



## Downtown Revitalization Initiative

### APPLICATION

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

#### BASIC INFORMATION

Regional Economic Development Council (REDC) Region: Long Island

Municipality Name: Incorporated Village of Freeport

Downtown Name: Main Street

County Name: Nassau

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

The Village of Freeport looks to capitalize on the Village's LIRR Station. The Village has a vision for Transit-Oriented Development (TOD) in the Downtown along Main Street. The *Building a Better Freeport – The Master Plan for the North Main Street Corridor and Station Area for the Village of Freeport, NY* study focuses on TOD and makes recommendations for creating a walkable Main Street Corridor. The Master Plan recommends a link to the LIRR station area and downtown Freeport via the Main Street corridor to create a walkable and transit-friendly area. By implementing recommendations, Freeport has the potential to become a regional leader in suburban redevelopment, begin to reverse the 40 years of economic decline it has experienced, and establish a new opportunities in the area

Throughout the public process of developing the North Main Street Corridor Master Plan, a unified vision grew out of the hours of discussion, brainstorming and illustrating. At the center of the vision was the idea of creating or recreating the project area as a "place:" a place to walk; a place to eat; a place to shop; a place to read; a place to catch a movie; a place to bowl; a place to listen to music; a place to lay in the sun; and so on. The overwhelming desire of the residents expressed during the visioning process was to take what is now largely an absence of place and to turn it into something that has an identity. The Downtown vision retains and builds on the strengths of the past and provides for a second life of a traditional downtown.

North Main Street today is the nearly 1.2 mile-long north-south transportation spine that connects the Village to Roosevelt. Currently configured with four lanes, the roadway's speed limit is set at 30 miles per hour, but project team observations found that vehicles using the road typically travel at significantly faster speeds up to 60 mph, establishing an unsafe pedestrian environment. Adding to the poor pedestrian experience is the condition of the

streetscape along the road: inconsistent pedestrian crosswalks with wide crossing distances; and bus stops with no bus shelters. The intermittent uses along the roadway, ranging from commercial to industrial to retail, further discourage pedestrian activity along the North Main Street Corridor. Many of the buildings that provide these uses are degrading and in need of repair and potentially replacement. There are also a number of gap sites along the way that are comprised of vacant or underutilized lots that do not contribute positively to the state of the corridor. Finally, there is a severe lack of open space along the corridor, further contributing to its barren feel. The vision is to transform what is now an underutilized corridor characterized by gap and an unrelated mix of uses with varying physical form into a more cohesive, green, safe and walkable place. This vision can be realized by the completion of a streetscape program, a new development zoning code to direct and shape investment, building preservation and restoration, traffic calming measures, open space and landscape improvements, increased pedestrian connectivity and transit improvements.

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## **JUSTIFICATION**

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

Village of Freeport is the second highest populated village in New York State and one of the most diverse communities in Nassau County. Freeport's ethnic diversity makes the Village a unique place within Nassau County. While the County's population is predominantly white, Freeport does not contain an ethnic majority population. Instead, the Village's population is comprised of three main ethnic groups: White, Black or African American, and Hispanic or Latino. Individuals of Hispanic and Latino decent make up the largest share of Freeport's population. At 39%, Freeport's Hispanic and Latino population is more than triple that of Nassau County overall. Freeport's non-Hispanic or Latino and Black or African American population is also almost triple that of the County, 30% compared to 11% respectively. Additionally, 30% of the Village's population is foreign born.

Source: United States Census Bureau's 2016 American Community Survey.

Freeport is located along the south shore of Nassau County on Long Island and occupies 4.6 square miles. The Village has a directly elected mayor and a Board of Trustees. As an incorporated village, Freeport has its own municipal electric and water utilities, police force, emergency management team, and fire department. The Village prides itself on its self-sufficiency, quality of life, and long history of water-oriented activities.

In 2015, the Village of Freeport was singled out as one of the coolest towns in America by The travel website Matador Network. It placed the village in the No. 7 spot on its list of the 20 coolest towns in the United States, which it defines as places that have "their own economic/local heart," "cool natural features" and "a global citizenry. It further stated that some of the things that make a town cool included walkable downtown areas, nearby outdoor recreation and cultural diversity.

