2017 Occupancy Rates

### Age of Housing Stock

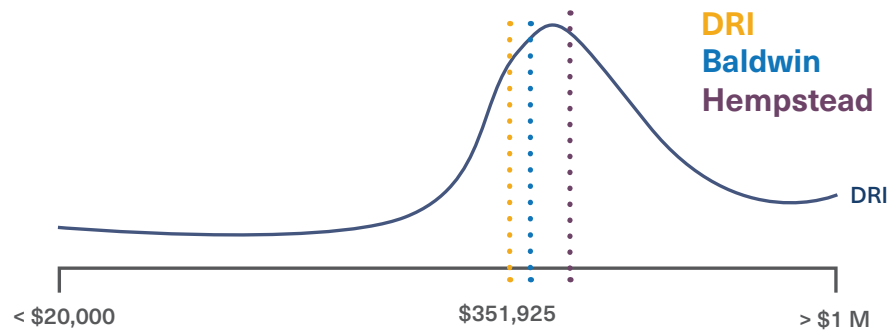
Data indicates that relatively few new housing units (less than 20 units) have been constructed in the Study Area and in Baldwin in the last decade. Over 90% of the housing stock in the Study Area and in Baldwin was built prior to 1969.

This is an indication of the need for new housing in Downtown Baldwin. The DRI would add approximately 500 of new residential units to the Study Area.

## Home Values and Rental Costs

Home values of the 1,628 owner-occupied units in the Study Area range from less than \$20,000 to over \$1,000,000, with a median home value of \$352,000. In comparison, median home values are \$363,100 and \$436,500 in Baldwin and in Hempstead, respectively.

In contrast to home values, rents and rental market demand are higher in the Study Area than in Baldwin and in Hempstead, as shown in the table below. Of the 697 rental units in the Study Area, 36% are comprised of single-family homes. The remaining 64% of units are in housing structures containing two or more units.



2017 Median Home Values

However, within the Study Area, 64% of renting households are rent-burdened, defined as spending more than 30% of household income on rent. Approximately 18% of renting households are severely rent-burdened, defined as spending more than 50% of household income on rent. This is an indication that Baldwin is in need of more affordable housing options for existing residents.

| Rental Market Comparison |                            |             |
|--------------------------|----------------------------|-------------|
| Location                 | % of Renter-Occupied Units | Median Rent |
| Study Area               | 30%                        | \$1,722     |
| Hamlet of Baldwin        | 18%                        | \$1,665     |
| Town of Hempstead        | 19%                        | \$1,554     |

**The DRI would add new rental units to the Study Area in response to local and regional housing demand. 7% of new units would be designated as affordable at 60% of the Area Median Income, providing much needed housing for a range of incomes in Downtown Baldwin.**

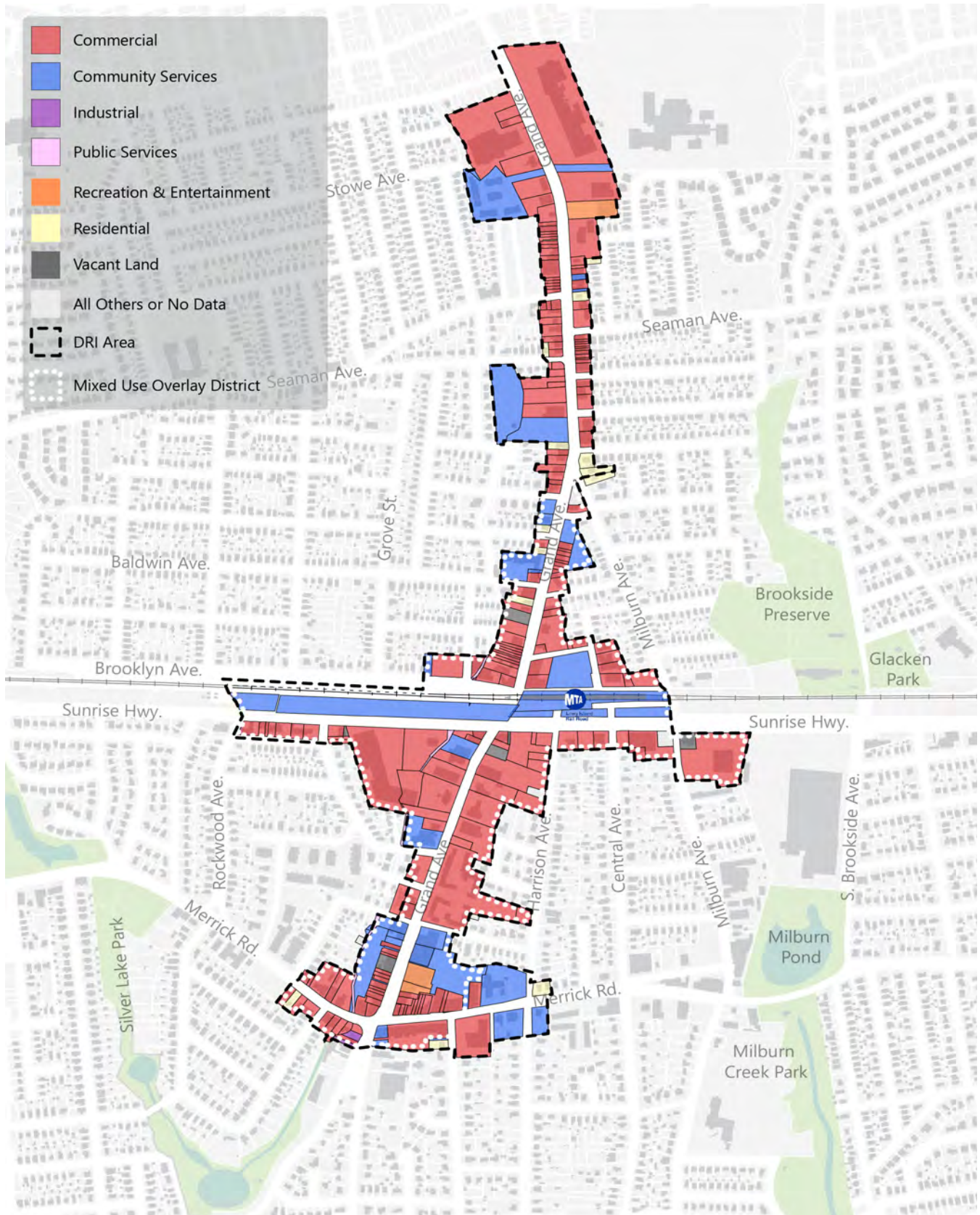
## Land Use

Land uses within the DRI Area are predominantly commercial (e.g., convenience stores, fast food restaurants, pharmacies, salons, etc.) with some community service and recreational uses also present. Beyond the commercial uses along Grand Avenue, Sunrise Highway and Merrick Road, single-family residential uses are prevalent.

Historically, mixed-use development has not been permitted within the DRI Area. However, the Town of Hempstead adopted the B-MX TOD subdistrict in 2020 to encourage transit-oriented development in the areas immediately surrounding the Baldwin LIRR Station.



## DRI Area Land Use



## Grand Avenue

As the DRI Area's primary commercial corridor, land uses along Grand Avenue are predominantly commercial, with some scattered community service and residential uses.



*Existing commercial and mixed commercial-residential uses along Grand Avenue*

Buildings along Grand Avenue are generally low-density, one and two-story buildings with ground-floor retail or office uses. Grand Avenue itself is currently a four-lane roadway with on-street parking on both sides. The Baldwin Complete Streets project currently being undertaken by Nassau County will implement upgrades to the corridor, including walkability improvements and improved facilities to support non-motorized modes of transportation.

North of the LIRR tracks, between Stanton Avenue and Sunrise Highway/Brooklyn

Avenue, properties fronting Grand Avenue contain commercial uses and mixed-use buildings (primarily retail or other commercial uses on the ground floor and residential uses above), commercial retail strip malls and stand-alone commercial buildings with on-site parking. Commercial uses include liquor stores, fast food restaurants, convenience stores, and office space. There are also several municipal parking lots that service LIRR commuters.

South of the LIRR tracks, Grand Avenue is lined with large footprint, one-and two-story commercial buildings, which include banks and office buildings as well as fast food restaurants, a commercial car lot and large footprint retail. Numerous community service buildings are located along Grand Avenue including the Post Office, administrative offices, a counseling center of South Nassau Communities Hospital, Baldwin Fire Department Headquarters, and the Baldwin Public Library.

Retail vacancies are common within the DRI Area along Grand Avenue, though the retail vacancy rate has been decreasing in recent years. In addition, COVID-19 has affected retail uses and operations in the DRI Area, though the full impact on the vacancy rate is still unknown. Based on a survey of the properties within the Baldwin Mixed-Use Overlay District, conducted as part of the rezoning effort in 2019, approximately 14% of the properties are vacant land or vacant buildings. One notable vacancy is the building along Grand Avenue that formerly housed a Key Food supermarket. Baldwin community members highlighted the need for a new grocery store in Downtown Baldwin during the DRI public outreach and planning process. However, the existing vacant properties such as the former Key Foods building provide an opportunity for new retail offerings and services to locate in the DRI Area.

## Grand Avenue Urban Renewal Area

One key development opportunity area along Grand Avenue is the Grand Avenue Urban Renewal Area, located on the block west of Grand Avenue and north of Merrick Road. The Urban Renewal Area, as described previously, is a mixed-use area that contains a number of vacant or underutilized properties, and has long been targeted as an area for redevelopment. Specifically, under the Urban Renewal Plan for the Grand Avenue, it was recommended that the properties within the Urban Renewal Area were to be rezoned to implement redevelopment of the properties, enhance the aesthetic and overall image of the area, improve public safety and generate economic activity. The community emphasized the importance of this area to the health of the Downtown Baldwin and called for the redevelopment of the deteriorated and underutilized properties within the area with a mix of uses including commercial, retail and residential units.

## Sunrise Highway

Sunrise Highway runs east-west through the core of the DRI Area adjacent to the LIRR tracks, intersecting Grand Avenue. Sunrise Highway is a six-lane arterial, and the land uses adjacent to it reflect the higher level of traffic compared with Grand Avenue. The portion of the DRI Area along Sunrise Highway runs from Rockwood Avenue to the west to Milburn Avenue in the east, and consists of large-footprint commercial uses such as an auto parts store and diner, municipal parking lots, the Baldwin LIRR Station, and a one-story strip retail center anchored by a Best Buy. Buildings along Sunrise Highway are a maximum of two stories tall.

A key opportunity site along Sunrise Highway is the commercial car lot on the block at the southeast corner of Sunrise Highway and Grand Avenue. This large lot at a key intersection in the DRI Area across from the Baldwin LIRR Station is underutilized and is targeted for redevelopment as part of this Strategic Investment Plan.

## Merrick Road

Merrick Road, from Gale Avenue to the west and just east of Park Avenue to the east, consists of commercial and mixed commercial, residential and community service uses. Merrick Road, another major roadway running east-west connecting neighboring communities to Downtown Baldwin, has two travel lanes in each direction with on-street parking on either side. Properties along this corridor are characterized by a mix of strip and standalone commercial buildings as well as several buildings containing second-story residential apartments. Several properties on the north side of Merrick Road, just west of Grand Avenue, are located within the Grand Avenue Urban Renewal Area, and have exhibited high vacancy rates or deteriorated building conditions. The intersection of Merrick Road and Grand Avenue is considered the southern gateway to Downtown Baldwin.

## Surrounding Area

Beyond the boundaries of the DRI Area are single- and multi-family residential uses.



## Zoning

The DRI Area is zoned primarily for residential and commercial uses. The zoning map below depicts the locations of the various zoning districts that comprise the DRI Area. A list of permitted uses under each existing zoning district is provided in the table below.

| DRI Area Zoning Districts and Permitted Uses |   |
|--|---|
| Zoning                                       | Permitted Uses  |
| Business District (X)                        | Single-family or two-family detached dwelling; club, fraternity house or lodge; philanthropic use; hospital, sanatorium and dormitory of an educational institution; music or dancing school; agriculture, greenhouse and nursery; municipal recreational use; railway passenger station; office, bank or financial institution; restaurant; public garage or car service station (special exception use); carpenter or furniture repair shop; hand laundry and shoemaking; jewelry repair; undertaking and embalming |
| Residence District (B)                       | Single-family detached dwelling or senior residence; agriculture or nursery; municipal recreational use; railway passenger station; professional office or studio (accessory use)   |
| Residence District (C)                       | Single-family or two-family detached dwelling or senior residence; agriculture, greenhouse or nursery; municipal recreational use; railway passenger station; telephone exchange; professional office or studio (accessory use)   |

In 2019, the Town proposed the Baldwin Mixed-Use Overlay Zone and Design Guidelines; the new zoning was approved in January 2020. The B-MX District encourages investment and redevelopment within Downtown Baldwin along Grand Avenue by permitting increased density and mixed-use development, as well as bulk controls that provide greater flexibility for new buildings. As shown on the map below, a significant portion of the Study Area is included within the B-MX District.

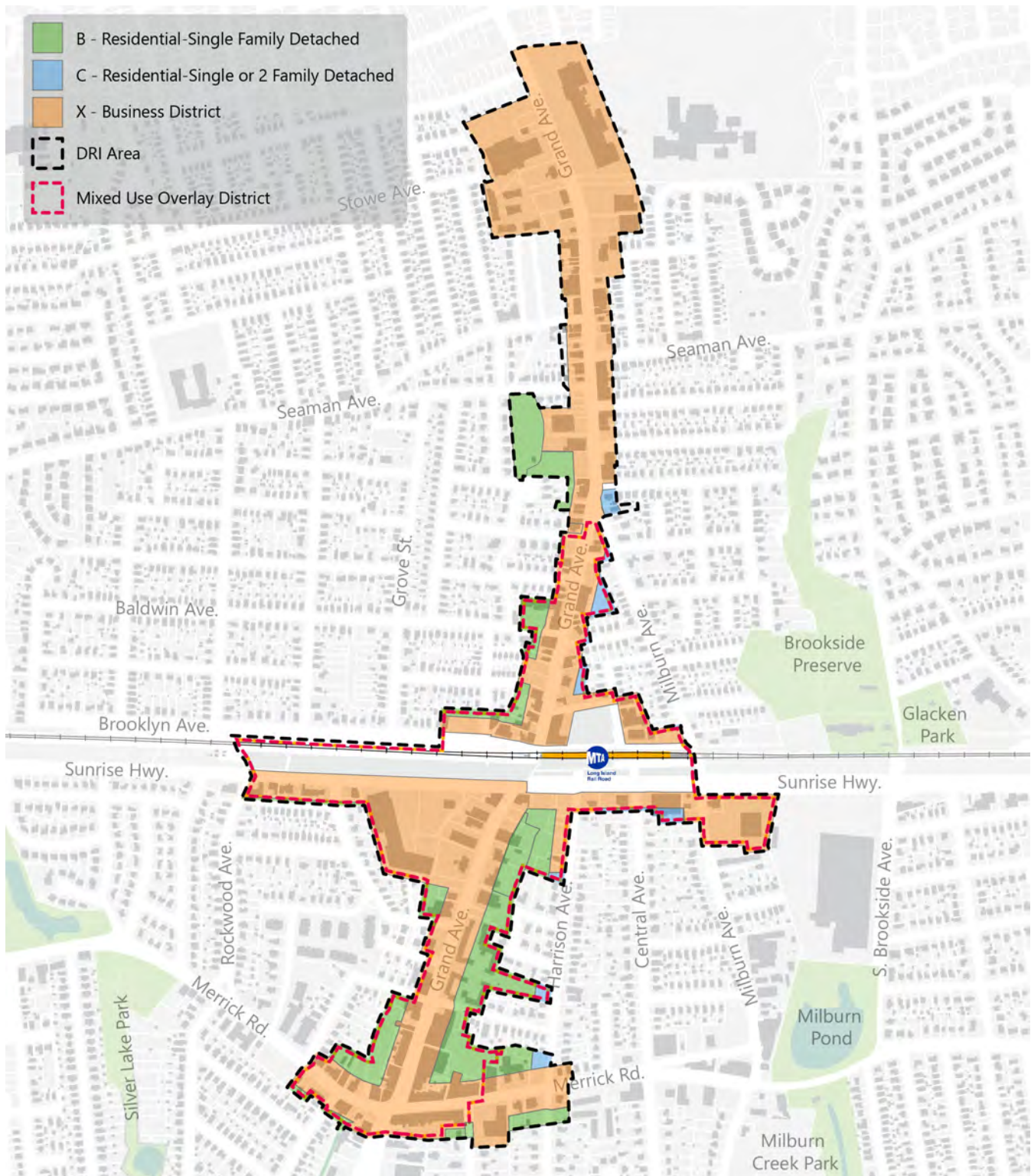
General lot and bulk specifications of the B-MX District and each of its three subdistricts are provided in the table below. The subdistrict boundaries are also depicted in the figure below. The three subdistricts allow for a tailored approach to future development, accounting for the varying characteristics in Downtown Baldwin. The B-MX, Transit Oriented Development (TOD) subdistrict promotes transit-oriented development by allowing for the greatest density in those areas around the Baldwin LIRR Station along both Grand Avenue and Sunrise Highway. The B-MX, Merrick Road Gateway (MRG) subdistrict is centered on the focal intersection of Merrick Road and Grand Avenue. MRG bulk regulations are meant to facilitate an increase in density from what is currently permitted, though less density than around the train station. Finally, the B-MX, Commercial Transition (CT) subdistrict is mapped in transition

areas along the Grand Avenue and Sunrise Highway corridors to provide appropriately-scaled mixed-use commercial development that is sensitive to surrounding single-family residential neighborhoods.

Even with the B-MX District regulations in place, many of the projects profiled in Section 5 of this Strategic Investment Plan are requesting additional density beyond what is currently permitted, signifying that there is demand for greater density in Downtown Baldwin and that flexibility may be required to support future investment in the DRI Area.

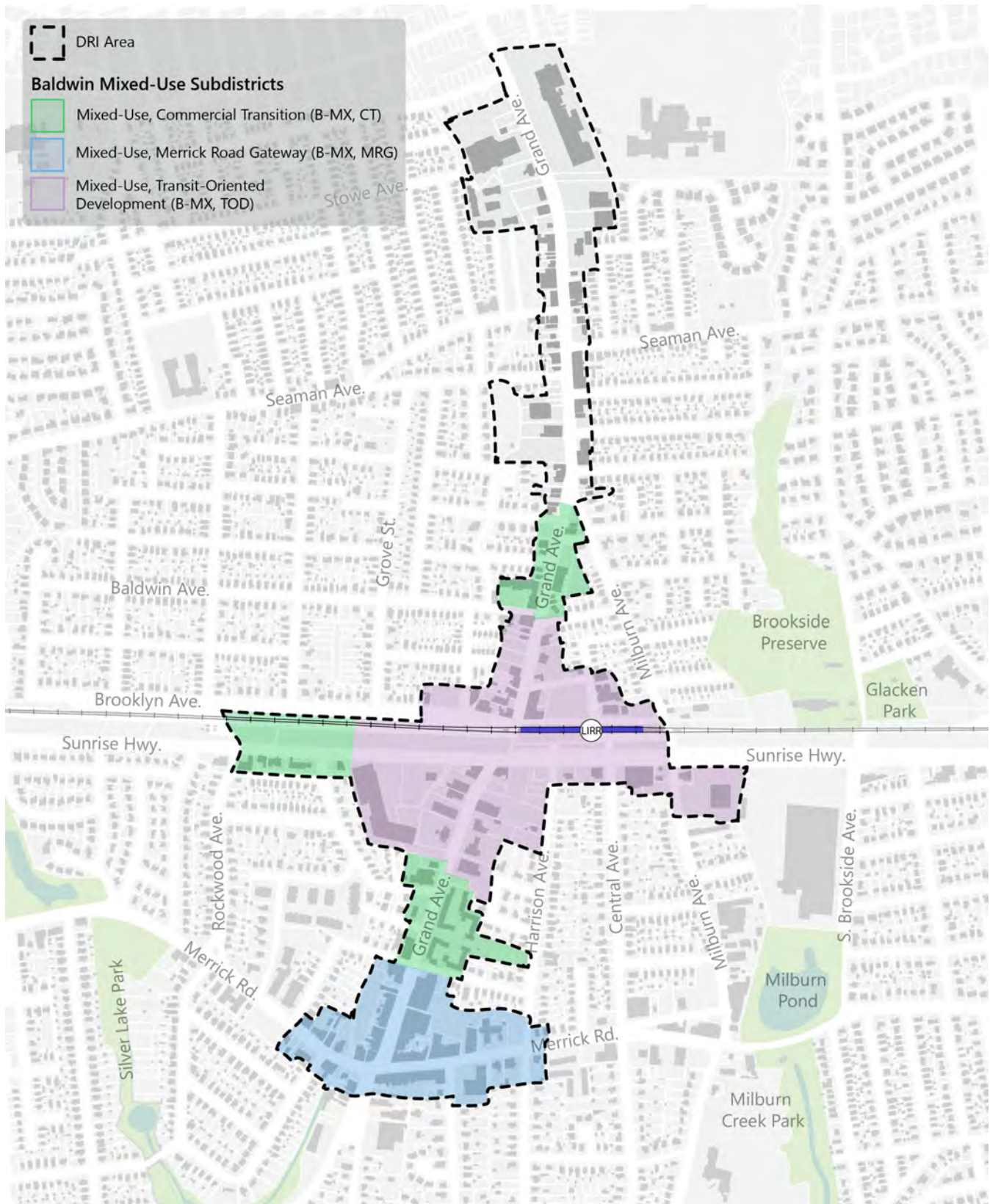
| Lot and Bulk Controls   |  |  |  |
|---|--|--|--|
|   | B-MX, TOD  | B-MX, MRG  | B-MX, CT   |
| Maximum floor area ratio (FAR)  | 1.5  | 1.0  | 0.5  |
| With Density Bonus  | 2.0  | 1.5  | 1.0  |
| Maximum building area coverage  | 90% for commercial buildings<br><br>80% for mixed-use or multiple-family buildings | 90% for commercial buildings<br><br>60% for mixed-use or multiple-family buildings | 75% for commercial buildings<br><br>40% for mixed-use or multiple-family buildings |
| Maximum residential density for multifamily and mixed-use buildings                             | 60 units per acre  | 45 units per acre  | 30 units per acre  |
| Maximum building height   | 75 feet  | 60 feet  | 45 feet  |
| Maximum building setback from front lot line (build to line), except for pedestrian plaza areas | 0 feet   | 0 feet   | 10 feet  |
| Minimum building setback from 45 feet height and above  | 5 feet from streetside, ground level building line                                 | 5 feet from streetside, ground level building line                                 | 5 feet from streetside, ground level building line                                 |
| Minimum side yards  | None required  | None required  | None required  |
| Minimum rear yard   | 0  | 0  | 0  |
| Minimum landscaped buffer area when adjacent to residential uses                                | 10 feet  | 10 feet  | 10 feet  |
| Minimum front yard  | Minimum 10 feet from the curb;<br>Maximum 10 feet from the property boundary       | Minimum 10 feet from the curb;<br>Maximum 10 feet from the property boundary       | Minimum 10 feet from the curb;<br>Maximum 10 feet from the property boundary       |

## Zoning





## Baldwin Mixed-Use Overlay Zone Subdistricts



## Recreational Resources and Gathering Spaces

The DRI Area lacks public open space and community gathering or civic spaces. The Baldwin Public Library has a small plaza at its entrance at the corner of Prospect Street and Grand Avenue, however this space is not well utilized. Otherwise there are no central gathering spaces within the boundaries of the DRI Area. There is a need, as well as an opportunity, to introduce new and enhance existing civic and open spaces through DRI investments.

Though there are no existing open space or recreational facilities located within the DRI Area, several nearby parks serve area residents, including Silver Lake Park, Lofts Pond Park, Coes Neck Park, and Milburn Creek Park. Silver Lake Park, which is owned and maintained by Nassau County, is a 9-acre park that surrounds Silver Lake at its southern end. The park, located along Foxhurst Road just south of the DRI Study Area, provides opportunities for passive recreation, including walkways and running paths. The park was originally designed for drainage purposes and was later turned into a public park. Lofts Pond Park is a 14-acre park located to the northwest of Silver Lake Park. It provides opportunities for passive recreation surrounding Lofts Pond at the center of the park.

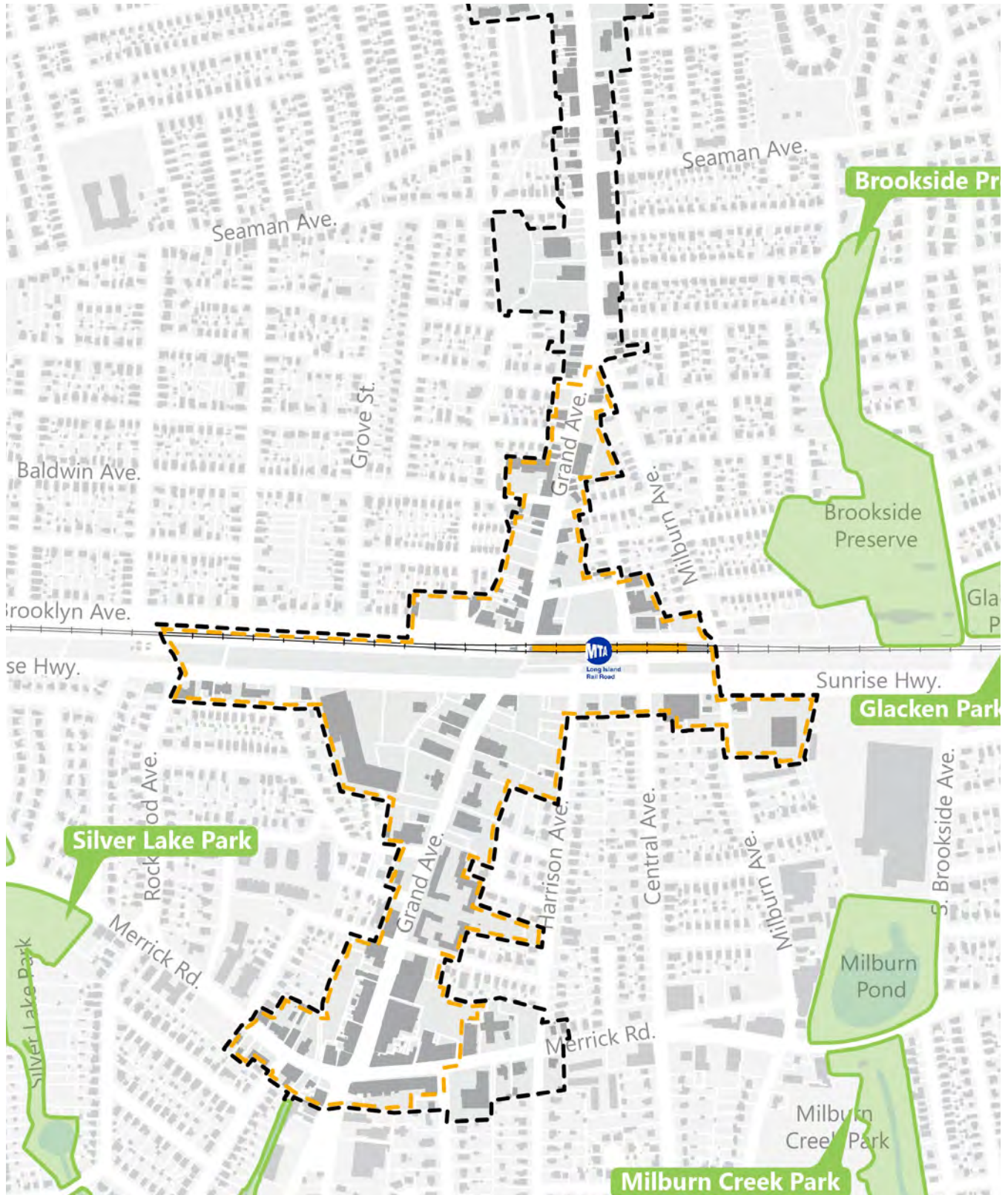
Milburn Pond Park and Milburn Creek Park are located to the north and south of Merrick Road to the east of the DRI Area. These parks, also owned and maintained by Nassau County, provide 32 acres of passive and active recreational opportunities, including walking and running paths and a boat launch.

Coes Neck Park is located to the north of the DRI Area, just south of Southern State Parkway. The park provides opportunities for passive and active recreation, with several sports fields and courts, playground equipment, and a water feature.

Other nearby open spaces and recreational facilities include the 22-acre freshwater Brookside Preserve, which offers a series of trails, as well as Glacken Park, a small park in Freeport with a baseball field. In addition, several schools in the area have recreational facilities, including Freeport High School and Baldwin High School.



## DRI Area Open Spaces



## Aesthetic and Cultural Resources



*Existing streetscape along Grand Avenue*

Baldwin was first settled in the early 1600's in what is now Baldwin Harbor along Milburn Creek. Development increased after the American Revolution along Grand Avenue with churches, farms, and schoolhouses, among other uses. The DRI Area contains historical buildings, many of which are recognized by the New York State Office of Parks, Recreation and Historic Preservation (OPRHP). Historic properties include the Baldwin Public Library, Koch Building, First Church Baldwin United Methodist, and the Kellogg House.

Due to commercial development along Grand Avenue and Merrick Road, few of the original settlement buildings are still standing. Many of the 19th and 20th century buildings were either demolished or renovated in the late 20th century. Today, the DRI Area contains a variety of architectural styles and building types that do not provide a cohesive visual identity. Building façades include a mix of brick, stucco, vinyl, stone and glass. Varying depths of front yard setbacks provide an inconsistent street wall. In addition, many of the older buildings are in poor physical condition and in need of improvement. Streetscaping and landscaping is limited creating a need for pedestrian amenities such as benches, public gathering spaces, and bus shelters. The Baldwin Complete Streets Project will enhance the streetscape with the installation of benches, lighting, and trash receptacles.

Local art installations and cultural institutions provide a foundation for future cultural enhancements in the area. Downtown Baldwin is home to the Baldwin Historical Society, a group whose mission is to collect, archive and display stories and artifacts pertaining to the rich history of Baldwin. Their museum is located within the DRI Area at 1980 Grand Avenue.



*The Nunley's Rose Horse mural at the Baldwin LIRR Station*



*Baldwin Historical Society*



*Mural on the wall of Wicks Florist*



*Baldwin Community Garden located behind the Baldwin Historical Society*



The Baldwin Civic Association has also contributed to the enhancement of art and culture including the installation of the Nunley's Rose Horse mural at the Baldwin LIRR Station, which celebrates the popular carousel and amusement park located in Baldwin from 1940 to 1995. Other public art installations include a mural on the wall of Wicks Florist on Grand Avenue and a mural in the alleyway leading from Merrick Road to the Baldwin Library parking lot.

## Historic Properties



Source: <http://liherald.com/stories/kellogg-house-roof-re-vamp-under-way-in-baldwin,113807>

*The Kellogg House located at 960 Merrick Road*

The Kellogg House, located at 960 Merrick Road, was designed and constructed from 1899 to 1900 and is one of the last intact Queen Anne style private residences in Baldwin. The late-Victorian style of architecture, including irregular form and window placement, a wraparound porch and use of decorative wood building materials are defining features of the Kellogg House. The Kellogg House is an important asset to the Baldwin community as well as Nassau County. As of April 2019, Nassau County Department of Works employees began restoring this 19th century home. Restorations are still ongoing.



Source: <https://cris.parks.ny.gov/Default.aspx>

*The Koch Building located at 710-720 Sunrise Highway*

The Koch Building is a signature commercial building located at 710–720 Sunrise Highway. The building and Sunrise Highway were both constructed in 1928. The Koch building is well-recognized in the community for its unique architectural features, including the wooded window above the main entrance facing the prominent intersection of Grand Avenue and Sunrise Highway.



Source: <https://cris.parks.ny.gov/Default.aspx>  
Baldwin Public Library located at 2385 Grand Avenue

The Baldwin Library, located at 2385 Grand Avenue, was constructed in 1962 and features a mid-century modern design. The library is a staple in the Baldwin community providing one of the only gathering spaces in the downtown. The building is known for its parabolic arched roof with large metal-framed window areas above a broad band of stone on a raised concrete base.

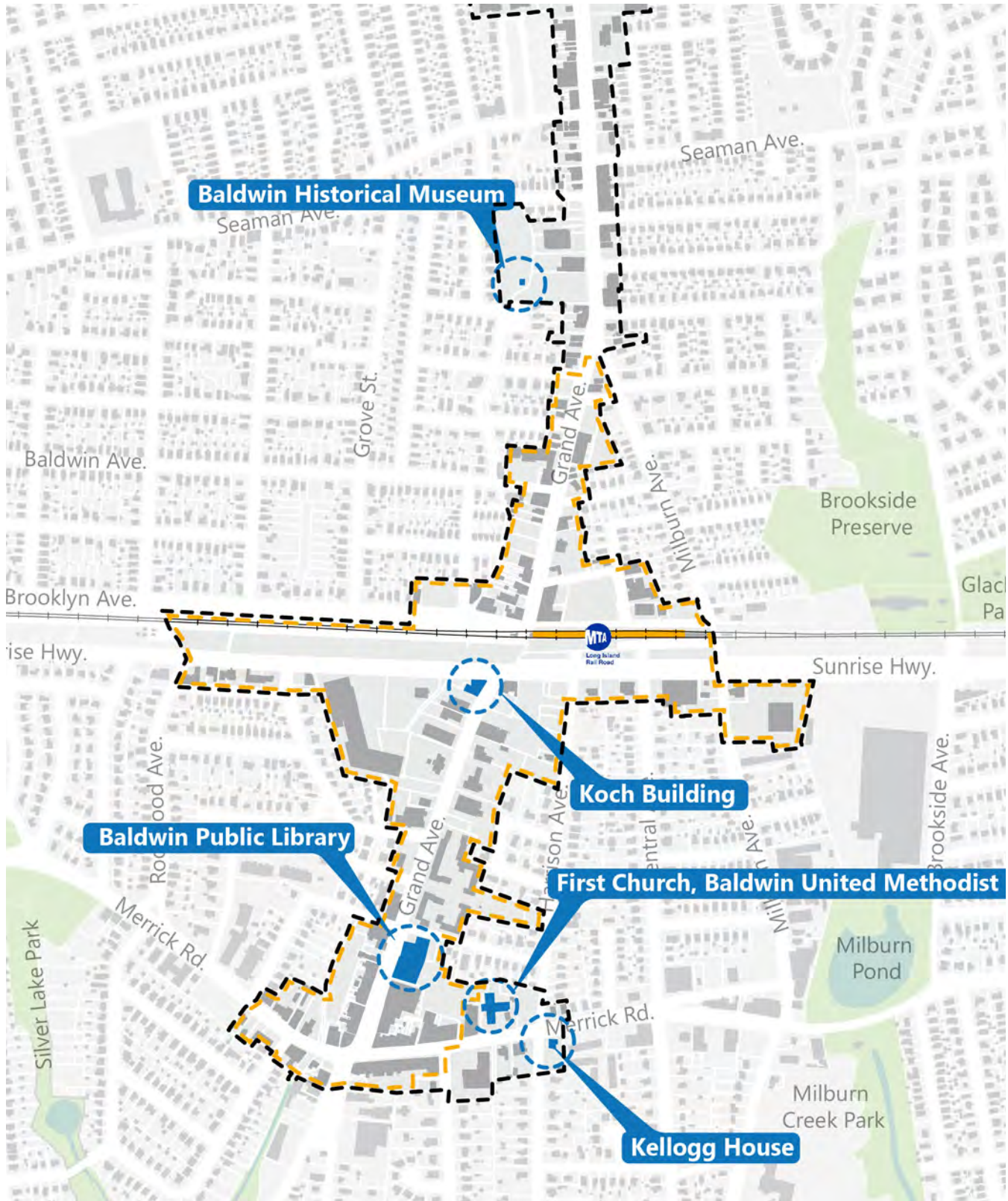


Source: <https://cris.parks.ny.gov/Default.aspx>  
First Church Baldwin United Methodist Church

The First Church Baldwin United Methodist Church, located at 881 Merrill Road, was constructed in 1871. It is said that the hand-built spire was a South Shore landmark and was historically used as a beacon by ships at sea.



## Historic Resources





## Development Constraints

The DRI Area is relatively flat, with elevations gently increasing from south to north. Baldwin was identified in the DCCR Study as an area that should prioritize control of stormwater runoff. There are no wetlands or surface waters (such as a pond or a lake) within the DRI Area. An area to the south of Merrick Road, between Grand Avenue and Lakeside Drive to the west, is located within a flood hazard area, meaning there is a higher risk of flooding during storm events. This area includes Silver Lake Park, which has documented experiences of flooding. Portions of the DRI Area to the north of Silver Lake Park have a moderate risk of flooding. Baldwin, with its proximity to the waterfront, is vulnerable to future sea level rise and increased flood risk and has experienced recent flooding incidents due to major storms.

