



Hicksville Downtown Revitalization Initiative Strategic Investment Plan

March 2018

Town of Oyster Bay, New York
Long Island Regional Economic Development Council



**Downtown
Revitalization
Initiative**

Hicksville Local Planning Committee

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**Downtown
Revitalization
Initiative**

Foreword

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

Nationally and globally, business and development leaders recognize that the creation of new downtown communities with public amenities and a high quality-of-life can provide a catalyst for increased economic development, re-population (particularly by young professionals) and urban vibrancy. Governor Andrew Cuomo recognized this potential and launched a major new initiative in the spring of 2016 – the Downtown Revitalization Initiative (DRI).

The Governor’s ten Regional Economic Development Councils (REDCs) each identified one community in which to invest \$10 million to improve the vitality of those urban centers. The Downtown Revitalization Initiative (DRI) funding supports a community planning and implementation process where each community develops the key ingredients needed for successful downtown revitalization: a clear vision for the downtown; goals and strategies to accomplish the vision; and a strategic plan to implement catalytic projects identified in the plan.

Communities selected in Round One included:

- Elmira (Southern Tier Region)
- Geneva (Finger Lakes Region)
- Glens Falls (Capital Region)
- Jamaica (NYC Region)
- Jamestown (Western NY Region)
- Middletown (Mid-Hudson Region)
- Oneonta (Mohawk Valley Region)
- Oswego (Central NY Region)
- Plattsburgh (North Country Region)
- Westbury (Long Island Region)

In 2017, the enacted state budget included another \$100,000,000 for downtown revitalization. DRI Two is again supporting a community planning process, conducted by staff from the Department of State Office of Planning, Development, and Community Infrastructure and the NYS Homes and Community Renewal. This multi-agency effort, led by Secretary of State Rossana Rosado, also includes staff from Empire State Development and assistance from other agencies like the state Department of Transportation and state Department of Labor based on projects identified by the communities.

Communities selected in Round Two included:

- Watkins Glen (Southern Tier Region)
- Batavia (Finger Lakes Region)
- Hudson (Capital Region)
- South Bronx (NYC Region)
- Olean (Western NY Region)
- Kingston (Mid-Hudson Region)
- Rome (Mohawk Valley Region)
- Cortland (Central NY Region)
- Watertown (North Country Region)
- Hicksville in Oyster Bay (Long Island Region)

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

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

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Executive Summary

LEGACY

Many who reside in The Hamlet of Hicksville have been there for generations. There is a deep appreciation for the social fabric of the community and a concern for its future. The community has been actively engaged in planning efforts to renew Downtown. There is a desire to maintain the ease and comfort that is fostered in a small town as the Downtown improves and grows.

Hicksville is centrally located on Long Island and is well served by road and rail networks to get to employment and entertainment centers to the west (New York City). The great connectivity to growing populations prompted major retailers to locate in Hicksville. For example, in 2000, IKEA put its first store on Long Island across from Sears on Broadway, within a half mile of the Hicksville Station. Hicksville is one of the few downtowns that is adjacent to a Long Island Rail Road station stop.

In the 1830s, Valentine Hicks had an idea to connect goods and people within the region, and worked to bring a rail line to Hicksville from Manhattan. From then on, the LIRR changed the fortunes of Hicksville. That planful vision of Hicks spurred an agricultural economy early on in Hicksville (Heinz pickles) and supported residential development after World War II.

The LIRR station line remains a prime asset for Hicksville. The station currently provides commuters with a 40- to 50-minute trip to Pennsylvania Station in Manhattan. The convenience and accessibility of the Hicksville Station has encouraged nearly 22,000 commuters daily to use the Station. Many passengers on the line use cars to travel to the Station from

their homes, rather than walk or bike. Most riders pass through Hicksville without contributing to the Downtown economy. There is an opportunity here to generate more activity and capture more revenue.

TODAY

Hicksville has a stable population with robust purchasing power (median household income of \$107,000). Restaurants and clothing stores have strong customer bases. Local entrepreneurs have established stores in Downtown that serve the growing South Asian and Central American population in the region. There are clusters of convenience-oriented businesses scattered throughout the Downtown Revitalization Initiative area. These retailers generate a steady level of activity. LIRR commuters typically generate surges of activity twice a day during the week.

About 3,600 residents live within a half-mile of the Hicksville Station. Most live in single-family homes several blocks from the train station. However, seldom do people walk within Downtown. Two state highways that run through Downtown pose challenges to walking. Both highways carry high volumes of traffic traveling at speeds more than the 40-mph limit. The pedestrian crosswalks are not often aligned with where pedestrians want to walk. Further, Broadway, formerly the traditional main street and now a state highway, at 90-foot wide, requires more time to cross than the typical 60-foot wide local streets.