Downtown Freeport already possesses many of the assets necessary to become a regional center on Long Island. These include: 1). Connections to major roadways and public transit: As the implementation unfolds new attractions in downtown Freeport will be easily accessible to individuals throughout the region. 2) Access to beaches and waterways: With new businesses and restaurants, Freeport's downtown will increasingly capture the recreational time and dollars of individuals venturing to Jones Beach and the Nautical Mile. 3). A rich history and commitment to arts and culture: Freeport's cultural history, ongoing commitment to the arts and current arts organizations and institution are invaluable resources for positioning Freeport as an arts hub.

North Main Street Area is a part of an important road that connects the heart of Freeport to the Village of Hempstead, and thus links the South Shore to the economic center of the Nassau Hub. This County-owned road has a traffic volume of 22,200 cars per day along its busiest stretch in the area. Sunrise Highway and Merrick Road are the major east-west routes through the Village of Freeport. The New York State-owned Sunrise Highway has a daily traffic volume of 54,200 cars per day, while Merrick Road moves 22,800 cars per day along its busiest stretch through the downtown area. Freeport's Downtown is situated on the LIRR Babylon Branch, which runs along the south shore of Nassau and western Suffolk Counties. With its connection to the LIRR, the station area is Freeport's main transit hub with a ridership of 5,365 passenger trips per day. Freeport is served by six different Metropolitan Transit Authority (MTA)/Long Island Bus routes: the N4, N19, N40, N41, N43, and seasonally the N88 (May through September), each of which stops at the LIRR station. Bus service is available from the station running north along North Main Street and Jones Beach. In particular the N40 and N41 bus lines are critical in providing north-south mass transportation.

The Village of Freeport has a rich arts and cultural scene, facilitated by several local arts organizations. These include the Long Island Arts Council at Freeport. Founded in 1974 through seed money from the Village of Freeport and Freeport Public Schools, the Council has provided artistic programs and services to Freeport and the rest of the Long Island community for over 25 years. Over the past several decades, it has grown to include dozens of affiliate organizations and individuals practicing and promoting the arts across Long Island

The Village's downtown is ready for Downtown Revitalization Initiative (DRI) investment. The Village has a clear vision and comprehensive strategy in place. An all-inclusive Master Plan has been developed. Design plans for infrastructure improvements have been completed. New housing and commercial space is being developed. DRI funding would provide the resources to complete the revitalization of the business district which would lead to transforming the Main Street corridor into a vibrant community

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## DOWNTOWN IDENTIFICATION

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

- 1) Boundaries of the proposed DRI area.** Detail the boundaries of the targeted neighborhood, keeping in mind that there is no minimum or maximum size, but that the neighborhood should be concentrated and well-defined. Neighborhoods beyond a traditional downtown or central business district are eligible, if they can meet other criteria making them ripe for investment. Attach a map that clearly delineates the area to be included in the downtown revitalization area.
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Freeport's Downtown Main Street area covers approximately 2 Square Miles. It consists of a variety of business and residential types. Uses include office space, retail space, educational facilities, industrial facilities, religious institutions, mixed use structures, single and multi-family. The area includes the entire length of North Main Street from Freeport's northern border at Roosevelt to its terminus at Sunrise Highway. The project also encompasses the LIRR station and the halfmile radius around it, including the downtown retail center on South Main Street, Henry Street, Church Street and Merrick Road. North Main Street links the South Shore to the economic center of the Nassau Hub and has a traffic volume of 22,000 cars per day. The Downtown area has ample street and municipal lot parking. In the vicinity of the LIRR station area, there are approximately 2,000 available parking spaces. A map of the North Main Street Downtown area is attached to the email submission of this application.

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

The area directly around Freeport's downtown is made up primarily of commercial and community service uses. Residential areas form a ring around and extend out from the downtown, with commercial and community services dotting the residential areas on the downtown's periphery. Commercial and community service uses also extend north along the North Main Street Corridor. Freeport's downtown is significantly more developed for commercial uses than its neighbor Baldwin to the east and Merrick to the West. Freeport's downtown combines a concentrated mix of commercial activity, residential neighborhoods and good transit access, both by rail and bus. Nearly 30% of the Village's residents live within a half mile from the Long Island Train Station.