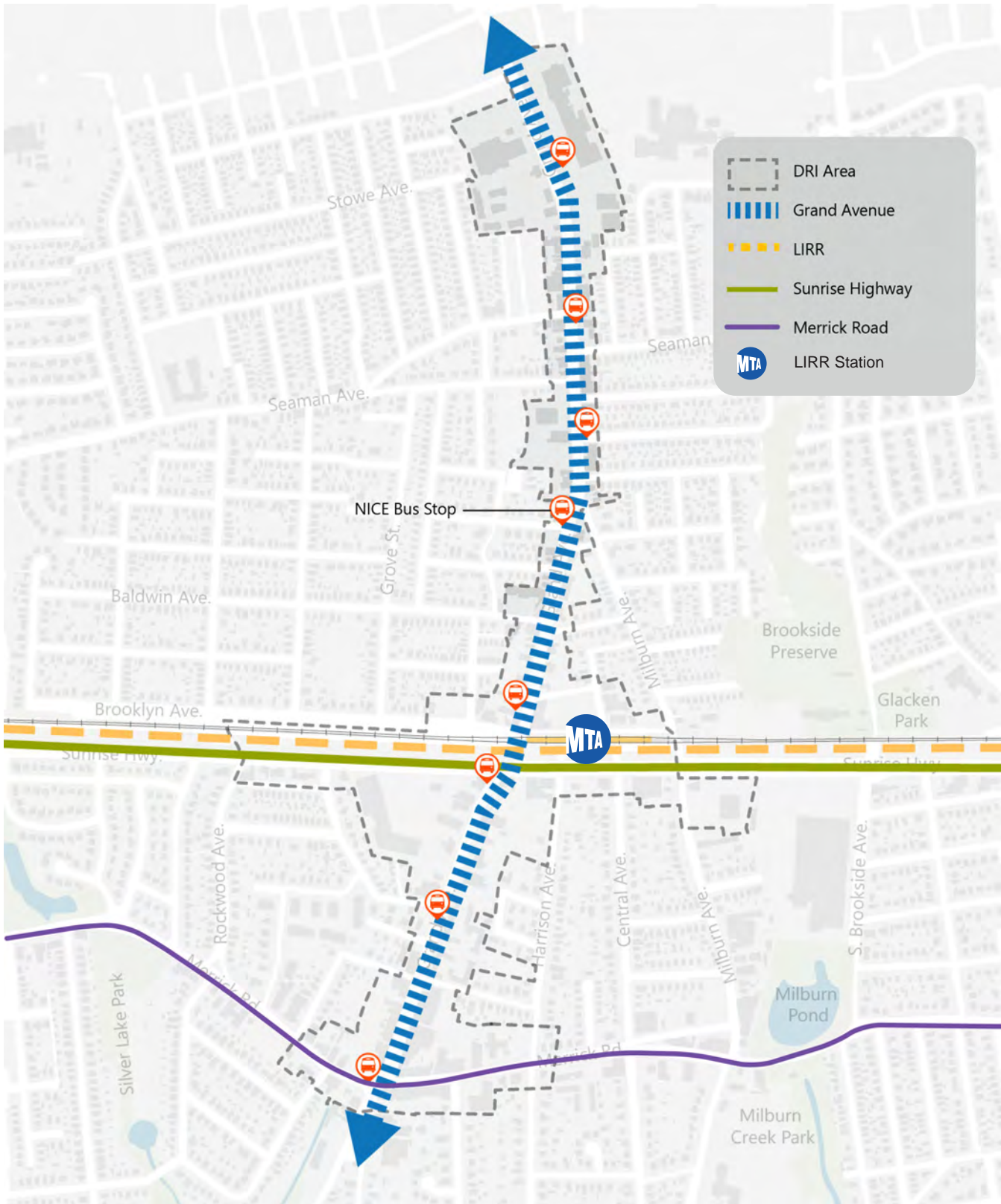
Given the flooding risks and need for best practices in stormwater management, new development and public infrastructure projects should incorporate green infrastructure practices such as bioswales and tree grates. Currently, much of the DRI Area is impervious and portions are susceptible to moderate to severe flood hazards.

In addition to flood risks, local stakeholders cited a high water table as a potential development constraint within the DRI Area. These potential development constraints should be analyzed and taken into consideration during the site plan review phase of any proposed project in the DRI Area.

## Transportation and Infrastructure

The DRI Area has the potential to become a multi-modal transportation hub centered around the Baldwin LIRR Station. Grand Avenue (running north-south) provides connections to several major roadways within southern Nassau County including the Southern State Parkway, Sunrise Highway and Merrick Road. In addition, Grand Avenue contains several nodes for public transportation including the Baldwin LIRR Station and several bus stops along the Nassau Inter-County Express (NICE) bus route.

# Transit and Roadway Network



## Street Network

Within the DRI Area, Grand Avenue provides two lanes in each direction with a posted speed limit of 30 miles per hour (mph), bisected by Sunrise Highway and the LIRR. Sunrise Highway is an east-west, New York State arterial running from Montauk to the New York City borough of Brooklyn. Within the DRI Area, Sunrise Highway is divided by center medians and provides three travel lanes in each direction with a posted speed limit of 45 mph. As mentioned above, Merrick Road anchors the Study Area to the south. Merrick Road, under the jurisdiction of Nassau County, is an east-west arterial roadway, beginning at Montauk Highway in Amityville and running westerly to its terminus at Hillside Avenue in Jamaica, Queens. Within the Study Area, Merrick Road provides two travel lanes in each direction with a posted speed limit of 35 mph.

## Public Transit

### Long Island Railroad and Baldwin Station

The Baldwin LIRR Station is located on the Babylon branch of the LIRR. The LIRR operates 24-hours-a-day, seven days-a-week, including all holidays, with service intervals varying by destination and time of day. This branch provides connections to reach the boroughs of



New York City and other parts of Nassau County and Suffolk County. The Babylon branch is highly used, with over 18.3 million riders every year. The Baldwin LIRR Station serves approximately 7,000 riders per day. Access to frequent and consistent service along the Babylon Branch is one of, if not the most significant economic driver in Downtown Baldwin, acting as a draw for existing and new residents as well as developers looking to invest in a downtown area with good transit access. As the DRI Area is bisected by the LIRR, there is an opportunity for this transit asset to serve as a center and catalyst for transit-oriented development. The properties surrounding the LIRR have the potential to foster transit-oriented development and leverage the

transit asset, providing improvements to the pedestrian experience surrounding the station. Eight of the projects recommended for DRI funding are mixed-use and/or transit-oriented developments located within walking distance of the Baldwin LIRR Station.

### Bus Routes

The DRI Study Area is also served by the n35 bus route of NICE bus that runs along Grand Avenue. This bus route further serves other areas of Baldwin, Hempstead and Westbury. Additionally, NICE bus operates the n4 route which runs along Merrick Road and stops at the intersection of Merrick Road and Grand Avenue. This route services Jamaica, Laurelton, Valley Stream, Rockville Centre, Oceanside, Baldwin and Freeport. The n4 and n35 bus routes provide connections to the LIRR stations in Baldwin, Rockville Centre and Freeport.



Strengthening connectivity between the LIRR and local bus routes provides an opportunity to further integrate public transit within the downtown core of Baldwin. The proximity of these public transit options to development within the DRI Area could reduce vehicle trips and lessen impacts on local roadway infrastructure. Strategies to improve pedestrian comfort and mobility such as ensuring protected seating and real time schedules at bus stops along the downtown core could encourage the use of local transit as an extension of the downtown walk trip.

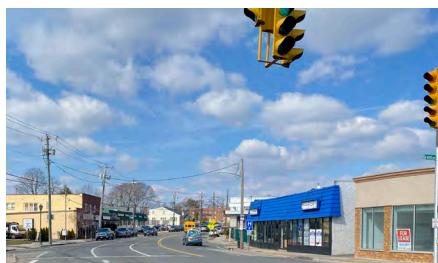
## Pedestrian and Bicycle Connectivity

Existing pedestrian and bicycle amenities within the DRI Area are currently limited, and certain intersections present challenges to circulation. The Grand Avenue Baldwin Complete Streets Project being undertaken by the Nassau County Department of Public Work is addressing pedestrian safety and mobility, minimizing barriers to walking and biking and supporting them as a primary circulation mode within the Study Area.

Pedestrian safety along Merrick Road has been of high concern for the community due to the traffic speed and road configuration. The intersection of Grand Avenue and Sunrise Highway acts as a barrier to pedestrian walkability between the LIRR Station and the southern portion of the Study Area. In addition, the Grand Avenue entrance to the Baldwin High School has one of the highest rates of pedestrian traffic along the entire corridor, and presents challenges for pedestrian and vehicular safety. Bicycle racks were recently installed under the elevated tracks of the Baldwin LIRR Station but the DRI Area has no designated bike lanes.



*The Grand Avenue entrance to the Baldwin High School has a high rate of pedestrian traffic, especially at the start and end of the school day.*



*Intersection of Merrick Road and Grand Avenue facing west (left) and east (right). Pedestrian safety along this roadway is a concern for Baldwin residents.*

## Market Analysis

A real estate market analysis was performed to understand the supply and demand and economic dynamics of different land uses within the DRI Area. The market analysis considers demographic, socioeconomic, and other data outlined in this Downtown Profile and Assessment to help ascertain past trends and the potential for future residential and retail development in Baldwin. Data for the analysis comes from the American Community Survey (2013-2017), the 2017 Baldwin Market Opportunities Analysis Report (conducted as part of the DCCR Study), and 2017 ESRI reports.

## Residential Market

A 2017 Market Opportunities Analysis conducted as part of the Downtown Baldwin Commercial Corridor and Resiliency Study revealed three findings about Baldwin's residential market. First, there is demand for multi-family uses around the train station. Second, the housing market has recovered from the 2008 recession. Third, and as evidenced by the DRI public engagement and planning process, the community desires multi-family units. Baldwin's residential stock has seen rapid, two-month absorption times for both single-family units, and for studios, one-bedrooms, and rentals. This demand is driven by the fact that Baldwin has few multi-family homes in comparison to nearby communities; approximately 17.3% of all housing units in the hamlet are multi-family, compared with 19.4% in the Town of Hempstead, 39.3% in neighboring Village of Rockville Centre, or 38.3% in the Village of Freeport. In addition, Long Island communities have experienced a significant increase in demand for housing as a result of the COVID-19 outbreak, exhibited by an increase in housing sales over 2019.<sup>1</sup>

The hamlet's positive population growth, incomes above the national average, and high levels of education are also meaningful market demand indicators for prospective developers. Beyond this growing cohort of wealthier, educated people, there is demand for walkable, mixed-use communities in Long Island, and nearby, transit-oriented development in communities such as Valley Stream has demonstrated success in increasing housing rental rates, and strengthening and diversifying tax bases.

## Commercial Market

The DRI Area is the primary retail district within Baldwin. Baldwin has an inventory of 239 retail establishments, of which 46% are in the DRI Area. Retail uses are primarily located along Grand Avenue, Merrick Road, and Atlantic Avenue. Of the 111 retail stores within the DRI Area, 39% are restaurants. These establishments represent half of all restaurants in Baldwin.



*Delicious Moments Caterers located on Merrick Road*

<sup>1</sup> <https://www.longislandpress.com/2020/08/11/the-great-migration-how-the-pandemic-is-boosting-competition-in-the-long-island-housing-market/>

Numerous retail sectors within the DRI Area are experiencing retail leakage or surplus, with either a greater demand than supply, or residents are making purchases outside of the DRI Area. In 2019, the greatest retail and surplus leakages fell within the following industry groups: Electronics & Appliance Stores, Health & Personal Care Stores, Food Services and Drinking Places, and Other Miscellaneous Store Retailers.

Throughout the DRI planning process, there was an expressed desire for new and quality commercial tenants in the downtown and greater support for Baldwin's existing small business owners. These priorities were consistent with the feedback collected in the 2017 DCCR study, in which residents shared a desire for a diversification of retail in their downtown including new sit-down restaurants, stores, and supermarkets. This type of development, supported by the projects recommended for funding in Section 5 of the Strategic Investment Plan, would help to alleviate the retail leakage or surplus in Downtown Baldwin, strengthening the economic vitality of the DRI Area.

## COVID-19

In the midst of the planning process for the Baldwin Downtown Revitalization Initiative, the Novel Coronavirus (COVID-19) spread globally, including throughout the United States. The impacts of COVID-19 were felt throughout the Baldwin community as businesses were forced to close and spending, commuting, and living patterns adjusted to a new reality. As detailed in Section 4 of this plan, the public outreach portion of the Baldwin DRI was suspended temporarily for the safety of the community and meetings were conducted virtually.

As New York State began to open again following the shutdown, Downtown Baldwin businesses reopened, many with the support of the Town of Hempstead's outdoor dining initiative to streamline the permitting process for businesses and supply of PPE kits to businesses.

The impacts of COVID-19 have highlighted the importance of a sustainable and resilient downtown for the Baldwin community. The projects recommended for DRI funding, detailed in Section 5 of this plan, are meant to strengthen the sustainability and resiliency of Downtown Baldwin, supporting small businesses by providing new and upgraded retail and commercial spaces, improving public spaces and walkability to increase vibrancy along the main commercial corridors, and providing new opportunities for residents to live and support a diversified and growing economy.





SECTION



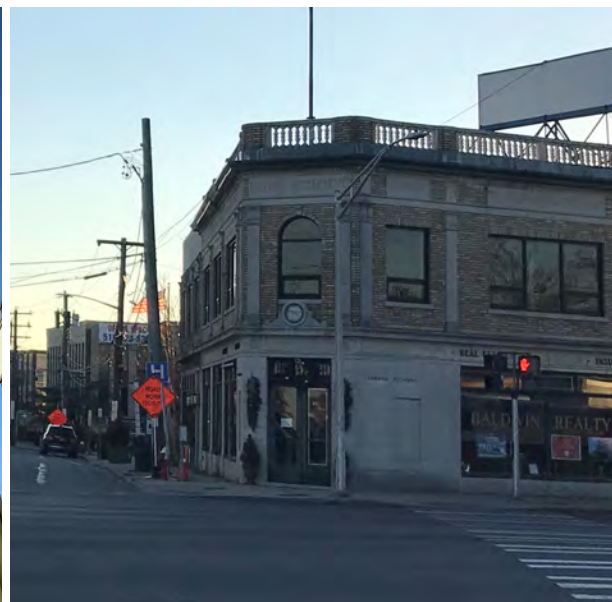
# Baldwin DRI Vision, Goals, and Strategies



## Baldwin DRI Vision, Goals, and Strategies

*Based on extensive community input, the Local Planning Committee (LPC) developed the DRI Vision Statement and supporting goals and strategies to guide the DRI planning process and implementation of the Strategic Investment Plan.*

The Vision Statement is a broad declaration of the community's aspirations for the Baldwin DRI Area. To help the community realize this vision, a set of creative and ambitious goals and strategies were established that identifies the conceptual ideas that this Strategic Investment Plan addresses and provides specific and actionable strategies for future development and investment in Downtown Baldwin. Each of the projects recommended for funding in Section V of this Strategic Investment Plan align with one or more of the Baldwin DRI goals and strategies.







# Vision Statement

The Baldwin community envisions its downtown as a thriving, vibrant, and pedestrian-friendly mixed-use corridor along Grand Avenue and Merrick Road, anchored by the Baldwin Long Island Railroad Station. Baldwin residents are diverse and engaged and have long recognized the potential for Downtown Baldwin to become a place where residents, commuters, and visitors want to live, work, shop, dine, and recreate.

Through investments in public infrastructure, strategic leveraging of private development opportunities, and building on a foundation of its existing assets, Downtown Baldwin will thrive as a center of activity and sustainable economy that the community needs and has long been working toward.



## DRI Goals and Strategies



### GOAL

**Enhance and beautify the cultural, recreational, and community assets of the DRI Area to transform Downtown Baldwin to an active and vibrant center that serves the needs of a diverse and engaged citizenry.**

#### Strategies:

- › Create spaces for local gathering, community events, social interaction, and passive recreation through the reconfiguration of vacant or underutilized properties within the downtown.
- › Promote a unique Baldwin cultural identity, building on existing historic and cultural organizations and assets in the downtown.
- › Support streetscaping, building façade improvements, and a unified branding to encourage a more uniform and visually appealing downtown.

#### Projects that align with Goal 1:

- › Establish a Unique Baldwin Identity with a Branding and Marketing Program
- › Provide Financial Assistance to Property Owners through a Downtown Improvement Grant Program
- › Improve the Pedestrian Experience in Downtown Baldwin

## DRI Goals and Strategies



### GOAL

**2 Implement public realm improvements to provide a safe and welcoming environment for pedestrians, bicyclists, and transit riders, and to support future growth in Baldwin.**

#### Strategies:

- › Implement streetscape improvements to support pedestrian circulation and provide visual linkages to create a more unified and distinct experience of the downtown.
- › Leverage the ongoing Nassau County Baldwin Complete Streets project to implement roadway and intersection improvements that promote safety for pedestrians and bicyclists.
- › Invest in new or enhanced amenities for transit riders to promote connections and access to and from the Baldwin LIRR Station.

#### Projects that align with Goal 2:

- › Improve Traffic and Pedestrian Safety Along Merrick Road
- › Improve the Pedestrian Experience in Downtown Baldwin



## DRI Goals and Strategies



### GOAL

**3** Leverage publicly-owned properties, new development, and private investment supported by the Baldwin Mixed-Use Overlay District to promote public enhancements and infrastructure improvements for the Baldwin community.

#### Strategies:

- › Pursue public-private partnerships to promote infill development on existing vacant and underutilized properties.
- › Support the development of mixed use, transit-oriented development around the Baldwin LIRR Station facilitated by the Baldwin Mixed-Use Overlay District.

#### Projects that align with Goal 3:

- › Redevelop 775 Brooklyn Avenue for Mixed-Use TOD including a Baldwin Business Center
- › Incorporate Sustainability Features into the Renovations at 800 Merrick Road
- › Build a Mixed-Use Development at 2130 & 2134-2138 Grand Avenue
- › Develop Affordable Workforce Housing at Baldwin Commons
- › Redevelop the Malkin Appliances Store with Upgraded Retail Space and New Residential Apartments
- › Build a Mixed-Use Development at Milburn Plaza
- › Revitalize the Property at 795 Merrick Road with Residential and Commercial Uses



## DRI Goals and Strategies



### GOAL 4

**Strengthen the physical and economic resiliency of the entire Baldwin community by promoting mixed-use growth, sustainable and resilient infrastructure, high quality retail offerings, and a variety of housing opportunities in the downtown.**

#### Strategies:

- › Provide a variety of housing opportunities to serve residents of all ages and increase vibrancy in downtown.
- › Maintain and upgrade public infrastructure to support future growth and provide connections between the downtown and surrounding neighborhoods.
- › Promote diversification of retail and commercial uses.
- › Provide funding and programming to assist current and start-up future businesses and encourage historic preservation.

#### Projects that align with Goal 4:

- › Redevelop 775 Brooklyn Avenue for Mixed-Use TOD including a Baldwin Business Center
- › Incorporate Sustainability Features into the Renovations at 800 Merrick Road
- › Redevelop Underutilized Retail Spaces with a New Mixed-Use Development at 1891-1893 Grand Avenue
- › Build a Mixed-Use Development at 2130 & 2134-2138 Grand Avenue
- › Develop Affordable Workforce Housing at Baldwin Commons
- › Redevelop the Malkin Appliances Store with Upgraded Retail Space and New Residential Apartments
- › Build a Mixed-Use Development at Milburn Plaza
- › Revitalize the Property at 795 Merrick Road with Residential and Commercial Uses





SECTION



# Downtown Management & Implementation Strategy

## Downtown Management & Implementation Strategy

*The Baldwin Downtown Revitalization Initiative leverages established strategies and partnerships at the local, county, and state levels.*

The Town of Hempstead has led and facilitated preparatory planning in the hamlet of Baldwin, including the Downtown Commercial Corridor Resiliency (DCCR) Study, the Baldwin Revitalization Project, studies of the Grand Avenue Urban Renewal Area, and the Grand Avenue Complete Streets Traffic Study. In aggregate, these efforts have built an organizational and management network with the capacity to successfully carry out Baldwin's plan for revitalization projects and investments.

Town of Hempstead executive and legislative leadership have championed programs to support Baldwin as a vibrant hub of community economic activity—rooted in the hamlet's unique culture, arts, entrepreneurship and TOD capacity. Donald Clavin took office as the Town of Hempstead's new Supervisor in January 2020 and has made it a priority to support revitalization in downtowns throughout the jurisdiction. Together, the Town Supervisor and the Town Council led efforts to put in place new mixed-use overlay zoning in Downtown Baldwin effective February 2020, setting the table for future redevelopment and private investment in the area. Three council members represent different parts of Baldwin: Senior Councilwoman Dorothy Goosby, Councilman Chris Carini, and Councilman Anthony D'Esposito.

The Office of the Supervisor and the Town Council are supported by the Town of Hempstead's Department of Planning and Economic Development (DPED), Building Department and Highway Department, among other Town offices and departments, which have extensive experience in administering large-scale, federal and state funded projects.

Several partner agencies have been and will continue to be highly involved in the planning and implementation of proposed DRI projects. The Nassau County Department of Public Works secured funding for and guided the preparation of the DCCR Study, and it leads the ongoing Grand Avenue Baldwin Complete Streets project within the DRI Area. These efforts also involved close coordination with New York State Department of Transportation and the Metropolitan Transportation Authority (MTA).



In addition to the management capacity of the Town government and its partners, Baldwin has a uniquely committed and active citizenry, plus a network of non-profit organizations that are deeply invested in the success of Downtown Baldwin. A group of key stakeholders represents Baldwin through the DRI Local Planning Committee and will guide the Town of Hempstead and its partners in bringing Baldwin's DRI projects to life. The Baldwin Civic Association and Baldwin Chamber of Commerce have designed, funded and administered projects to boost business and engagement in Downtown Baldwin, demonstrating their ability to coordinate with Town and Nassau County public partners, as well as private sector stakeholders.

The following Project Sponsors will be the responsible entities for implementation and administration of Baldwin's DRI-funded projects. Where relevant, project partners providing administrative or programmatic support to the Project Sponsors are indicated:

## Public

**The Town of Hempstead** will be the responsible entity for implementing Baldwin's DRI Strategic Investment Plan and coordinating partnerships with involved state and local agencies, community organizations, and private partners. In addition, it will serve as the Project Sponsor of the projects to Improve the Pedestrian Experience in Downtown Baldwin, to Establish a Unique Baldwin Identity with a Branding and Marketing Program, and to Provide Financial Assistance to Property Owners through a Downtown Improvement Grant Program. These programs will be administered by the Department of Planning and Economic Development, detailed below.

**The Town of Hempstead Department of Planning and Economic Development** leads community development efforts throughout the Town of Hempstead. The department has secured over \$165 million in funding for a variety of HUD-approved initiatives and coordinates across local, county and state government bodies to ensure successful execution. The department has ongoing responsibility for the Town's Community Development Block Grant (CDBG) funding. The department's CDBG programs include a Senior Citizen Home Improvement program, Streetscape Improvement Program, Commercial Façade Improvement Program and a Commercial Sign and Lighting Program, among others.

**The Nassau County Department of Public Works (DPW)** has exclusive charge and supervision of the design, construction, repair, maintenance, and cleaning of all streets and bridges in the county, and contributes to the supervision of the design and construction of country buildings, parks and grounds, and drainage and water systems within the county. The DPW will be the Project Sponsor of the project to Improve Traffic and Pedestrian Safety Along Merrick Road. It will also support the Town of Hempstead with the Branding and Marketing Program.

## Non-Profit Organizations

**The Baldwin Civic Association (BCA)** is a vibrant resident-led advocacy group dating back to 1945. The group has facilitated community participation and played a critical role in town initiatives since launching the Baldwin Needs Revitalization Facebook campaign in 2011, which catalyzed activities ranging from culture and education, to transit and resiliency projects. Its committees including Beautification, Economic Development, Quality of Life, and Empty Storefronts advance the BCA's mission to "foster our wonderfully diverse community and maintain the quality of life in Beautiful Baldwin." The BCA will provide programmatic support for the project to Provide Financial Assistance to Property Owners through a Downtown Improvement Grant Program and with the Branding and Marketing Program.

**The Baldwin Chamber of Commerce** is a local non-profit organization dedicated to the improvement of the business community in Baldwin. The Chamber is a network of business and resident members that promotes the local business community by partnering on revitalization projects like the DRI and organizing community events throughout the year, including the annual Baldwin Day Picnic & Fireworks Display. The Chamber of Commerce will support the Town of Hempstead on the Branding and Marketing Program.

## Private

The following private entities would be responsible for implementation of the mixed-use and transit-oriented development projects proposed for funding, as detailed in Section V of this plan.

**Malkin Appliances** is a Baldwin-based family-owned and operated retailer serving the tri-state area since 1923. The business, owned by No More Bon Bons Realty LLC, will be the Project Sponsor for the redevelopment of its existing property into a mixed-use residential and retail building. The Project Sponsor will engage two development partners, Chartwell Hotels and Cassata Realty, once the project is underway.

**Inwood Property Holdings, LLC** is a local real estate company located in Nassau County that will be the Project Sponsor for the project to Redevelop Underutilized Retail Spaces as a new Mixed-Use Development at 1891-1893 Grand Avenue. Inwood Property Holdings, LLC has experience with single- and multi-family residential development on Long Island, and has engaged 5D Architecture and Engineering, PLLC and Sahn Ward Coschignano, PLLC as consultants for the project.

**Baldwin Center, LLC** is the Project Sponsor for the project to Build a Mixed-Use Development at 2130 & 2134-2138 Grand Avenue. Baldwin Center, LLC is a privately-owned business with over 30 years of experience owning, developing and managing close to 15 commercial and residential properties throughout Long Island. The Project Sponsor has engaged MVK Architecture and Planning, P.C. and RMB Development Consultants, Inc. as design and planning consultants for the project.

**Brant Corporation** is the Project Sponsor for the project to Incorporate Sustainability Features into the Renovations at 800 Merrick Road. Brant Corporation is a local company located in Nassau County that has executed several other projects of a similar size and nature in other communities on Long Island.

**Nickart Realty Corp** is the Project Sponsor for the transit-oriented development project at 775 Brooklyn Avenue. Nickart Realty Corp, a locally-based father-and-son team, have owned the building since 1979. Nickart Realty Corp has engaged Akerman LLP and Curtis + Ginsberg Architects as design and planning consultants for the project. The Baldwin Business Center, which would be housed within the commercial space at 775 Brooklyn Avenue, would be implemented by Kimberly Malone, the Chairperson of the Baldwin Civic Association Economic Development Committee. The Baldwin Civic Association and Baldwin Chamber of Commerce would provide programmatic support for the Baldwin Business Center.

**Conifer Realty, LLC** is a regional full-service real estate company specializing in the development, construction, management and ownership of high-quality, affordable housing communities in New York, New Jersey, Pennsylvania, and Maryland. Conifer Realty's Real Estate Development team will be the Project Sponsor for the project to Develop Affordable Workforce Housing at Baldwin Commons, located at 785 Merrick Road. The Project Sponsor has engaged several financing, design, and construction partners, including the Community Development Corporation of Long Island, BHC Architects, Conifer-LeChase Construction, LLC, and Conifer Management, LLC.

**Retail Store Construction Co., Inc.** and **Breslin Realty Development Corp.** will be the Project Sponsor for the project to Build a Mixed-Use Development at Milburn Plaza. Breslin Realty Development Corp. has over 65 years of real estate development experience on Long Island.

**795 Merrick Road Realty, LLC (Jacobson Realty Ltd.)** is a full service real estate firm specializing in residential and commercial real estate, development, investment, buying, leasing, and rental properties. 795 Merrick Road Realty, LLC will be the Project Sponsor for the project to Revitalize the Property at 795 Merrick Road with Residential and Commercial Uses. The Project Sponsor has engaged RFP Architects, ASF Contracting, and Wheatly Harbor LLC, as project consultants.



| Project Implementation                              |   |   |  |
|---|---|---|--|
| Project   |   | Project Sponsor/Responsible Entity                                | Project Partners   |
| Transit Oriented Development and Mixed-Use Projects |   |   |  |
| 1   | Redevelop Underutilized Retail Spaces with a New Mixed-Use Development at <b>1891–1893 Grand Avenue</b> | Inwood Property Holdings, LLC.                                    | <ul style="list-style-type: none"> <li>› 5D Architecture and Engineering, PLLC</li> <li>› Sahn Ward Coschignano, PLLC</li> </ul>   |
| 2   | Redevelop the <b>Malkin Appliances</b> Store with Upgraded Retail Space and New Residential Apartments  | No More Bon Bons Realty LLC (Malkin Appliances)                   | <ul style="list-style-type: none"> <li>› Chartwell Hotels</li> <li>› Cassata Realty</li> <li>› West Rac Contracting Corp.</li> <li>› Alweis Engineering</li> </ul>   |
| 3   | Build a Mixed-Use Development at <b>2130 &amp; 2134–2138 Grand Avenue</b>                               | Baldwin Center, LLC.  | <ul style="list-style-type: none"> <li>› Baldwin Center, LLC and 2134 Grand Plaza, LLC</li> <li>› MVK Architecture and Planning, P.C.</li> <li>› RMB Development Consultants, Inc.</li> </ul>  |
| 4   | Redevelop <b>775 Brooklyn Avenue</b> for Mixed-Use TOD, including a Baldwin Business Center             | Nickart Realty Corp.  | <ul style="list-style-type: none"> <li>› Baldwin Civic Association</li> <li>› Baldwin Chamber of Commerce</li> <li>› Akerman LLP</li> <li>› Curtis + Ginsberg Architects</li> </ul>  |
| 5   | Build a Mixed-Use Development at <b>Milburn Plaza</b>   | Retail Store Construction Co., Inc.                               | <ul style="list-style-type: none"> <li>› Breslin Realty Development Corp.</li> </ul>   |
| 6   | Develop Affordable Workforce Housing at <b>Baldwin Commons</b>  | Conifer Realty, LLC   | <ul style="list-style-type: none"> <li>› Community Development Corporation of Long Island</li> <li>› BHC Architects</li> <li>› Conifer-LeChase Construction, LLC</li> <li>› Conifer Management, LLC</li> </ul>   |
| 7   | Incorporate Sustainability Features into the Renovations at <b>800 Merrick Road</b>                     | Brant Corporation   | <ul style="list-style-type: none"> <li>› Thomas Peter Domanico Architect</li> </ul>  |
| 8   | Revitalize the Property at <b>795 Merrick Road</b> with Residential and Commercial Uses                 | 795 Merrick Road Realty, LLC (Jacobson Realty Ltd.)               | <ul style="list-style-type: none"> <li>› RFP Architects</li> <li>› ASF Contracting</li> <li>› Wheatley Harbor LLC</li> </ul>   |
| Downtown Placemaking and Walkability Projects       |   |   |  |
| 9   | Establish a Unique <b>Baldwin Identity</b> with a Branding and Marketing Program                        | Town of Hempstead Department of Planning and Economic Development | <ul style="list-style-type: none"> <li>› The Baldwin Civic Association and Baldwin Chamber of Commerce</li> <li>› Baldwin real estate professionals</li> <li>› Baldwin residents and businesses</li> <li>› Nassau County Department of Public Works</li> </ul> |
| 10  | Provide Financial Assistance to Property Owners through a <b>Downtown Improvement Grant Program</b>     | Town of Hempstead Department of Planning and Economic Development | <ul style="list-style-type: none"> <li>› Baldwin Civic Association</li> <li>› Baldwin Chamber of Commerce</li> <li>› Private property and business owners</li> </ul>   |
| 11  | Improve the <b>Pedestrian Experience</b> in Downtown Baldwin  | Town of Hempstead Department of Planning and Economic Development | <ul style="list-style-type: none"> <li>› Baldwin Civic Association</li> </ul>  |
| 12  | Improve Traffic and Pedestrian Safety Along Merrick Road  | Nassau County Department of Public Works                          |  |



# SECTION IV | Public Involvement

## Public Involvement

*Leveraging the local knowledge and experiences of Baldwin community members was critical to facilitating successful downtown revitalization investment.*

The Baldwin DRI focused on community participation and public involvement as a vital component of the planning process, spearheaded by a Local Planning Committee of community stakeholders, business owners, and local leaders. Community members were engaged throughout the DRI process, in the form of monthly public Local Planning Committee meetings, two larger community workshops including an interactive Virtual Public Meeting room, a dedicated project website, public surveys, and various outreach methods including social media, email blasts, local media coverage, and event flyers. Baldwin community member feedback was also a key part of the evaluation criteria used by the Local Planning Committee to provide input and guide decision-making on the list of projects identified and recommended to the State for DRI funding in this Strategic Investment Plan.

### Local Planning Committee

As part of the DRI process, a Local Planning Committee (LPC) was convened to ensure that the Strategic Investment Plan reflects a unique, local community vision to guide and direct public and private investment within and around Downtown Baldwin. The LPC served as an important collaborator for engagement given the extensive level of planning and previous stakeholder efforts that had already occurred in Baldwin. Representatives included key public, private, nonprofit, and institutional stakeholder groups and organizations. Via working sessions for committee members that were open to the public, the LPC met to review and provide input at each stage of development of the Strategic Investment Plan. Six LPC meetings were held during the course of the DRI planning process. Time was held at the end of all LPC meetings for public comments.



NOV  
7  
2019

## Meeting #1

As a kickoff to the DRI planning process, the first LPC meeting, LPC members were introduced to the planning process and the various members of the project team, and were provided an overview of LPC member responsibilities. The LPC also reviewed contextual information related to the project scope and anticipated timeline. The LPC reviewed Baldwin's draft goals based on previous planning efforts, as well as the proposed public outreach strategies to engage the larger community in the DRI planning process.



*Local Planning Committee gathers with members of the public*



*Proposed placemaking and walkability projects*

DEC  
18  
2019

## Meeting #2

During the second LPC meeting, LPC members reviewed public feedback from Community Meeting #1, and then were introduced to the project selection process. The LPC reviewed project submissions and project ideas received during Community Meeting #1 and through the open Call for Projects (see below), discussing the following project ideas:

- › Transit-oriented development
- › Improving connectivity across Sunrise Highway
- › Local business incubation & a targeted loan or grant program
- › Façade improvement program
- › Merrick Road downtown connection and streetscape improvements
- › Downtown branding or marketing program
- › Baldwin LIRR Station plaza
- › Arts & cultural center
- › Recreation center



### Meeting #3

The LPC discussed opportunities and challenges for each of the proposed projects in order to focus public support on the most viable pursuits. At this point in time, 29 projects submissions or project ideas had been received as part of the preliminary project list for LPC consideration. Evaluation criteria to guide LPC deliberations during this meeting included the following:

- › How well the project achieves Baldwin's DRI goals
- › Project potential to revitalize Downtown Baldwin and/or catalyze future investment
- › Project need and potential economic impact
- › Readiness for implementation



### Meeting #4

The LPC came together to build consensus around the preliminary project list to be presented at the next Community Meeting. Prior to the meeting, each LPC member had filled out a project evaluation form in which projects were placed into four categories:

- › (A) Transformative and supported by the LPC
- › (B) Likely to be recommended by the LPC but additional details needed
- › (C) Supported by the LPC but may not be the best fit, or ready for DRI funding
- › (D) Limited support from the LPC and not likely to be recommended for DRI funding

Based on the results of the project evaluation forms, twelve project proposals or project ideas were removed from further consideration. In reviewing the remaining potential projects, the LPC crafted a proposed downtown strategy, which included the following:

- › Focusing funding on the area around the LIRR Station
- › Creating a new public plaza to activate the downtown
- › Creating a critical mass of people living within a half mile radius of the LIRR Station
- › Complementing proposed transit-oriented development with additional mixed-use projects
- › Leveraging Town and County investments to transform the pedestrian experience



## Meeting #5

Following a pause due to COVID-19, the LPC regrouped virtually through an online meeting format to resume the DRI planning process. The LPC reviewed the latest list of project proposals, including three new project submissions that were made during the project pause. Based on the LPC's stated priorities, project proposals were grouped into two categories: mixed-use, transit-oriented development projects; and downtown placemaking and walkability initiatives. LPC members came to a consensus on the projects to be presented at the next community meeting, which included 13 projects in total, amounting to \$17.1 million in DRI funding requests leveraging a total of \$166.9 million in project costs.



## Meeting #6

For the LPC's final meeting, members conducted a final review of priority projects, coming to a group consensus on the list of projects to be recommended for funding in the Strategic Investment Plan. Prior to the meeting, each LPC member completed project scorecards to help prioritize each of the priority projects based on a set of evaluation criteria, including:

- › Alignment with Baldwin DRI Vision and Goals
- › Consistency with Local and Regional Plans
- › Transformative Potential
- › Potential to Leverage Private Investment
- › Appropriate Use of DRI Funds
- › Regulatory Challenges
- › Level of Public Support

LPC members reviewed the results from the project scorecard responses, along with public feedback and online survey results from the Virtual Community Meeting. At the conclusion of the meeting, LPC members approved the final list of projects to be recommended for funding and included in the Strategic Investment Plan.

*Local Planning Committee Meetings #5 and #6 were held virtually via Zoom, with members of the public able to watch live and provide feedback at the end of the meeting.*

### LPC Project Evaluation - Methodology

#### Information Provided

- Project Name
- Project Address
- Total Project Cost
- Total DRI Request
- DRI Request as Percentage of Total Project Cost
- Supplemental Project Information (*i.e., visual renderings, development program, regulatory relief requested, etc.*)

#### LPC Evaluation

- Consider how the project aligns with seven Evaluation Criteria
- Assign each project a score of 0-3 for each Evaluation Criteria





## Public Meetings

Community engagement and public participation are critical to creating consensus on investment priorities and generating momentum for implementation. As part of the DRI process, two community meetings were held to gather such feedback. Input gathered from diverse stakeholders including community leaders, business and property owners, and students was integrated into the Strategic Investment Plan. The DRI community engagement process built upon Baldwin's previous planning program successes from recent years.



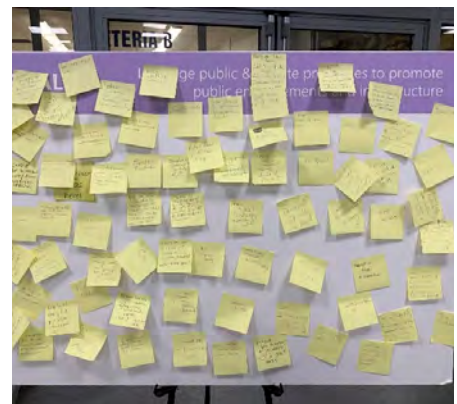
### Community Meeting #1

At the first community meeting, Baldwin residents learned about the trajectory of the DRI process and potential projects for future investment. The meeting began with opening remarks and a Q&A led by co-chairs of the LPC and the Project Team, followed by a brief presentation about the Baldwin DRI process. Participants were then encouraged to walk through thematic stations set up around the room. Stations included: (1) Cultural, Recreational, and Community Assets, (2) Public Realm Improvements, (3) Mixed-Use Overlay District, and (4) Physical & Economic Resiliency.

