

Village of Westbury Downtown Revitalization Initiative Local Planning Committee Kick-Off Meeting



September 21, 2016

Meeting Goals

- Gain an **overall understanding** of the Downtown Revitalization Initiative (DRI)
- Review **program components**
- Understand **responsibilities**
- Brainstorm **vision and priorities** for DRI
- Identify **next steps**

DRI Overview

- DRI is a **\$100M State investment to improve the urban vitality in 10 downtowns** throughout the State nominated by Regional Economic Development Councils.
- DRI Strategic Investment Plans **identify specific projects that align with a vision for revitalization that can be funded through the DRI**, and ones funded by other public & private resources.



DRI Goals

- Prepare a Strategic Investment Plan that identifies **projects to spur revitalization** with a State investment of \$10M in Westbury.
- Identify opportunities to **leverage additional public and private investments.**
- Transform Downtown Westbury into a place where **tomorrow's workforce will want to live, work and raise a family.**

DRI Roles

NYS Dept of State/ HCR

- Primary contact with BJH Team
- Ensures program documents meet program goals
- Helps Committee through planning process
- Facilitates assistance from other State agencies

Local Planning Committee

- Brainstorm ideas, Identify prioritize projects
- Participate in public engagement sessions
- Review draft DRI documents
- Vote on final DRI Plan

BJH Team

- Research and study existing conditions and potential projects
- Prepare revitalization strategy planning documents with input from LPC and State Planners
- Help identify priority projects and implementation strategies

Westbury DRI Scope

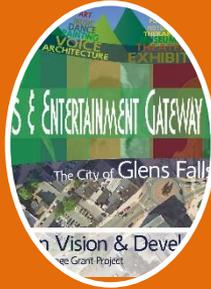
1. Public Engagement Strategy
2. Downtown Profile & Assessment
3. Downtown Vision, Goals & Objectives
4. Revitalization Strategies & Action Plan
5. Priority Projects
6. Implementation Strategy
7. Performance Indicators/Metrics
8. Downtown Revitalization Plan (Due February 2017)

Westbury DRI Timeline



September

- First Local Planning Committee meeting



October

- Existing conditions
- Draft vision
- Key projects identified
- First public engagement event



November

- Downtown vision confirmed
- Key project profiles developed



January

- Public event
- Implementation strategy developed



February

- Public event
- Final Downtown Revitalization Initiative Plan



Westbury DRI Public Engagement

- Seek **input from key individuals**, organizations, and entities
- Use **variety of methods**
 - public workshops
 - interviews
 - BID Annual Street Fair
 - websites
 - social media



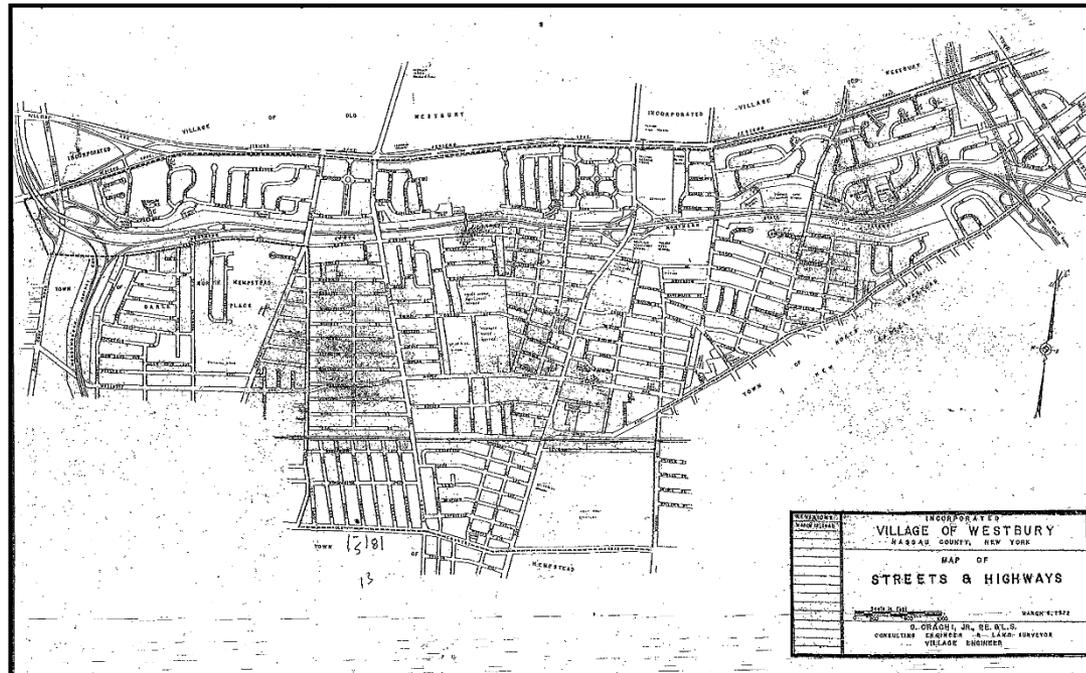
Westbury DRI Work Completed To Date

- Existing Conditions Tour
- Review of Existing Documents
- Study Area Definition
- Draft Strategic Investment Plan- Scope of Services
- Draft Public Engagement Strategy