New York City is less than an hour drive to Freeport's Downtown. It is approximately 22 miles east of Midtown Manhattan, and 7 miles east of the Nassau and Queens border. The Long Island Railroad provides a 45-minute express train ride to New York's Penn Station. Sunrise Highway (New York State Route 27) and Merrick Road (Nassau County Route 27A) are the two major east-west thoroughfares serving the Downtown area. Meadowbrook State Parkway is less than a mile to the east, which intersects Merrick Road and Sunrise Highway and provides access to northern Nassau County, and to the south to Point Lookout, Lido Beach, Long Beach and Jones Beach barrier islands. The n88 NICE Bus provides non-stop round trip service from the Freeport LIRR station to Jones Beach State Park's two Bathhouses, the Central Mall and the Nikon Jones Beach Theater. Governor Andrew M. Cuomo's Office estimates that summer ridership is at 33,000 with 16,000 weekday riders.

Freeport already is a destination for many people, particularly those visiting the Nautical Mile and making connections to Jones Beach State Park. Enhancing the area around the station and North Main Street will serve to attract people, who normally pass through to these other destinations, to come and stay for a while, buy a sandwich from a local shop, eat in the park and maybe even begin to consider living here. The fine qualities of the Village that exist already, its community spirit and pride, its diversity and its resources, only will become more abundant to more people through implementation of this project.

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

The Freeport Downtown Revitalization Project applies public and private sector resources to the rehabilitation and upgrade of traditional Main Street commercial structures, the construction of new mixed-use developments in keeping with the scale and character of this historic regional downtown, and associated roadway, streetscape and parking and park improvements. It fulfills both a local and national economic development objective in providing the conditions necessary for sustained private sector investment and business activity in our traditional downtown (identified as a regional center in the Nassau County Master Plan) With additional resources, the Village can complete the revitalization of our downtown and attract future private investment.

#### **Housing**

A private developer invested \$4 million in the recent construction of the Main Street Mews on South Main Street. A \$220,000 grant from the Empire State Development Corporation contributed to construction costs for the project. The Mews was constructed as a unique three-story complex of loft space intended for artists to live and work. Each apartment is divided into living and work areas on at least two floors. There are 16 units and 4,200-square-foot first-floor retail space.

#### **Streetscape**

Recent improvements have been made to the downtown, including the reconstruction of South Main Street and streetscape additions including brick pavers, antique-style lighting, planting strips with trees , and other landscaping was installed. Additionally, several stores on South Main Street have been beneficiaries of the Façade Improvement and Fixture Replacement Program.

Phase I of the- North Main Street Corridor Master Plan is in progress. This Phase consists of streetscape improvements, including street trees, street furniture, attractive lighting, sinking the utility cables, and traffic-calming measures. In April of last year, The Village and Nassau County began a \$3.9 million streetscape project on North Main Street stretching from Freeport's northern border at Roosevelt to its terminus at Sunrise Highway. The project will include new sidewalks, decorative light poles with LED lighting, new benches, waste receptacles, landscaping and pedestrian bump-outs at intersections.

Nassau County has secured \$2.3 million from the federal Region Transportation Improvement Plan, which will be used to rebuild nine traffic signals on Main Street, from the intersection of Church Street north to the village border. The work will not only replace the traffic lights and crosswalk signals, but will also install fiber optic communication lines, add traffic surveillance cameras, improve drainage and add pedestrian "bump-outs" on corners, which make street crossings safer for pedestrians. Work is expected to begin next year.

## **Commercial Rehabilitation**

The Village of Freeport has a facade improvement program that leverages federal Community Development Block Grant (CDBG) funding with state and foundation grants and private investment to substantially improve commercial buildings. The program offers matching grants directly to targeted retail businesses for capital improvements. The program has targeted businesses along North Main Street. The program improves the aesthetics of the business district and attracts new businesses and private investment.