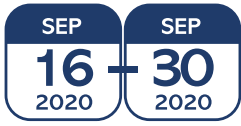
Each station featured one board with thematic content and another where participants could place sticky notes with written ideas. Two to four Project Team members staffed each station to help solicit feedback and answer participant questions. Additional Project Team members served as floaters to engage in one-on-one conversations with participants.

Approximately 150 to 200 community members, from different age ranges and racial groups, participated in the meeting. Many participants, including a class of students from Baldwin High School, appeared to have prepared ideas and suggestions for Baldwin's downtown.

Across DRI goals, similar themes emerged from feedback provided by the community, including the need for incentives for small businesses and retailers, the community desire for the development of a new cultural or recreation center, and street improvements.



*At Community Meeting #1, stations featured an "ideas" board for participants to add thoughts, questions, or concerns*



## Community Meeting #2

Due to COVID-19 safety precautions and state standards for large gatherings, the second Baldwin DRI community meeting was held virtually. Rather than a physical gathering space, community members were invited to learn about the proposed DRI projects through a 360-degree Virtual Meeting Room. Participants were able to explore five virtual stations with information about the Baldwin DRI and projects considered for funding by the LPC. A map of the DRI boundary, and location of each project being considered was located on a virtual table within the meeting room.

- › Station 1 featured an overview of the DRI process
- › Station 2 featured a summary of the Baldwin DRI Vision & Goals
- › Station 3 featured information on transit-oriented development and mixed-use projects being considered for DRI funding
- › Station 4 featured information on projects designed to improve pedestrian walkability and safety, and help create a sense of place in Downtown Baldwin
- › Station 5 featured a summary of project costs and DRI funding requested

Through this format, community members provided input on a series of projects that had been proposed by local sponsors to be considered for DRI funding. The Virtual Meeting Room remained open for public engagement from September 16 to September 30, and provided access to an online survey linked to each of the proposed projects.

The Virtual Meeting Room was visited close to 500 times during the two-week Community Meeting period. There were over 80 respondents to the public survey within the Virtual Meeting Room. Public feedback informed LPC members' decision-making processes on which projects to recommend to New York State for funding.



*At Community Meeting #2, each virtual station featured proposed project profiles with an accompanying survey to provide feedback*



*A "virtual door" led to a live Q&A session where participants could ask questions about the proposed projects and the DRI process to the Project Team*

The following proposals were featured in the virtual meeting room for public comment:

- › Baldwin Commons, 785 Merrick Road
- › The Grand, 795 Merrick Road
- › Milburn Plaza, 24 Sunrise Highway
- › 775 Brooklyn Avenue & Baldwin Business Center, 775 Brooklyn Avenue
- › 2130 & 2134-2138 Grand Avenue
- › Bayview Terrace Apartments & Department Stores, 1891 Grand Avenue
- › Malkin Appliances, 1999 Grand Avenue
- › Baldwin Medical Center, 800 Merrick Road
- › Downtown Improvement Grant Program
- › Town of Hempstead Pedestrian Enhancements
- › Merrick Road Traffic & Pedestrian Safety Improvements
- › Baldwin Downtown Branding & Marketing Effort
- › Baldwin Downtown Public Art Campaign

In addition to the meeting room, a live Q&A session took place on September 16 with members of the Project Team. To access the live Q&A, participants clicked on a virtual door in the back of the Virtual Meeting Room. The Q&A was attended by approximately 100 participants joining the session at various times, with a dozen participants asking questions and making comments about the proposed projects and the DRI process. Participants expressed support for proposals that would support Baldwin's existing small business owners, attract new and quality commercial tenants, improve the pedestrian experience, and establish a downtown brand identity. The number of mixed-use, transit-oriented development proposals elicited both excitement regarding investment interest in Baldwin, and concerns of potential changes in neighborhood character.

## Public Call for Projects

At the beginning of the DRI planning process, the Town issued a public Call for Projects to solicit proposal submissions to be considered for DRI funding. The Call for Projects included information on the DRI process, project eligibility and criteria, and submission requirements. Project submissions and responses to the Call for Projects were accepted throughout the DRI planning process, including through the COVID-19 project pause.

A total of 24 submissions were received from various community stakeholders, including private developers, property owners, Baldwin business owners, residents, non-profit groups, and civic institutions. Each of the project submissions and project ideas received were vetted by the LPC and the public at the various LPC Meetings and Community Meetings detailed above.



## Other Public Outreach Efforts

To create as many opportunities as possible for community members to provide feedback, outreach for the DRI LPC and Community Meetings included the following:

- › Creation of a dedicated DRI project page on the Town of Hempstead’s website. All documents related to the project, including meeting materials, project notifications, and links to meeting flyers and virtual meeting rooms, were posted on the project page. The project page provided a dedicated space where community members could participate in and follow along with the progress of the DRI.
- › Notifications to a dedicated Baldwin DRI project email and list-serv. The list-serv built upon email lists from past engagement efforts for similar projects, and was consistently updated throughout the DRI planning process. Community members could ask questions directly to the project email, and received direct notifications in advance of all public events and project milestones.
- › Public Survey. As part of the Virtual Community Meeting, an online public survey was administered to solicit feedback on each of the potential DRI projects. Community members were asked to rank each project in terms of its alignment with the DRI Vision and Goals, appropriateness as a use for DRI funds, and potential to transform Downtown Baldwin. The survey also provided opportunities for open ended feedback on each of the projects. There were over 80 respondents to the public survey within the Virtual Meeting Room.
- › Posting on the Town’s Facebook and Twitter pages. The project took advantage of the active social media pages for the Town of Hempstead to publicize all DRI meetings and public engagement efforts.
- › Posting on Town officials’ monthly mailers, newsletters, and/or Facebook pages. The DRI process involved active engagement through the existing communication materials of the three council members representing the Baldwin area as well as the Town Supervisor and other local representatives.
- › Outreach through the LPC. The LPC members acted as project ambassadors, and actively engaged the public through their own networks of colleagues, organization members, family, and friends.
- › Local media coverage. The DRI planning process was well-publicized and documented through local media coverage, with articles in the Long Island Herald, Long Island Business News, and Newsday, covering the LPC Meetings, community meetings, and major project milestones.
- › Paper flyers distributed to Baldwin businesses and in targeted areas within the DRI Area.



SECTION

V

# Projects Proposed for DRI Funding

## Projects Proposed for DRI Funding

*This section of the Strategic Investment Plan presents a detailed profile for each of the projects recommended by the Local Planning Committee (LPC) for DRI funding.*

A list of projects for DRI funding was identified from within a larger group of projects and project ideas submitted through the open Call for Projects. The final list was refined by the LPC with input from the public based on the following a set of project criteria:

- › Alignment with Baldwin DRI Vision and Goals
- › Consistency with Local and Regional Plans
- › Transformative Potential
- › Potential to Leverage Private Investment
- › Appropriate Use of DRI Funds
- › Regulatory Challenges
- › Level of Public Support

The LPC evaluated each project individually. Consideration was given to how the projects could work together and complement each other to further the Baldwin Vision and Goals, leverage investment around the Baldwin LIRR Station, drive economic development through mixed-use and transit-oriented development projects and leverage Town and Nassau County investments to improve the pedestrian experience and support a unique Baldwin identity.

Guided by the strategies identified in Section 2 of this Strategic Investment Plan, the LPC identified two categories within which each of the recommended projects fall:

- › Transit-Oriented & Mixed-Use Development Projects, and
- › Downtown Placemaking & Walkability Projects

New transit-oriented and mixed-use development projects would support a critical mass of residents, visitors, and workers in Downtown Baldwin, expand the local economy, increase vibrancy, and improve local amenities and retail offerings. To support this new development, DRI funding would be focused on a strategy to enhance livability in the DRI Area by reinforcing a unique Baldwin identity and implementing streetscaping and walkability improvements.

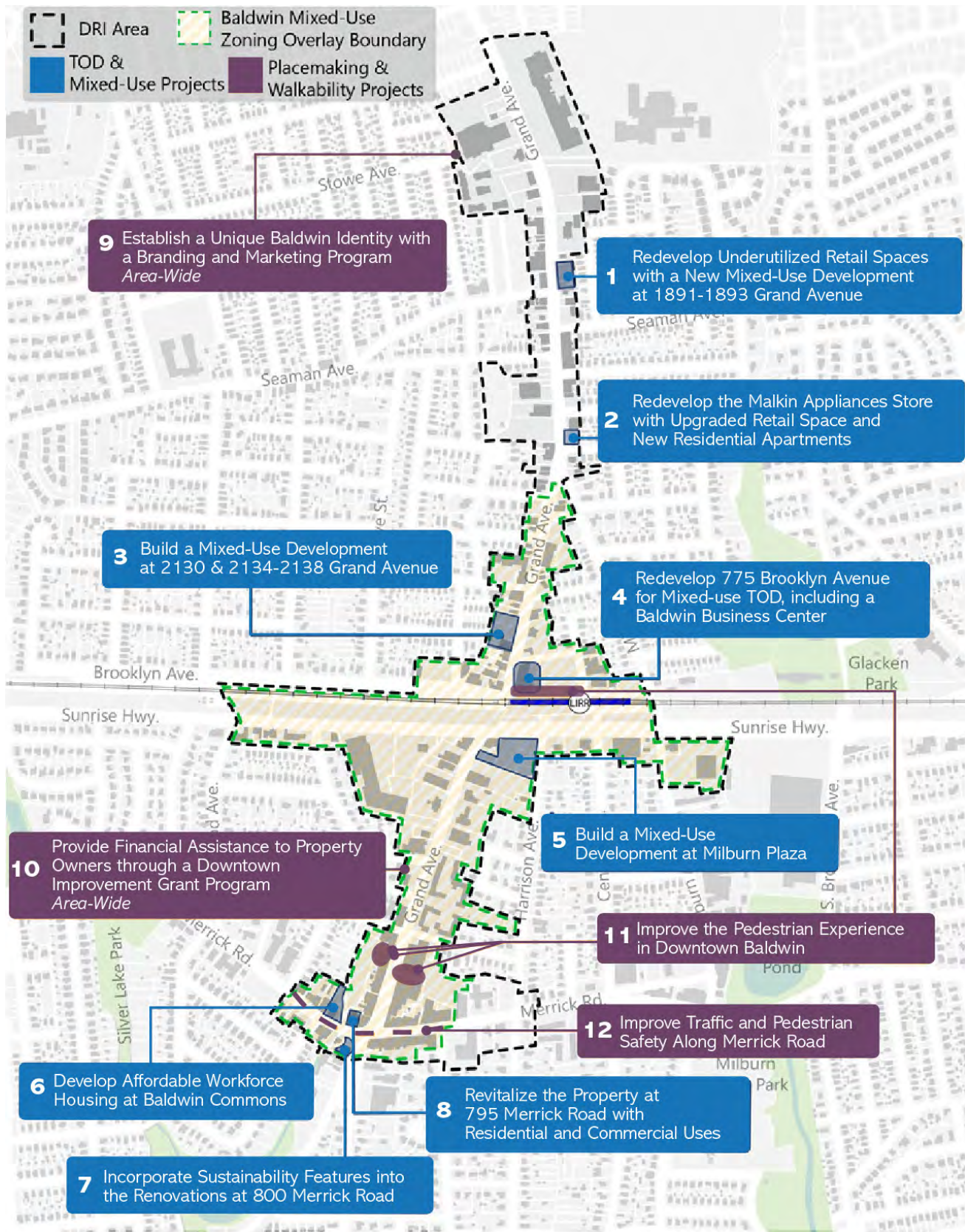


Together, the eight Transit-Oriented & Mixed-Use Development projects and four Downtown Placemaking & Walkability projects profiled in this Section amount to a total DRI funding request of approximately \$14.7 million, leveraging approximately \$151.3 million in additional public and private investment, for a total potential investment of \$166 million in Downtown Baldwin.

The \$14.7 million in DRI funding requested surpasses the \$9.7 million available to fund eligible projects. This excess in cost is designed to provide the flexibility necessary to account for unanticipated project changes or future funding opportunities that may arise. Based on feedback from the LPC and input and support from the Baldwin community, a total of twelve projects are recommended for funding through the DRI program.

| Projects Proposed for DRI Funding                   |   |             |                     |        |
|---|---|-------------|---------------------|--------|
| Project   |   | DRI Request | Total Project Costs | Page # |
| Transit Oriented Development and Mixed-Use Projects |   |             |                     |        |
| <b>1</b>  | Redevelop Underutilized Retail Spaces with a New Mixed-Use Development at <b>1891–1893 Grand Avenue</b> | \$250,000   | \$14,050,000        | V-7    |
| <b>2</b>  | Redevelop the <b>Malkin Appliances</b> Store with Upgraded Retail Space and New Residential Apartments  | \$504,500   | \$6,080,000         | V-16   |
| <b>3</b>  | Build a Mixed-Use Development at <b>2130 &amp; 2134–2138 Grand Avenue</b>                               | \$1,000,000 | \$11,000,000        | V-25   |
| <b>4</b>  | Redevelop <b>775 Brooklyn Avenue</b> for Mixed-Use TOD, including a Baldwin Business Center             | \$3,820,000 | \$42,500,000        | V-34   |
| <b>5</b>  | Build a Mixed-Use Development at <b>Milburn Plaza</b>   | \$2,000,000 | \$70,000,000        | V-45   |
| <b>6</b>  | Develop Affordable Workforce Housing at <b>Baldwin Commons</b>  | \$850,000   | \$13,209,687        | V-54   |
| <b>7</b>  | Incorporate Sustainability Features into the Renovations at <b>800 Merrick Road</b>                     | \$465,000   | \$1,215,000         | V-64   |
| <b>8</b>  | Revitalize the Property at <b>795 Merrick Road</b> with Residential and Commercial Uses                 | \$540,000   | \$2,700,000         | V-72   |
| Downtown Placemaking and Walkability Projects       |   |             |                     |        |
| <b>9</b>  | Establish a Unique <b>Baldwin Identity</b> with a Branding and Marketing Program                        | \$250,000   | \$250,000           | V-81   |
| <b>10</b>   | Provide Financial Assistance to Property Owners through a <b>Downtown Improvement Grant Program</b>     | \$750,000   | \$978,750           | V-88   |
| <b>11</b>   | Improve the <b>Pedestrian Experience</b> in Downtown Baldwin  | \$1,770,000 | \$1,770,000         | V-96   |
| <b>12</b>   | Improve Traffic and Pedestrian Safety Along <b>Merrick Road</b>   | \$2,500,000 | \$2,500,000         | V-107  |

## DRI Project Locations



## Project Summary

| Project   | Description   | Responsible Party   | DRI Funding  | Estimated Total Project Costs | Funding Sources | Proposed Start Date   | Anticipated Completion Date | Jobs Created |    |
|---|---|---|--|-------------------------------|-----------------|---|-----------------------------|--------------|----|
| Transit Oriented Development and Mixed-Use Projects |   |   |  |                               |                 |   |                             |              |    |
| 1   | Redevelop Underutilized Retail Spaces with a New Mixed-Use Development at <b>1891–1893 Grand Avenue</b> | Develop a five-story mixed-use building containing five commercial units on the first floor and 56 residential units on the upper floors. The building would provide 76 parking spaces in an underground parking garage with valet.   | › Inwood Property Holdings, LLC  | \$250,000                     | \$14,050,000    | › DRI Funding<br>› Project Sponsor Equity and Private Financing   | Spring 2021                 | Spring 2023  | 9  |
| 2   | Redevelop the <b>Malkin Appliances</b> Store with Upgraded Retail Space and New Residential Apartments  | Demolition of the existing Malkin Appliances store and construction of a four-story mixed-use development, including 8,000 SF of retail space to accommodate an expanded space for Malkin Appliances on the first floor and 27 one-bedroom residential units above.                 | › No More Bon Bons Reality LLC   | \$504,500                     | \$6,080,000     | › DRI Funding<br>› Private Sponsor Equity and Private Financing   | Spring 2021                 | Fall 2023    | 16 |
| 3   | Build a Mixed-Use Development at <b>2130 &amp; 2134–2138 Grand Avenue</b>                               | Redevelop the largely vacant property at 2130 and 2134-2138 Grand Avenue as a five-story mixed-use development, accommodating 7,800 SF of commercial uses on the first floor and 60 residential units on the upper floors.  | › Baldwin Center, LLC  | \$1,000,000                   | \$11,000,000    | › DRI Funding<br>› Private Financing  | Spring 2021                 | Fall 2025    | 18 |
| 4   | Redevelop <b>775 Brooklyn Avenue</b> for Mixed-Use TOD, including a Baldwin Business Center             | Construction of a mixed-use, seven-story building accommodating 107 new residential units, 24,000 SF of commercial/office space, and 81 on-site parking stalls, with a new Baldwin Business Center incorporated into the commercial space to attract startups and small businesses. | › Nickart Realty Corp  | \$3,820,000                   | \$42,500,000    | › DRI Funding<br>› Private Financing  | Spring 2021                 | Fall 2024    | 75 |
| 5   | Build a Mixed-Use Development at <b>Milburn Plaza</b>   | Redevelopment at 24 Sunrise Highway would replace a contaminated, used car parking lot, with a mixed-use building consisting of ground floor retail uses with 200 residential units above. Project amenities would include on-site parking facilities and a pedestrian plaza.       | › Retail Store Construction Co., Inc. c/o Breslin Realty Development Corp. | \$2,000,000                   | \$70,000,000    | › DRI Funding<br>› Private Investment   | Spring 2021                 | Fall 2024    | 29 |
| 6   | Develop Affordable Workforce Housing at <b>Baldwin Commons</b>  | Redevelopment of the vacant property located at 785 Merrick Road as a 33-unit, four-story all-affordable workforce housing development known as Baldwin Commons, with ground floor amenity space such as a leasing office, mail room, lobby, and community room.                    | › Conifer Realty, LLC  | \$850,000                     | \$13,209,687    | › DRI Funding<br>› New York State Housing Trust Fund<br>› Low-Income Housing Tax Credit Equity<br>› General Partners Equity<br>› Private Funding - Mortgage | Winter 2020                 | Summer 2023  | 3  |



Project Summary *continued*

| Project                                       |   | Description  | Responsible Party   | DRI Funding | Estimated Total Project Costs | Funding Sources  | Proposed Start Date | Anticipated Completion Date | Jobs Created |
|---|---|--|---|-------------|-------------------------------|--|---------------------|-----------------------------|--------------|
| 7   | Incorporate Sustainability Features into the Renovations at <b>800 Merrick Road</b>                 | Redevelopment of the existing vacant two-story building at 800 Merrick Road to incorporate green building and sustainability features, as well as attractive landscaping elements.   | › Brant Corporation   | \$465,000   | \$1,215,000                   | › DRI Funding<br>› Project Sponsor Cash Equity and Private Funding               | Spring 2021         | Spring 2022                 | 7            |
| 8   | Revitalize the Property at <b>795 Merrick Road</b> with Residential and Commercial Uses             | Redevelopment of the existing building at 795 Merrick Road to create a mixed-use project consisting of three commercial/retail spaces on the first floor and 20 residential apartments above.  | › 795 Merrick Road Realty, LLC                                      | \$540,000   | \$2,700,000                   | › DRI Funding<br>› Private Financing   | Spring 2021         | Spring 2024                 | 10           |
| Downtown Placemaking and Walkability Projects |   |  |   |             |                               |  |                     |                             |              |
| 9   | Establish a Unique <b>Baldwin Identity</b> with a Branding and Marketing Program                    | Implement a Downtown Baldwin Branding and Marketing Program including digital and print strategies, destination mapping, and public events to promote the unique historic, cultural and economic assets of the Baldwin community.  | › Town of Hempstead   | \$250,000   | \$250,000                     | › DRI Funding Financing  | Spring 2021         | Spring 2023                 | N/A          |
| 10  | Provide Financial Assistance to Property Owners through a <b>Downtown Improvement Grant Program</b> | Increase opportunities for local business and property owners to invest in the renovation of building exteriors, to upgrade business entrances from rear parking areas, street frontage improvements, energy system upgrades, and interior fit-outs within the Baldwin DRI Area. | › Town of Hempstead Department of Planning and Economic Development | \$750,000   | \$978,750                     | › DRI Funding<br>› Private Capital match<br>› Town of Hempstead Support Services | Spring 2021         | —                           | N/A          |
| 11  | Improve the <b>Pedestrian Experience</b> in Downtown Baldwin  | Improve pedestrian connections from municipal parking lots to Downtown Baldwin businesses along Grand Avenue and install green infrastructure elements and streetscaping in the area around the Baldwin LIRR Station.  | › Town of Hempstead   | \$1,770,000 | \$1,770,000                   | › Baldwin DRI Funding  | Spring 2021         | Fall 2022                   | N/A          |
| 12  | Improve Traffic and Pedestrian Safety Along <b>Merrick Road</b>                                     | Implement roadway and pedestrian safety enhancements along Merrick Road between Harrison Avenue and Pershing Boulevard to facilitate safer circulation between pedestrians and vehicular traffic along the well-traveled corridor.   | › Nassau County Department of Public Works                          | \$2,500,000 | \$2,500,000                   | › DRI Funding<br>› Future Capital Funding  | Spring 2021         | Spring 2024                 | N/A          |

1

## Redevelop Underutilized Retail Spaces with a New Mixed-Use Development at 1891–1893 Grand Avenue



*Proposed mixed-use development at 1891-1893 Grand Avenue*

**DRI Funding Request:**  
**\$250,000**

**Total Project Cost:**  
**\$14,050,000**





*Existing single-story buildings at 1891 Grand Avenue*

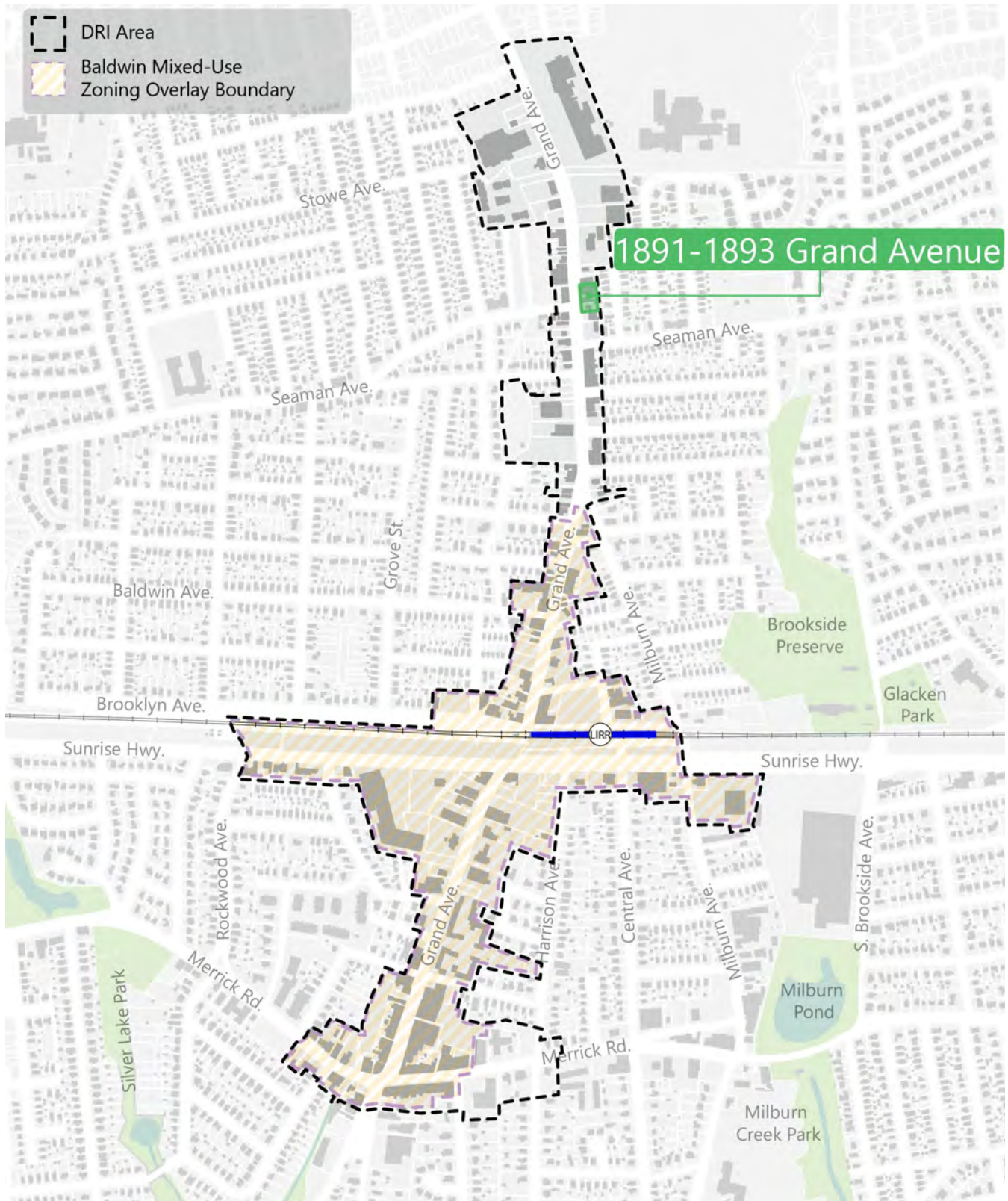
## Project Description

The proposed project (Bayview Terrace Apartments and Department Stores) is a five-story mixed-use building containing five commercial units on the first floor and 52 market-rate residential units on the upper floors. The building would be approximately 52 feet tall and would contain a total 50,697 SF of space, including 3,820 SF of ground floor commercial space. Commercial tenants have already been identified. The residential unit mix would include 44 studios and one-bedroom units and eight two-bedroom units. The building would provide a total of 74 parking spaces within an underground parking garage. Proposed residential amenities include a gym and swimming pool. The 0.43-acre site currently contains vacant and underutilized single-story commercial stores, including 4,255 SF of retail space.

DRI funding would be used for project design, excavation, and construction. The project would support the revitalization of Downtown Baldwin by redeveloping several underutilized properties with a new mixed-use building, offering upgraded commercial space in the northern portion of the DRI Area. The project is located outside of the Baldwin Mixed-Use Overlay District, in the Town of Hempstead Business Zone, and therefore would require zoning relief to facilitate construction as proposed. This project would facilitate private investment in a portion of the DRI Area that community members have expressed a desire to see revitalized as it has not seen other investment in recent years. Thus, this project has the potential to catalyze future improvements in the northern portion of the DRI Area.



## Project Location



## Property Owner/Project Sponsor

Inwood Property Holdings, LLC

## Capacity

Inwood Property Holdings, LLC has experience with single- and multi-family residential development on Long Island. Several of their development projects are underway with established funding sources. Inwood Property Holdings, LLC has developed relationships with financial lending institutions to ensure funding commitments for all its properties. The project is located outside the Baldwin Mixed-Use Overlay Zone and would require variances from the Town of Hempstead Board of Appeals. The Project Sponsor has started the variance process, with a date set for a hearing with the Board of Appeals and is confident that the project will be supported. Inwood Property Holdings, LLC has engaged a project team for implementation of the project.

## Project Partners

- › 5D Architecture and Engineering, PLLC (Project Consultant)
- › Sahn Ward Coschignano, PLLC (Project Attorney)

## Acquisition of Real Property

The Project Sponsor, Inwood Property Holdings, LLC, owns the property located at 1891–1893 Grand Avenue.

## DRI Goals & Strategies

**Goal 4:** Strengthen the physical and economic resiliency of the entire Baldwin community by promoting mixed-use growth, sustainable and resilient infrastructure, high quality retail offerings, and a variety of housing opportunities in the downtown.

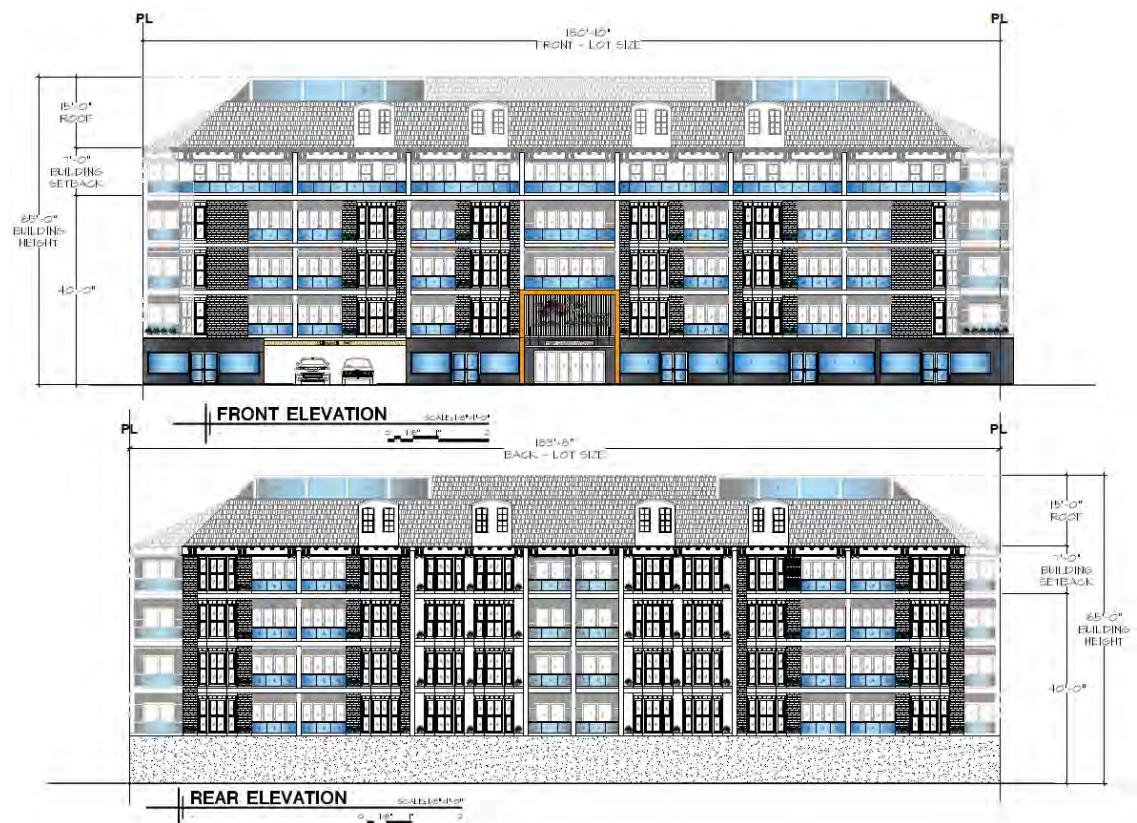
- › Provide a variety of housing opportunities to serve residents of all ages and increase vibrancy in downtown.
- › Promote diversification of retail and commercial uses.

## LIREDC Strategies



### Placemaking

Invest in Long Island's downtowns as a strategy for designing healthy, livable communities that attract new residents



*Project Elevations: Front Elevation (above), Rear Elevation (below)*



## Project Budget and Funding Sources

The project budget was developed by the Project Sponsor as well as the project partner consultants and design team. The DRI funding request was supported by a project pro-forma. Private financing has not yet been secured but would be sought once required approvals are obtained.

| Sources                 |                     | Uses  |                     |
|-------------------------|---------------------|---|---------------------|
| DRI Funding Request:    | \$250,000           | Soft Costs (Architectural, Engineering):        | \$1,350,000         |
| Project Sponsor Equity: | \$2,600,000         | Excavation and Site Work:                       | \$2,000,000         |
| Private Financing:      | \$11,200,000        | Construction (Foundation, Structural, Framing): | \$9,300,000         |
|                         |                     | Contingencies:                                  | \$1,400,000         |
|                         | <b>\$14,050,000</b> |   | <b>\$14,050,000</b> |

## Feasibility and Cost Justification

DRI funding is being requested to help defray the cost of development associated with building underground parking, as well as soft costs and development of new and upgraded commercial spaces along Grand Avenue. The proposed project would facilitate private investment in a portion of Downtown Baldwin that was initially excluded from the proposed DRI Area, but was later added based on feedback from the community. The project is within walking distance of the Baldwin LIRR Station (an approximately 11-minute walk) and would provide 52 units of housing in Downtown Baldwin.

The DRI funding request represents 2% of the total project costs; DRI funds would be matched by approximately \$13,800,000 of private investment and Project Sponsor equity. The Project Sponsor provided a project pro-forma in support of the estimated project costs and DRI funding request. Total estimated costs from the Project Sponsor were independently verified by the DRI Consultant Team cost estimators. Private financing will be secured once project approvals are obtained.

## Anticipated Revitalization Benefits

- › Transforms an underutilized commercial strip into a vibrant mixed-use development
- › Directs private investment in the northern portion of the DRI Area
- › 52 market-rate rental units will attract a population of 92 people to the downtown, supporting local businesses and adding to the overall vibrancy of the area
- › Based on an economic impact analysis using IMPLAN, a regional input-output economic modelling software system, the total economic impact of the project is estimated at \$25,070,500, including direct, indirect, and induced economic benefits
- › Enhances the aesthetic character of Grand Avenue through the use of diverse building materials and multiple store fronts to add visual interest for pedestrians along the corridor

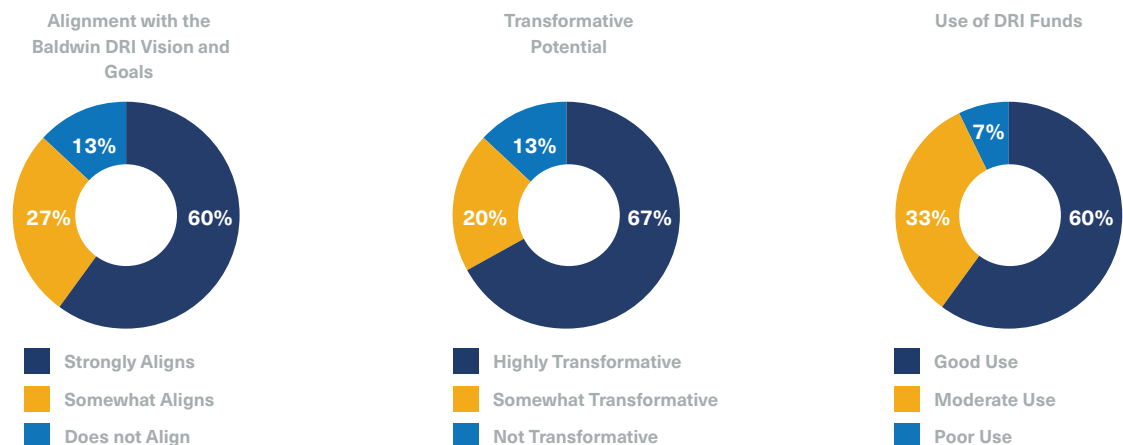
## Jobs Created

The project will support 9 jobs located in Downtown Baldwin

## Public Support

While this project was ranked relatively low out of all the projects in terms of overall community support, a majority of respondents indicated that the project strongly aligns with the DRI Vision and Goals, and would be transformative for Downtown Baldwin. The project would also support the community and LPC's expressed interest in facilitating private investment in the northern portion of the DRI Area, which was included within the DRI boundary in response to public feedback. One community member commented that "Baldwin definitely needs this project on the northern end of Grand Avenue, it will improve that area." Provision of underground parking was specifically identified as a benefit of the project, with community concern over demand for parking in Downtown Parking. However, certain community members expressed concern for the proposed level of density further from the Baldwin LIRR Station, and the LPC expressed concern over the number of approvals that would be required to make the project successful.

## Community Survey



## Regulatory Requirements

In order for the project to be implemented, regulatory approvals would be required from the Town of Hempstead Board of Appeals, including variances for the proposed use, height, setback and permitted density. The existing zoning does not permit mixed-use development, and as currently proposed, the project height exceeds the permitted height by approximately 30 feet and permitted density by approximately 75% (the degree of required variances would be more specifically calculated during site plan review). The Project Sponsor has started the approvals process with the Town of Hempstead, and has a public hearing with the Board of Appeals set for early 2021. Required approvals for the project include the following:

- › Town of Hempstead Board of Appeals
  - Variances (use, height, setback, density)
- › Town of Hempstead Building Department
  - Site Plan Approval
  - Building Permit
- › Nassau County Planning Commission and Department of Public Works
  - 239-M and 239-F Review
- › Nassau County Health Department
  - Food Service Establishment Permit

## Timeframe for Implementation and Project Readiness

The Project Sponsor has already undertaken project design and submission of applications for project approvals. Accounting for the remainder of the approvals process and a total construction period of 12 months, the project timeframe is approximately two years.

