

Downtown Revitalization Initiative

Application Template

Applications for the Downtown Revitalization Initiative will be received by the Regional Councils. Applicant responses for each section should be as complete and succinct as possible. Applications must be received by the Long Island Regional Economic Development Council by **4:00 PM on June 14, 2017**. Submit your application as a Word Document to LIREDC@esd.ny.gov.

BASIC INFORMATION

Regional Economic Development Council (REDC) Region: Long Island

Municipality Name: Incorporated Village of Cedarhurst

Downtown Name: Central Avenue Cedarhurst

County: Nassau County

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

To continue the development and beautification of Cedarhurst's Downtown Shopping District with upgraded LED lighting to go along with our newly installed internet connectivity Parking Meters to enhance shopping along Central Avenue and Cedarhurst Avenue and our ten municipal parking lots.

Justification. Provide an overview of the downtown, highlighting the area's defining characteristics and the reasons for its selection. Explain why the downtown is ready for Downtown Revitalization Initiative (DRI) investment, and how that investment would serve as a catalyst to bring about revitalization.

Cedarhurst is a charming bustling and attractive Long Island suburban village that has been known as the fashion center of Long Island's south shore for decades. Shoppers strolling along Central Avenue and the immediate side streets during the daytime and evenings will see over 200 shops and restaurants and businesses within a six block area. Shops offer clothing, furniture and interior design services, designer eyeglass frames, jewelry, shoes, fine linens, toys and office supplies, and much more. There are also many great places for a quick snack or elegant dining. The parking lots are a vital component of the downtown shopping district. This project is a continuation of previously CDBG funded projects through Nassau County which included street and parking improvements.

DOWNTOWN IDENTIFICATION

This section should be filled out with reference to the list of desired attributes for participation in the DRI as set forth in the DRI program description.

- 1) Boundaries of the Downtown Neighborhood.** Detail the boundaries of the targeted neighborhood, keeping in mind that there is no minimum or maximum size, but that the neighborhood should be concentrated and well-defined. Core neighborhoods beyond a traditional downtown or central business

district are eligible, if they can meet other criteria making them ripe for investment. Attach a map that clearly delineates the downtown neighborhood.

The boundaries of the downtown area in Cedarhurst are comprised of Central Avenue from Prospect Avenue to Washington Avenue and Cedarhurst Avenue from Broadway to the Long Island Railroad train station on Chestnut Street. In addition the boundaries include the ten municipal parking lots throughout the Village's downtown shopping district and "Restaurant Row " along Chestnut Street.

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

There are over 6500 residents within the Village of Cedarhurst. In addition, the downtown shopping district on Central Avenue and Cedarhurst Avenue and Spruce Street , to name a few streets, is in the very heart of the Five Towns. Residents from all the Five Towns (Cedarhurst, Lawrence, Hewlett, Woodmere and Inwood) come to Cedarhurst to shop for clothing, jewelry and of course Groceries, in one of the busiest gourmet supermarkets in the entire Five Towns .

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

Nassau County previously awarded a grant to the Village of Cedarhurst to improve its downtown shopping district, by providing funds to rehabilitate municipal parking field #6 on the corner of Central Avenue and Maple Avenue. In addition, previous downtown streetscaping projects were completed on Central Avenue to install sidewalks and brickpavers and handicapped accessible crosswalks approximatley 15 years ago. Updated improvements are now needed to continue the beautification of our downtown shopping district.

- 3) Recent or impending job growth.** Describe how recent or impending job growth within, or in close proximity to, the downtown will attract professionals to an active life in the downtown, support redevelopment, and make growth sustainable in the long-term.

Recently a brand new boutique office complex has been completed near the Long Island Railroad Station in Cedarhurst , attracting professionals from New York City to work , shop and dine in Cedarhurst.

- 4) Attractiveness of physical environment.** Identify the properties or characteristics that the downtown possesses that contribute, or could contribute if enhanced, to the attractiveness and livability of the downtown for a diverse population of varying ages, income, gender identity, ability, mobility, and cultural background. Consider, for example, the presence of developable mixed-use spaces, varied housing types at different levels of affordability, walkability and bikeability, healthy and affordable food markets, and public parks and gathering spaces.