## **Green infrastructure**

The Village of Freeport has been awarded \$1,037,591 in funding for two green infrastructure projects in the Downtown. Two municipal parking lots are being reconstructed to yield large rain gardens that would capture stormwater runoff from the parking lots as well as the surrounding buildings. New York State Environmental Facilities Corp under the Green Innovation Grant Program has recently awarded the Village \$175,000.00 for one of the projects. The Governor's Office of Storm Recovery (GOSR) under the New York Rising Community Reconstruction (NYRCR) Program is funding \$862,591 for the other rain garden. Construction is anticipated to begin early next year.

The Village of Freeport is leading the way in encouraging the use of energy efficient and clean running electric vehicles. The Village received funding for one EVSE under the Charge NY Municipal Electric Vehicle Charging Station Funding Opportunity. The charging station was installed at the Long Island Train Station in the first row of spaces adjacent to Henry St. just south of the main entrance to the parking lot and closest main platform, ticket booths and waiting area. The primary users of this lot are daily commuters to Manhattan with vehicles remaining in the lot for 10-12 hours. Freeport owns and operates the commuter parking lot. Five parking lots at the station provide spaces for over 1200 cars. The Village issues 750 residential commuter parking permits each year and the remaining space spaces are open for non-permit parking.

Freeport received \$335,027. in funding for a solar project from a New York State Energy Research and Development Authority (NYSERDA) grant. The Village installed a 50 kilowatt SunPower Photovoltaic system at the Freeport Fire Department Headquarters located in the Downtown, just north of the Long Island train Station.

## **Risk Reduction & Resiliency**

The Village hopes to bring greater electric reliability to homes, businesses and critical facilities with a \$35 million community microgrid. The Village has received \$1 million dollars in funding to develop a comprehensive engineering, financial and commercial assessment associated with installing and operating a microgrid in the community. The funding was received from Stage 2 of NY Prize, a NYSERDA sponsored competition to encourage microgrid development. The microgrid would serve the Long Island Train Station and a portion of the Downtown area.

## **Zoning**

The Freeport Village Board of Trustees enacted a temporary construction moratorium on North Main Street. The moratorium was enacted in order to identify and address present and future development needs within the North Main Street Corridor, with respect to the appropriateness of the existing zoning districts. In particular, to better provide for future growth, evaluate how to improve the area and encourage development with a strong mix of residential, retail and commercial uses that facilitate vibrancy along the corridor. The Mayor's Advisory North Main Street Development Committee of village officials, business owners and residents was appointed to review the Village's current zoning ordinances, and to recommend amendments.

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

The Village of Freeport contains 1,118 companies that provide 12,012 paid jobs  
142 Construction – 1,520 jobs  
108 Manufacturing - 2,465 jobs  
86 Wholesale Trade - 737 jobs  
152 Retail Trade - 1,629 jobs  
43 Transportation and Warehousing - 1,028 jobs  
3 Information – 320 jobs  
34 Finance and Insurance – 181 jobs  
46 Real estate - 176 jobs  
100 Professional, scientific and technical services – 416 jobs  
94 Administrative and support and waste management and remediation services – 417 jobs  
10 Educational Services – 85 jobs  
119 Healthcare and social assistance – 1,997 jobs  
24 Arts, Entertainment and recreation – 98 jobs  
74 Accommodations and Food Services – 638 jobs  
83 Other Services (except public administration) – 305 jobs

The western central area of the Village, including the LIRR station and the Downtown, contain the highest concentration of jobs.

Source: U.S. Census Bureau, 2012 Survey of Business Owners, The data in this file are based on the 2012 Economic Census, Survey of Business Owners (SBO) and U.S. Census Bureau, 2012 Economic Census, 2012 Economic Census of Island Areas, and 2012 employer Statistics, Data based on the 2016 Zip Business Patterns

Freeport has a job growth projection of 30.4% for the next 10 years. The development of Freeport Plaza West will help create a downtown that supports a vibrant mix of uses within proximity of the LIRR Station and MTA bus services. Revitalization the North Main Street Corridor will make it a destination for retail, entertainment and restaurants. The Master Plan envisions the creation of 124,000 square feet of new retail space and more than 73,500 square feet of commercial space. The retail envisioned includes a mixture of local Mom-and-Pop-type shops, along with national retailers that have branched out from mall locations and are being incorporated into downtowns across the country. The commercial space will be suitable for such uses as medical offices, legal firms and other professional services. It is estimated that the retail and commercial space will create an additional 621 jobs.