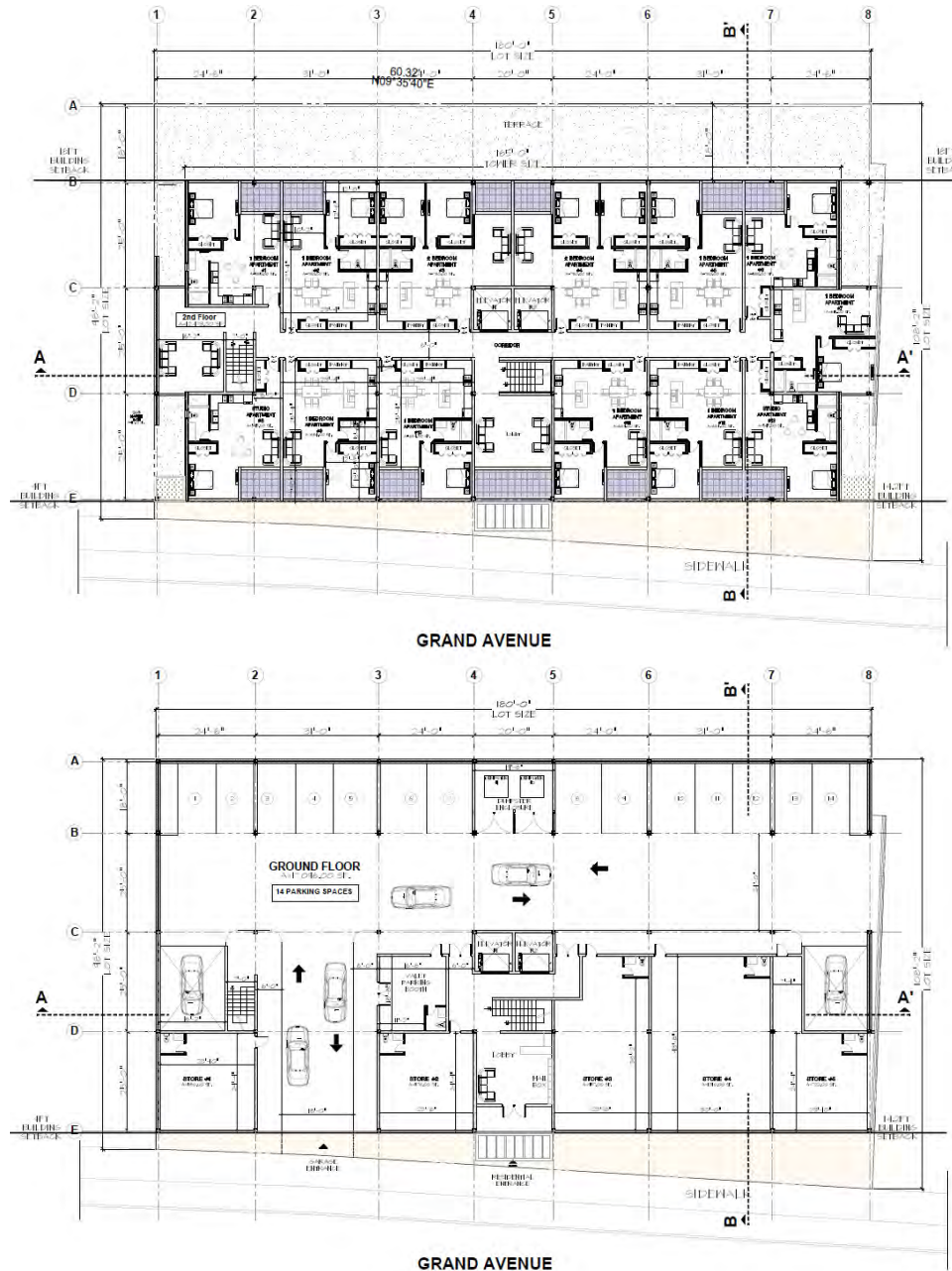
| Project Stage                           | Timeframe         |
|---|-------------------|
| Design Development                      | Completed         |
| Municipal Approvals                     | Started; 6 months |
| Construction Documents                  | 4 months          |
| Site Work and Construction              | 12 months         |
| Interior fit-out and Building Occupancy | 4 months          |
| <b>Total Timeframe</b>                  | <b>2 years</b>    |



## Project Reporting

The following metrics will be used to monitor the project's performance on the revitalization of the downtown during and after implementation:

- › Total sales and property tax revenue generated at full build out
- › Total residential units created and number of residential vacancies
- › Total commercial space created and number of commercial vacancies



*Project Floor Plans: Ground Floor (bottom), Typical Residential Floor (top)*

## 2 Redevelop the Malkin Appliances Store with Upgraded Retail Space and New Residential Apartments



*Conceptual rendering of the proposed upgraded retail space and new residential apartments at 1999 Grand Avenue*

**DRI Funding Request:**  
**\$504,500**

**Total Project Cost:**  
**\$6,080,000**



*Current condition of Malkin Appliances building exterior*

## Project Description

This project involves redevelopment of the existing Malkin Appliances store located at 1999 Grand Avenue with a three-story mixed-use building consisting of 8,000 SF of retail space on the first floor and 16 one-bedroom market-rate residential units on the upper floors. The updated commercial space would accommodate the Malkin Appliances store, Malkin Mattress Gallery, and one additional new retail store. Additionally, green space would be introduced on the rooftop of the building for use by the building residents.

The Project Sponsor is currently in contract with an adjacent property owner to purchase that property in order to provide required parking on-site. Depending on the outcome of the required approvals process with the Town of Hempstead, the Project Sponsor may also pursue a fourth floor, with an additional eight residential units.

Built in 1940, the existing building on the site has been home to the Malkin Appliances store for over fifty years. Malkin Appliances' continued operation and longstanding success provides a valuable anchor along the commercial corridor which has seen high retail vacancy and turnover. The current design of the building is obsolete and does not take advantage of its high visibility location on a corner lot along Grand Avenue and Lincoln Avenue.

DRI funding would facilitate the pre-development, demolition and site preparation costs and retail store façade improvements. The building façade will include decorative enhancements such as large windows, ornate crowns, and window finishes, to elevate the aesthetic of the Grand Avenue commercial corridor.



The project consists of four stages to be implemented consecutively, with project completion after stage four:

- › **Stage I:** Demolition of the existing structure and site work
- › **Stage II:** Construction of a single-story retail building with three separate retail spaces. The retail store construction will be able to accommodate up to four residential floors above.
- › **Stage III:** Following permitting and approvals, construction of three residential floors with eight units per floor above the retail space.
- › **Stage IV:** Construction of green space on the roof of the building to be used by the building residents.

The project will assist in the revitalization of Downtown Baldwin by providing new residential and commercial space at a highly visible site along Grand Avenue within the northern portion of the Baldwin DRI Area. The project will provide space for a longstanding local retail business, and housing for residents looking to relocate to Downtown Baldwin. Though located further from the Baldwin LIRR Station than many of the other mixed-use projects proposed for DRI funding, the site is still within a ten minute walking distance to the train. Together with the proposed project at 1891 Grand Avenue, this project would facilitate private investment in a portion of Downtown Baldwin that was initially excluded from the proposed DRI Area, but was later added based on input provided by the LPC and broader Baldwin community.

## Property Owner/Project Sponsor

No More Bon Bons Reality LLC (Malkin Appliances)

## Capacity

The Project Sponsor, No More Bon Bons Reality LLC (Malkin Appliances) has experience with project financing working in the finance industry, though this would be their first residential development project. However, the Project Sponsor has two partners that bring direct commercial development experience, including George Tsunis, CEO of Chartwell Hotels, and Ross Cassata, CEO of Cassata Realty. The Project Sponsor has also formed an advisory committee to facilitate the design and required approvals of the project. The advisory committee members include experienced real estate developers, property owners, and operators that have experience with the Town approval processes, required for implementation of this project. Advisory committee members include Gary Krupnick, West-Rac Contracting Corp.; Anthony Acampora, Silverman Acampora; William Kopke, William H. Kopke, Jr. Inc; Louis Evangelista, Evangelista Real Estate; and Bob Lynch, Mott Realty.

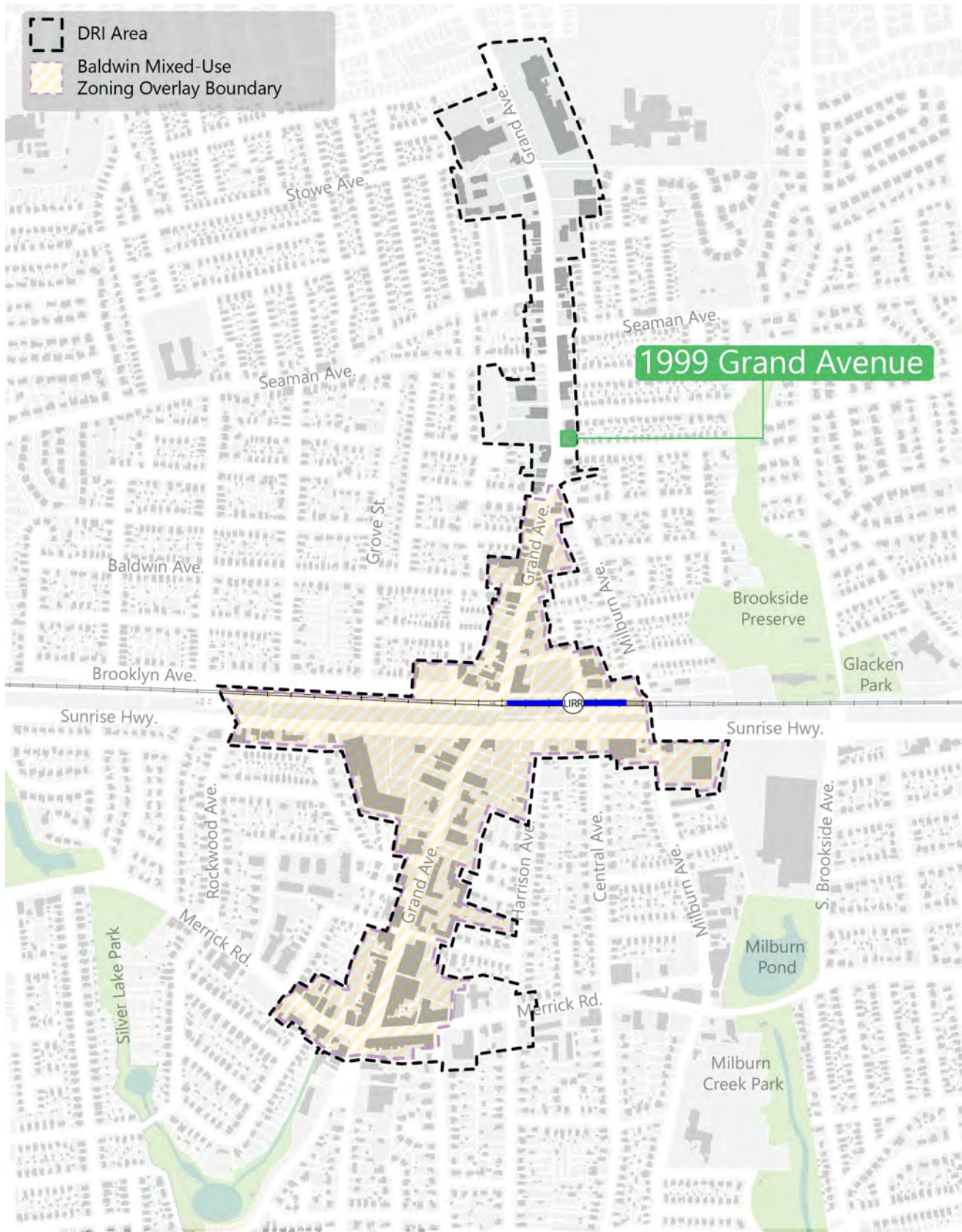


*The Malkin Appliances site is located at a prominent corner lot along Grand Avenue*

## Project Partners

- › Chartwell Hotels (Development Partner)
- › Cassata Realty (Development Partner)
- › West Rac Contracting Corp. (Project Consultant)
- › Alweis Engineering (Project Consultant)

## Project Location



## Acquisition of Real Property

The Project Sponsor owns the property at 1999 Grand Avenue, and is in contract to purchase an adjacent property for the required provision of off-street parking on the project site.

## DRI Goals & Strategies

**Goal 3:** Leverage publicly-owned properties, new development, and private investment supported by the Baldwin Mixed-Use Overlay District to promote public enhancements and infrastructure improvements for the Baldwin community.

- › Pursue public-private partnerships to promote infill development on existing vacant and underutilized properties.
- › Support the development of mixed use, transit-oriented development around the Baldwin LIRR Station facilitated by the Baldwin Mixed-Use Overlay District.

**Goal 4:** Strengthen the physical and economic resiliency of the entire Baldwin community by promoting mixed-use growth, sustainable and resilient infrastructure, high quality retail offerings, and a variety of housing opportunities in the downtown.

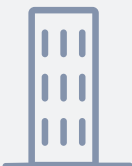
- › Provide a variety of housing opportunities to serve residents of all ages and increase vibrancy in downtown.
- › Promote diversification of retail and commercial uses.

## LIREDC Strategies



### Placemaking

Invest in Long Island's downtowns as a strategy for designing healthy, livable communities that attract new residents



### Infrastructure

Rebuild and expand infrastructure to improve job access, revitalize downtowns and transit hubs, and attract skilled workers



## Project Budget and Funding Sources

The project budget was developed by the Project Sponsor as well as the project partner consultants. The DRI funding request was supported by a project pro-forma. The Project Sponsor has received preliminary interest from several financial institutions to secure the required private financing, and is still having conversations in regard to same. The Project Sponsor has also indicated that a financial partner is ready to assist to fill any shortfall in financial needs.

| Sources                 |                    | Uses                      |                    |
|-------------------------|--------------------|---------------------------|--------------------|
| DRI Funding Request:    | \$504,500          | Pre-Development Costs:    | \$100,000          |
| Project Sponsor Equity: | \$1,500,000        | Site Demolition:          | \$175,000          |
| Private Financing:      | \$4,075,500        | Retail Construction:      | \$1,175,000        |
|                         | <b>\$6,080,000</b> | Residential Construction: | \$3,900,000        |
|                         |                    | Rooftop Green Space:      | \$150,000          |
|                         |                    | Contingencies:            | \$580,000          |
|                         |                    |                           | <b>\$6,080,000</b> |

## Feasibility and Cost Justification

The project sponsor has received preliminary interest from several financial institutions to secure project financing and has initiated the preliminary permit and approval process with the Town of Hempstead. Ultimately, financing will not be secured until building permits are issued and construction contracts are signed.

The DRI funding request represents 8% of the total project costs; DRI funds would be matched by approximately \$5,500,000 of private investment. Total estimated costs from the Project Sponsor were independently verified by the DRI Consultant Team.



*Typical residential floor plan, with between 8 and 9 one-bedroom units per floor*

## Anticipated Revitalization Benefits

- › Modernize an existing retail space and provide expansion for an established business in Downtown Baldwin
- › 16 rental units will attract a population of 27 people to the downtown, supporting local businesses
- › In conjunction with the proposed development at 1891 Grand Avenue, this project will concentrate private investment and increase housing opportunities in the northern portion of the DRI Area
- › Based on an economic impact analysis using IMPLAN, a regional input-output economic modelling software system, the total economic impact of the project is estimated at \$12,667,705, including direct, indirect, and induced economic benefits.

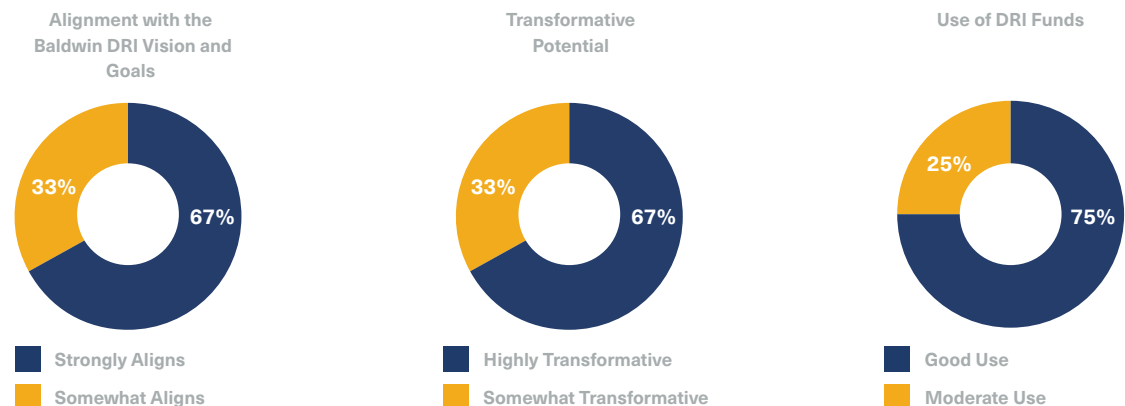
## Jobs Created

The project will support 16 jobs located in Downtown Baldwin.

## Public Support

Based on the results of the community survey, this project was ranked relatively low in terms of overall support. However, a majority of respondents indicated that the project strongly aligns with the DRI Vision and Goals, would be a transformative project for Downtown Baldwin, and would be a good use of DRI funds. One community member commented that “I love this idea of including and incorporating Malkin Appliances in the DRI. It’s a good use of funds and maintains the tradition of Malkin as a long standing Baldwin institution.” The project would also support the community and LPC’s desire to facilitate private investment in the northern portion of the DRI Area, which was included within the DRI boundary in response to public feedback. Community comments and the LPC highlighted that the project would support a valued and established local business in Downtown Baldwin, and that the current retail building is unattractive and in need of investment.

## Community Survey



## Regulatory Requirements

As the project is not located within the Baldwin Mixed-Use Overlay District, the Project Sponsor intends to apply for a zoning map amendment to have the boundary of the Baldwin Mixed-Use Overlay District expanded northward to include the Malkin Appliances site, which would require a zoning map amendment approval by the Town of Hempstead Town Board, as well as an associated environmental review. This would bring the project as proposed into compliance with the zoning.

However, if a zoning map amendment were not approved by the Town Board, as currently proposed, various regulatory approvals would be required from the Town of Hempstead Board of Appeals, including a use variance, as a mixed-use building is not a permitted use within the existing zoning district. Additionally, the proposed height of the project exceeds permitted height by approximately 10 feet (the degree of required relief would be more specifically calculated during site plan review), and therefore would require a variance for height.

In addition, the Project Sponsor is in contract to purchase an adjacent property in order to accommodate the required off-street parking. The Project Sponsor has initiated pre-application discussions with the Town of Hempstead, but has not submitted an application. Required approvals for the project include the following:

- › Town of Hempstead Design Review Board Approval
  - Conformance with B-MX District Design Guidelines
- › Town of Hempstead Town Board
  - Zoning Map Amendment
- › Town of Hempstead Board of Appeals (if the zoning map amendment is not approved)
  - Variances (use, height, density)
- › Town of Hempstead Building Department
  - Building Permit
  - Site Plan Approval
- › Nassau County Planning Commission and Department of Public Works
  - 239-M and 239-F Review



## Timeframe for Implementation and Project Readiness

The Project Sponsor has already undertaken preliminary project design and anticipates it will take approximately two months to finish the design development. The Project Sponsor is currently undergoing consultations with financial institutions to secure the required private financing. In addition, the Project Sponsor is in contract to purchase an adjacent property in order to accommodate the required off-street parking. Pre-application discussions with the Town of Hempstead have been initiated by the Project Sponsor, but an application has not been submitted to date. In addition, it is anticipated that the proposed zoning map amendment that would be required to undertake the project as envisioned would require a lengthier municipal approval period because additional environmental review would be required. Accounting for the approvals process and a total construction period of 15 months, the project timeframe is approximately 3 years.

| Project Stage                                       | Timeframe      |
|---|----------------|
| Design Development                                  | 2 months       |
| Municipal Approvals                                 | 12 months      |
| Construction Documents                              | 4 months       |
| Site Work and Construction                          | 15 months      |
| › Retail Construction                               | 7 months       |
| › Residential Construction                          | 8 months       |
| Interior fit-out and residential building occupancy | 3 months       |
| <b>Total Timeframe</b>                              | <b>3 years</b> |

## Project Reporting

The following metrics will be used to monitor the project's performance on the revitalization of the downtown during and after implementation:

- › Total sales and property tax revenue generated at full build out
- › Total residential units created and total residential vacancies
- › Total commercial space created and total commercial vacancies

# 3

## Build a Mixed-Use Development at 2130 and 2134–2138 Grand Avenue



*Proposed mixed-use development at 2130 and 2134-2138 Grand Avenue*

**DRI Funding Request:**  
**\$1,000,000**

**Total Project Cost:**  
**\$11,000,000**

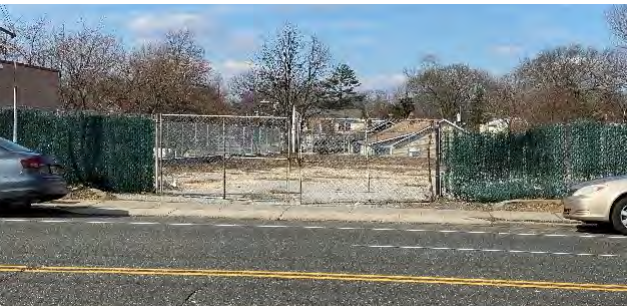




*Proposed mixed-use development at 2130 and 2134-2138 Grand Avenue with retail on the first floor and residential apartments above*

## Project Description

This project would redevelop the vacant, 0.96-acre site located at 2130 Grand Avenue (the former Amendola Fence Company site), and the adjacent three-unit, one-story commercial building located at 2134–2138 Grand Avenue, with a five-story, mixed-use development consisting of 7,800 SF of commercial space on the ground floor, 60 one-bedroom market-rate residential units on the upper floors, and a private 88 space parking area located in the rear of the building. The new mixed-use project would be located within walking close distance (approximately one block north) of the Baldwin LIRR providing residents and visitors with easy access to transit, a defining characteristic of any successful transit-oriented development. The building has been designed in accordance with the goals and intent of the Town's B-MX Design Guidelines, fronting on Grand Avenue to engage the existing streetscape and encourage pedestrian traffic.

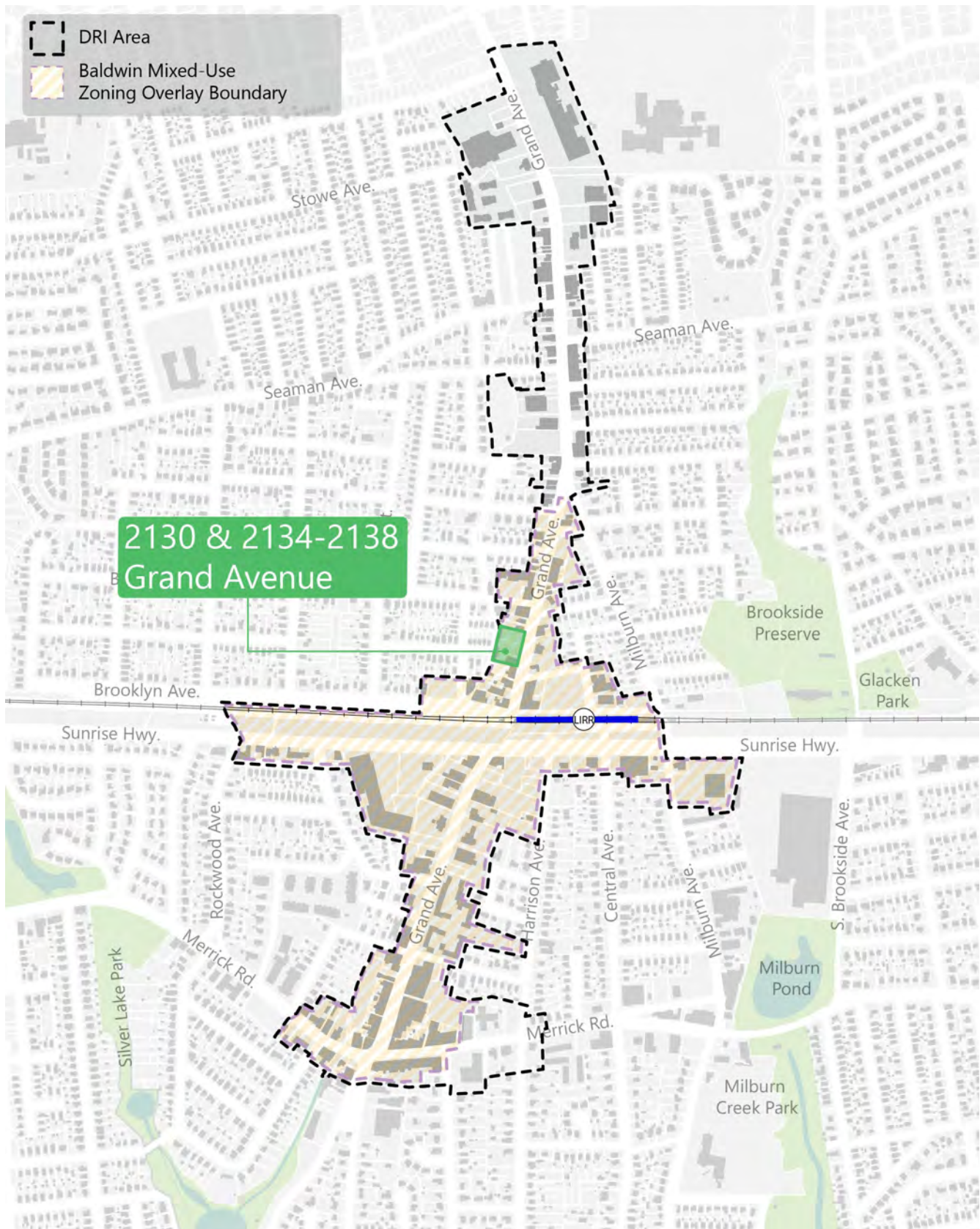


*Existing vacant property at 2130 Grand Avenue*

The project is located within the Baldwin Mixed-Use Overlay District-Transit Oriented Development subdistrict. This project (along with 775 Brooklyn Avenue and Milburn Plaza) has the strongest transit orientation of all the proposed DRI projects. The project will be attractive to young professionals interested in locating in a downtown environment, and empty nesters looking to downsize. New residents generated by the project will strengthen the market demand for local businesses and add to the overall vibrancy of the downtown.



## Project Location



## Property Owner/Project Sponsor

Saeed Ahmed, Baldwin Center, LLC

## Capacity

Baldwin Center, LLC is a privately-owned business, led by Saeed Ahmed, with over 30 years of experience owning, developing and managing close to 15 commercial and residential properties throughout Long Island. The Project Sponsor employs professional staff to assist with the administration, management, and maintenance of these properties. With this track record, Baldwin Center, LLC has the capacity for implementation of this project.

## Project Partners

- › 2134 Grand Avenue, LLC (Partner Owner Corporation)
- › MVK Architecture and Planning, P.C. (Project Consultant)
- › RMB Development Consultants, Inc. (Project Consultant)

## Acquisition of Real Property

The Project Sponsor, Baldwin Center, LLC, and 2134 Grand Avenue, LLC, owns the property located at 2130 and 2134–2138 Grand Avenue.



*Existing commercial building located at 2134-2138 Grand Avenue*

## DRI Goals & Strategies

**Goal 3: Leverage publicly-owned properties, new development, and private investment supported by the Baldwin Mixed-Use Overlay District to promote public enhancements and infrastructure improvements for the Baldwin community.**

- › Pursue public-private partnerships to promote infill development on existing vacant and underutilized properties.
- › Support the development of mixed use, transit-oriented development around the Baldwin LIRR Station facilitated by the Baldwin Mixed-Use Overlay District.

**Goal 4: Strengthen the physical and economic resiliency of the entire Baldwin community by promoting mixed-use growth, sustainable and resilient infrastructure, high quality retail offerings, and a variety of housing opportunities in the downtown.**

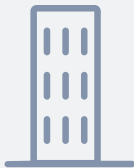
- › Provide a variety of housing opportunities to serve residents of all ages and increase vibrancy in downtown.

## LIREDC Strategies



### Placemaking

Invest in Long Island's downtowns as a strategy for designing healthy, livable communities that attract new residents



### Infrastructure

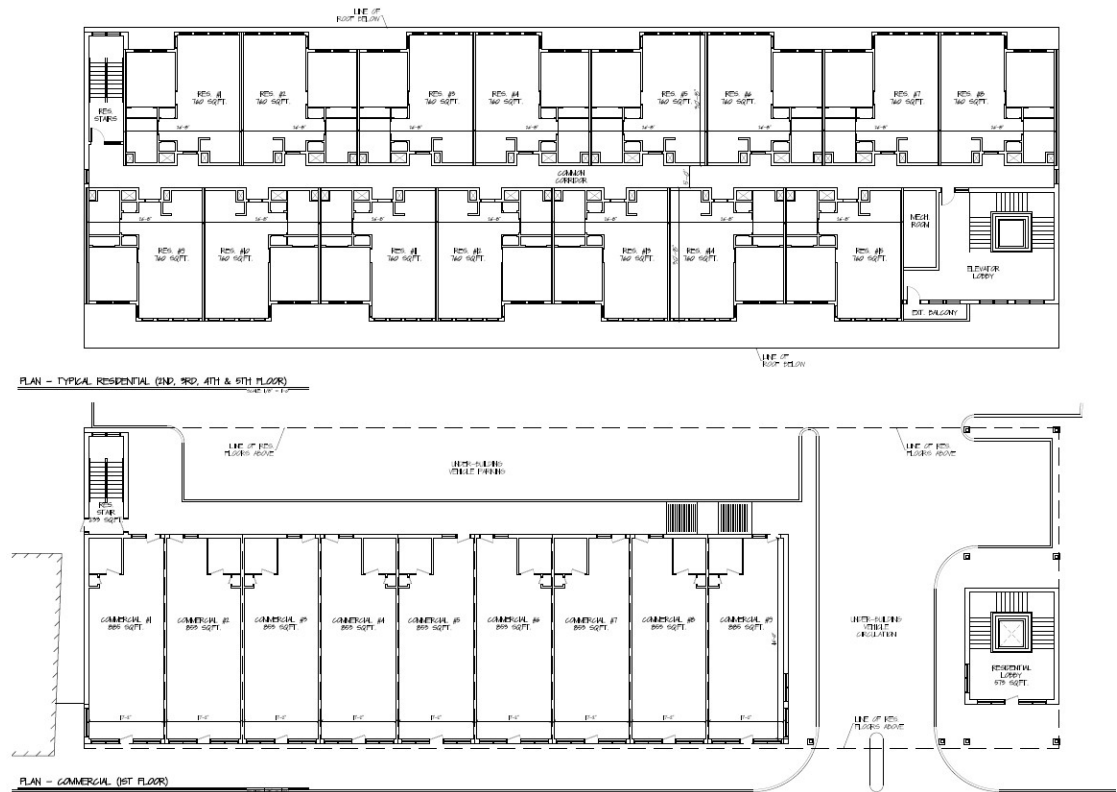
Rebuild and expand infrastructure to improve job access, revitalize downtowns and transit hubs, and attract skilled workers



### Innovation

Attract new industries and employers to the region





*Project Site Plans: Commercial First Floor (below), Typical Residential Floor (above)*

## Project Budget and Funding Sources

The project budget was established by the Project Sponsor based on conceptual renderings and massing plans for the project. A project pro-forma has not yet been developed. Estimated DRI funding was developed by the consultant project partners. Private financing has not been secured and will be sought once project approvals are obtained.

| Sources              |                     | Uses  |                     |
|----------------------|---------------------|---|---------------------|
| DRI Funding Request: | \$1,000,000         | Design and Soft Costs:                                    | \$1,400,000         |
| Private Financing:   | \$10,000,000        | Window Upgrades, Facade Materials, Finishes and Fixtures: | \$450,000           |
|                      | <b>\$11,000,000</b> | Energy Efficiency Upgrades:                               | \$200,000           |
|                      |                     | Carrying Costs:   | \$150,000           |
|                      |                     | Retail and Residential Construction:                      | \$7,700,000         |
|                      |                     | Contingencies:  | \$1,100,000         |
|                      |                     |   | <b>\$11,000,000</b> |

## Feasibility and Cost Justification

Development of this project would have a significant impact on the economic health of Downtown Baldwin by activating a site in a prime location near the Baldwin LIRR Station that is currently vacant land and underutilized commercial space. This project, in conjunction with the other transit-oriented development proposals in Downtown Baldwin, would help to capture the untapped demand for housing in Downtown Baldwin identified in Section 1 of this Strategic Investment Plan, as well as provide the retail space to diversify retail offerings, a priority for the Baldwin community.

As the project is still in the conceptual design phase, a project pro-forma has not yet been prepared. The Project Sponsor is confident that private financing would be secured based on existing relationships with local financial institutions. Cost estimates and the DRI funding request were developed with support from project partner consultants based on previous development projects.

The DRI funding request represents 9% of the total project costs; DRI funds will be matched by approximately \$10,000,000 of private investment. Total estimated costs from the Project Sponsor were calculated independently by the DRI Consultant Team cost estimators, resulting in an estimated total cost of construction of \$24,000,000. However, certain assumptions, such as the use of prevailing wages in the DRI Consultant Team estimate, may have factored into the cost discrepancy, and the Project Sponsor has indicated that they will reassess the total cost estimates. This indicates that private investment in the project may be more than originally estimated by the Project Sponsor.

## Anticipated Revitalization Benefits

- › Transforms a vacant, underutilized property into a thriving mixed-use development proximate to the Baldwin LIRR
- › 60 rental units will attract a population of 101 people to the downtown, supporting local businesses and adding to the overall vibrancy of the area
- › In conjunction with the proposed TODs located at 775 Brooklyn Avenue, and 24 Sunrise Highway, this project will significantly contribute to the creation of the critical mass of activity and residents needed to sustain Downtown Baldwin
- › The Project Sponsor would provide incentives for existing commercial tenants located at 2134–2138 Grand Avenue to remain at the site once the project is fully constructed, so as to maintain established retail businesses along the corridor.
- › Based on an economic impact analysis using IMPLAN, a regional input-output economic modelling software system, the total economic impact of the project is estimated at \$11,769,033, including direct, indirect, and induced economic benefits.

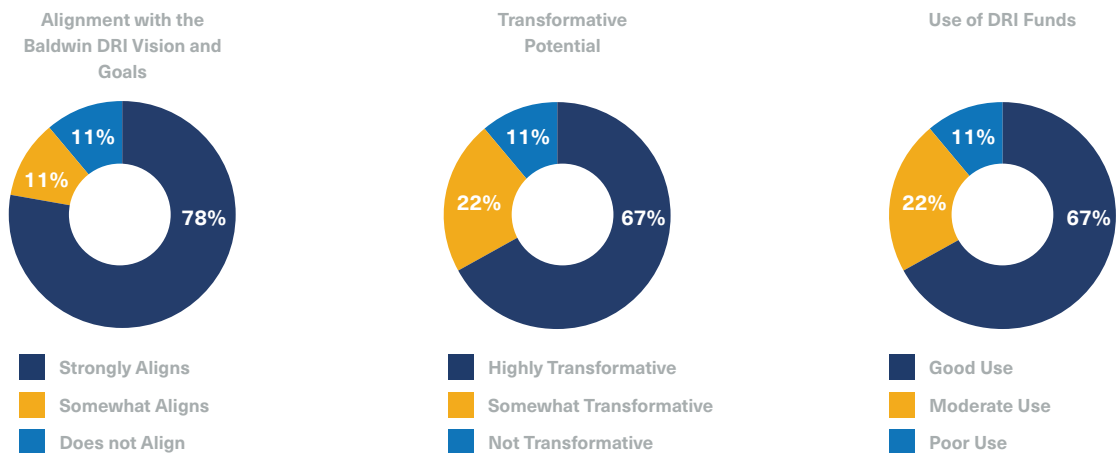
## Jobs Created

The project will support 18 jobs located in Downtown Baldwin

## Public Support

This project reflects the LPC's continued support for use of DRI funds to incentivize and leverage private investment and mixed-use, transit-oriented development in Downtown Baldwin, in alignment with the newly-adopted Baldwin Mixed-Use Overlay Zone. While this project was ranked medium out of all the projects in terms of overall community support, as indicated by the community survey, a majority of respondents indicated that the project strongly aligns with the DRI Vision and Goals, and would be a transformative project for Downtown Baldwin. Community members expressed their support for this project in light of its adherence to the new zoning regulations. One community member commented that "the proposed one-bedroom units will appeal to younger people who may not be able to afford living in the area." The LPC expressed support given that its Project Sponsor is local and has signaled an interest in redevelopment prior to the DRI planning process. over the number of approvals that would be required to make the project successful.

### Community Survey



## Regulatory Requirements

The project meets all of the zoning regulations set forth as part of the Baldwin Mixed-Use Overlay District, and therefore will benefit from a streamlined review procedure from the Town of Hempstead. Required approvals for the project include the following:

- › Town of Hempstead Design Review Board Approval
  - Conformance with B-MX District Design Guidelines



- › Town of Hempstead Building Department
  - Building Permit
  - Site Plan Approval
- › Nassau County Planning Commission and Department of Public Works
  - 239-M and 239-F Review Timeframe for Implementation and Project Readiness

## Timeframe for Implementation and Project Readiness

The project is still in the conceptual design phase. The Project Sponsor would begin design development and municipal submissions once DRI funding is awarded. It is expected that the municipal process would be streamlined as the project conforms with all requirements of the B-MX Overlay District. The project timeframe is expected to be approximately 3 to 4.5 years, with a total construction period of up to 28 months.

| Project Stage                                   | Timeframe          |
|---|--------------------|
| Design Development                              | 2–4 ± months       |
| Municipal Approvals                             |                    |
| › Initial Municipal Submissions/review/feedback | 2–4 ± months       |
| › Obtain municipal approvals                    | 4–6 ± months       |
| Construction Documents                          | 2–4 ± months       |
| Site Work and Construction                      | 20–28 ± months     |
| Interior fit-out and Building Occupancy         | 6–9 ± months       |
| <b>Total Timeframe</b>                          | <b>3–4.5 years</b> |

## Project Reporting

The following metrics will be used to monitor the project's performance on the revitalization of the downtown during and after implementation:

- › Total sales and property tax revenue generated at full build out
- › Total residential units created and total residential vacancies
- › Total commercial space created and total commercial vacancies

# 4

## Redevelop 775 Brooklyn Avenue for Mixed-Use TOD including a Baldwin Business Center



*Proposed redevelopment at 775 Brooklyn Avenue for mixed-use transit-oriented development including a Baldwin Business Center*

**DRI Funding Request:**  
**\$3,820,000**

**Total Project Cost:**  
**\$42,500,000**



*Existing two-story commercial building at 775 Brooklyn Avenue with retail business on the ground level and professional offices above*

## Project Description

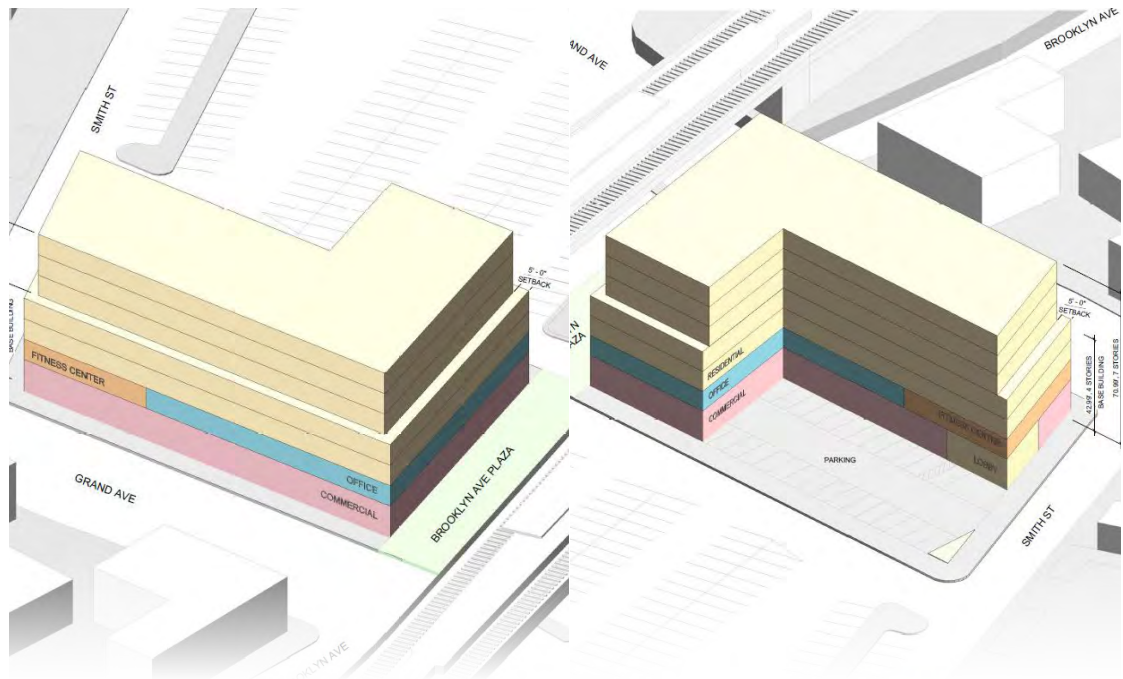
This project involves two components: redevelopment of the existing two-story commercial building located at 775 Brooklyn Avenue into a seven-story, mixed-use building accommodating retail, office, and residential units; and development of a new Baldwin Business Center (BBC) within the commercial space of the new building.