Westbury Village Revitalization



2010 CENSUS POPULATION	15,146
VILLAGE INCORPORATED	1932
SIZE	2.4 SQ MI
ROADS	43.09 CLM
RESIDENTIAL/COMMERCIAL	90% / 10%



Westbury Village Revitalization

Post Avenue – Downtown Main Street

Façade Improvement Program (w/B.I.D)



ALFREDO'S RESTAURANT

**PIPING ROCK RESTAURANT— TRANSFORMED TO
HORIZON CONDOMINIUMS (92 UNITS)**

Westbury Village Revitalization

Smart Growth / Residential

During its Downtown Revitalization efforts, the Village of Westbury has approved, and seen completed, over **400 units of residential housing** in its Downtown District, all within walking distance of its Downtown railroad station.

Approx. Total Residential Units

408 Condominium Units

98 Co-op Units

172 Rental Units

140 Assisted Living Units

818 Total Units In/Around the Downtown



330 Maple Ave

Photo: Douglas Elliman Real Estate



135 Post Ave

Photo: CENTURY 21 American Homes



130 Post Ave

Photo: Lynda Baker Realty Corporation



242 Maple Ave

Photo: Douglas Elliman Real Estate

Westbury Village Revitalization

Piazza Ernesto Strada (Corner of Post + Maple Avenues)

Transformed into a Village Piazza



Westbury Village Revitalization

The Space at Westbury

An Architectural Landmark is Reborn on Post Avenue



BEFORE



AFTER



After a \$10 million renovation, working in partnership with the Village, the Tudor-style Westbury Movie Theater, was transformed into ***The Space at Westbury***, a state-of-the-art, multifaceted performing arts and event center that reopened in November, 2013 with over 1,200 capacity for standing-room general admission shows.

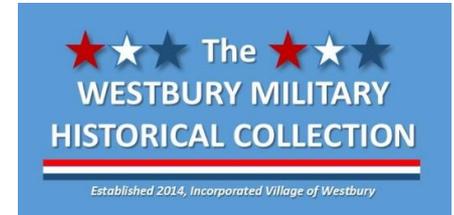
Westbury Village Revitalization



The Westbury Business Improvement District (B.I.D.), working with the Village, helps to attract new merchants, promote existing merchants, and increase consumer traffic to businesses within the district through B.I.D. sponsored community events, programs and financial incentives such as the annual Street Fair and the Post Avenue Façade & Street Beautification initiatives.



The Greater Westbury Council for the Arts is a 501(c)(3) nonprofit organization that is committed to attracting, developing and promoting art and culture throughout our community. The council advocates for a wide range of artistic expression by identifying collaborative partners to provide venues and resources for diverse programs.