Adjacent to the downtown shopping district is the Andrew J. Parise Park which is known throughout the area as the “Jewel of the Five Towns” which boasts the first Handicap boundless children’s playground. The Village Park is host to a very successful and beloved Summer Concert Series that has been going on for over 20 years. Families bring their children to play in the park and to frolic in its magnificent Kids Water Sprinkler Park. Adults of all ages come to the park to relax, play, watch and listen to concerts. The Summer Concerts entertain a diverse population of varying ages. There are music performances to entertain everyone with some of the following different types of ethnic music which draws tremendous crowds; such as Irish, Italian, Jewish and Latin Music. In addition, with music from Broadway shows, Rock and Roll favorites and children’s magic shows, the entire community comes together and is entertained. Cedarhurst village has diverse housing types such as one family homes, Apartment buildings to accommodate renters and larger homes to accommodate the many growing families that live here.

- 5) Quality of Life policies.** Articulate the policies in place that increase the livability and quality of life of the downtown. Examples include the use of local land banks, modern zoning codes, comprehensive plans, complete streets plans, transit-oriented development, non-discrimination laws, age-friendly policies, and a downtown management structure. If policies achieving this goal are not currently in place, describe the ability of the municipality to create and implement such policies.

The Village has established a “parking bank”. Whenever a parking variance is granted, the applicant is required to pay for each “waived parking space”. The funds in the parking bank have been used to acquire, develop and maintain parking lots. The lots relieve a parking congestion problem that would otherwise discourage shoppers.

- 6) Support for the local vision.** Describe the public participation and engagement process conducted to support the DRI application, and the support of local leaders and stakeholders for pursuing a vision of downtown revitalization. Describe the commitment among local leaders and stakeholders to preparing and implementing a strategic investment plan. Identify an initial local lead for the program that will work with outside experts to convene a local DRI Planning Committee to oversee the plan.

The Village Mayor and Board of Trustees along with the Cedarhurst Business Improvement District constantly strive to improve downtown revitalization. The Business Improvement District (BID) is comprised of the local merchants, shopkeepers and landlords that seeks to help promote and support business in the village through beautification projects, public improvements, enhanced municipal services , special events, direct mail programs and print and broadcast advertising, all accomplished through a partnership with the Village Mayor and Board.

7) Readiness: Describe opportunities to build on the strengths described above, including a range of transformative projects that will be ready for implementation with an infusion of DRI funds within the first one to two years (depending on the scope and complexity of the project) and which may leverage DRI funding with private investment or other funds. Such projects could address economic development, transportation, housing, and community development needs. While such projects should have demonstrated public support, it is recognized that projects will ultimately be vetted by the Local Planning Committee and the State. Explain how the majority of projects proposed for DRI funding demonstrate their readiness for implementation.

The Village of Cedarhurst has recently completed the first phase of installing modern state of the art parking meters with internet connectivity, the very first of its kind in New York State. The Village is looking to install and improve LED Street lighting throughout the downtown shopping district to enhance shopping and to improve safety and continue the Business Development and Beautification of the downtown area.

8) Administrative Capacity. Describe the extent of the existing local administrative capacity to manage this initiative, including potential oversight of concurrent contracts.

The Village Administrator and staff along with the Mayor and Trustees will work closely to manage the initiative and follow all municipal oversight and procurement policies.

9) Other. Provide any other information that informed the nomination of this downtown for a DRI award.