The 0.57-acre site is prominently located across from the Baldwin LIRR Station. The development would include a total of 104,291 SF of space, including 107 new market-rate residential units, 12,000 SF of retail on the ground floor, and 12,000 SF of commercial office space. A total of 81 parking spaces would be provided at ground level and one level below grade. The proposed bedroom mix would consist of 48 studios, 48 one-bedroom units, and 11 two-bedroom units. The proposed development would include a modern façade and amenities such as a fitness center and lobby.

The project's office space would accommodate a new Baldwin Business Center (BBC) to attract, retain, and support area entrepreneurs. The BBC will primarily serve as a co-workspace, complete with incubation services to ensure the success of member businesses seeking the requisite supports for sustainable and sustained growth. This entrepreneur's destination will recruit nascent businesses, micro-enterprises, independent contractors, freelancers, consultants, telecommuters and creatives across industries. The space will be one that facilitates learning, cross-collaboration, strong business strategies, cooperative marketing and promotion, and enhances the quality of life in Baldwin. In addition to meeting the needs of local entrepreneurs, the BBC will further enrich the community with new event space, adult and youth workshop opportunities, and access to a multimedia lab for creating



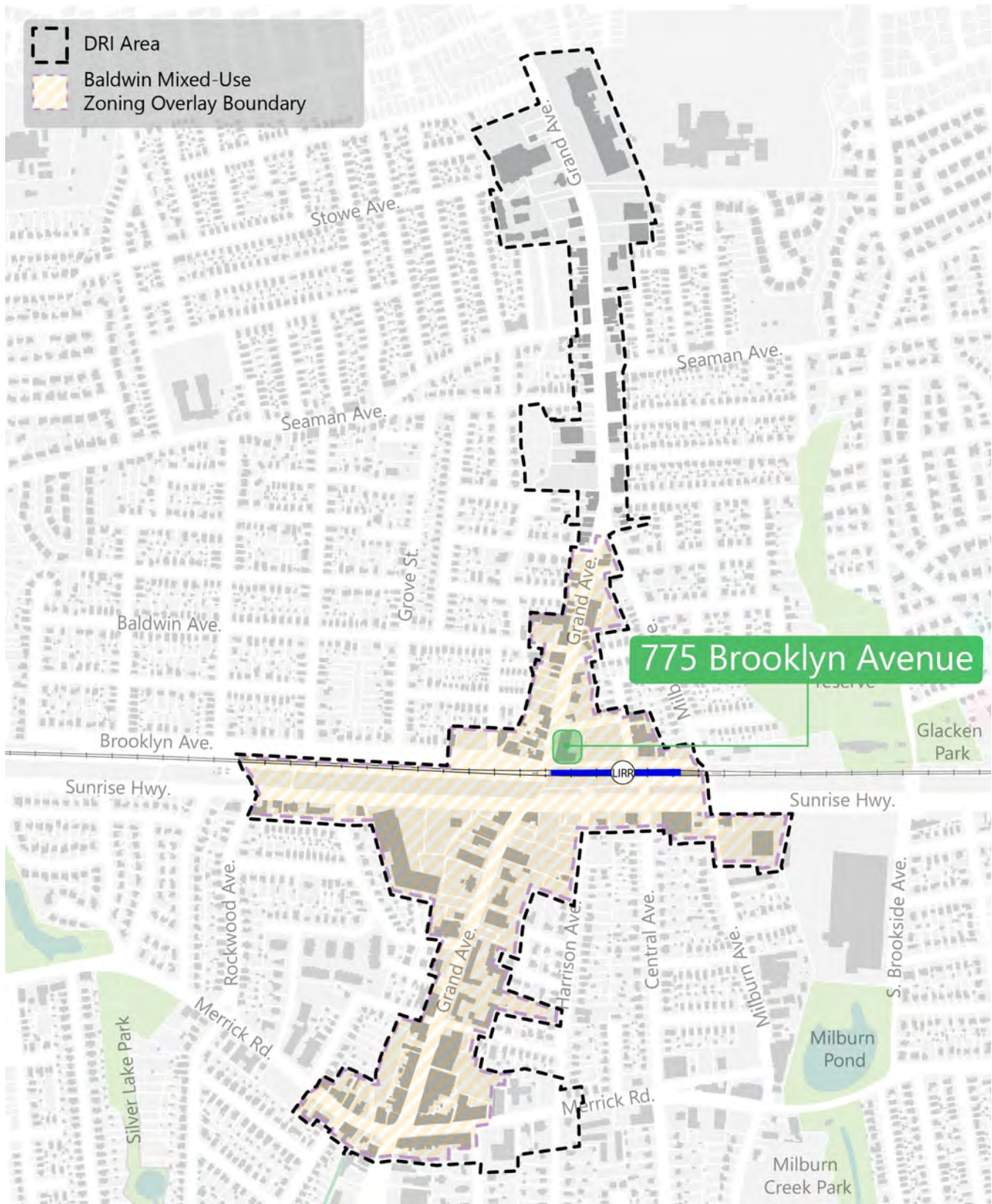
digital projects and products. Intended as a new hub of community activity, the BBC will be available for community events, including club meetings, workshops, and showcases. The Project Sponsor will partner with Kimberly Malone, a 16-year Baldwin resident and Chairperson of the Baldwin Civic Association Economic Development Committee, to support implementation of the BBC. Ms. Malone will be responsible for overseeing implementation of the project and for ongoing operations and staffing of the BBC. The BBC will engage local higher education institutions to provide curriculum support and educational resources to business members. The Baldwin Civic Association and the Baldwin Chamber of Commerce will be active partners in engaging new businesses and BBC members.



*Conceptual massing for the proposed mixed-use seven-story building, with first and second floor retail and office space, and residential units above.*

775 Brooklyn Avenue is located in the heart of the Baldwin Mixed-Use Overlay District-Transit Oriented Development subdistrict. Given its location across from the Baldwin LIRR Station, the transit orientation of this project is particularly strong. It is an optimal location for residents looking for new housing opportunities with prime transit access and proximity to downtown amenities including retail stores. The new building at 775 Brooklyn Avenue, including the BBC, upgraded retail spaces on the ground floor, and new residential units above will help achieve the vibrancy and activity that has been long-desired by the Baldwin community.

## Project Location



## Property Owner/Project Sponsor

Nickart Realty Corp

## Capacity

The Project Sponsor is led by Nick and Michael Paleos, a locally-based father-and-son team. The existing building at 775 Brooklyn Avenue was purchased in 1979, and Nickart Realty has overseen all aspects of the building's operations – including leasing, marketing, building development, tenant relations, and maintenance.

Nickart Realty Corp's portfolio includes residential investment properties in Nassau and Suffolk counties as well as holdings in the Greek islands. The Project Sponsor has engaged seasoned advisors to further enhance the team's capabilities, including Akerman LLP and Curtis + Ginsberg Architects LLP. Together, these advisors bring a wealth of expertise in commercial real estate development and will support the Project Sponsor to implement this project.

## Baldwin Business Center

The BBC would be implemented by Kimberly Malone, a 16-year Baldwin resident who is a champion of local entrepreneurship. Ms. Malone is the Chairperson of the Baldwin Civic Association Economic Development Committee and has over 28 years of experience in financial services, real estate, consulting and management and is currently a Dean at Berkeley College in New York. This project would be Ms. Malone's first venture in supporting and managing a new incubator space. Ms. Malone will be forming a corporate entity, has run preliminary project financial scenarios and identified preliminary programming needs in preparation for project implementation.

## Project Partners

- › Akerman LLP, Real Estate Planning & Development Consultant (Project Consultant)
- › Curtis + Ginsberg Architects (Project Consultant)

## Baldwin Business Center

- › Baldwin Civic Association (Programmatic Partner for the Baldwin Business Center)
- › Baldwin Chamber of Commerce (Programmatic Partner for the Baldwin Business Center)



## DRI Goals & Strategies

**Goal 3: Leverage publicly-owned properties, new development, and private investment supported by the Baldwin Mixed-Use Overlay District to promote public enhancements and infrastructure improvements for the Baldwin community.**

- › Support the development of mixed use, transit-oriented development around the Baldwin LIRR Station facilitated by the Baldwin Mixed-Use Overlay District.

**Goal 4: Strengthen the physical and economic resiliency of the entire Baldwin community by promoting mixed-use growth, sustainable and resilient infrastructure, high quality retail offerings, and a variety of housing opportunities in the downtown.**

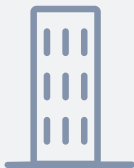
- › Provide a variety of housing opportunities to serve residents of all ages and increase vibrancy in downtown.
- › Promote diversification of retail and commercial uses.
- › Provide funding and programming to assist current and start-up future businesses and encourage historic preservation.

## LIREDC Strategies



### Placemaking

Invest in Long Island's downtowns as a strategy for designing healthy, livable communities that attract new residents



### Infrastructure

Rebuild and expand infrastructure to improve job access, revitalize downtowns and transit hubs, and attract skilled workers



### Innovation

Attract new industries and employers to the region

## Project Budget and Funding Sources

The project budget was established based on conceptual renderings and massing plans for the project. As a project pro-forma has not yet been developed, estimated DRI funding was developed with support from the project partners (planning consultants and architect). Private financing has not yet been secured, but would be sought once DRI funding is awarded. This project budget includes costs for interior fit-out of the Baldwin Business Center office space. The Baldwin Business Center partner on the project, Kimberly Malone, is currently seeking additional funding sources to support startup and operations of the BBC.

| Sources              |                     | Uses                             |                     |
|----------------------|---------------------|----------------------------------|---------------------|
| DRI Funding Request: | \$3,820,000         | Baldwin Business Center Fit-Out: | \$320,000           |
| Private Financing:   | \$38,680,000        | Retail Construction:             | \$1,800,000         |
|                      | <b>\$42,500,000</b> | Office Construction:             | \$3,300,000         |
|                      |                     | Residential Construction:        | \$28,100,000        |
|                      |                     | Site Development and Utilities:  | \$750,000           |
|                      |                     | Design and Soft Costs:           | \$3,400,000         |
|                      |                     | Contingencies:                   | \$4,830,000         |
|                      |                     |                                  | <b>\$42,500,000</b> |

## Feasibility and Cost Justification

Cost estimates for the project were developed with support from the DRI Consultant Team based on conceptual design documents as well as industry standard construction costs/SF and assumptions adjusted for Long Island construction practices and prevailing wages. As the project is in the conceptual design phase, a project pro-forma has not yet been prepared. DRI funding and tax incentives through a local Industrial Development Agency (IDA) would be needed to implement the project. Private financing would be secured and the IDA would be engaged once DRI funding is awarded.

Based on the Market Opportunities Analysis detailed in Section 1 of this plan, there is untapped demand for the type of housing proposed by this project, given its advantageous location across from the Baldwin LIRR Station and support for new local amenities, including upgraded retail space. The project would be a cornerstone development in Downtown Baldwin given its location in the heart of the commercial corridor along Grand Avenue.

Interior fit-out estimates for the Baldwin Business Center are based on a \$122/per square foot cost estimate. This is informed by the build-out experience of SpringBoard Incubators, an established business incubator organization which has developed a comparable type of incubation space in Hempstead. The co-working incubator model requires minimal internal infrastructure, as flexibility and open work environments are the prevailing design paradigm.

The DRI funding request represents 9% of the total project costs; DRI funds would be matched by over \$38,000,000 in private investment.

## Anticipated Revitalization Benefits

- › Redevelopment of an existing underperforming commercial space into a modern mixed-use development at a prominent location across from the Baldwin LIRR Station
- › 107 rental units will attract a population of 186 people to the downtown, supporting local businesses with added spending power and upgraded retail and office space
- › In conjunction with the proposed TODs located at 2130–2138 Grand Avenue and 24 Sunrise Highway, this project will contribute to the creation of the critical mass of activity and residents needed to sustain Downtown Baldwin
- › Decrease in reliance on private cars, resulting in increased foot traffic and reduced vehicular congestion around the Baldwin LIRR Station
- › Attraction of entrepreneurs from outside Baldwin with a new incubator amenity with affordable co-working space and increased/diversified tax base with the development of new businesses
- › Based on an economic impact analysis using IMPLAN, a regional input-output economic modelling software system, the total economic impact of the project is estimated at \$47,526,082, including direct, indirect, and induced economic benefits.

## Jobs Created

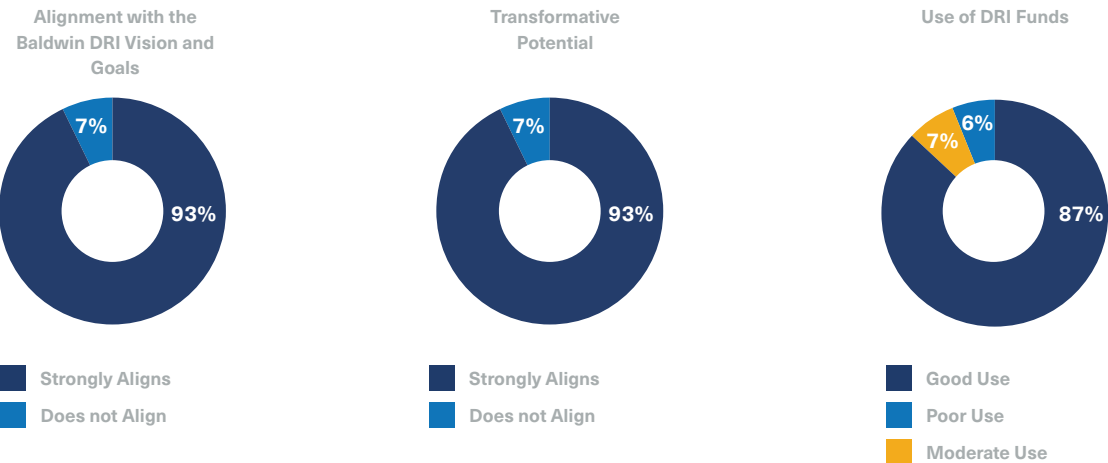
The project will support 75 jobs located in Downtown Baldwin



## Public Support

Based on survey results, this project was rated high among the proposed projects evaluated by the Baldwin community during the Virtual Community Meeting. The LPC has expressed ongoing support for the project, with particular support for a Project Sponsor that is locally-based and who has expressed interest in developing their property from the beginning of the DRI planning process. Most community members supported development of the site, particularly given its proximity to the Baldwin LIRR Station and the strong commitment to the community expressed by the Project Sponsor. While some community members expressed concerns related to the proposed height and density of the project, the vast majority of respondents to the community survey indicated that the project strongly aligns with the DRI Vision and Goals, would be a highly transformative project for Downtown Baldwin, and would be a good use of DRI funds. Community members also expressed a desire for the Baldwin Business Center to be implemented as part of the project.

### Community Survey



## Regulatory Requirements

As the project does not meet all of the zoning regulations set forth as part of the Baldwin Mixed-Use Overlay District, various regulatory approvals would be required. As currently proposed, the project Floor Area Ratio (FAR) of 4.2 significantly exceeds the permitted FAR of 2, the proposed number of residential units exceeds the allowable number of units by approximately 70 units due to property size, and the number of parking spaces falls short of the on-site parking requirements by approximately half (the degree of required relief would be more specifically calculated during site plan review). Therefore, relief from the allowable FAR, maximum density and parking regulations would be required. The Project Sponsor has not started the approvals process with the Town of Hempstead. Required approvals for the project include the following:

- › Town of Hempstead Design Review Board Approval
  - Conformance with B-MX District Design Guidelines
- › Town of Hempstead Town Board
  - Relief from B-MX Overlay Zoning District FAR, maximum density and minimum parking regulations
- › Town of Hempstead Building Department
  - Building Permit
  - Site Plan Approval
- › Nassau County Planning Commission and Department of Public Works
  - 239-M and 239-F Review

## Timeframe for Implementation and Project Readiness

The project is currently in the conceptual design phase and the Project Sponsor has determined that further design development, and the formal submission of applications for regulatory approvals, will not proceed unless DRI funding is awarded. The Project Sponsor has begun the process of securing additional private financing, however, is relying on the State's investment to complete that process. Accordingly, the project timeframe is anticipated to take approximately 3.5 years, with a total construction period of 24 months. The BBC would be ready for implementation once interior fit-out of the project was complete.

| Project Stage                           | Timeframe          |
|---|--------------------|
| Design Development                      | 4 months           |
| Municipal Approvals                     | 6–10 months        |
| Construction Documents                  | 4 months           |
| Site Work and Construction              | 24 months          |
| Interior fit-out and Building Occupancy | 4 months           |
| <b>Total Timeframe</b>                  | <b>3.5–4 years</b> |

## Project Reporting

The following metrics will be used to monitor the project's performance on the revitalization of the downtown during and after implementation:

- › Total sales and property tax revenue generated at full build out
- › Total residential units created and total residential vacancies
- › Total commercial space created and total commercial vacancies
- › Total number of businesses supported by the Baldwin Business Center



# 5

## Build a Mixed-Use Development at Milburn Plaza



*Proposed mixed-use development at Milburn Plaza*

**DRI Funding Request:**  
**\$2,000,000**

**Total Project Cost:**  
**\$70,000,000**



*Existing car storage at the subject property*

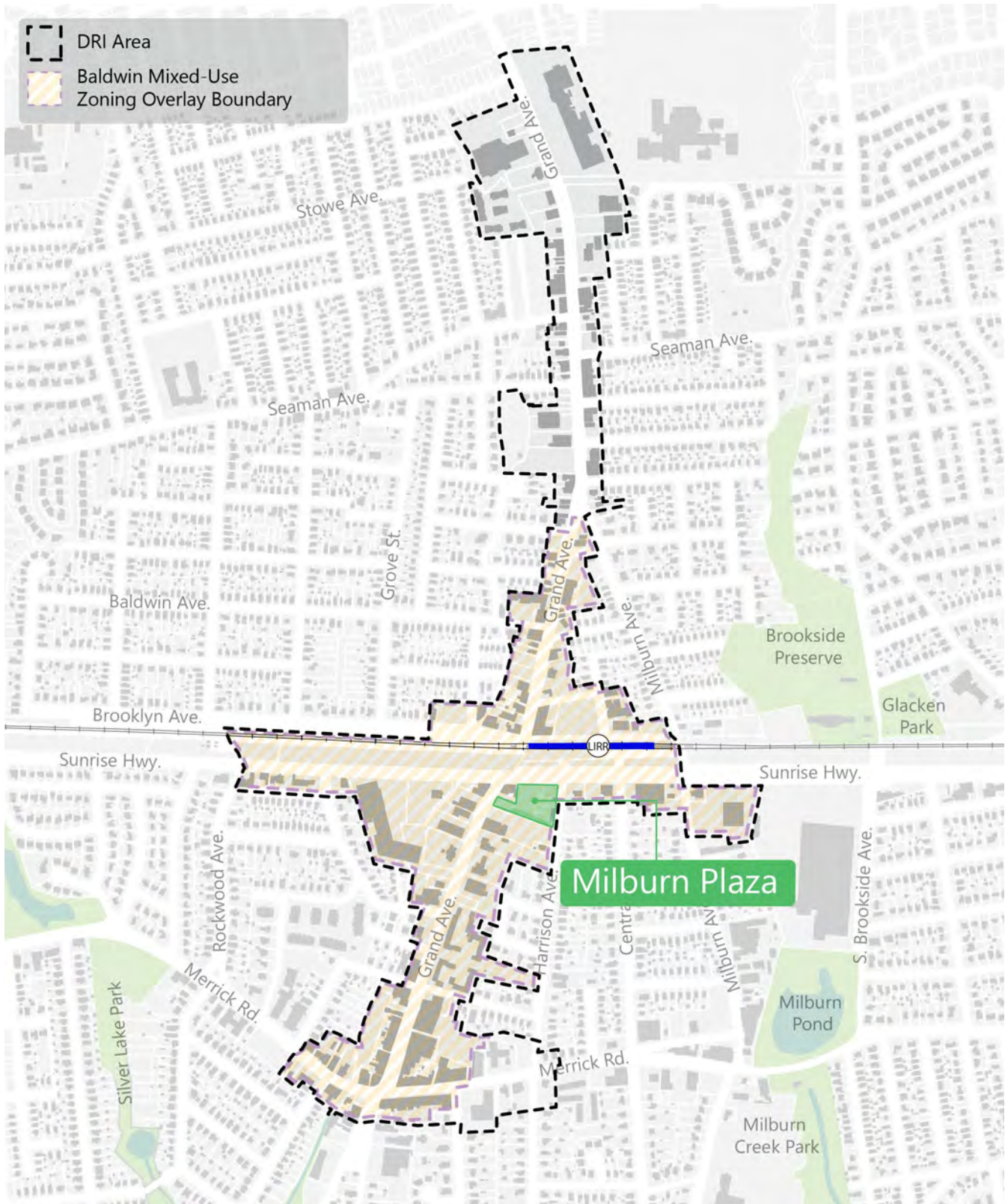
## Project Description

The proposed Millburn Plaza, located at the southeast corner of Sunrise Highway and Grand Avenue, will replace a 1.71-acre environmentally contaminated, used car parking lot, with an amenity-rich state-of-the-art, 225,000 SF mixed-use building, consisting of ground floor retail uses and 200 market-rate residential rental units with a mix of studios and one-bedrooms to attract millennials and empty nesters. Approximately 15,000 SF of new retail/service, including a restaurant space, will support and anchor the residential activity and attract new commercial users and visitors. Project amenities will include on-site parking facilities with a significant number of covered spaces; site access via Harrison Avenue to relieve traffic congestion on Grand Avenue and Sunrise Highway; a bridging and newly developed pedestrian walkway between Grand Avenue and Sunrise Highway; increased setbacks (5 to 10 feet) along Sunrise Highway and Grand Avenue; coupled with utility relocation improvements and burying of poles along Sunrise Highway; and streetscape improvements including bollards along Sunrise Highway and Grand Avenue to increase pedestrian friendliness. To secure the project's status as a catalyst for additional high quality developments, the building will be delivered with elegantly finished common spaces with state-of-the-art residential amenities, including work-out facilities, a green garden with a deck top walking track, a water feature and package rooms with electronic notifications, and concierge services. Internally, all units will be benefitted by their own washer/dryer, stone surfaces and high-end finishes and appliances.

The proposed Milburn Plaza site is located in the heart of the Baldwin Mixed-Use Overlay District-Transit Oriented Development subdistrict, across Sunrise Highway south of the Baldwin LIRR Station. It is a high opportunity site for transit oriented development and an optimal location for residents looking for new housing opportunities with prime transit access and proximity to downtown amenities.



## Project Location





## Project Sponsor

Retail Store Construction Co., Inc. c/o  
Breslin Realty Development Corp.

## Capacity

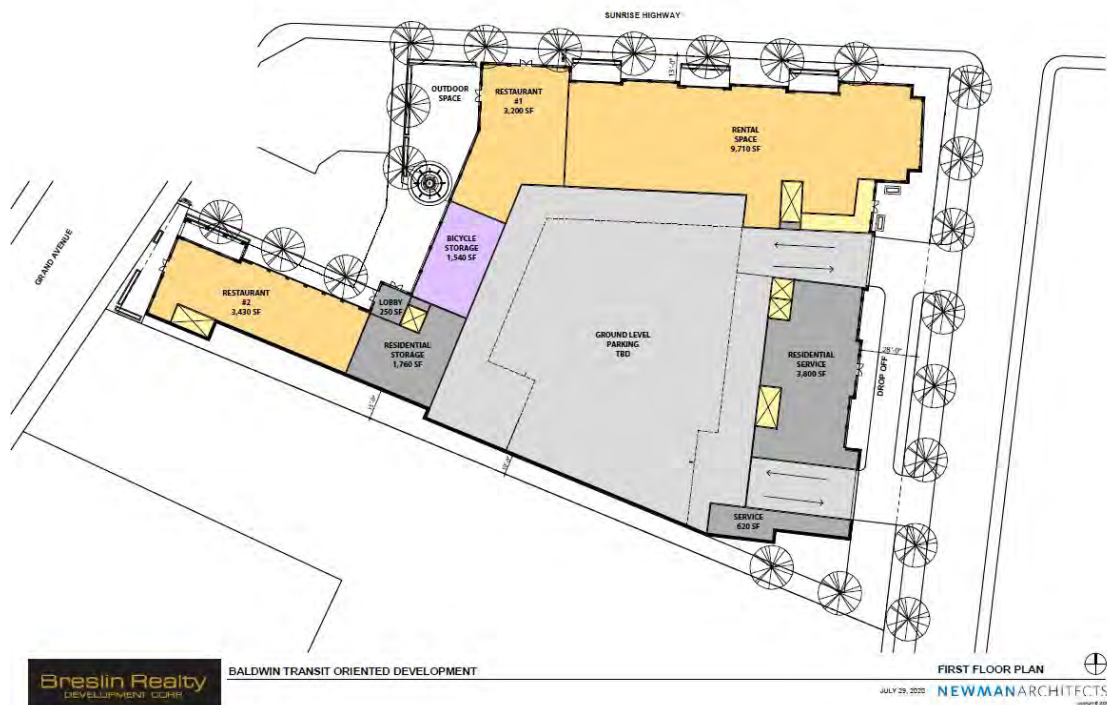
BRDC has been doing business on Long Island for over 65 years and is an experienced, rooted development firm. The company manages a portfolio of properties totaling over ten million square feet. BRDC has successfully completed projects of a similar size and profile across Long Island, and has the relationships with project partners and financial institutions, as well as the proven capacity to undertake this project. Staff of Breslin Realty Development Corp. ("BRDC") together with retained professional staff will manage the execution, entitlement and development of the project.

## Project Partners

The Project Sponsor will retain relevant consultants and professionals with market familiarity, as well as external construction firms, once all project approvals are secured.

## Acquisition of Real Property

As of an agreement dated September 24, 2019, Retail Store Construction Co., Inc. acquired the necessary property (24 Sunrise Highway, designated as Section 54, Block 101, Lots 30, 33, 35, 36, 39, 41, 42 & 129 on the Nassau County Tax Map) from JS Sunrise Realty LLC



### Project Site Plans

## DRI Goals & Strategies

**Goal 3: Leverage publicly-owned properties, new development, and private investment supported by the Baldwin Mixed-Use Overlay District to promote public enhancements and infrastructure improvements for the Baldwin community.**

- › Pursue public-private partnerships to promote infill development on existing vacant and underutilized properties.
- › Support the development of mixed use, transit-oriented development around the Baldwin LIRR Station facilitated by the Baldwin Mixed-Use Overlay District.

**Goal 4: Strengthen the physical and economic resiliency of the entire Baldwin community by promoting mixed-use growth, sustainable and resilient infrastructure, high quality retail offerings, and a variety of housing opportunities in the downtown.**

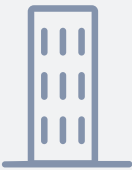
- › Provide a variety of housing opportunities to serve residents of all ages and increase vibrancy in downtown.

## LIREDC Strategies



### Placemaking

Invest in Long Island's downtowns as a strategy for designing healthy, livable communities that attract new residents



### Infrastructure

Rebuild and expand infrastructure to improve job access, revitalize downtowns and transit hubs, and attract skilled workers



### Innovation

Attract new industries and employers to the region

## Project Budget and Funding Sources

The project budget was established by the Project Sponsor based on the development program and conceptual renderings and massing plans for the project. Estimated DRI funding needs and costs were developed based on the Project Sponsor's prior development experience and projects. Private financing has not been secured, but would be sought once project approvals were awarded.

| Sources              |                     | Uses  |                     |
|----------------------|---------------------|---|---------------------|
| DRI Funding Request: | \$2,000,000         | Project Construction, including design and soft costs, development and utilities, retail and residential construction, and contingencies: | \$70,000,000        |
| Private Investment:  | \$68,000,000        |   |                     |
|                      | <b>\$70,000,000</b> |   | <b>\$70,000,000</b> |

## Feasibility and Cost Justification

Based on the Market Opportunities Analysis detailed in Section I of this plan, there is a demand for the type of housing proposed by this project. The project would transform a contaminated property into a prominent development in Downtown Baldwin given its location in the heart of the commercial corridor south of the Baldwin LIRR Station. The project will add high-quality housing stock to the residential opportunities in and around Downtown Baldwin, along with additional retail space to activate the street front. The project is visually prominent, and proposed pedestrian improvements will have a positive visual and programmatic impact in the DRI area.

A project pro-forma will be developed and private financing would be secured once all project approvals are obtained. The Project Sponsor has long-standing relationships with financial institutions and design and construction professionals across Long Island and is confident in the project's feasibility. The DRI funding request represents 3% of the total project costs. Overall, DRI funds would be matched by \$68,000,000 in private investment.

## Anticipated Revitalization Benefits

- › Transforms a vacant, contaminated, underutilized property into a thriving mixed-use development proximate to the Baldwin LIRR
- › 200 rental units will attract a population of 334 people to the downtown, supporting local businesses and adding to the overall vibrancy of the area



- › In conjunction with the proposed TODs located at 775 Brooklyn Avenue, and 2130 & 2134-2138 Grand Avenue, this project will significantly contribute to the creation of the critical mass of activity and residents needed to sustain Downtown Baldwin and is in close proximity to the Baldwin LIRR Station.
- › Based on an economic impact analysis using IMPLAN, a regional input-output economic modelling software system, the total economic impact of the project is estimated at \$63,076,467, including direct, indirect, and induced economic benefits.

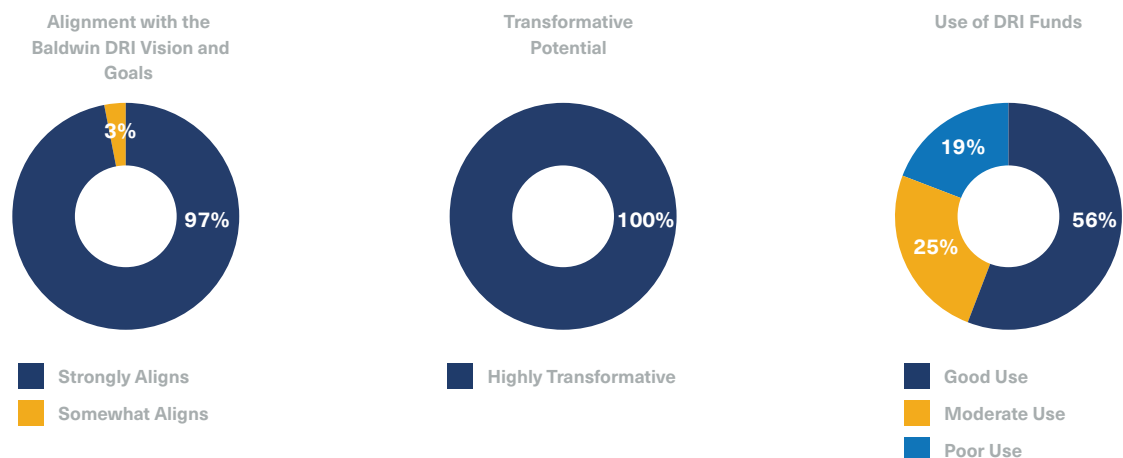
## Jobs Created

The project will support 29 jobs located in Downtown Baldwin.

## Public Support

This project reflects the LPC's continued support for use of DRI funds to incentivize and leverage private investment and mixed-use, transit-oriented development in Downtown Baldwin, in alignment with the newly-adopted Baldwin Mixed-Use Overlay Zone. This project was rated highly in terms of overall community support, as indicated by the community survey. 100% of respondents indicated that the project is highly transformative, and more than half of the respondents indicated that this project is a good use of the DRI funds. One community member commented that "This space has been a huge blight for our town. It is a good use of funds and is desperately needed to enhance the town and improve the look of Sunrise Highway as people pass through." Community comments reflected the need for redevelopment of the existing underutilized and blighted property, although certain commenters expressed concern related to project traffic impacts.

## Community Survey



## Regulatory Requirements

As the project does not meet all of the zoning requirements set forth as part of the Baldwin Mixed-Use Overlay District, several regulatory variances would be required. As currently proposed, the project's Floor Area Ratio (FAR) of 3 exceeds the permitted FAR of 2, and the number of residential units exceeds the permitted residential density by approximately 80 units (or 40%) (the degree of required relief would be more specifically calculated during site plan review); therefore, relief from the maximum density and FAR would be required. As the project is currently in the conceptual design phase, the proposed number of on-site parking spaces has not been developed; therefore, it is unknown at this time whether a relief for on-site parking will be required. The Project Sponsor has not started the approvals process with the Town of Hempstead but, has had pre-application discussions. Required approvals for the project include the following:

- › Town of Hempstead Design Review Board Approval
  - Conformance with B-MX District Design Guidelines
- › Town of Hempstead Town Board
  - Relief from B-MX Overlay Zoning District FAR and maximum density regulations
- › Town of Hempstead Building Department
  - Building Permit
  - Site Plan Approval
- › New York State Department of Transportation
  - PERM 33-COM Permit
- › Nassau County Planning Commission and Department of Public Works
  - 239-M and 239-F Review

## Timeframe for Implementation and Project Readiness

The Project Sponsor has already undertaken preliminary project design. The Project Sponsor would finalize design development and begin securing project financing once the required approvals are secured. The application for the required approvals is currently being assembled for submission. In total, the project timeframe is anticipated to be approximately 3.5 - 4 years including a 24-month construction period.

| Project Stage                           | Timeframe          |
|---|--------------------|
| Design Development                      | 4 months           |
| Municipal Approvals                     | 6–10 months        |
| Construction Documents                  | 4 months           |
| Site Work and Construction              | 24 months          |
| Interior fit-out and Building Occupancy | 4 months           |
| <b>Total Timeframe</b>                  | <b>3–4.5 years</b> |

## Project Reporting

The following metrics will be used to monitor the project's performance on the revitalization of the downtown during and after implementation:

- › Total sales and property tax revenue generated at full build out
- › Total residential units created and total residential vacancies
- › Total commercial space created and total commercial vacancies
- › Occupancy of the residential units and commercial spaces



# 6

## Develop Affordable Workforce Housing at Baldwin Commons (785 Merrick Road)



*Proposed affordable workforce housing development at Baldwin Commons*

**DRI Funding Request:**  
**\$850,000**

**Total Project Cost:**  
**\$13,209,687**



*Project Rendering*

## Project Description

The proposed project includes the redevelopment of an 0.5-acre vacant property located at 785 Merrick Road as a 33-unit all-affordable workforce housing development known as Baldwin Commons. The project would involve the demolition of an existing 3,200-square foot vacant diner building on the property to facilitate a four-story building with ground floor amenity space such as a rental office, mechanical systems and maintenance office, fitness room, laundry and community room. The residential area will include 11 units per floor amounting to 27 one-bedroom units and six two-bedroom units. Parking will be located at grade. Baldwin Commons will be designed to meet the energy efficient standards established by the Enterprise Green Communities program by offering Energy Star Appliances and Lighting.

This project will transform a large, underutilized property along Merrick Road, and is likely to be an attractive housing option for those in need of affordable housing. The property has unique access to public transportation, being located along Merrick Road, a well-travelled corridor with local bus stops and approximately a half-mile from the Baldwin LIRR Station. Additionally, the project is located within the Grand Avenue Urban Renewal Area, which as detailed in Section 1, is an area of Downtown Baldwin with a concentration of deteriorated and underutilized properties that the Town of Hempstead has targeted for revitalization for over ten years. This project will contribute to ongoing efforts to eliminate blighted and underperforming conditions in this area.



*Project location within Urban Renewal Area*

This project will also diversify residential opportunities in Downtown Baldwin, one of the key goals of the Baldwin DRI investment plan, by providing affordable housing in an area that has a concentration of rent burdened residents due to high rents throughout the DRI Area.