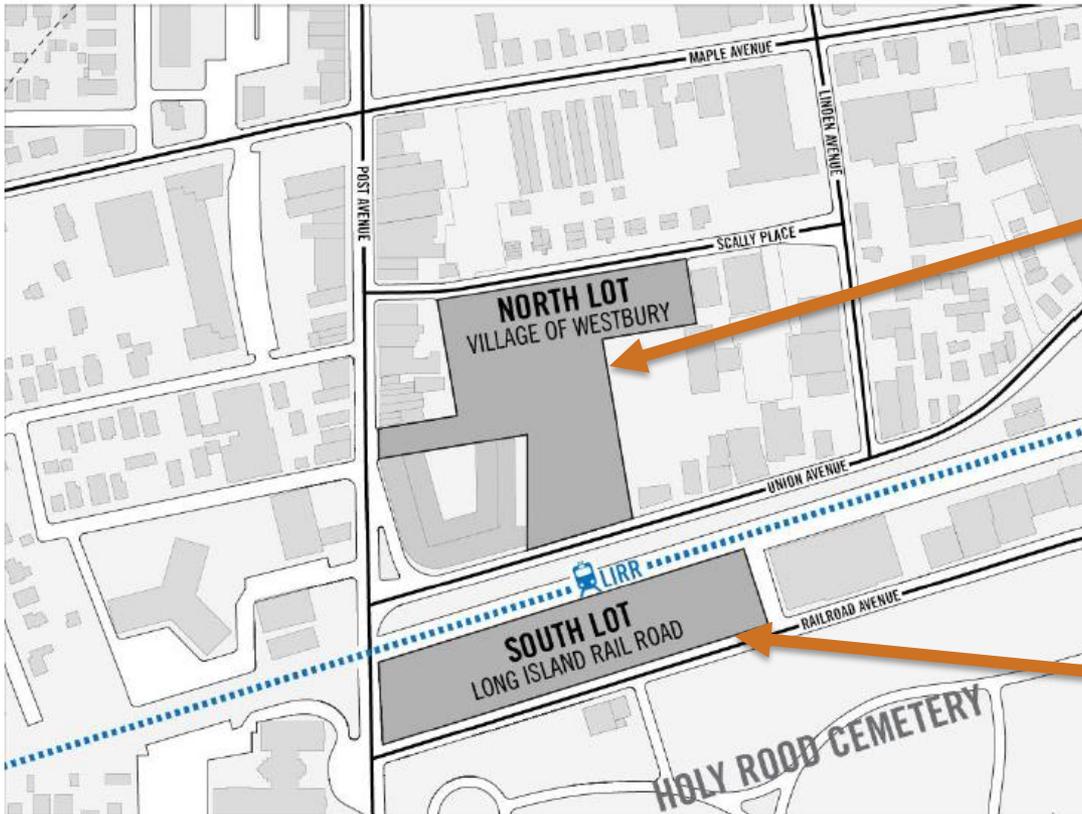


On Veterans Day, November 11th 2014, the Village of Westbury held a re-dedication ceremony to commemorate the renaming of VFW building as the new **Westbury Military Historical Collection** at the Cpl. James Walsh VFW Building with the intention to preserve this important historical and cultural community resource.



Westbury Village Revitalization

Commuter Parking Lots



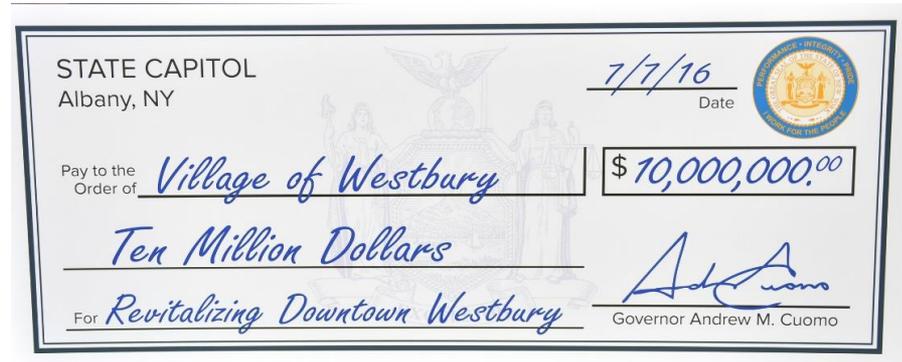
Westbury Village Revitalization

The Village of Westbury awarded \$10M Downtown Revitalization Initiative Grant

July 7, 2016



Office of Planning
and Development



Westbury Village Revitalization

Opportunities Identified to Date

1. Seek to develop an **anchor on south side** to bring activity/energy to south end of town
2. Encourage and incentivize **additional multi-family** (senior/young adult) housing options around train station and downtown
3. Work on attracting a **major employer to downtown** to create job opportunities and bring patrons to downtown
4. Develop strategies and take steps **to attract young adults to live, work, recreate, dine** etc. in downtown (see Farmingdale, Long Beach, Rockville Centre and other examples)
5. **Parking** enhancements
6. **Streetscape improvements** (public art, trees, planting boxes, bike racks, benches, etc.)
7. Develop **transition from train station area** to downtown
8. **Updates to Senior Center and Community Center** facilities on north end of downtown
9. Upgraded **LED** (solar?) **streetlights** on Post/Maple/Union
10. Explore **Downtown trolley bus loop** (Senior Center to St. Brigid and back w/stops in between)

DRI Vision & Priorities Discussion

What are the **greatest strengths** of the downtown in Westbury?