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Walkability is also challenged by the LIRR tracks which run east-west through the DRI area. The berms supporting the track line impedes north-south circulation. The elevated section over three blocks in the heart of traditional Downtown provides passage underneath.

Hicksville residents desire a community gathering space in Downtown. There is a small park that serves the DRI area population. Residents also are looking to have an open space system that connects the park to commercial or community activities and create an appealing experience in Downtown.

OPPORTUNITY

The key to repositioning the DRI area as a vital place of activity is creating a setting that people want to experience again and again. Here, that setting needs to be well defined and rich in texture. Organizing the area so that people can, and want to, walk to shops and parks and community events is central to the planning effort.

A good walking experience for the DRI area can be described as having the following attributes: environmental comfort, the feeling of personal safety, captivating and inviting public open spaces - parks and plazas - that serve as intermediate destinations and gathering places as well as strong edges that define the public realm.

Further, when well done, active ground floors of buildings that offer interest, visual engagement (even delight) as well as opportunities for commerce and social interactions invigorates the public realm.

TOMORROW

This initiative proposes a development framework that repositions and gives clear definition to the town center. The framework describes the relationship of public open space and private development in the DRI area. Specifically, the framework intends to:

- Establish a new entry drive to the Hicksville Station to relieve commuter traffic on Newbridge Road
- Establish a well-designed public passageway for pedestrians to circulate from the Hicksville Station to Broadway
- Transform John F. Kennedy Memorial Park as the signature civic open space in the DRI area for residents
- Promote new development in the small-scale character desired by residents

INVESTMENT STRATEGY

Development activity increases when private developers can leverage the benefits of a premium amenity, such as public open space. This strategy is applied to the dynamics of real estate in the DRI area. A key component of the proposed development framework is an expanded and interconnected open space system that contributes to a positive perception of Downtown.

An engaging environment in Downtown will include such venues as restaurants, clothing stores, cafes, bakeries, jewelry stores, dry cleaners, hair salons, shoe repair shops, bicycle stores, florists, mobile phone stores, computer services, copy shops, etc. There is also an opportunity to strengthen South Asian and Central American merchants and entrepreneurs, who are emerging as a significant presence in the DRI area.

There is ample capacity to increase building coverage in the area, expand an open space system and support a broader range of activities. Town residents have held discussions over the past decade about height and bulk to shape the physical character of the environment they desire. The Town intends to set a 55-foot (nominally, four stories) height limit for structures in the precinct around the Station.

DEVELOPMENT FRAMEWORK

The Town will proceed with the update of its zoning regulations for its Central Business District. The DRI area is within the Central Business District. The type of mixed-use development desired can be achieved with zoning that permits residential above ground-level retail, significantly reduces parking requirements, applies shared parking strategies and places parking in the rear of buildings. In addition, the Town will prepare design guidelines to control the architectural treatment of the new development to create the small-scale character desired for Downtown.

The Metropolitan Transportation Authority intends to provide a new parking structure to accommodate 1,100 cars. In preliminary discussions, the MTA expressed a willingness to collaborate with the Town and private property owners on the design and development of the parking garage. The MTA is interested in exploring a shared parking strategy for the parking structures. Applying a shared parking strategy significantly reduces the cost to construct parking for the specific retail or office development.

The Hicksville Local Planning Committee considered a strategy to renew the DRI area based on pragmatic concerns: who controls the land, who are the actors necessary to realize the vision, what funding is available and how long will it take to get done. The Town of Oyster Bay controls land around the Hicksville Station. The station and the rail line is a tremendous asset that has not yet been leveraged fully. This planning process sought to change that circumstance.

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To realize new development that capitalizes on the prime asset in the DRI area will take several actors. The MTA owns the asset. New York State Department of Transportation controls the state highways used to get to the asset. The Town of Oyster Bay has the authority to craft zoning and design controls that shape the development. Private developers will build and operate the new development.

The vision proposed for mixed-use development around the Hicksville Station at West Barclay Street and Nelson Avenue is supported by each of those actors. The DRI program can provide monies to seed the transformative actions needed, however, it will take additional funds to realize the full buildout. These transformative actions can get started in 2018 and a first phase of buildout, specifically the streetscape improvements, can be completed by the end of 2019.



Figure A. LIRR Commuter Lines

Section I - Downtown Profile

The estimated cost of the proposed buildout exceeds the \$9.7 million limit of the DRI program funding. The Hicksville Local Planning Committee has selected a slate of projects that establish the platform for development, set in motion the transformation of Downtown and meet DRI funding parameters.