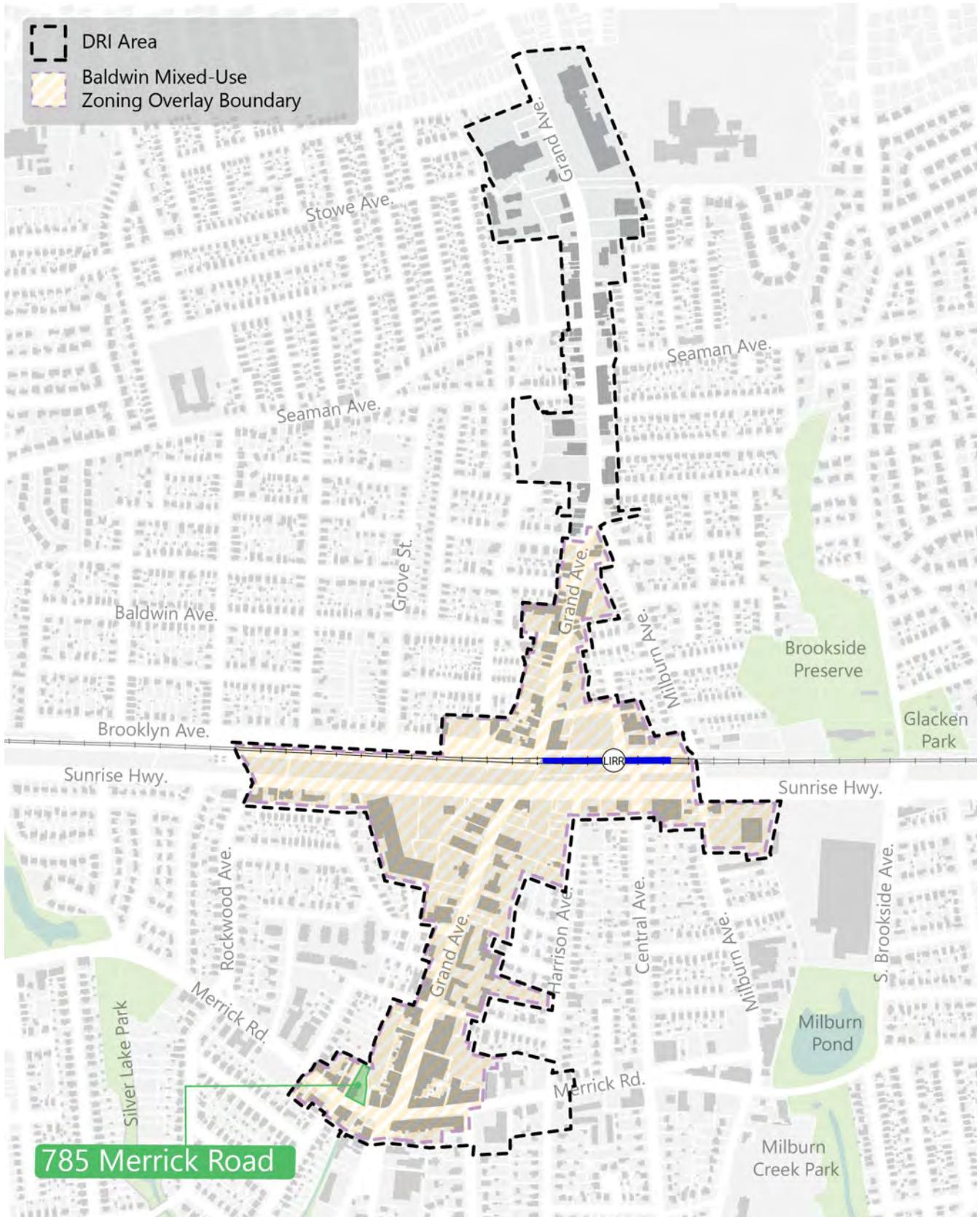
DRI funding would be used exclusively for construction costs incurred by the proposed project. The proposed use of Low-Income Housing Tax Credits as part of the project financing would regulate the income levels permitted for the residential units.



*Current Conditions at 785 Merrick Road*



## Project Location



## Property Owner/Project Sponsor

Conifer Realty, LLC

## Capacity

Conifer Realty, LLC is a nationally ranked, full-service real estate company specializing in the development, construction, management and ownership of high-quality, affordable housing communities. Conifer Realty has executed several other projects of similar size and nature, currently owning and managing nearly 15,341 multi-family units representing 228 apartment communities in New York, New Jersey, Pennsylvania, and Maryland which are operating successfully. The Project Sponsor offers an in-house development team that has supported its delivery of over 800 affordable housing units to Long Island communities, working with various housing programs to meet their commitment to affordability objectives in every development. Conifer Realty, LLC will work closely with their development partner, the Community Development Corporation of Long Island, to ensure success of the project. The Community Development Corporation of Long Island will manage affordable housing lotteries for partnership projects with the Project Sponsor.

## Project Partners

- › Community Development Corporation of Long Island (Development Partner)
- › BHC Architects (Project Consultant)
- › Conifer-LeChase Construction, LLC (Development Partner)
- › Conifer Management, LLC (Development Partner)

## Acquisition of Real Property

The Project Sponsor has acquired 785 Merrick Road for the implementation of the residential development, Baldwin Commons. The Project Sponsor secured a purchase and sale agreement in June 2020. The requested DRI funds would not be used towards the acquisition of the property.



*Project Site Plans*

## DRI Goals & Strategies

Goal 3: Leverage publicly-owned properties, new development, and private investment supported by the Baldwin Mixed-Use Overlay District to promote public enhancements and infrastructure improvements for the Baldwin community.

- › Support the development of mixed use, transit-oriented development around the Baldwin LIRR Station facilitated by the Baldwin Mixed-Use Overlay District.

Goal 4: Strengthen the physical and economic resiliency of the entire Baldwin community by promoting mixed-use growth, sustainable and resilient infrastructure, high quality retail offerings, and a variety of housing opportunities in the downtown.

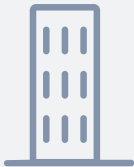
- › Provide a variety of housing opportunities to serve residents of all ages and increase vibrancy in downtown.

## LIREDC Strategies



### Placemaking

Invest in Long Island's downtowns as a strategy for designing healthy, livable communities that attract new residents



### Infrastructure

Rebuild and expand infrastructure to improve job access, revitalize downtowns and transit hubs, and attract skilled workers



## Project Budget and Funding Sources

The project budget was developed by the Project Sponsor based on their extensive experience developing similar projects across Long Island. Other project financing sources as outlined below are in the process of being secured.

| Sources                            |                     | Uses                           |                     |
|------------------------------------|---------------------|--------------------------------|---------------------|
| DRI Funding Request:               | \$850,000           | Land Acquisition:              | \$1,350,00          |
| New York State Housing Trust Fund: | \$1,550,000         | Construction:                  | \$7,475,000         |
| Low-Income Housing Credit Equity:  | \$8,030,927         | Soft Costs:                    | \$1,980,000         |
| General Partners Equity:           | \$111,760           | Contingencies and Other Costs: | \$2,404,232         |
| Private Funding-Mortgage:          | \$2,667,000         |                                | <b>\$13,209,687</b> |
|                                    | <b>\$13,209,687</b> |                                |                     |

## Feasibility and Cost Justification

Cost estimates for development and operations for the project were developed by the Project Sponsor based on their experience developing and building affordable housing on Long Island. The project pro-forma supports project feasibility, with significant leveraging of other funding sources, including equity generated by the Low-Income Housing Tax Credit, private financing, and funding from the New York State Housing Trust Fund. The Project Sponsor is in the process of securing the other funding sources and is currently preparing applications to be submitted.

With support from the DRI process, this project would serve as a catalyst for future growth and development, particularly within the urban renewal area, which has historically suffered from a lack of investment. The DRI funding request represents 6% of the total project costs; DRI funds would be matched by approximately \$12,359,687.

## Anticipated Revitalization Benefits

- › Revitalize a vacant, underutilized property to provide new housing opportunities, acting as a catalyst for new investment in the downtown.
- › As Downtown Baldwin lacks affordable workforce housing, Baldwin Commons will introduce 33 affordable workforce residential units in Baldwin, which will attract a population of 59 people to the downtown, supporting local businesses and adding to the overall vibrancy of the area.
- › In conjunction with the proposed TODs located at 795 Merrick Road, and 800 Merrick Road, this project will significantly contribute to the creation of the critical mass of activity and residents needed to sustain Downtown Baldwin.
- › Based on an economic impact analysis using IMPLAN, a regional input-output economic modelling software system, the total economic impact of the project is estimated at \$21,774,417, including direct, indirect, and induced economic benefits.

## Jobs Created

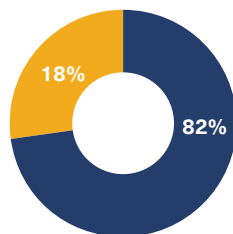
The project will support 3 jobs located in Downtown Baldwin

## Public Support

While the community indicated that this project strongly aligns with the Baldwin DRI Vision and Goals and has the potential to be highly transformative, based on the results of the community survey, the project ranked in the category of medium as far as overall community support. One community member commented that “this project will provide more housing opportunities in Baldwin, which is a good thing.” The LPC expressed their support for the project, particularly given its location within the Urban Renewal Area, an area that the community has long targeted for revitalization.

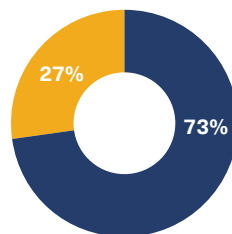
### Community Survey

Alignment with the  
Baldwin DRI Vision and  
Goals



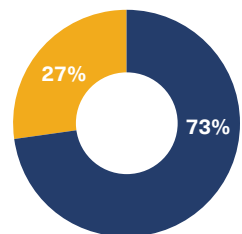
Strongly Aligns  
Somewhat Aligns

Transformative  
Potential



Highly Transformative  
Somewhat Transformative

Use of DRI Funds



Good Use  
Moderate Use

## Regulatory Requirements

The project adheres to nearly all of the zoning requirements set forth in the Baldwin Mixed-Use Overlay District, though it does exceed the permitted number of residential units by approximately 10 units (the degree of required relief would be more specifically calculated during site plan review); therefore, the project would require density relief from the Town of Hempstead Town Board. The Project Sponsor has not yet started the approvals process with the Town of Hempstead, though they have had pre-application discussions with the Town. Required approvals for the project include the following:

- › Town of Hempstead Design Review Board Approval
  - Conformance with B-MX District Design Guidelines
- › Town of Hempstead Town Board
  - Relief from B-MX Overlay Zoning District FAR, maximum density regulations
- › Town of Hempstead Building Department
  - Site Plan Approval
  - Building Permit
- › Nassau County Planning Commission and Department of Public Works
  - 239-M and 239-F Review



## Timeframe for Implementation and Project Readiness

The Project Sponsor has completed the design development phase for the project and has initiated pre-application discussions with the Town. The Project Sponsor is also in the process of securing financing, including applications for other State funding. Accounting for the financing and approvals process and a total construction period of 15 months, the project timeframe is approximately 3 years.

| Project Stage                                | Timeframe      |
|--|----------------|
| Design Development                           | Completed      |
| Municipal Approvals                          |                |
| › NYS HCR Application                        | December 2020  |
| › Site Plan Application to Town of Hempstead | March 2021     |
| › NYS HCR Award                              | March 2021     |
| › Site Plan Approval                         | November 2021  |
| Construction Documents                       |                |
| › Financial Closings                         | March 2022     |
| Site Work and Construction                   |                |
| › Construction Start                         | March 2022     |
| › Construction Completion                    | June 2023      |
| <b>Total Timeframe</b>                       | <b>3 years</b> |

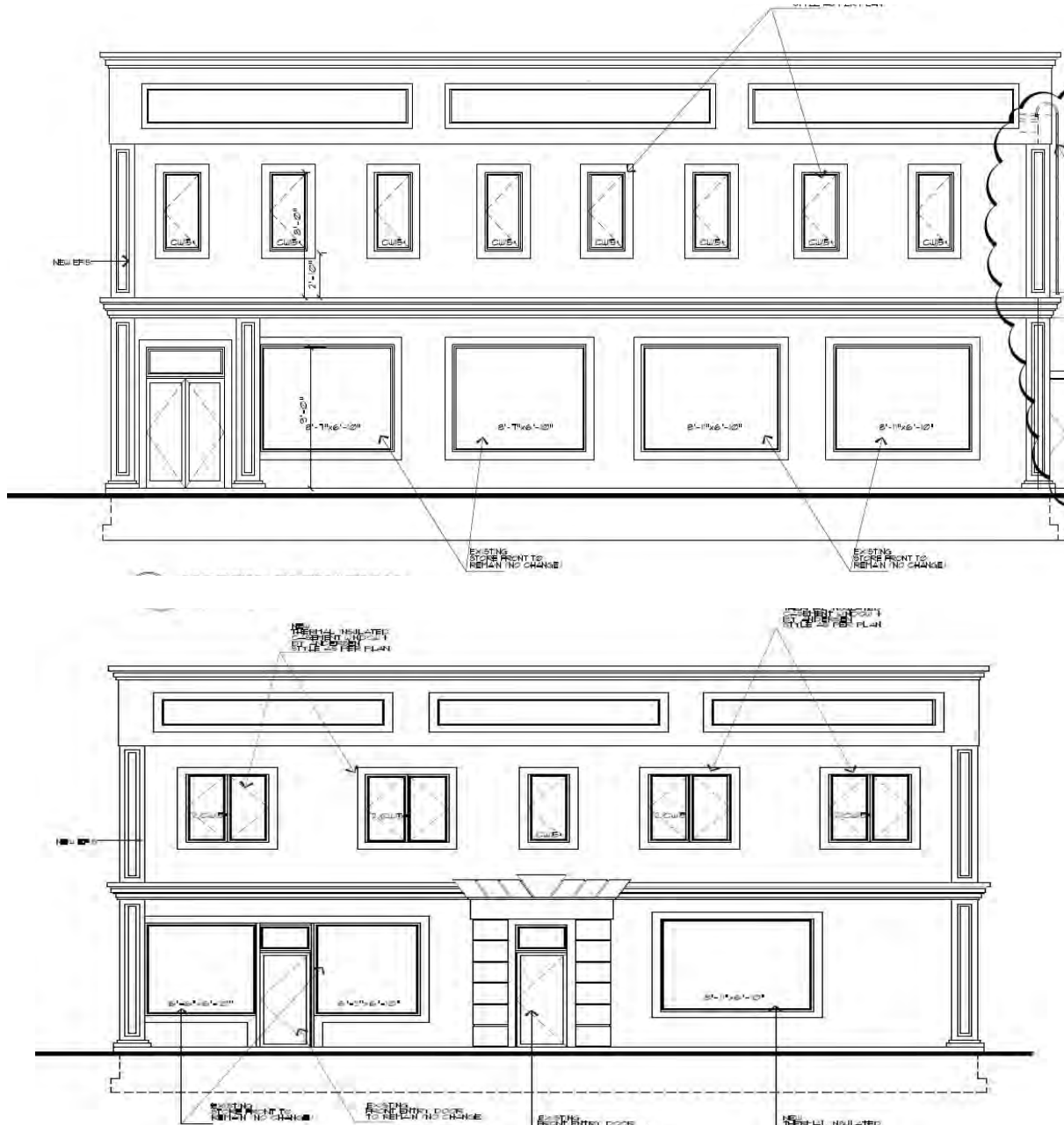
## Project Reporting

This project should be monitored for progress and adherence to the proposed timeline. Performance and impact can be measured by the following metrics:

- › Total sales and property tax revenue generated at full build out
- › Total residential units created
- › Occupancy of the residential units

# 7

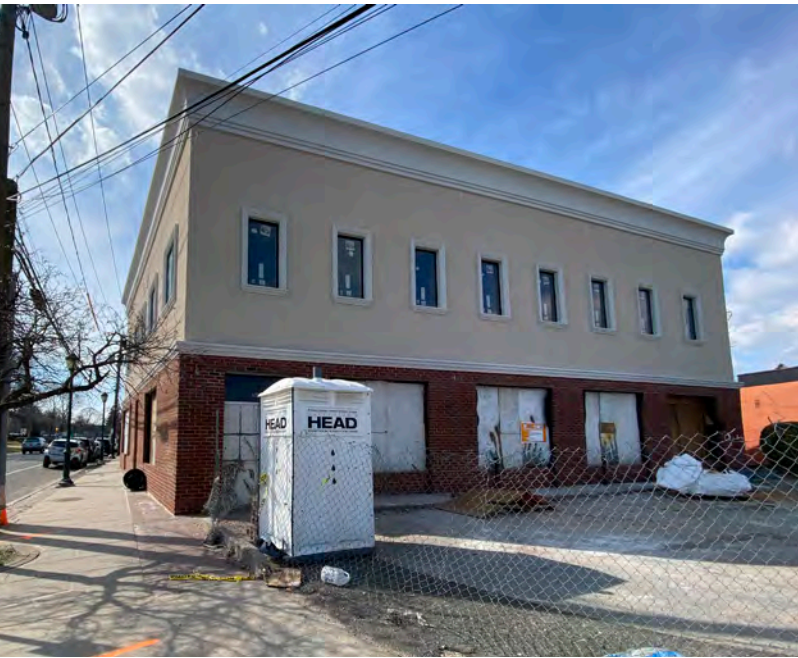
## Incorporate Sustainability Features into the Renovations at 800 Merrick Road



*Proposed sustainability features to be incorporated into the renovations at 800 Merrick Road*

**DRI Funding Request:**  
**\$465,000**

**Total Project Cost:**  
**\$1,215,000**



*Existing north façade and site parking lot (left) and east façade (right) at 800 Merrick Road, under construction. Various project components, including the electric vehicle charging stations, permeable pavers, site irrigation system, landscaping and lighting, and illuminated signage would be installed within the site parking lot. Solar panels and the other green building elements would be installed within the building, currently undergoing renovations.*

## Project Description

The proposed project includes redevelopment of an existing vacant two-story building at 800 Merrick Road at the southern gateway to the DRI Area. The property owner is currently upgrading the existing building to include two retail storefronts totaling 3,000 SF on the first floor and four apartment units on the second floor. Interior framing and utility work, along with exterior renovations of the existing building are currently underway and will be completed early 2021. Once complete, the renovated building will feature a combination of stucco and brick façade treatments to enhance the aesthetic at a prominent intersection in Downtown Baldwin.

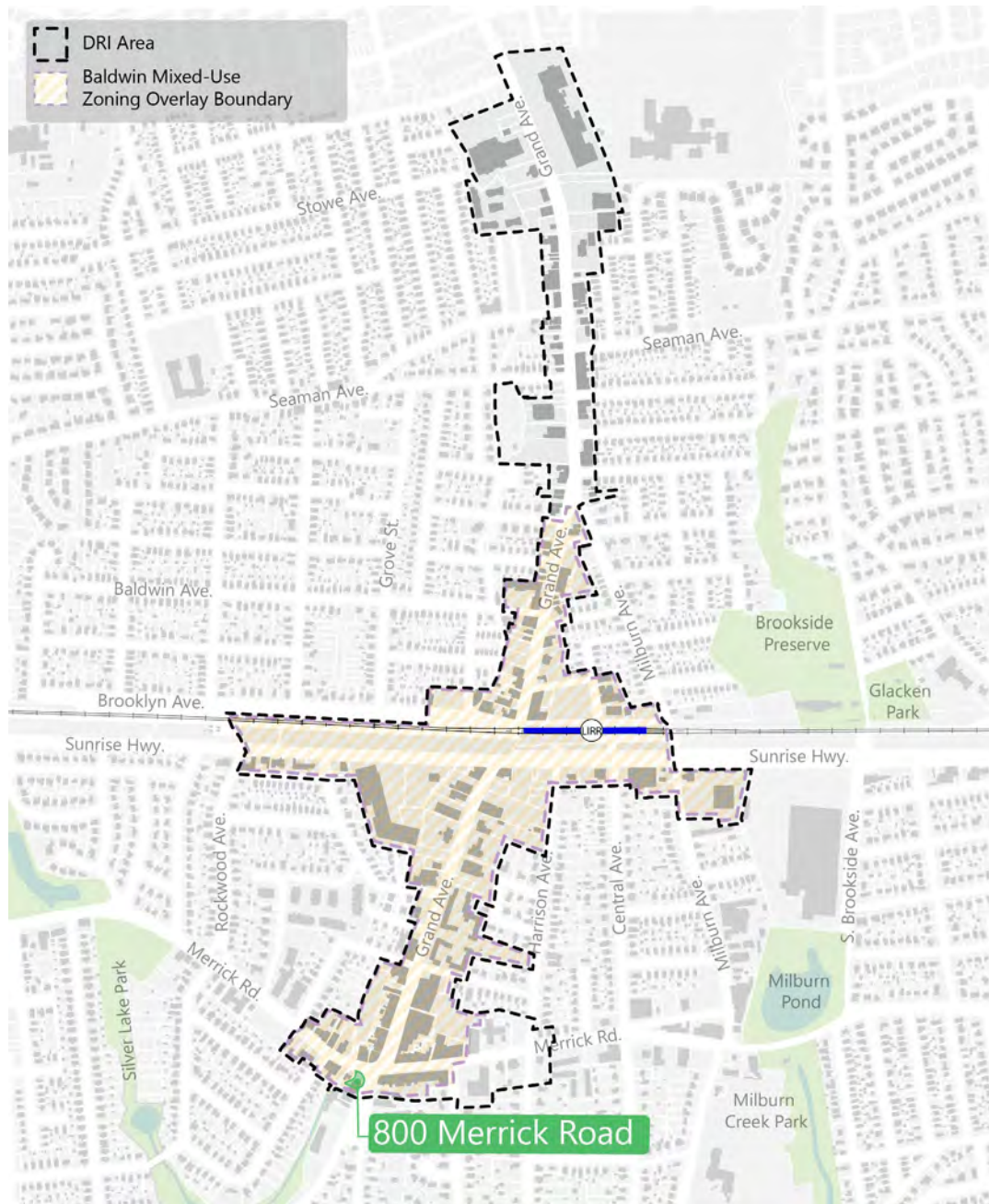
DRI funding would be used to facilitate a second phase of upgrades to the property, including implementation of green building and sustainability features, as well as attractive landscaping elements. Funding would be used to cover the installation of:

- › Electric vehicle charging stations
- › Permeable pavers within the parking area
- › Site irrigation system
- › Attractive landscaping with lighting
- › Illuminated sign
- › Building façade LED lighting
- › Energy-saving glass treatments
- › Solar panels
- › Green energy efficient heating and air conditioning
- › Building generator



The proposed project is located within walking distance of the Baldwin LIRR Station, Baldwin Public Library, and restaurants and recreational resources including Silver Lake Park. This makes the property a prime location for revitalization and new housing opportunities within the Baldwin DRI Area, contributing to the goals of the Baldwin DRI. The proposed project will also create upgraded retail space for new businesses interested in relocating to the area. The proposed green building and sustainability features would be implemented in accordance with the Town's initiative to promote green buildings and infrastructure, as identified in the B-MX.

## Project Location



## Property Owner/Project Sponsor

Brant Corporation

## Capacity

The Project Sponsor has successfully executed several projects of similar size and nature in other communities on Long Island including a two-story medical office building at 354 Hempstead Avenue in West Hempstead. The design team, including the project architect, is in place, and the Project Sponsor has attained all necessary local approvals and permits. The project is ready for implementation.

## Project Partners

Thomas Peter Domanico Architect (Project Consultant)

## Acquisition of Real Property

The Project Sponsor, Brant Corporation, owns the property located at 800 Merrick Road.

## Project Budget and Funding Sources

The project budget was established by the Project Sponsor based on costs associated with each of the components to be installed during Phase 2 of the project. Private financing has been secured and Phase 1 of the project, including renovations to the existing building, are underway.

| Sources   |                    | Uses  |                    |
|---|--------------------|---|--------------------|
| Funding Request:                                    | \$465,000          | Car Charging Station Installation:                                    | \$25,000           |
| Private Sponsor Cash<br>Equity and Private Funding: | \$750,000          | Permeable Pavers Installation:  | \$75,000           |
|   | <b>\$1,215,000</b> | Irrigation System Installation:                                       | \$10,000           |
|   |                    | Landscape (with lights) Installation:                                 | \$15,000           |
|   |                    | Illuminated Sign Stand Installation:                                  | \$20,000           |
|   |                    | LED Lighting Installation:  | \$30,000           |
|   |                    | Solar Paneling:   | \$100,000          |
|   |                    | Generator Installation:   | \$40,000           |
|   |                    | Green Energy Efficient Daiken<br>SkyAir Heating and Air Conditioning: | \$75,000           |
|   |                    | Polarizing Glass Installation:  | \$75,000           |
|   |                    | Project Sponsor Ongoing<br>Building Renovations:                      | \$750,000          |
|   |                    |   | <b>\$1,215,000</b> |

## DRI Goals & Strategies

**Goal 3: Leverage publicly-owned properties, new development, and private investment supported by the Baldwin Mixed-Use Overlay District to promote public enhancements and infrastructure improvements for the Baldwin community.**

- › Pursue public-private partnerships to promote infill development on existing vacant and underutilized properties.
- › Support the development of mixed use, transit oriented development around the Baldwin LIRR Station facilitated by the Baldwin Mixed-Use Overlay District.

**Goal 4: Strengthen the physical and economic resiliency of the entire Baldwin community by promoting mixed-use growth, sustainable and resilient infrastructure, high quality retail offerings, and a variety of housing opportunities in the downtown.**

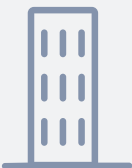
- › Provide a variety of housing opportunities to serve residents of all ages and increase vibrancy in downtown.

## LIREDC Strategies



### Placemaking

Invest in Long Island's downtowns as a strategy for designing healthy, livable communities that attract new residents



### Infrastructure

Rebuild and expand infrastructure to improve job access, revitalize downtowns and transit hubs, and attract skilled workers



### Innovation

Attract new industries and employers to the region



## Feasibility and Cost Justification

The proposed project has received all required approvals and is ready for implementation. The project would build upon renovations currently underway at the site. Cost estimates provided by the Project Sponsor were independently verified by the DRI Consultant Team cost estimators. The DRI funding request represents 40% of the total project costs; DRI funds would be matched by \$750,000 of private investment.

The proposed car charging stations would be made available for public use as a community benefit, and the solar panels would be installed to partially offset the energy requirement for the charging stations. The proposed landscaping would help to beautify a key intersection at Merrick Road and Grand Avenue. Revitalization at 800 Merrick Road would be a catalyst for private investment at the southern gateway to the DRI Area, which has long been a target area for revitalization in Downtown Baldwin, as detailed in Section I of this Strategic Investment Plan.

## Anticipated Revitalization Benefits

- › Revitalize an existing vacant property in an area of Downtown Baldwin that has historically suffered from high vacancy rates and substandard building conditions
- › Installation of electric vehicle charging stations, supplied with energy from the proposed solar panels, will provide an amenity for local businesses and create opportunities for local spending while vehicle owners are waiting for vehicles to charge
- › Provide landscaping, an irrigation system, and permeable pavers in an area of Downtown Baldwin that historically has suffered from flooding issues and would benefit from an upgraded stormwater system
- › Based on an economic impact analysis using IMPLAN, a regional input-output economic modelling software system, the total economic impact of the project is estimated at \$2,899,551, including direct, indirect, and induced economic benefits.

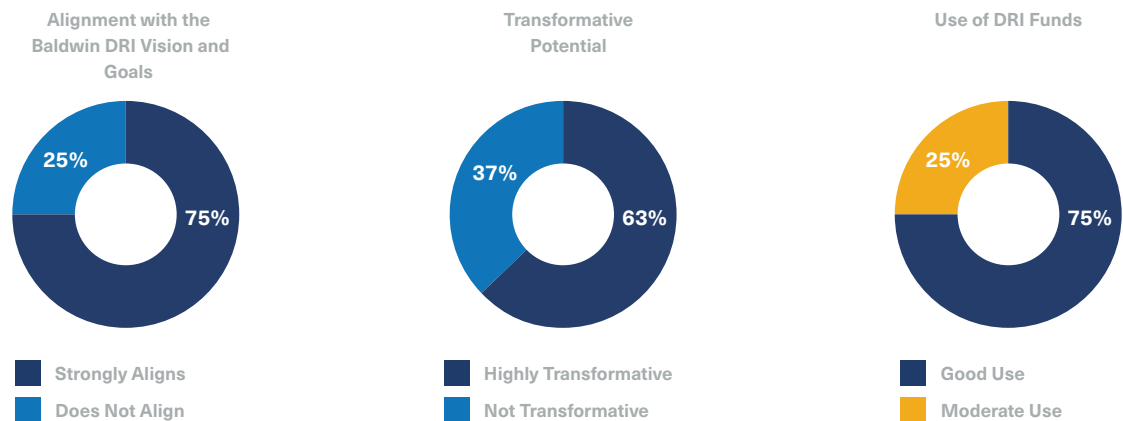
## Jobs Created

The project will support 7 jobs located in Downtown Baldwin

## Public Support

This project has received support from both the LPC and the Baldwin community throughout the DRI process. This project reflects the LPC's continued support for use of DRI funds to incentivize and leverage private investment in Downtown Baldwin, in alignment with the recently adopted Baldwin Mixed-Use Overlay Zone and the Merrick Road subdistrict of the Overlay Zone within which this project is located. The LPC expressed support for this project, noting that the project expressed early interest in DRI funding, and has already invested significantly in the site. Based on a community survey, this project ranked within the category of medium in terms of overall community support. A majority of respondents indicated that the project strongly aligns with the DRI Vision and Goals and would be a good use of DRI funds. A slightly smaller percentage felt this project would be highly transformative for Downtown Baldwin. A community member commented that "this project would be a nice improvement to the community aesthetic with minimal impact to traffic."

### Community Survey



## Regulatory Requirements

- › The proposed project has received all approvals and is ready for implementation

## Timeframe for Implementation and Project Readiness

The Project Sponsor is currently undertaking Phase 1 of construction at the project site and will continue onto Phase 2 thereafter. It is expected that once Phase 1 is complete, Phase 2 will take approximately 5 months. As the proposed project has received all approvals, the total project timeframe is approximately five months.

| Project Stage  | Timeframe       |
|--|-----------------|
| Phase 1 Interior Framing, Utility Work, and Exterior Renovations (currently ongoing) | Near Completion |
| Phase 2 Exterior Site Renovations  | 3 months        |
| Interior fit-out and Building Occupancy  | 2 months        |
| <b>Total Timeframe</b>   | <b>5 months</b> |

## Project Reporting

The following metrics will be used to monitor the project's performance on the revitalization of the downtown during and after implementation:

- › Total sales and property tax revenue generated at full build out
- › Total residential units created and total residential vacancies
- › Total commercial space created and total commercial vacancies
- › Annual GHG reductions to monitor energy savings



# 8

## Revitalize the Property at 795 Merrick Road with Residential and Commercial Uses



*Proposed mixed-use development at 795 Merrick Road*

**DRI Funding Request:**  
**\$540,000**

**Total Project Cost:**  
**\$2,700,000**



*Existing vacant storefront at 795 Merrick Road*

## Project Description

795 Merrick Road is a one-story, 6,080 square foot vacant commercial property on 0.19 acres of land at the northwest corner of Merrick Road and Grand Avenue, a major intersection in Downtown Baldwin. It is a 12 minute walk from the Baldwin LIRR Station. Current site conditions are consistent with its surrounding area: other vacant or underutilized one- to two-story commercial buildings.

This project, known as “The Grand,” consists of construction of a five-story mixed-use development, utilizing the existing foundation and first floor retail space. The project includes the existing 4,722 SF of commercial space on the first floor and 20 newly-constructed market-rate residential units on the upper four floors. The new residential units will consist of eight studios and 12 two-bedroom units (totaling approximately 23,000 SF).

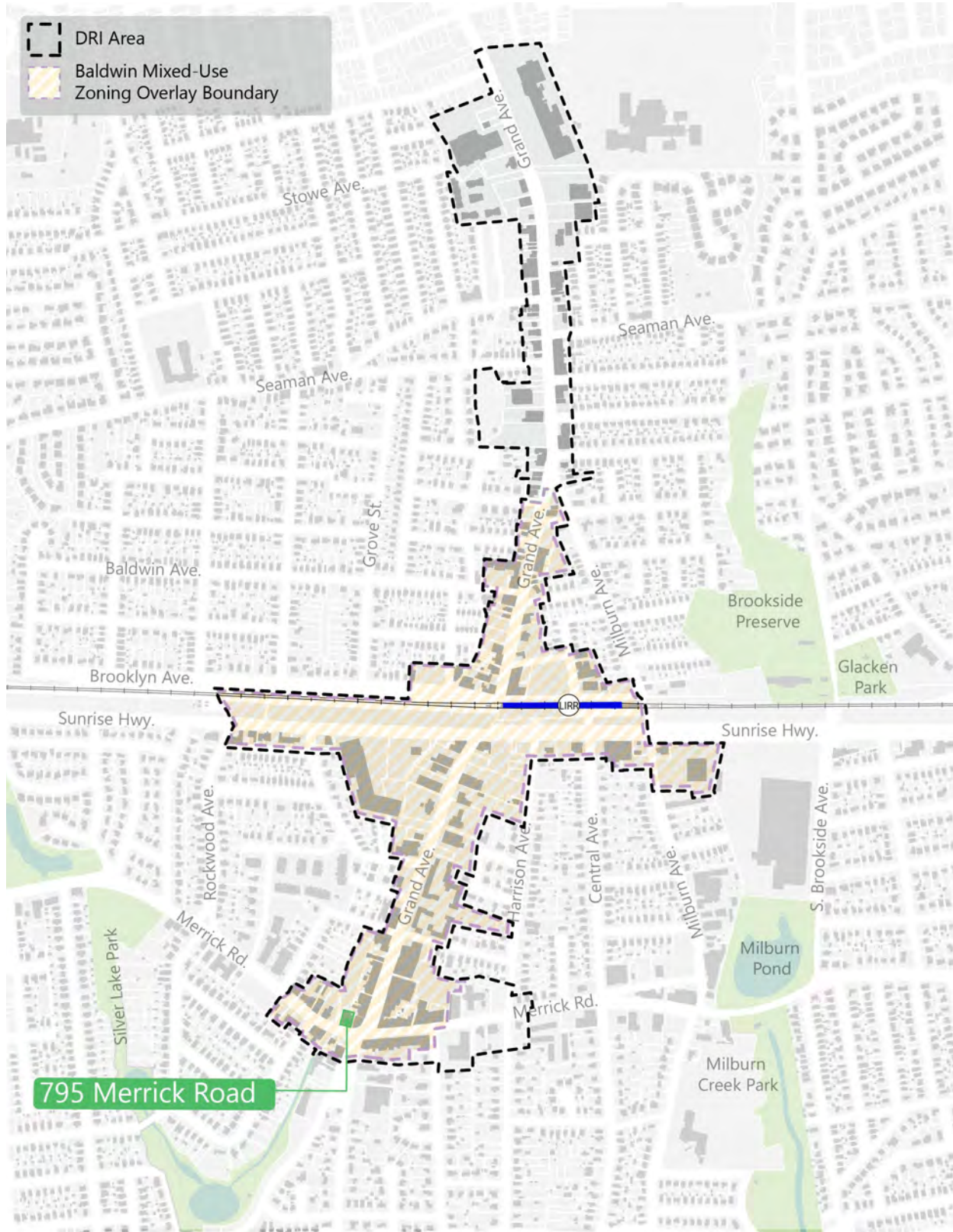
The project is located within the Grand Avenue Urban Renewal Area, which as detailed in Section 1, is an area that the Town of Hempstead has targeted for revitalization for over ten years. This project will contribute to ongoing efforts to eliminate blighted and underperforming conditions in this area.



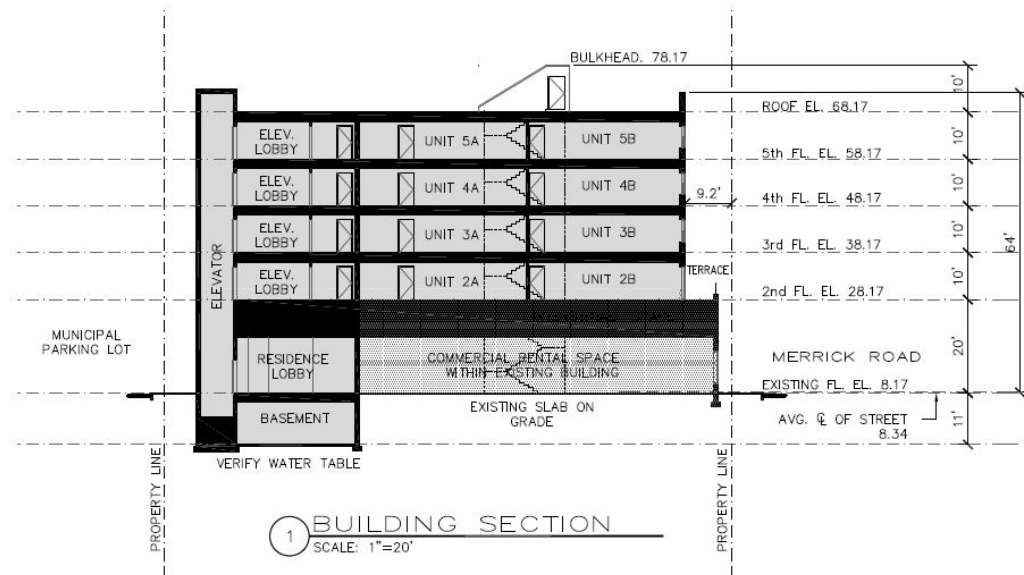
*Project location within Urban Renewal Area*



## Project Location







*Building Section: Retail on the first floor with residences above*

## Property Owner/Project Sponsor

795 Merrick Road Realty, LLC

## Capacity

795 Merrick Road Realty, LLC consists of members of Jacobson Realty Ltd., a full service real estate firm specializing in residential and commercial real estate, development, investment, buying, leasing, and rental properties. Alexander Jacobson leads the real estate firm as a 20 year real estate professional who has completed 30+ real estate projects on Long Island. He is supported by a team of four.

## Project Partners

- › RFP Architects (Project Consultant)
- › ASF Contracting (Project Consultant)
- › Wheatley Harbor LLC (Construction)

## Acquisition of Real Property

The Project Sponsor, 795 Merrick Road Realty, LLC, owns the property located at 795 Merrick Road.

## DRI Goals & Strategies

**Goal 3: Leverage publicly-owned properties, new development, and private investment supported by the Baldwin Mixed-Use Overlay District to promote public enhancements and infrastructure improvements for the Baldwin community.**

- › Pursue public-private partnerships to promote infill development on existing vacant and underutilized properties.
- › Support the development of mixed use, transit-oriented development around the Baldwin LIRR Station facilitated by the Baldwin Mixed-Use Overlay District.