Assumes 4.17 employees per 1,000 square feet of office space, 4.3 employees per 1,000 square feet of medical office space, 2.5 employees per 1,000 square feet of retail space.

The Master also Plan envisions the creation of about 1,400 units of new housing made up of a mixture of rental and ownership at affordable and market rates. An estimated 2,100 new residents will move into the housing units and support the retail, commercial and cultural uses. The Long Island Railroad and the MTA will benefit from increased ridership as a result of new residents living in the new units. The Village of Freeport will also benefit from increased tax revenue from the housing units and the new commercial space.

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

As New York State's second largest village located along a busy commuter rail line with an abundance of room to grow, the Village of Freeport is an important "center" in the New York Metropolitan Region. As noted previously, Freeport's Downtown has easy connections to major roadways and is walkable to public transit, easy access to waterfront activities including beaches and has a rich history and commitment to arts and culture.. A variety of business types are present in Freeport's downtown. Uses include office space, retail space, educational facilities, industrial facilities, religious institutions, mixed use structures, single and multi-family residential housing.

The Long Island Train Station provides easy access to New York City and the east end of Long Island. The MTA bus provides access to Jones Beach and the barrier islands. The Downtown includes major roadways that run east to west as well as south to north.

Many Freeport neighborhoods possess a charm and sense of livability that are the envy of many communities. The long-standing tree planting campaign on neighborhood streets has fostered tree-lined neighborhoods that lend beauty to the charming homes, evening out the rough edges and gaps in its

community aesthetic. In addition, the greenway that begins at Brookside Preserve to the west and runs eastward in conjunction with the LIRR track provides a green spine. This spine provides a multipurpose, multimodal route that offers the community a valuable transport route as well as a green corridor that is a continuous strip of loveliness through the community

Two Village owned parks are located in the Downtown area. Northeast Park is located in northeast Freeport. The park is 1.298 acres and consists of a ninety-foot lighted baseball diamond, along with basketball courts equipped with lights, three recently resurfaced tennis courts, multiple use field, playground area, large picnic area and restrooms. Less than a mile north of Northeast Park is Martin Luther King, Jr. Park. The park is 1.661 acres and consists of 2 outdoor swimming pools (adult and kiddie), basketball courts, handball wall, picnic area with pavilion, multiple use fields, playground area and restrooms. There is no entry fee for the pools.

Nearby is the Freeport Recreation Center, which features an enclosed, year-round ice skating rink; an indoor pool; an outdoor Olympic-size pool; an outdoor diving tank; an outdoor children's pool; handball courts; sauna; steam room; fully equipped workout gyms; basketball courts; and snack bars serving hot and cold foods. The Center also offers evening adult classes and hosts a pre-school program, camp programs, and a senior center. The Recreation Center provides recreational opportunities not only to Freeport residents, but

Freeport is also home to the Freeport Community Concert Association. An affiliate of the Long Island Arts Council, the Association has brought "NYC concert hall caliber" musicians to the Village of Freeport and the larger Nassau County community for over 70 years. The Freeport Memorial Library on West Merrick Road also provides residents with a range of arts and cultural programs, including concerts, lectures and art exhibitions.

In the Downtown area is an Urgent Care center that offer care for both adults and children. The center is open 365 days a year. A mile west of Downtown on Sunrise Highway is a Radiology Imaging Center. In addition, Freeport Village Hall, Freeport Police and Fire Department Headquarters and the Freeport Post Office in the Downtown area.