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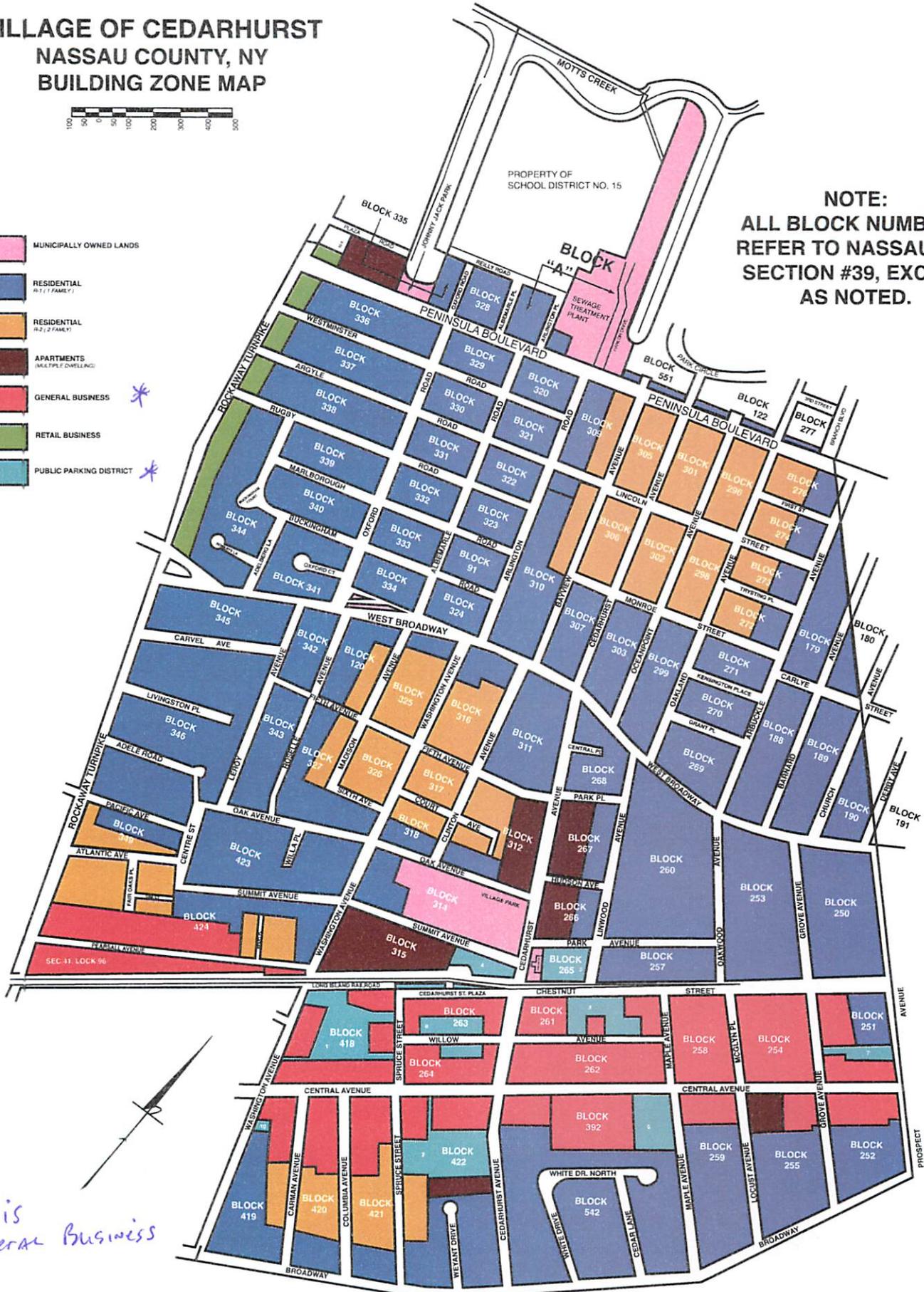
*Don't forget to attach a map that clearly delineates the downtown neighborhood. (See item 1.)

VILLAGE OF CEDARHURST NASSAU COUNTY, NY BUILDING ZONE MAP



- MUNICIPALLY OWNED LANDS
- RESIDENTIAL R1 (FAMILY)
- RESIDENTIAL R2 (FAMILY)
- APARTMENTS (MULTIPLE DWELLING)
- GENERAL BUSINESS *
- RETAIL BUSINESS
- PUBLIC PARKING DISTRICT *

NOTE:
ALL BLOCK NUMBERS
REFER TO NASSAU CO.
SECTION #39, EXCEPT
AS NOTED.



*RED is
General Business*

DOWNTOWN DISTRICT IN RED AND TURQUOISE COLOR

Green is retail business area