**Goal 4: Strengthen the physical and economic resiliency of the entire Baldwin community by promoting mixed-use growth, sustainable and resilient infrastructure, high quality retail offerings, and a variety of housing opportunities in the downtown.**

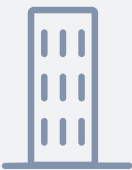
- › Provide a variety of housing opportunities to serve residents of all ages and increase vibrancy in downtown.

## LIREDC Strategies



### Placemaking

Invest in Long Island's downtowns as a strategy for designing healthy, livable communities that attract new residents



### Infrastructure

Rebuild and expand infrastructure to improve job access, revitalize downtowns and transit hubs, and attract skilled workers

## Project Budget and Funding Sources

| Sources              |                    | Uses  |                    |
|----------------------|--------------------|---|--------------------|
| DRI Funding Request: | \$540,000          | Project Construction, including design and soft costs, development and utilities, retail and residential construction, and contingencies: | \$70,000,000       |
| Private Investment:  | \$2,160,000        | Residential Construction:   | \$2,396,000        |
|                      | <b>\$2,700,000</b> |   | <b>\$2,700,000</b> |

## Feasibility and Cost Justification

Development of this project would activate a key intersection at the southern end of the downtown, only a 12-minute walk to the Baldwin LIRR Station. The project will add high-quality housing to the downtown, and new retail space to activate the street front. This project is located at the southern gateway to Downtown Baldwin, within the Grand Avenue Urban Renewal Area. This project, in conjunction with the other transit-oriented development proposals along Merrick Road including Baldwin Commons and 800 Merrick Road, would help meet demand for rental housing and diversified retail identified in Section 1 of this Strategic Investment Plan. Moreover, this project would contribute to the Town of Hempstead's ongoing efforts to revitalize the Grand Avenue Urban Renewal Area. Specifically, the project would introduce housing rentals in the Grand Avenue Urban Renewal Area as recommended by the Urban Renewal Plan for the Grand Avenue, Baldwin Area (draft revised March 2014), as identified in Section 1 of this Strategic Investment Plan.

The DRI funding request represents 20% of the total project costs; DRI funds would be matched by approximately \$2,160,000 of private investment. The Project Sponsor provided a pro forma in support of the estimated project cost and DRI funding request and indicated that the proposed total project cost represents the development of 20 residential units above the existing commercial space, utilizing the existing foundation and first floor. Based on independent cost estimates developed by the DRI Consultant Team, the proposed total project cost is lower than anticipated. This indicates that private investment in the project could be more than originally estimated by the Project Sponsor. Private financing will be secured once project approvals are obtained.



## Anticipated Revitalization Benefits

- › Transforms a vacant commercial space into a thriving mixed-use development at a major intersection at the southern DRI boundary
- › 20 rental units will attract a population of 42 people to the downtown, supporting local businesses and adding to the overall vibrancy of the area
- › In conjunction with the proposed TODs located at 785 Merrick Road and 800 Merrick Road, this project will significantly contribute to the creation of the critical mass of activity and residents needed to sustain Downtown Baldwin near a major intersection at the southern DRI boundary
- › This project would benefit from the roadway improvements provided under the Merrick Road Traffic and Pedestrian Safety Improvements project, allowing for a safe environment along Merrick Road for vehicles and pedestrians alike
- › Contributes to the Town of Hempstead's ongoing efforts of developing within the Grand Avenue Urban Renewal Avenue
- › Based on an economic impact analysis using IMPLAN, a regional input-output economic modelling software system, the total economic impact of the project is estimated at \$6,026,781, including direct, indirect, and induced economic benefits.

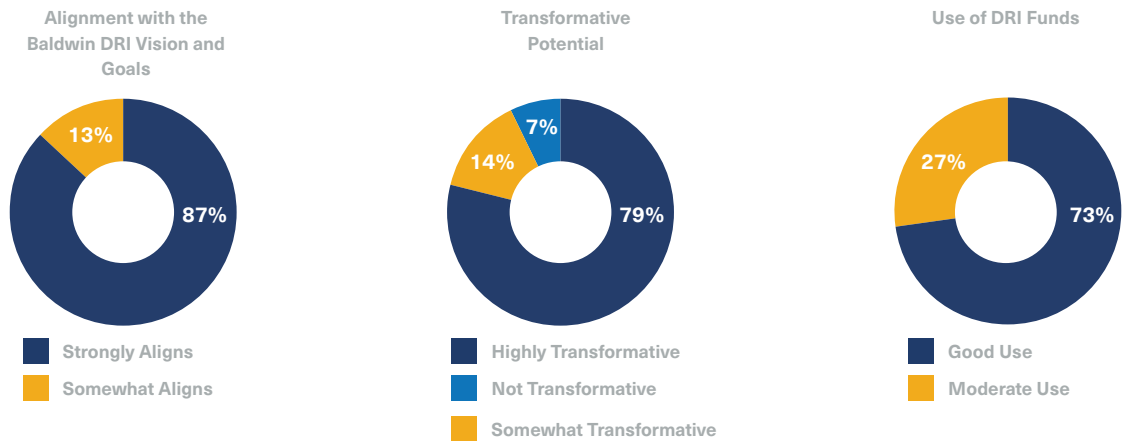
## Jobs Created

The project will support 10 jobs located in Downtown Baldwin.

## Public Support

This project reflects the LPC's continued support for the use of DRI funds to incentivize and leverage private investment and mixed-use, transit-oriented development in Downtown Baldwin. Based on the community survey, this project was rated high amongst all the projects in terms of overall community support. A majority of respondents indicated that the project strongly aligns with the DRI Vision and Goals, and would be a transformative project for Downtown Baldwin. However, while the LPC is in favor of the project, they expressed concern over the number of approvals that would be required. LPC members also mentioned that no parking was being provided under the proposed application, and that the Applicant may not be provided access to the municipal lot adjacent to the property to fulfill the parking requirement.

## Community Survey



## Regulatory Requirements

As the project does not meet all of the zoning requirements set forth as part of the Baldwin Mixed-Use Overlay District, various regulatory approvals would be required. As currently proposed, the project Floor Area Ratio (FAR) of 3.5 exceeds the permitted FAR of 1.5; the 20 residential units exceeds the allowed 8.5 given the property size; the proposed height of 64 feet exceeds the maximum allowed height of 60 feet; the lot coverage of 80.4% exceeds the maximum of 60% coverage; and the lack of parking does not conform to the required on-site parking requirements. Thus, relief from FAR, maximum density, maximum height, lot coverage and parking regulations would be required. The Project Sponsor has not started the approvals process with the Town of Hempstead. Required approvals for the project include the following:

- › Town of Hempstead Design Review Board Approval
  - Conformance with B-MX District Design Guidelines
- › Town of Hempstead Town Board
  - Relief from FAR maximum density, height, lot coverage and minimum parking B-MX Overlay Zoning District regulations
- › Town of Hempstead Building Department
  - Building Permit
  - Site Plan Approval
- › Nassau County Planning Commission and Department of Public Works
  - 239-M and 239-F Review

## Timeframe for Implementation and Project Readiness

The project is currently in the conceptual design phase. The Project Sponsor would begin design development and applications for the various regulatory approvals once DRI funding was awarded, extending the project timeframe to approximately 3 to 3.5 years, with a total construction period of up to 18 months.

| Project Stage                                       | Timeframe          |
|---|--------------------|
| Design Development                                  | 4 months           |
| Municipal Approvals                                 | 6–10 months        |
| Construction Documents                              | 4 months           |
| Site Work and Construction                          | 18 months          |
| Interior fit-out and residential building occupancy | 4 months           |
| <b>Total Timeframe</b>                              | <b>3–3.5 years</b> |

## Project Reporting

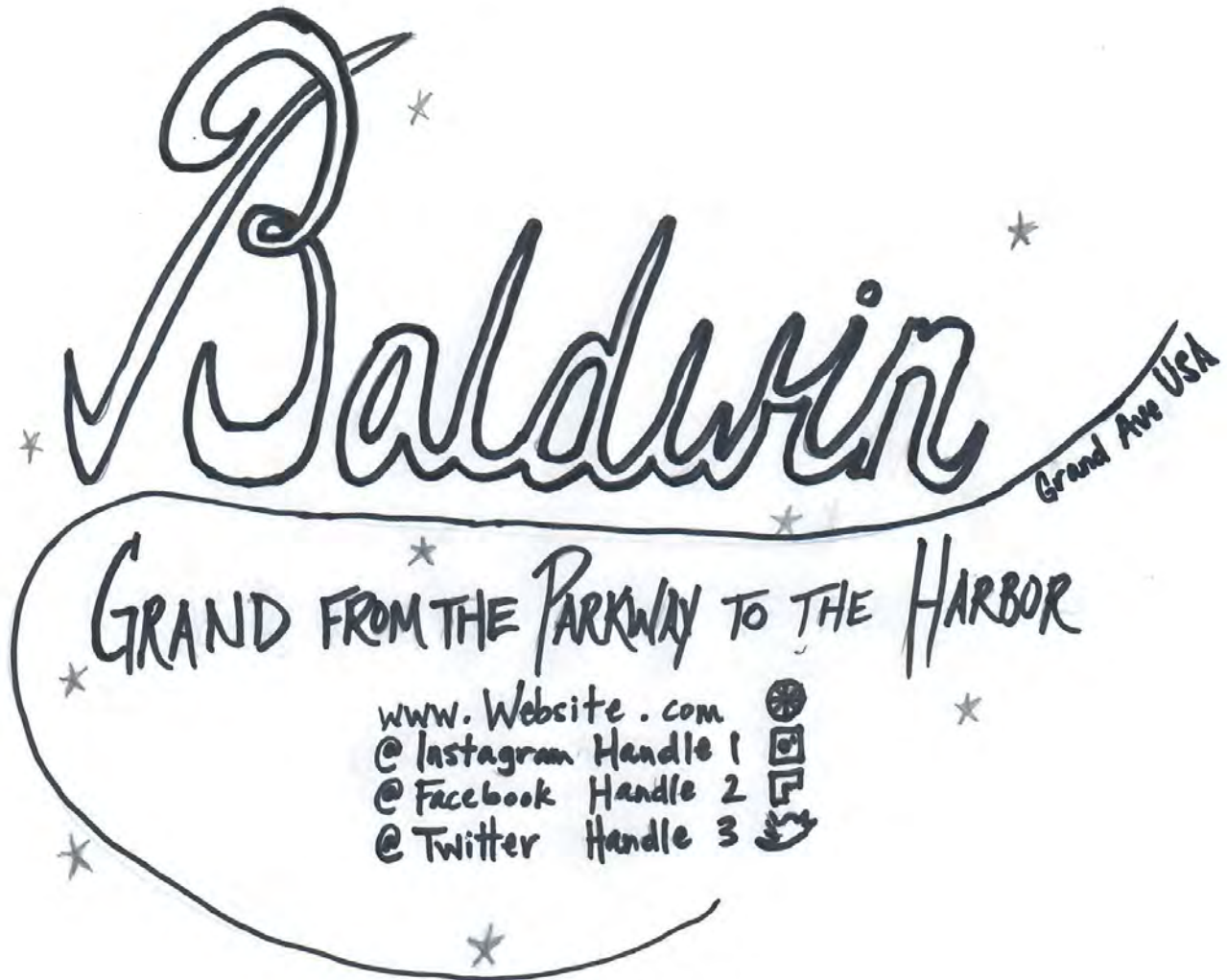
The following metrics will be used to monitor the project's performance on the revitalization of the downtown during and after implementation:

- › Total sales and property tax revenue generated at full build out
- › Total residential units created and number of residential vacancies
- › Total commercial space created and number of commercial vacancies



# 9

## Establish a Unique Baldwin Identity with a Branding and Marketing Program



Concept branding campaign to be implemented under the Downtown Branding and Marketing Program

**DRI Funding Request:**  
**\$250,000**

**Total Project Cost:**  
**\$250,000**

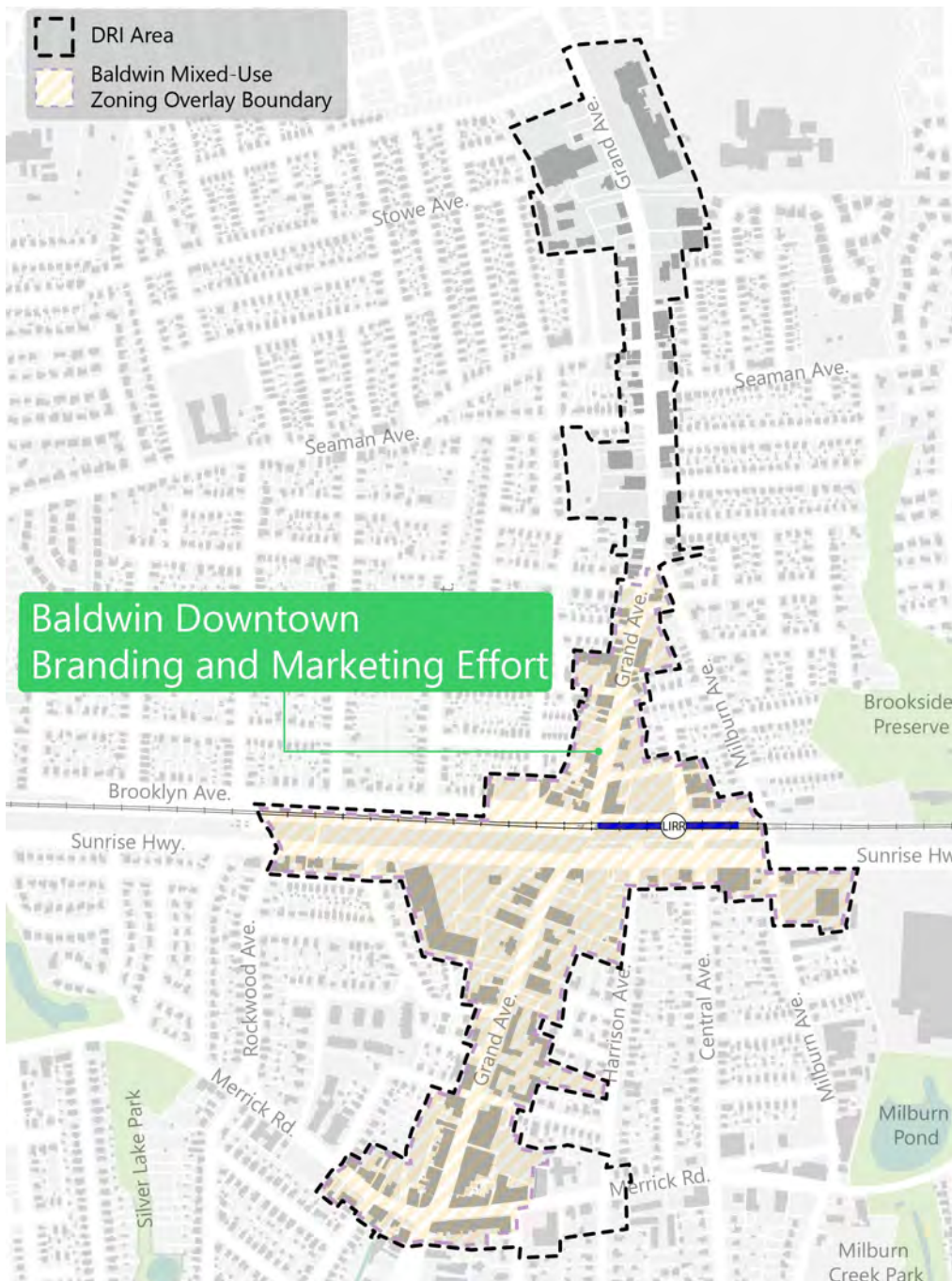
## Project Description

The Downtown Baldwin Branding and Marketing Program will combine digital and print strategies, destination mapping and public events to promote the unique historic, cultural and economic assets of the Baldwin community. A marketing consultant will be hired to work with Baldwin business leaders and residents to create a brand identity that reflects Baldwin as a great place to do business and raise a family. The consultant will develop and execute a comprehensive marketing strategy to raise awareness of Baldwin's brand, digital media and print collateral, and public events and celebrations to build awareness of the new brand. The following tasks are envisioned for the project:

- › Project Scoping and Team Selection: The Town of Hempstead, in partnership with the Baldwin Civic Association (BCA), Baldwin Chamber of Commerce, and other stakeholders will develop and issue an RFP for the marketing consultant. The selected consultant should demonstrate a proven ability to capture and effectively communicate the unique qualities and culture of diverse communities like Baldwin. To enhance the economic impact of DRI investments, the RFP should include local procurement criteria, awarding additional points for committing to use Baldwin-based designers and vendors.
- › Baldwin Brand Concept: The project consultant will create a set of Baldwin brand concepts that clearly convey the sense of place and style that is unique for Baldwin. Stakeholder interviews, focus groups, and surveys will be utilized to gain an understanding of Baldwin's character. The consultant will produce logo and slogan options for public consideration, including the initial slogan submitted by the BCA "Baldwin: Grand from the Parkway to the Harbor" which draws on themes of connectivity and the community's rich history. Downtown brand logo and tagline concepts will be tested with Baldwin businesses and residents for refinement and final selection of the community's top choice. Guidelines will be developed to support uniform use of the new brand.
- › Marketing Campaign: The consultant will develop a cohesive marketing strategy and plan to roll out the new brand and promote downtown businesses, open space, housing options, culture, education, arts and new investments being made through the DRI process. The campaign will serve to connect and promote the façade and streetscape improvements and forthcoming transit-oriented development projects. The campaign would incorporate elements from each of the following marketing assets:
  - Digital collateral, including both static ads/images and videos that may be used across platforms. Images and videos will highlight the stories behind Baldwin's people and places, as well as features of well-known residents. The distribution plan will include support for placements and a template for future campaigns. Digital brand collateral will be available to Baldwin organizations and residents for promotional uses.
  - Printed collateral to support the campaign in-place, such as brochures, branded window decals or small signage for businesses, car decals/magnets, posters and downtown loyalty cards. This could also include wearable merchandise and an edutainment-style graphic novel of Baldwin history.

- Destination mapping including Baldwin cultural and historic sites, notable destinations, and “art trail”. The map will live online and in print, creating an official, curated walking experience through Baldwin’s core. Maps will be disseminated as part of the digital and print distribution plans.
- Public events, including up to four events in celebration of local Baldwin culture. This could include food festivals, art and culture exhibitions, sports or recreation gatherings, and events highlighting Baldwin’s educators and school system.

## Project Location



*The project will focus on the entirety of the Baldwin DRI Area, promoting key assets throughout downtown.*



## Project Sponsor

The Town of Hempstead will oversee issuance of an RFP to identify a qualified marketing and branding consultant, consultant selection and project implementation. The Town will work closely with local stakeholders such as the Baldwin Civic Association and Baldwin Chamber of Commerce to realize the project.

## Capacity

The Town of Hempstead manages an annual budget of \$437 million with a staff of over 3,800 town employees. The Department of Planning and Economic Development has the ability and experience to issue RFPs and manage contractors/consultants. The Town of Hempstead will be supported by and work cooperatively with the Baldwin Civic Association and Baldwin Chamber of Commerce to inform the RFP development and project execution.

## Project Partners

- › The Baldwin Civic Association and Baldwin Chamber of Commerce are the primary project partners, as the entities most familiar with the business and community needs of Baldwin. Town of Hempstead Department of Planning and Economic Development and consultants selected to execute the branding and marketing initiative will work closely with the BCA and Chamber as project advisors and thought partners.
- › The Town of Hempstead will also consider formation of a Community Advisory Committee to guide the vision and implementation of the Branding and Marketing Program, including vetting ideas.
- › Baldwin residents and businesses will inform and help vet the branding and marketing efforts.
- › Nassau County Department of Public Works will be a key partner in installation of branding elements along county roadways within Downtown Baldwin.

## DRI Goals & Strategies

Goal 1: Enhance and beautify the cultural, recreational and community assets of the DRI Area to transform the Downtown Baldwin to an active and vibrant center that serves the needs of a diverse and engaged citizenry.

- › Promote a unique Baldwin cultural identity, building on existing historic and cultural organizations and assets in the downtown.
- › Support streetscaping, building façade improvements, and a unified branding to encourage a more uniform and visually appealing downtown.

## LIREDC Strategies



### Placemaking

Invest in Long Island’s downtowns as a strategy for designing healthy, livable communities that attract new residents

## Project Budget and Funding Sources

| Sources              |           | Uses   |           |
|----------------------|-----------|--|-----------|
| DRI Funding Request: | \$250,000 | Brand & Logo Design, stakeholder engagement:                             | \$40,000  |
|                      | \$250,000 | Digital media strategy, collateral design and implementation:            | \$40,000  |
|                      |           | Print/physical collateral design and execution:                          | \$45,000  |
|                      |           | “Art Trail” and Baldwin Destination Walk design and collateral creation: | \$40,000  |
|                      |           | Event series concept design, planning, promotion and execution:          | \$85,000  |
|                      |           |  | \$250,000 |

## Feasibility and Cost Justification

This project supports the overall public investments being made in Baldwin through the DRI program. The Baldwin branding and marketing program will be an asset which the hamlet can build upon and market beyond the duration of the project. The Baldwin Downtown and Commercial Corridor Resiliency Study revealed that there is a demand for multi-family housing near transit in Baldwin. The marketing campaign will increase awareness of and interest in Baldwin as a destination for singles and small families looking for a LIRR-accessible location. Costs are derived from estimates by branding and media professionals and product research.

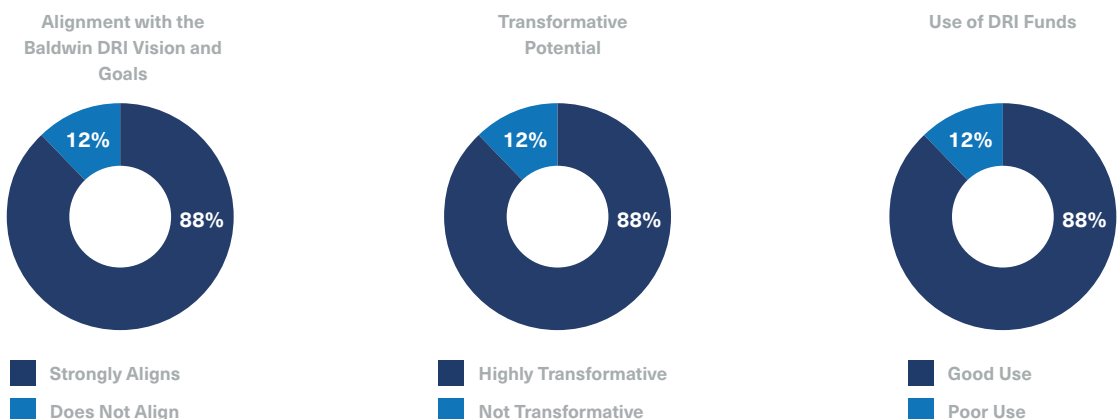
## Anticipated Revitalization Benefits

- › The promotion of Baldwin's historic, current and future DRI-funded assets and amenities will attract new residents and visitors, increase foot traffic and income for downtown businesses and generate additional local tax revenues.
- › In conjunction with the Downtown Improvement Grant Program, marketing public art in Baldwin will encourage ongoing improvements to downtown buildings and streetscapes, maintaining the momentum of the campaign beyond the 24-month timeline.

## Public Support

This project reflects the LPC's continued support for use of DRI funds to promote, market and brand Baldwin's strong existing identity to bring residents and businesses to Baldwin. This project was rated highly amongst the projects in terms of overall community support, as indicated by the community survey during the Virtual Community Meeting. One respondent stated that "projecting a strong identity will help businesses understand what is special about the community and why they should be here." The LPC was in agreement and expressed that this project strongly aligns with the DRI Vision and Goals and would be a transformative project for Downtown Baldwin.

### Community Survey



## Timeframe for Implementation and Project Readiness

The Project Sponsor will begin with the RFP process to hire a consultant to work with the Town and community on developing a concept. From the RFP process to the execution and implementation of the proposed new Baldwin brand, the project timeframe will be approximately 2 years.

| Project Stage  | Timeframe      |
|--|----------------|
| Phase I: RFP Development, issuance and consultant selection  | 1–4 ± months   |
| Phase II: Brand concept development, including initial community engagement and creation of ~ 3 concepts for testing. Marketing strategy development, including event, digital and print media strategy. | 4–10 ± months  |
| Phase III: Concepts testing with public  | 10–11 ± months |
| Phase IV: Launch new Baldwin brand. Execute digital, print and event marketing campaign.   | 20–28 ± months |
| <b>Total Timeframe</b>   | <b>2 years</b> |

## Project Reporting

The following metrics will be used to monitor the project's performance on the revitalization of the downtown during and after implementation:

- › Number of social media mentions, tags and links to Baldwin
- › Number of articles/stories featuring Downtown Baldwin
- › Increase in downtown business sales
- › Number of new businesses attracted to downtown
- › Number of events held in Baldwin during and following the campaign



# 10 Provide Financial Assistance to Property Owners through a Downtown Improvement Grant Program



*The Baldwin Bowling Center, in need of façade improvements (top left), The Baldwin Historical Society and Museum would upgrade the building HVAC system and undertake chimney repairs (top right), The Baldwin Chamber of Commerce information sign, in need of upgrades including a new digital sign (bottom left), The Coach Diner would install new LED signage and border lighting (bottom right)*

**DRI Funding Request:**  
**\$750,000**

**Total Project Cost:**  
**\$978,750**

## Project Description

The Downtown Improvement Grant Program will provide financial assistance to local business and property owners to invest in façade upgrades, entry enhancements, street frontage improvements, energy system upgrades, public art installations, and interior building fit-outs within the Baldwin DRI Area. The grant program would be structured such that grant funds could be used to cover a minimum of 80% of an eligible project's costs, with applicants required to contribute up to 20% of the total costs. Business and property owners will receive planning, design and cost estimating support from the Town of Hempstead Department of Planning and Economic Development to ensure efficient and effective transformation of eligible buildings and structures in Downtown Baldwin.

Building façades, signage, and streetscapes are important elements in creating a vibrant and cohesive downtown. Downtown Baldwin is an important asset for the Town of Hempstead with tremendous potential. However, Baldwin's DRI Area is currently characterized by numerous vacancies and buildings and retail spaces that are in various states of disrepair. The Baldwin Civic Association estimates at least 100 existing business façades could benefit from renovations and upgrades. In January 2020, the Town of Hempstead published a set of design guidelines for the Baldwin Mixed-Use (B-MX) Zoning Overlay District, providing the framework for a unified visual identity for Downtown Baldwin.

Grant funds would support a range of eligible activities, including:

- › Façade upgrades
- › Building entrance enhancements (from rear parking areas)
- › Street frontage improvements
- › Energy system upgrades
- › Interior fit-outs
- › Art Installations

The grant fund will be designed as a one-time program. When the funds are depleted the program will end. Funds will be distributed on a reimbursement basis.

Several potential projects were identified during the DRI planning process as being eligible for funding as part of the Downtown Improvement Grant Program. Those projects are as follows:

- › Replacement of outdated signage with new LED signage and LED border lighting at the Baldwin Coach Diner, located on Sunrise Highway
- › Upgrades to the building façade and ADA access at Baldwin Bowl/Ultra Lanes on Grand Avenue
- › Interior fit-outs of the building located at 2157 Grand Avenue to accommodate a new Baldwin Community Clinic and Counseling Center. The Center would include a reception area, waiting room, counseling center, exam rooms, and an outdoor garden for community events, classes and/or workshops.
- › Exterior building and energy system upgrades at the Baldwin Historical Society and Museum. Funding would facilitate installation of a new HVAC system, repairs to the existing chimney, and exterior upgrades including a concrete slab and roofed structure to accommodate future expansion.
- › Redevelopment of a vacant building located at 2400 Grand Avenue to include structural improvements, renovation and building façade upgrades to accommodate the Safe Health Educators, providing education to healthcare experts, professionals and advocates.
- › Renovation of the outdated Baldwin Chamber of Commerce information sign located at the northeast corner of Sunrise Highway and Grand Avenue. The renovations would include façade upgrades and the installation of a new digital sign to sit above the existing structure.
- › Installation of murals and other public art projects at various locations within the DRI Area.

Potential applicants will apply directly to the Town of Hempstead Department of Planning and Economic Development. Grants may be awarded based on a minimum grant amount of \$10,000 and maximum of \$100,000. Ten percent of the total grant funds (\$75,000) would be allocated for the purposes of hiring an outside consultant to create an Administrative Plan for the Grant Program and to administer the program on behalf of the Town of Hempstead. The Administrative Plan will outline a process for the local selection committee to award projects.

## Project Sponsor

The Town of Hempstead Department of Planning and Economic Development is the project sponsor, serving as the administrator of the grant fund.

## Capacity

The Town of Hempstead has the capacity to manage the Baldwin Downtown Improvement Grant Program. The Town's Department of Planning and Economic Development currently administers Community Development Block Grant funds, including a Commercial Façade Improvement Program. The Department will draw from this experience to provide design and planning support to project applicants, and oversee the outside consultant hired to administer the program on behalf of the Town of Hempstead. Where possible, the Town of Hempstead will engage Baldwin-based contractors to ensure compliance and readiness for capturing grant-funded opportunities.

## Project Partners

- › Private property and business owners will be responsible for submitting complete project proposals for grant funding. Owners will apply, secure gap funding and execute eligible projects.
- › Town of Hempstead Department of Planning & Economic Development will provide project guidelines, assist applicants with planning and design support where needed, and oversee the consultant hired to administer the grant program on behalf of the Town of Hempstead.
- › The Baldwin Civic Association will support the project through outreach to property and business owners, assist with project development, advise applicants, and provide regulatory guidance where appropriate. The Baldwin Civic Association is prepared to support the grant fund with a project manager dedicated to marketing the program, and work directly with property and business owners as well as the Town of Hempstead and the hired administering consultant to ensure successful application submission and regulatory compliance.

## Acquisition of Real Property

No acquisition of real property is required for this project.



## DRI Goals & Strategies

Goal 1: Enhance and beautify the cultural, recreational and community assets of the DRI Area to transform the Downtown Baldwin to an active and vibrant center that serves the needs of a diverse and engaged citizenry.

- › Support streetscaping, building façade improvements, and a unified branding to encourage a more uniform and visually appealing downtown.

Goal 4: Strengthen the physical and economic resiliency of the entire Baldwin community by promoting mixed-use growth, sustainable and resilient infrastructure, high quality retail offerings, and a variety of housing opportunities in the downtown.

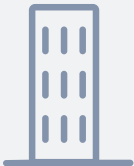
- › Promote diversification of retail and commercial uses.

## LIREDC Strategies



### Placemaking

Invest in Long Island's downtowns as a strategy for designing healthy, livable communities that attract new residents



### Infrastructure

Rebuild and expand infrastructure to improve job access, revitalize downtowns and transit hubs, and attract skilled workers

## Project Budget and Funding Sources

| Sources   |           | Uses   |           |
|---|-----------|--|-----------|
| DRI Funding Request:  | \$750,000 | Grant Fund Improvements (Façade upgrades; Building entrance enhancements; Street frontage improvements; Energy system upgrades; Interior fit-outs; Art Installations): | \$843,750 |
| 20% Private Capital Match (Owner Equity or Private Bridge Loan):  | \$168,750 | Grant Administration:  | \$75,000  |
| Town of Hempstead Support Services (Planning and Design Support): | \$60,000  | Planning and Design Support Services:  | \$60,000  |
| \$978,750   |           | \$978,750  |           |

## Feasibility and Cost Justification

The Downtown Improvement Grant Program will act as a catalyst for future investment in Downtown Baldwin and adhere to the B-MX Design Guidelines. Prevailing commercial rents may not be sufficient to cover the cost of renovations or interior fit-outs without a public subsidy to leverage and secure private gap funding. Property owners facing barriers to financing will have guaranteed coverage of 80% of eligible project value through this public investment. The program is anticipated to stimulate up to 20% in additional private investment in Downtown Baldwin, either through owner equity or private capital lenders. The projects listed above were identified through the course of the Baldwin DRI planning process, indicating significant demand for this type of investment in Downtown Baldwin and a strong commitment to use the allocated funds.

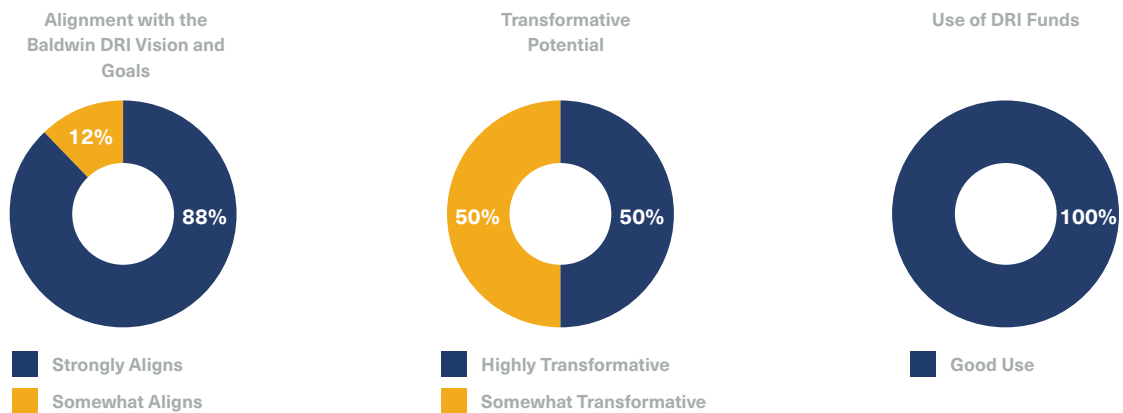
## Anticipated Revitalization Benefits

- › Improvements to the Downtown Baldwin aesthetic through enhanced building design, art installations, and support for small businesses.
- › Studies on the “Main Street” approach to increase downtown vitality and promote façade improvement show that coordinated improvement programs create momentum, encourage additional investments from surrounding property owners and draw in new private capital.
- › Grants providing support for interior fit-outs will encourage new businesses to open in the DRI Area.
- › Increases in sales following completed renovations, with residual sale increases lasting beyond the short term.
- › Improved downtown businesses will also drive an increase in property values.

## Public Support

This project reflects the LPC and Baldwin community's priority to use DRI funds to help support local businesses and property owners to invest in the effective and efficient transformation of buildings in Downtown Baldwin. This project was ranked highly in terms of overall community support based on the results of the community survey. Although half of the respondents indicated that this project has high transformative potential for Downtown Baldwin, the majority of respondents indicated that the project strongly aligns with the DRI Vision and Goals. There was unanimous recognition that the program would be a good use of the DRI funds for Downtown Baldwin, and that this program could potentially provide the opportunity for art installations throughout the Baldwin DRI Area, an idea which was widely supported by the LPC and Baldwin community.

### Community Survey



## Regulatory Requirements

- › Town of Hempstead Department of Planning & Economic Development
  - Establish grant Administrative Plan in accordance with Housing Trust Fund Corporation guidelines, including program and project development (eligibility requirements, marketing plan, financing structure, scope of work, design guidelines, environmental review, procurement, etc.), construction management, financial management, regulatory terms and compliance. The Administrative Plan will outline a formal bidding process for hiring of contractors to perform grant funding work, and will establish a scoring mechanism and selection committee for awarding projects. The Administrative Plan will be created by the Town of Hempstead in consultation with the New York State Department of Housing and Community Renewal.
  - Issue grant application
  - Review and award project grants
- › Town of Hempstead Building Department (Plan Examiners and Inspectors)
  - Review complete surveys, comprehensive site plans, detailed construction plans and applicable permits
- › SEQRA Environmental Review for each Grant Fund application

## Timeframe for Implementation and Project Readiness

This project involves applications for and implementation of various projects that will qualify for funding under the terms of the grant program. For that reason, the full project timeframe is unknown, but would continue until all of the available funds are exhausted. The Town of Hempstead anticipates a period of approximately 4 months for project initiation and hiring of the outside consultant to administer the grant program.

| Project Stage  | Timeframe                      |
|--|--------------------------------|
| Establish Grant Fund                                   | 2 months                       |
| Hire Administrative Consultant and Confirm Roles       | 6 months                       |
| Outreach to Local Property Owners and Business Tenants | Until fund is exhausted        |
| Design Consultations                                   | Until fund is exhausted        |
| Grant Applications Submitted                           | Until fund is exhausted        |
| Construction and Project Implementation                | Until fund is exhausted        |
| <b>Total Timeframe</b>                                 | <b>Until fund is exhausted</b> |

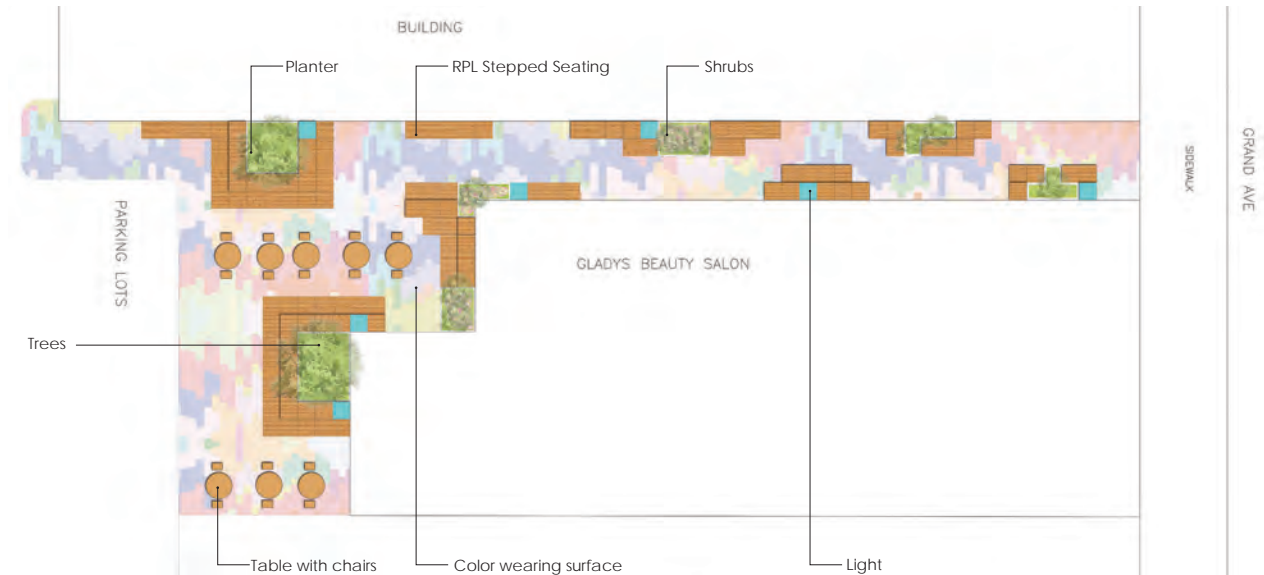
## Project Reporting

Key metrics should be captured at the 1-year and 3-year points to assess project impacts and efficacy:

- › Number of grant applications received (1 year)
- › Number of grants/projects approved (1 year)
- › Number of projects completed/spaces renovated (1 to 2 years)
- › Total dollar amount of grant funding distributed (1 year)
- › Total dollars in private funding invested in DRI renovations (1 to 3 years)
- › Change in sales per square foot or rent per square foot (1 to 3 years)



# 11 Improve the Pedestrian Experience in Downtown Baldwin



*Illustrative site plan and rendering for proposed pedestrian walkway improvements in Downtown Baldwin*

**DRI Funding Request:**  
**\$1,770,000**

**Total Project Cost:**  
**\$1,770,000**

## Project Description

This project involves two components: implementation of pedestrian walkway improvements and installation of a green infrastructure and a plaza north of the Baldwin LIRR Station along Brooklyn Avenue. Together, these project components will improve the pedestrian experience in Downtown Baldwin by increasing connectivity from local parking areas to downtown businesses and provide a more welcoming gateway to the community for commuters, residents, and visitors. The project seeks to address community feedback documented in Section 1 of this Strategic Investment Plan that Downtown Baldwin would benefit from walkability improvements as well as the provision of a local gathering space.