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

The Village of Freeport has been committed to the revitalization of the community and improve the livability and quality of life of our residents since the 1990's. Preliminary concepts for revitalization of Freeport's Downtown first grew out of the Village's participation in Regional Plan Association's 2006 Regional Design Institute which was further developed at the 2006 National Endowment for the Arts' Mayors Institute on City Design. The purpose of the Master Plan was to define a clear vision and policy direction for the future of the Village of Freeport's North Main Street Corridor and LIRR station area. The Master Plan grows out of both prior and ongoing efforts to improve the quality of life for all Freeport residents and to create a safe

and pleasant place in which to live. The late 1990's started a ten-year effort to rebuild the community "from the ground up" which led to electric and water utility expansion and modernization, parks and recreation improvements, road elevations and reconstructions, and downtown parking improvements. In 1998, the village saw the rebuilding of the one mile stretch of Woodcleft Avenue ("The Nautical Mile") and reconstruction efforts continued northward along Guy Lombardo Avenue to the Freeport Plaza Urban Renewal Area and encompassed the heart of Freeport's traditional downtown within 1/4 mile of the Long Island Rail Road station. This commitment has been coupled with an ongoing downtown revitalization effort that has leveraged federal Community Development Block Grant (CDBG) funding with state and foundation grants and private investment to substantially improve commercial buildings that continues today.

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

The Master Plan reflects a community-driven process that has involved the residents of Freeport since the project's inception. In addition to large, open public meetings, a smaller project Steering Committee was established in the early stages of the visioning process to gain even greater insight into community needs and desires. The Steering Committee was comprised of a diverse selection of residents, business and property owners, civic and religious institutions and Village and County staff and has guided the project team on an ongoing basis. Steering Committee members played a very active role in project development and outreach, and they also provided valuable feedback to every step of the project, representing the interests of the greater community. To help the Project Team with technical matters, a Technical Advisory Committee (TAC) was also developed and met twice in the project's early phases and continues to serve in an advisory capacity throughout the project. The TAC included representatives from the following agencies and departments:

- Village Community Development Agency
- Village Department of Public Works
- Village Engineer
- Village Building Department
- Village Police Department
- Village Fire Department
- Nassau County Planning Department

Project Kickoff was held on August 18, 2009. Freeport's Mayor was joined by the Nassau County Executive, County Legislators and a representative from Congresswoman Carolyn McCarthy's office, to publicly launch the project with the project team.

Introductory Public Workshop was held on September 15, 2009. Following a month of data gathering, analysis and initial stakeholder outreach, the first public workshop was held at Village Hall to introduce the project, the project team and timeline as well as to solicit initial input from Freeport residents on topics related to redevelopment

A Discovery Workshop was held on October 14, 2009. The catalog of information gathered to date was presented to Freeport residents, including stakeholders and property owners, at Bethel AME Church for discussion and to help direct the issues to be covered in the weeklong charrette

The Charrette was held on October 26-30, 2009. During the week, the Project Team, the Village Community Development Agency (CDA), other Village staff, County and State agencies and a wide range of community members participated in shaping the Master Plan and its various details. Each day featured a technical presentation on subjects such as transit-oriented development, transportation and mobility, landscape, architecture, and form-based coding. On three of the evenings, a progress presentation was provided for public review and comment as well as internal, technical critique among the consultant team. In addition to input gathered during these forums, the plan also benefitted from private meetings held during the day with various stakeholders. These meetings included discussions with local property owners, developers and clergy members. On the final evening, a formal presentation was provided to the community to familiarize everyone with the emerging plan and program accompanied by a less formal gallery review and discussion. Over 200 participants attended the Charrette throughout the week at the Village Recreation Center

The DRAFT Master Plan Presentation was held on January 28, 2010. A public presentation of the major concepts of the Master Plan was presented to a gathering of over 150 people at the Perfecting Faith Church. It was a final opportunity for residents to weigh in on the Plan and make necessary clarifications before its completion and review by the Village.

The Final Review of DRAFT Master Plan was held on April 2010. Following the presentation of the Master Plan Concepts in January, a written report was prepared and sent to all members of the Steering Committee for their review. The Project Team collected all comments and recommendations from the Committee and incorporated them into the Final Master Plan.

Throughout the public process of developing the Master Plan for Main Street, a unified vision grew out of the hours of discussion, brainstorming and illustrating. The overwhelming desire of the residents expressed during the process was to take what is now largely an absence of place and to turn it into something that has an identity. The Village of Freeport will undertake the primary role of coordinating the implementation of the Plan. Action will include securing public and private investments

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- 8) Project List to Demonstrate Readiness:** Describe opportunities to build on the strengths described above by providing a list of transformative projects that will be ready for implementation with an infusion of DRI

funds within the first one to two years (depending on the scope and complexity of the project) and which may leverage DRI funding with private investment or other funds. Such projects could address economic development, transportation, housing, and community development needs. While such projects should have demonstrated public support, it is recognized that projects will ultimately be vetted by the Local Planning Committee and the State. Explain how most projects proposed for DRI funding demonstrate their readiness for implementation.