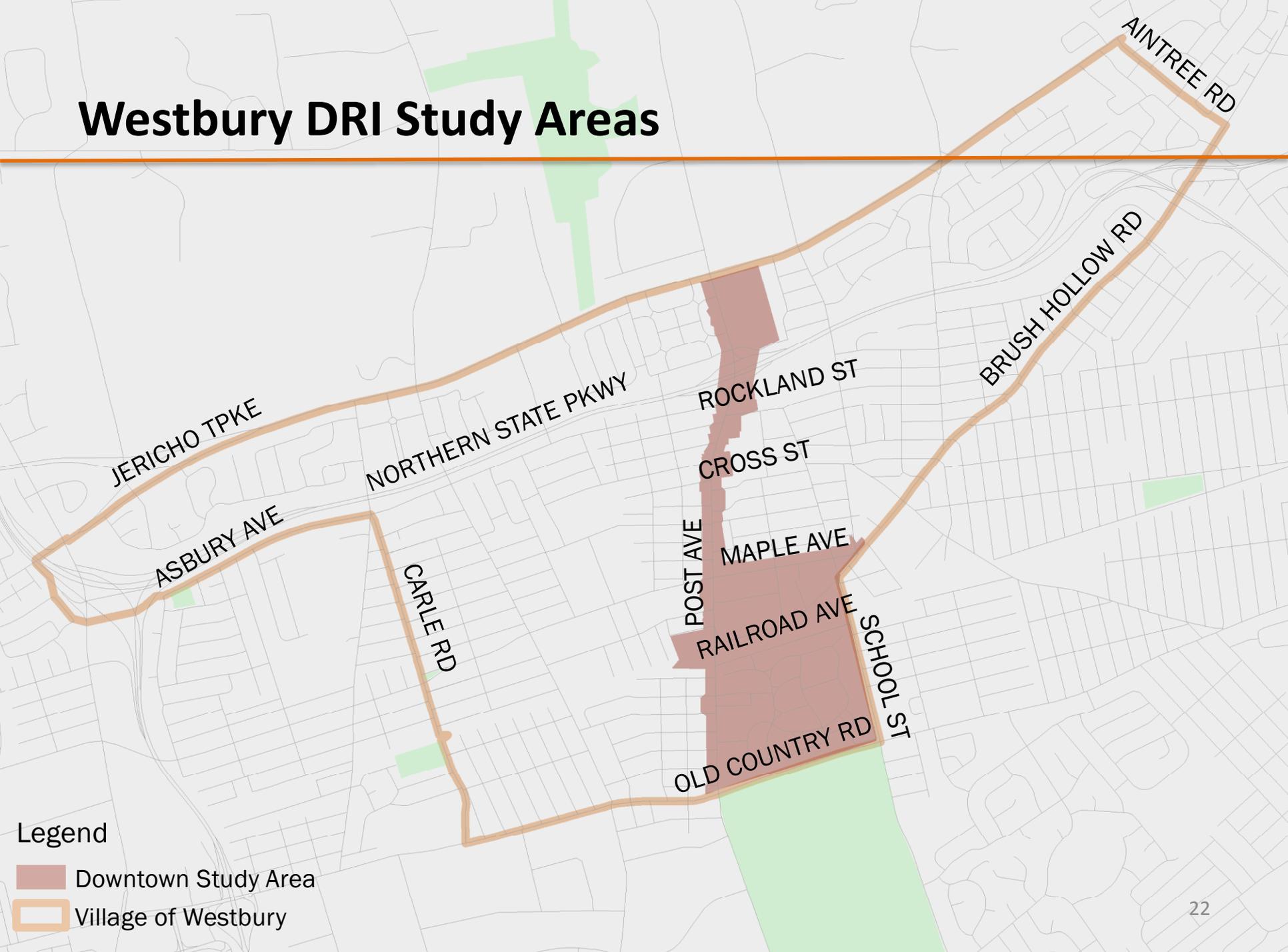
DRI Vision & Priorities Discussion

**What factors may be preventing
Downtown Westbury from
achieving its full potential?**

DRI Vision & Priorities Discussion

**How do you
envision Downtown Westbury
5, 10, 20 years from now?**

Westbury DRI Study Areas



- Legend
- Downtown Study Area
 - Village of Westbury

DRI Vision & Priorities Discussion

A Vision:

- articulates the type of place the Village **wants the Downtown to become**
- takes into consideration the **unique characteristics** of Westbury and surrounding region
- builds on **strengths and opportunities**
- relates to **existing local and regional plans**
- makes a **recognizable place**
- **enhances gateways** into the downtown
- defines a **walkable live/work/play environment**

Next Steps

Existing Conditions Analysis

October Community Engagement

- BID Annual Street Fair, October 15
- Public Meeting, October 26 at 7pm

Next LPC Meeting

- Present existing conditions analysis
- Finalize vision statement
- Brainstorm priority projects

For information about project status
in real time, please check:

<https://www.ny.gov/programs/downtown-revitalization-initiative>