This project is consistent with other efforts to support multi-modal circulation in Downtown Baldwin, including implementation of the Grand Avenue Complete Streets project and the proposed project to improve traffic and pedestrian safety along Merrick Road. Together these projects will significantly enhance the pedestrian experience in Downtown Baldwin. Improvements to pedestrian walkways including enhancements within Town-owned parking areas can also leverage other potential DRI projects, including future branding and marketing efforts and art installations as part of the Downtown Improvement Grant Fund and Baldwin's Branding and Marketing Program, to reinforce a sense of identity and place in Downtown Baldwin.



*Existing pedestrian walkways providing access to the Grand Avenue municipal parking lot.*

## **Pedestrian Walkway Improvements**

This project will improve pedestrian connections from municipal parking lots to Downtown Baldwin businesses along Grand Avenue. Walkways will be upgraded with improved lighting, attractive pavers, seating, landscaping, and wayfinding signage to facilitate safe and easy access to and from municipal parking areas. Project implementation could include art or mural installations along pedestrian walkways to enhance placemaking and strengthen Baldwin's identity.

Specifically, three pedestrian walkways will receive upgrades:

- › Two walkways from the municipal parking lot at the northwest corner of Grand Avenue and Merrick Road providing access to Grand Avenue, the first just south of 2400 Grand Avenue and the second just south of 2424 Grand Avenue.
- › One walkway on the east side of Grand Avenue between the Baldwin Public Library (2385 Grand Avenue) and Baldwin Lanes (2407 Grand Avenue), providing access to Grand Avenue.





*Decorative benches with landscaping features and new lighting will enhance pedestrian walkways to make them attractive, safer, and more appealing for Baldwin residents and visitors.*



*Inspiration can be drawn from other enhanced pedestrian pathways in communities across Long Island.*



## Brooklyn Avenue Green Infrastructure Project and Plaza

This project would include public open space to the east of Grand Avenue along Brooklyn Avenue, within the southern boundary of the existing municipal commuter parking lot north of the Baldwin LIRR Station.

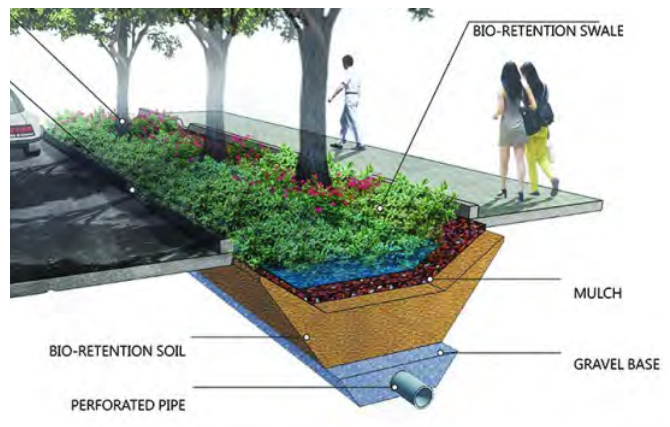
The project would include installation of green infrastructure elements, including bioswales and other bioretention systems, as well as streetscaping elements, including benches, street trees, trash receptacles, and lighting. These elements would serve to beautify the area around the train station, enhance the pedestrian experience for commuters, and improve the quality of stormwater runoff. DRI funding for this project would support design and implementation of the green infrastructure and plaza project. The Town of Hempstead, based on community feedback, seeks to preserve needed parking in the Brooklyn Avenue municipal parking lot while still providing for a community gathering space adjacent to the Baldwin LIRR Station.



*Existing municipal parking lot where the proposed Brooklyn Avenue Green Infrastructure Project would be installed*

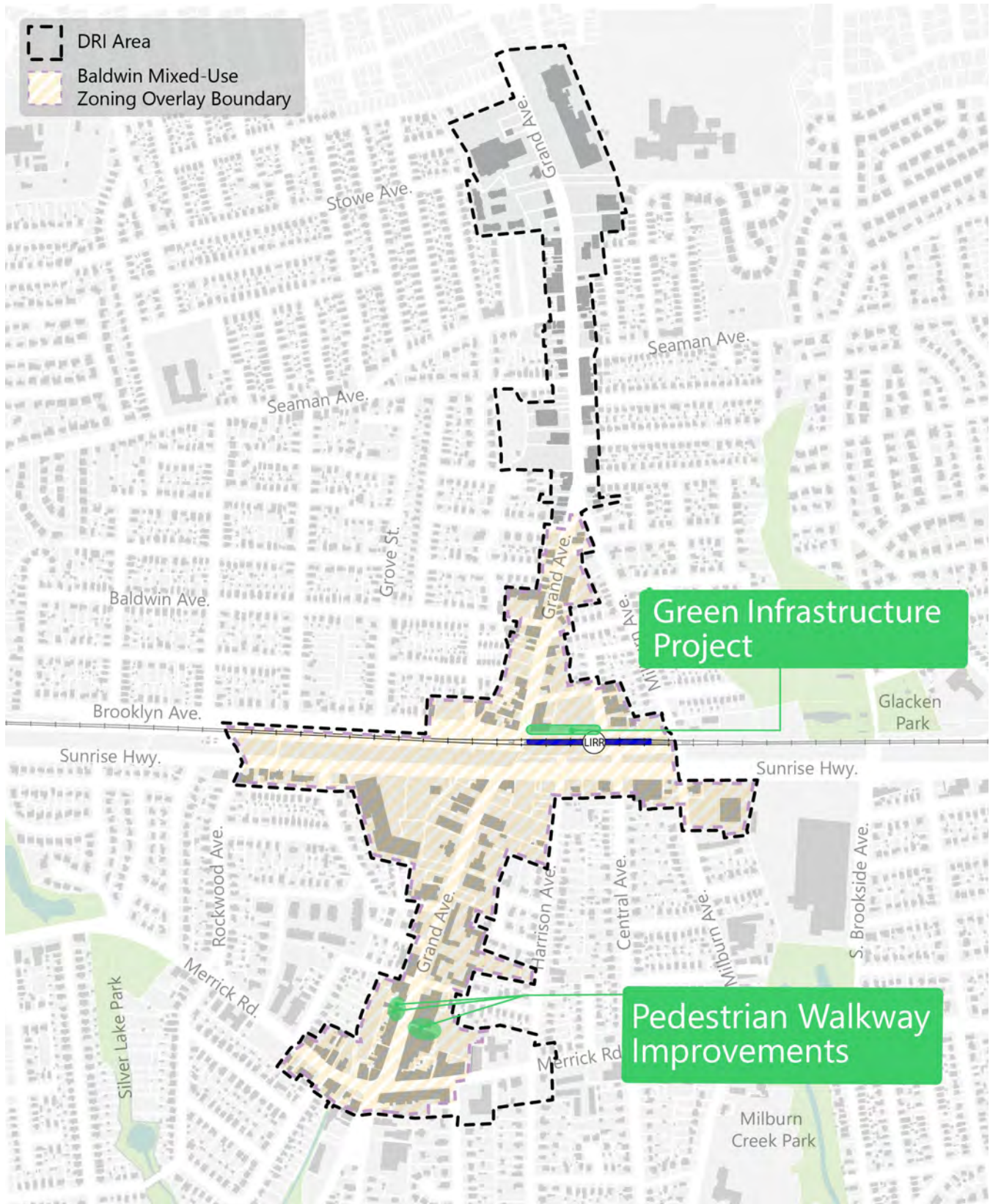


*Green infrastructure will replace an existing row of parking spaces just north of the Baldwin LIRR Station*



*The project will incorporate the installation of green infrastructure elements, including bioretention basins (left) and bioswales (right)*

## Project Location





## Project Sponsor

Town of Hempstead

## Capacity

The Town of Hempstead Parks and Recreation Department, Highway Department and Department of Planning and Economic Development have a history of undertaking and implementing successful public open space and streetscaping improvement projects. The Town of Hempstead will oversee the project and will be responsible for the maintenance and operation of these public amenities once the project is complete. Though these Departments have experience with public infrastructure project design, as well as partner design professionals already contracted, the Town may hire an outside contractor to undertake the project design if needed.

## Project Partners

The Baldwin Civic Association would partner in any efforts to locate murals or new art installations within the proposed project locations.

## Acquisition of Real Property

No acquisition of real property is required for this project.

## DRI Goals & Strategies

**Goal 1: Enhance and beautify the cultural, recreational and community assets of the DRI Area to transform the Downtown Baldwin to an active and vibrant center that serves the needs of a diverse and engaged citizenry.**

- › Create spaces for local gathering, community events, social interaction, and passive recreation through the reconfiguration of vacant or underutilized properties within the downtown.
- › Support the development of mixed use, transit-oriented development around the Baldwin LIRR Station facilitated by the Baldwin Mixed-Use Overlay District.

**Goal 2: Implement public realm improvements to provide a safe and welcoming environment for pedestrians, bicyclists, and transit riders, and to support future growth in Baldwin.**

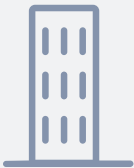
- › Implement streetscape improvements to support pedestrian circulation and provide visual linkages to create a more unified and distinct experience of the downtown.
- › Leverage the ongoing Nassau County Baldwin Complete Streets project to implement roadway and intersection improvements that promote safety for pedestrians and bicyclists.
- › Invest in new or enhanced amenities for transit riders to promote connections and access to and from the Baldwin LIRR Station.

## LIREDC Strategies



### Placemaking

Invest in Long Island's downtowns as a strategy for designing healthy, livable communities that attract new residents



### Infrastructure

Rebuild and expand infrastructure to improve job access, revitalize downtowns and transit hubs, and attract skilled workers



## Project Budget and Funding Sources

| Sources              |                    | Uses   |                    |
|----------------------|--------------------|--|--------------------|
| DRI Funding Request: | \$1,770,000        | Brooklyn Avenue Green Infrastructure Project |                    |
|                      | <b>\$1,770,000</b> | Design and Soft Costs:                       | \$94,000           |
|                      |                    | Materials and Construction:                  | \$626,000          |
|                      |                    | Pedestrian Walkway Improvements              |                    |
|                      |                    | Design and Soft Costs:                       | \$137,000          |
|                      |                    | Materials and Construction:                  | \$913,000          |
|                      |                    |  | <b>\$1,770,000</b> |

## Feasibility and Cost Justification

DRI funds are the sole funding source for this project. Total estimated costs by the Project Sponsor were calculated independently by the DRI Consultant Team, resulting in an estimated total cost of design and construction of \$1,770,000. This total cost estimate reflects the three proposed walkway enhancements along Grand Avenue and the green infrastructure project along Brooklyn Avenue.

The Town of Hempstead has undertaken similar projects within Downtown Baldwin, including design enhancements to another project walkway leading from a municipal-owned parking lot to Merrick Road. The Town of Hempstead will draw on its experience with these similar projects to ensure feasibility in the design phase and successful project implementation. The Town may consider hiring an outside contractor for the design phase of the green infrastructure project along Brooklyn Avenue.

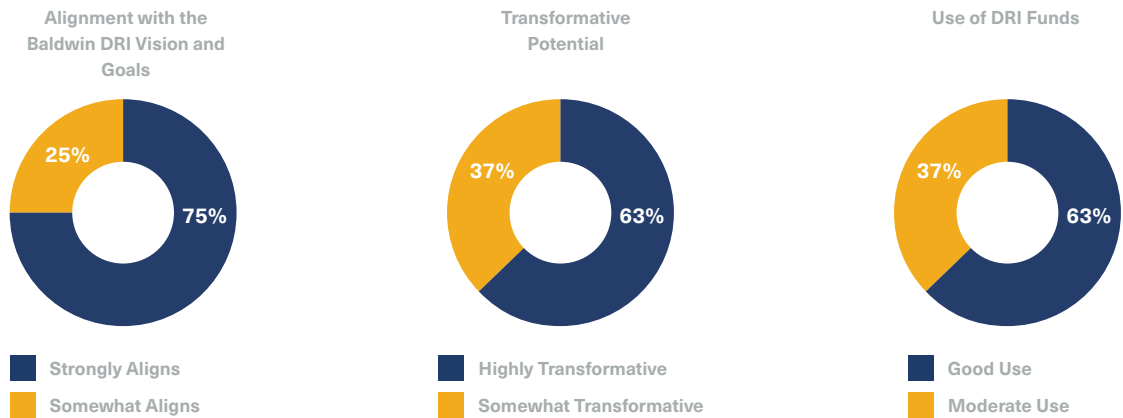
## Anticipated Revitalization Benefits

- › In conjunction with the proposed TODs within the DRI Area, this project will support safe and accessible pedestrian circulation and contribute to a growing vibrant and healthy downtown economy.
- › Encourage patrons of downtown businesses to park in the municipal parking lots and walk to the main commercial corridors along Merrick Road and Grand Avenue.
- › The walkways will be designed to provide smaller informal gathering spaces, promote social interaction and contribute to a more active street front.
- › The green infrastructure project will provide new pedestrian gathering space through the implementation of streetscaping, benches and other pedestrian amenities that currently do not exist along Brooklyn Avenue.
- › Help advance Baldwin's vision of having a thriving, vibrant, and pedestrian-friendly downtown.

## Public Support

This project reflects the LPC's continued support for the use of DRI funds to enhance the pedestrian experience, and complement the proposed mixed-use, transit-oriented developments. Though this project received low community and LPC support in comparison to the other projects, a majority of respondents indicated that the project strongly aligns with the DRI Vision and Goals, would be a good use of funds, and would be highly transformative.

### Community Survey



## Regulatory Requirements

- › Town of Hempstead Highway Department
  - Coordination with local utilities
  - American With Disabilities Act Compliance
- › Nassau County Department of Public Works
  - Right of way permit

## Timeframe for Implementation and Project Readiness

The Project Sponsor would begin design development and permit procedures once DRI funding is awarded. As the Town of Hempstead has undertaken similar projects within Downtown Baldwin, including design enhancements to another project walkway leading from a municipal-owned parking lot to Merrick Road, the Town would likely undertake the walkway improvement component of the project. However, the Town would consider hiring an outside contractor for the design phase of the green infrastructure project along Brooklyn Avenue. If an outside contractor is hired for the project, the timeframe outlined below would be extended by approximately four months for RFP development and issuance and consultant selection.

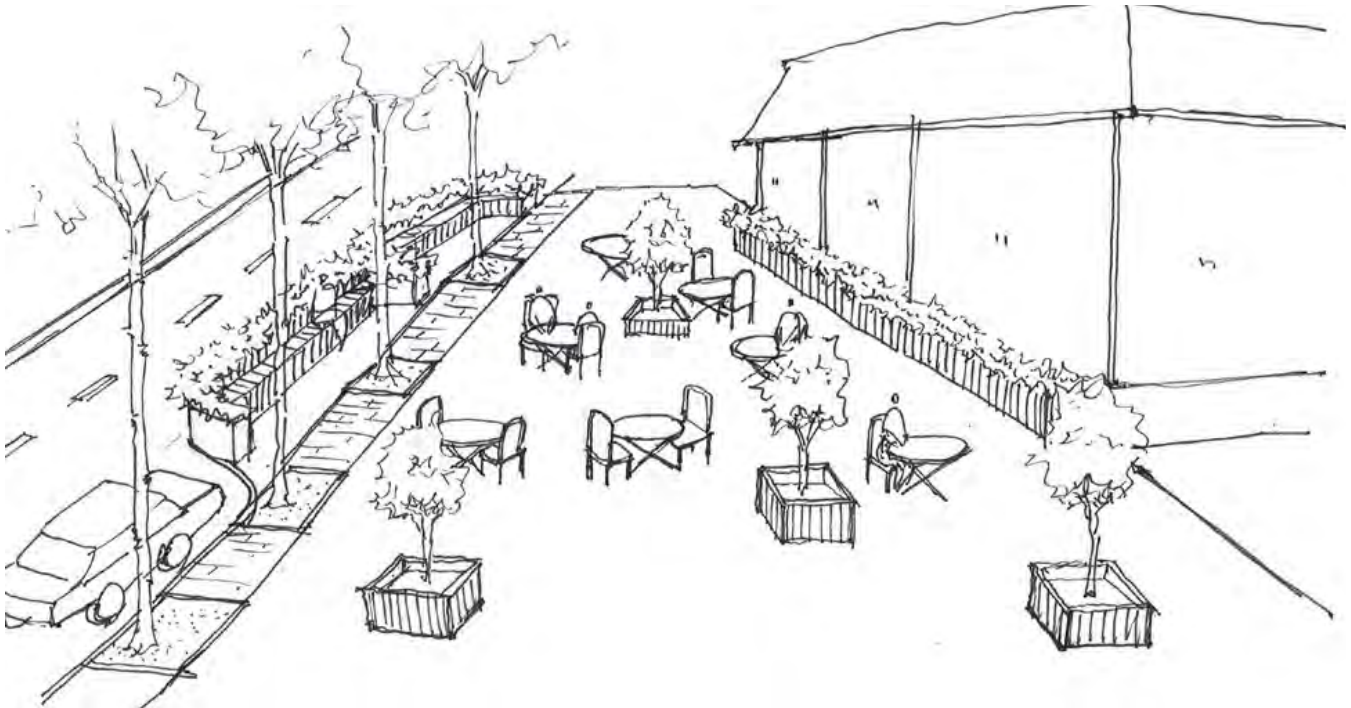
| Project Stage   | Timeframe           |
|---|---------------------|
| RFP Development, Issuance, and Consultant Selection                       | 4 months            |
| Construction and Design Drawings/Approval Documents and Permit Procedures | 6 months            |
| Construction  | 10–12 months        |
| <b>Total Timeframe</b>  | <b>20–22 months</b> |

## Project Reporting

This project should be monitored for progress and adherence to the proposed timeline. Performance and impact can be measured by the following metrics:

- › Parking lot utilization
- › Pedestrian walkway users

# 12 Improve Traffic and Pedestrian Safety Along Merrick Road

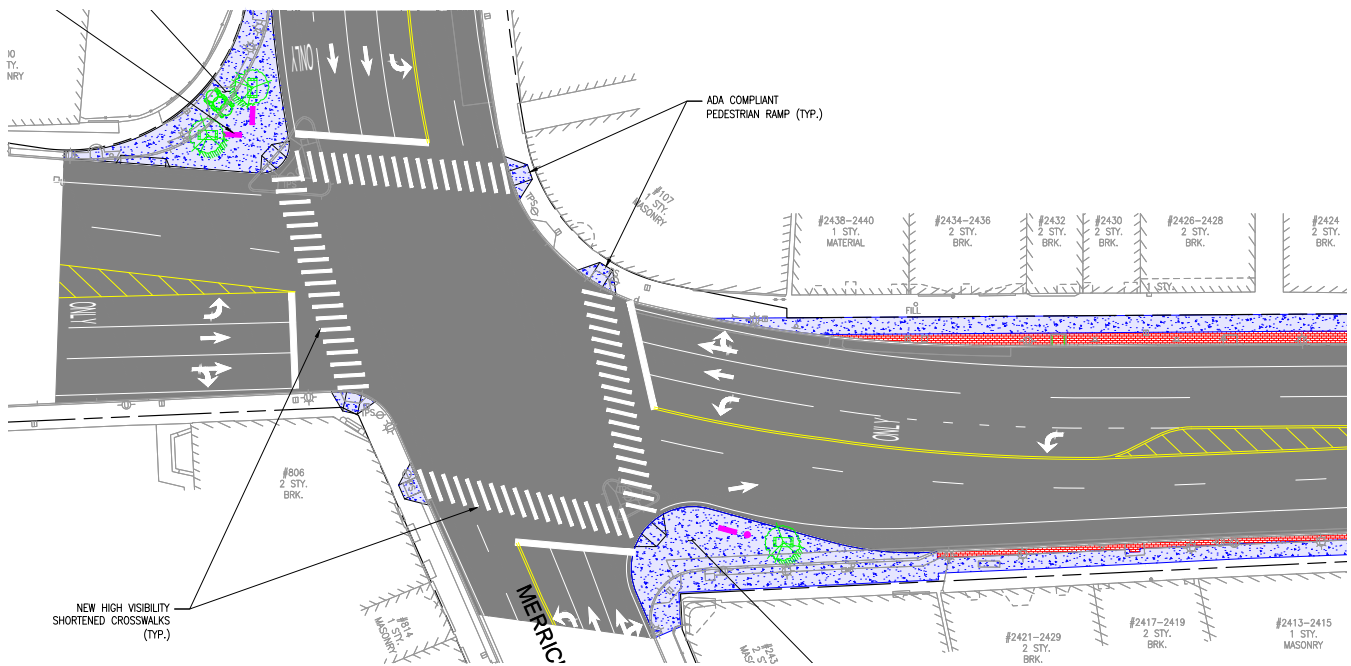


*Illustrative improvements: pop-up seating and streetscape improvements along Merrick Road would enhance the pedestrian experience and benefit the commercial corridor; curb bump outs, high visibility crosswalks and pedestrian signals and push buttons would improve connectivity in the downtown*

**DRI Funding Request:**  
**\$2,500,000**

**Total Project Cost:**  
**\$2,500,000**





*Streetscape plans for the intersection of Merrick Road and Grand Avenue, designed as part of the Nassau County Grand Avenue Complete Streets project. Project elements will complement the planned upgrades extending east and west of the intersection. Source: Nassau County*

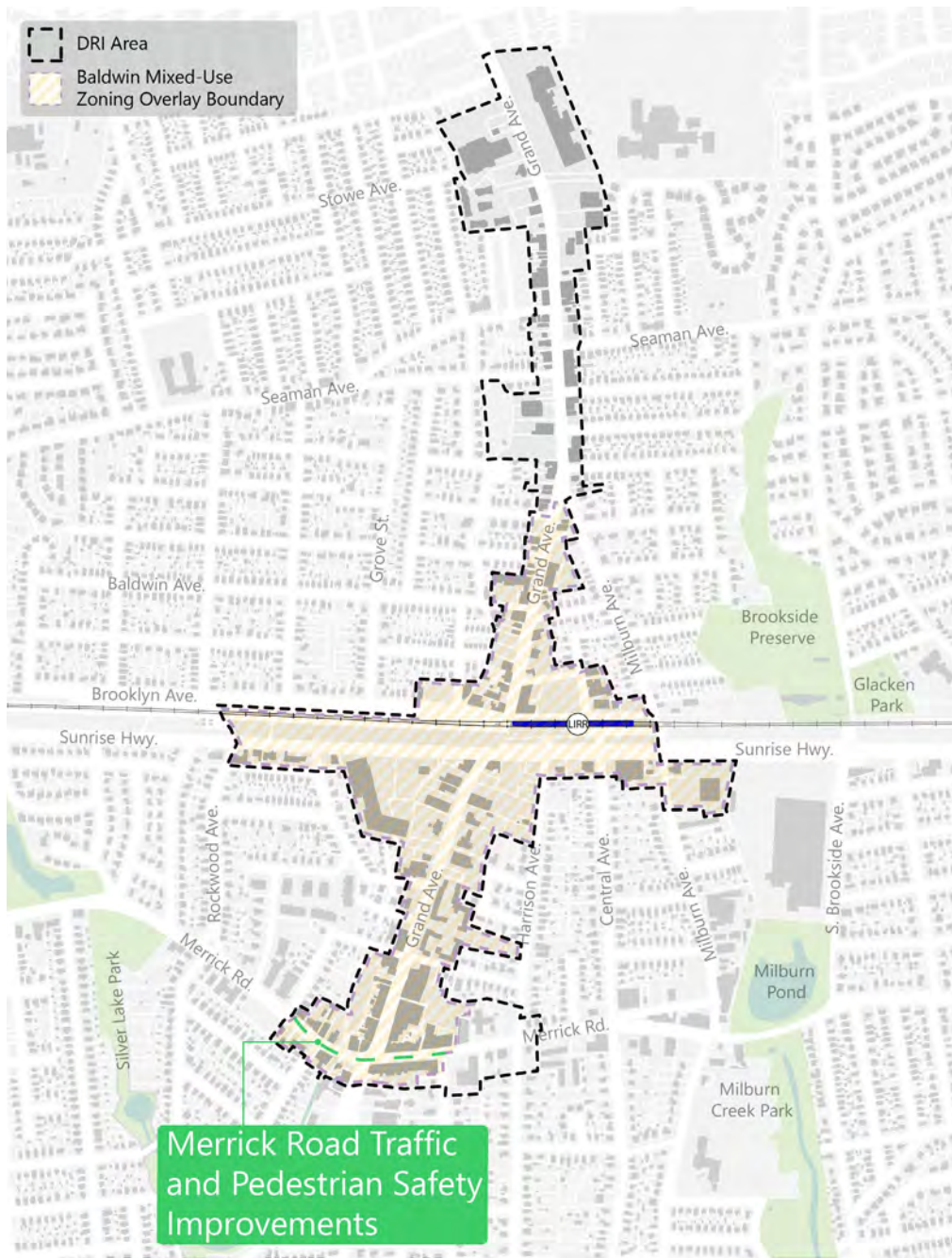
## Project Description

This project consists of roadway and pedestrian safety enhancements along Merrick Road between Harrison Avenue and Pershing Boulevard to facilitate safer circulation between pedestrians and vehicular traffic along the well-traveled corridor. This portion of Merrick Road includes restaurants, bars and retail uses as well as residential units. Concerns have been raised regarding unsafe mid-block crossings, on-street parking, access and egress issues from parking lots off of Merrick Road, sidewalk accommodations, and overall pedestrian safety and amenities. This project is designed to address these concerns by implementing streetscape improvements to ensure safe travel whether by foot, car, bus or any other mode of transportation.

The project will be implemented along Merrick Road from Grand Avenue to Harrison Avenue and from Pershing Boulevard to Grand Avenue. The portion of the project between Grand Avenue and Harrison Avenue will include the installation of American with Disabilities Act (ADA) curb ramps, sidewalks, pedestrian signal push buttons and signals, high visibility crosswalks, street furniture, curb bump outs and associated drainage, lane restriping and signage. The portion from Pershing Boulevard to Grand Avenue will include the installation of ADA curb ramps, sidewalk improvements including imprinted and colored concrete, benches, trash receptacles and decorative lighting. The proposed streetscape elements would complement the previously installed sidewalks and streetlamps by the Town of Hempstead along this corridor. The project may also include the installation of a traffic signal on Merrick Road between Grand Avenue and Harrison Avenue.

The project will require an initial design phase to create streetscape plans for the two areas east and west of Grand Avenue. The streetscape plans will detail the streetscape design and locations of the various elements outlined above. The project will build off of the ongoing efforts of the Grand Avenue Complete Streets project by extending streetscape enhancements from the Grand Avenue and Merrick Road intersection, which was included in that prior effort. Streetscape plans for that intersection are provided below, and will serve as a model for the plans that will be developed for implementation of the project along Merrick Road.

## Project Location



## Project Sponsor

Nassau County Department of Public Works (DPW)

## Capacity

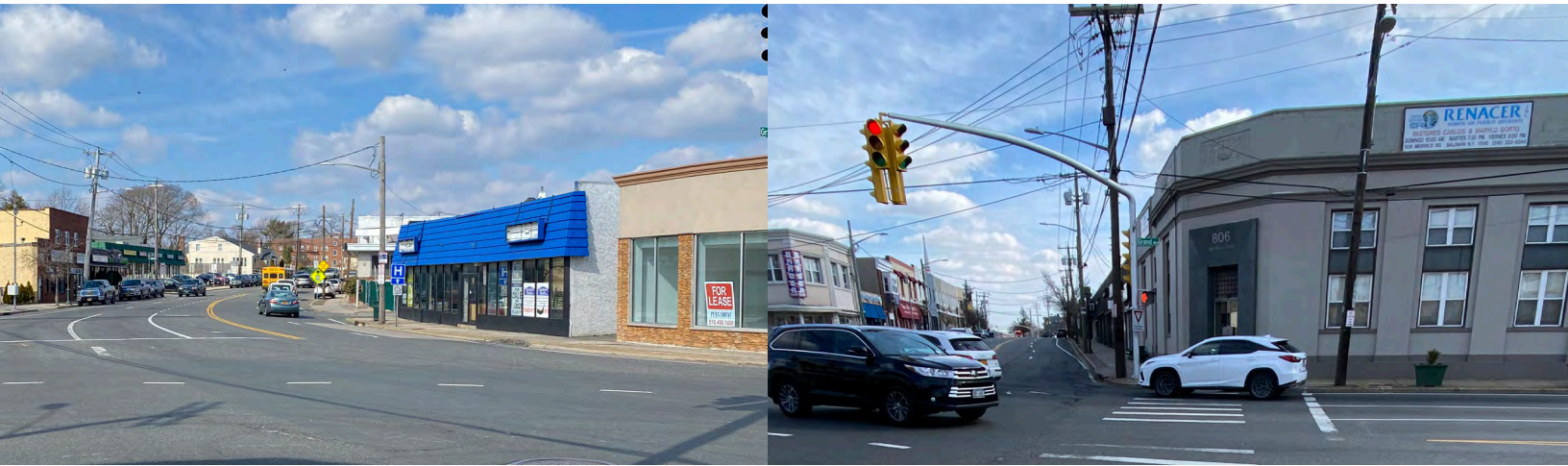
Nassau County DPW has extensive experience managing traffic and pedestrian safety projects. The Nassau County DPW recently completed the design and engineering phase of the Grand Avenue, Baldwin Complete Streets Project which will soon move into construction. Though streetscaping projects are necessary for creating a functional and livable downtown, budget constraints resulting from the COVID-19 pandemic have made the funding and implementation of these projects increasingly difficult, as funding has had to be reallocated within the County's budget.

## Project Partners

Nassau County intends on using an on-call traffic engineering consultant for the design phase, and separately bid the construction.

## Acquisition of Real Property

No acquisition of real property is required for this project.



*Current conditions of Merrick Road from Grand Avenue facing east and west.*

## DRI Goals & Strategies

**Goal 2: Implement public realm improvements to provide a safe and welcoming environment for pedestrians, bicyclists, and transit riders, and to support future growth in Baldwin.**

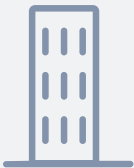
- › Implement streetscape improvements to support pedestrian circulation and provide visual linkages to create a more unified and distinct experience of the downtown.
- › Leverage the ongoing Nassau County Baldwin Complete Streets project to implement roadway and intersection improvements that promote safety for pedestrians and bicyclists.

## LIREDC Strategies



### Placemaking

Invest in Long Island's downtowns as a strategy for designing healthy, livable communities that attract new residents



### Infrastructure

Rebuild and expand infrastructure to improve job access, revitalize downtowns and transit hubs, and attract skilled workers



## Project Budget and Funding Sources

The project budget was developed by the Project Sponsor based on their extensive experience with similar projects across Nassau County, including the Baldwin Complete Streets Project.

| Sources              |                    | Uses                               |                    |
|----------------------|--------------------|------------------------------------|--------------------|
| DRI Funding Request: | \$2,500,000        | Grand Avenue to Harrison Avenue    |                    |
|                      | <b>\$2,500,000</b> | Design:                            | \$100,000          |
|                      |                    | Materials and Labor:               | \$858,000          |
|                      |                    | Contingencies:                     | \$258,000          |
|                      |                    | Grand Avenue to Pershing Boulevard |                    |
|                      |                    | Design:                            | \$100,000          |
|                      |                    | Materials and Construction:        | \$780,000          |
|                      |                    | Contingencies:                     | \$234,000          |
|                      |                    | Traffic Signal Installation        | \$170,000          |
|                      |                    |                                    | <b>\$2,500,000</b> |

## Feasibility and Cost Justification

Implementation of streetscape improvements on Merrick Road will benefit visitors, businesses and residents of the area. This project complements the ongoing efforts of the Grand Avenue Complete Streets project by extending streetscape enhancements from Grand Avenue to Merrick Road to improve connectivity and the pedestrian and vehicular experience throughout the downtown. This project will benefit the proposed transit-oriented developments along Merrick Road including Baldwin Commons, The Grand and Baldwin Medical Center by enhancing the pedestrian and vehicular experience along the roadway. Enhancing this commercial corridor through the implementation of safety interventions along the roadway would slow down traffic, improve walkability and improve downtown vibrancy along Merrick Road. In conjunction with the above referenced proposed projects along Merrick Road, this project has the potential to transform the southern portion of the DRI area and attract future investment to the Urban Renewal area.

The project budget, which is based on standard construction and design estimating methods, was prepared by the Project Sponsor which has implemented similar projects throughout Nassau County. Due to COVID-19, Nassau County has indicated it is unable at this time to provide funding to match the DRI funding request. For that reason, without the DRI funding, this project would not be implemented.

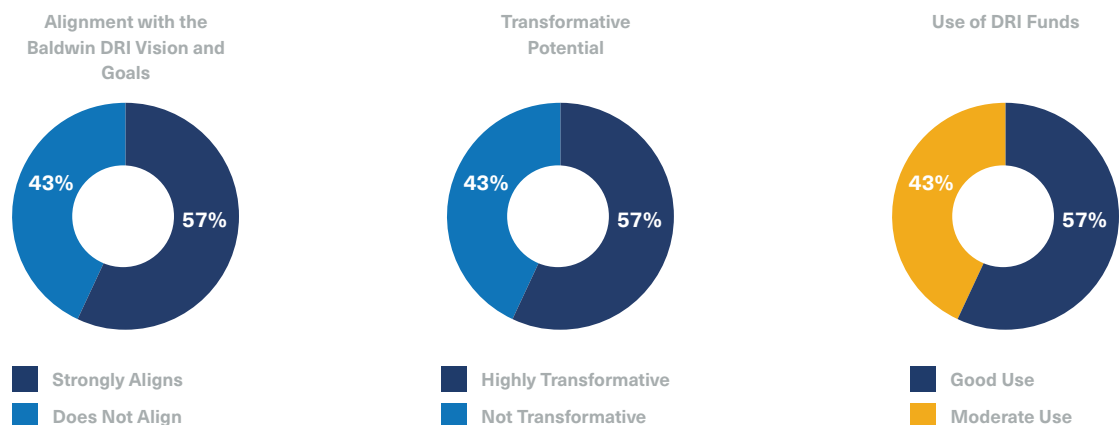
## Anticipated Revitalization Benefits

- › Enhance pedestrian movements and safety for community members as well as visitors of Baldwin
- › Enhancements will focus on making drivers more aware upon entering the area while facilitating safer pedestrian travel across Merrick Road as they use the various businesses and walk to/from municipal parking lots through the implementation of high visibility crosswalks and signage and curb bump outs
- › Consistent with the Baldwin DCCR Study which called for pedestrian safety infrastructure improvements within key business areas
- › Complements the Nassau County Complete Streets project along Grand Avenue by providing safer pedestrian circulation which will increase pedestrian traffic and enhance the quality of life for residents and visitors
- › Increases safety features along Merrick Road to promote a walkable roadway in conjunction with the proposed Baldwin Commons, The Grand and Baldwin Medical Center TOD projects

## Public Support

This project reflects the LPC's continued support for roadway improvements in the DRI Area to improve pedestrian safety and create a more walkable downtown. Based on the community survey results, this project was ranked relatively low in terms of overall community support. Some community members suggested that the DRI funds may be better used to support other projects. However, many members of the community highlighted the need for this project to enhance the pedestrian and vehicular experience along this major thoroughfare in the downtown. The LPC has expressed continued interest in the project despite the lower level of support from the community. The LPC identified the need for this project to provide safer connectivity for pedestrians along Merrick Road.

### Community Survey



## Regulatory Requirements

- › Nassau County bid requirements

## Timeframe for Implementation and Project Readiness

The Project Sponsor will initiate design development and permitting once DRI funding is awarded.

| Project Stage          | Timeframe      |
|------------------------|----------------|
| Design                 | 2021           |
| Bidding                | 2021–2022      |
| Construction           | 2022–2023      |
| <b>Total Timeframe</b> | <b>3 years</b> |

## Project Reporting

This project should be monitored for progress and adherence to the proposed timeline. Performance and impact can be measured by the following metrics:

- › Increase in new businesses along Merrick Road
- › Number of collisions/accidents along Merrick Road





**Downtown  
Revitalization  
Initiative**