Freeport Plaza West consists of the crumbling Meadowbrook Bank Savings Building and a green triangle of cleared space to its east. The property has approximately 600 feet of frontage on Sunrise Highway and approximately 200 feet of frontage on Church Street. The site contains approximately 3.6 acres. This parcel presents the greatest opportunity for redevelopment in the Village of Freeport. Given its location along Sunrise Highway and adjacency to the LIRR station, this location will serve as an important area for development. Development of this site will be the catalyst to spur additional investment in the Downtown area and will serve to pump the dividends of its success northward along North Main Street as well as southward towards the existing village center around South Main Street. Revitalization here will serve to bridge what has traditionally been a divide between the northern and southern sections of Freeport and help to facilitate a connected, highly functioning community.

The Master Plan finds that the most important landscape for Freeport to create is the Village Green. By reclaiming an inefficient, triangular-shaped surface parking lot, the community will gain a civic amenity within the heart of the redevelopment area while serving as an anchor for the Village Greenway to the Brookside Preserve. Simple in form and relatively economical in construction, this park will contain a plaza area, a lawn, a shady double row of trees, and a focal point that might be a fountain or a sculpture. The plaza permits uses that require stable surface areas (such as tables and chairs) and can be easily maintained, which is important given its immediate adjacency to the LIRR station. The lawn permits a range of activities, particularly those with no particular program, such as throwing Frisbees, parents and children playing catch, and many types of gatherings for various purposes. With the plaza, and lawn, the park will function as both town plaza and passive recreation park and can accommodate a range of activities from casual coffee to crafts fairs and heritage festivals to community-wide events like walk-a-thon fundraisers.

The Village Green's benefits are:

- Demonstrates reinvestment in the station area, helping to reverse its present image
- Improves safety because it will generate greater pedestrian presence during more times of the day
- Creates a new, well-designed and well programmed public space for Freeport that does not currently exist
- Provides a significant "image maker" for visitors to the train station
- Completely changes image of Freeport for those passing through the Village on the train
- Encourages greater ridership at the Freeport station rather than the Baldwin or Merrick stations, thereby better supporting Freeport business
- Eliminates cars immediately adjacent to the station, which are perceived as safety hazards and eyesores
- Provides free play space within walking distance of densely inhabited neighborhoods

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

The Village of Freeport would task the following to manage these projects:

Municipal Contact -Nora E. Sudars, Grants Administrator Ms. Sudars currently works for the Village of Freeport Public Works Department as the Grants Administrator. She has held this position since 1998. Prior to working for this department, she served as Village Clerk for the Village in addition to Freeport Community Development Agency Coordinator. She is also the contract administer for all public works projects. Ms. Sudars will have contract administration and reporting responsibilities for this project.

Fiscal Contact -, Ismaela Hernandez, Treasurer Ms. Hernandez was appointed by the Village Board of Trustees on April 5, 2010. As Village Treasurer, Ms. Hernandez oversees a \$69,500,000 annual municipal budget. In addition to the budgets for the Village, she also oversees the Water and Electric utilities budgets.

Engineer/Project Manager -Robert Fisenne, P.E., Supt. of Public Works and Village Engineer. After graduating from Rochester Institute of Technology in 1990, Mr. Fisenne worked for consulting engineer firms in the private sector. In March of 1995, Mr. Fisenne received his professional engineer's license. He has been employed by the Village of Freeport since 1996. Mr. Fisenne will handle the construction management of the project.

- 10) Other.** Provide any other information that informs the nomination of this downtown for a DRI award.

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

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## EMAIL SUBMISSION ADDRESSES

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

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

Western New York

[NYS-WNY-REDC@esd.ny.gov](mailto:NYS-WNY-REDC@esd.ny.gov)

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