ZONING

The DRI area is within the Central Business District (CB) zone. In 2016, the Town of Oyster Bay began to prepare a proposal to re-zone a portion of the Central Business District. The proposal seeks to apply a new zone to the area immediately surrounding the Hicksville Station. The proposed new zone would permit higher density, mixed-use development within the zone and set a cap on building height to 55 feet.

CHARACTER

Historically, Broadway was the main street for Hicksville where businesses clustered and, eventually, came to be regarded as Downtown. The small-scale character of Broadway was altered significantly when the LIRR tracks were elevated in 1963 to reduce fatalities at ground-level crossings and, four years later, when Broadway was widened to accommodate more cars traveling through the region.



Figure B. DRI Boundary Area

Today, Downtown is characterized by small groupings of low-rise buildings and land supporting the commuter train station. The train station provides benefits and, at the same time, presents challenges to the way land is used in Downtown.

Most of the land around the train station is owned by the Town of Oyster Bay. There is limited commercial development around the train station to the north. There is commercial development along Duffy Avenue to the south of the train station. There is no residential use around the train station.

The commercial corridors of Broadway, Jerusalem and Newbridge contain buildings of differing sizes, various placements on a lot as well as multiple architectural treatments. The scale of the low-rise buildings is mismatched with the wide highways.

OPEN SPACE

John F. Kennedy Memorial Park (0.7 acres) is the dedicated public open space in the DRI area. The park is isolated by a state highway (Broadway) to the east, a local road to the west (Jerusalem) and the elevated train tracks to the south. Pedestrians must cross those roads to get to the park.

Downtown needs a system of public open space that connects commercial corridors to each other. Also, Downtown needs useable public open space. The absence of public open space is a challenge to encouraging people to spend time in Downtown and, ultimately, patronize businesses or attend community events. Providing spaces for that customer base to move comfortably – and safely – from place to place is one way the physical environment can be used to support economic activities.

ROADS

The elevated LIRR train tracks and station divides the downtown area into “north of the station” and “south of the station” areas, forcing most crossing movements – vehicle, bike and pedestrian alike – onto Newbridge Road, Jerusalem Avenue and Broadway.

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NYS DOT owns Route Newbridge Road (Route 106) and Broadway (Route 107). Broadway is a regional thoroughfare with four traveling lanes and two shoulder lanes used for on-street parking. It is 90-feet wide with a median for left-hand turn pockets. Newbridge Road is also a 90-foot wide, four-lane thoroughfare with two shoulder lanes for on-street parking and a median supporting a turn pocket.

Nassau County controls West John Street and Jerusalem Avenue. The Town of Oyster Bay controls the other streets, specifically Duffy Avenue, Nelson Avenue, Herzog Place, West Barclay Street and Wyckoff Street - which typically have 60-foot wide rights-of-way.

TRAFFIC

Nassau County is undertaking a traffic study for Downtown. The findings of that study will be informed by the vision for Downtown as well as the specific projects recommended to be funded through the DRI program. A review of available existing data on traffic in the DRI area indicated the high volume of traffic moving through Downtown along Routes 106 and 107 challenges notions of a small-scale character that many residents hold about Hicksville.

That challenge to small-scale character is further compounded by the parking needs for commuters using the Hicksville Station. The traffic poses challenges to pedestrian safety at crossings and the parking poses concerns about land use and benefits to Hicksville residents. In addition,

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the volume and high speeds of traffic on Broadway and Newbridge Road inhibit cross-street movements that would typically strengthen commercial activity in a downtown. Residents regularly cite issues of finding convenient parking, traffic congestion and, once outside of their cars, a need for pedestrian safety as the primary reasons not to patronize Downtown.

Traffic along Broadway and Newbridge Road is at high capacity (about 80%) during peak hours in Downtown. Just north of the DRI area, the volume of traffic on the conjoined state highways is 120%. Jerusalem Avenue north of Old Country Road, generally funnels cars to and from parking lots. Traffic counts indicate that the road is at 50% capacity during peak hours. Vacating a portion of Jerusalem Avenue to improve pedestrian circulation in the vicinity of Hicksville Station may be considered.

SAFETY

The ability of pedestrians to cross streets safely is crucial in establishing a walkable and commercially-viable downtown. State Routes 106 and 107 have 40 mph speed limits, which are incompatible with a safe, pedestrian-oriented environment. Field observations and stakeholder outreach suggest that the crossings under the elevated LIRR tracks, where people walk to and from the train station, are less than ideal.

For example, there is a signalized crossing at Route 106 at the overpass,

BUILDING COVERAGE - ONLY 13%

There is currently no evidence of building mass defining a precinct



Figure C. Building Footprints Indicated in Black



Figure F. Surface Parking Lots Along Nelson Avenue

BUILDING CAPACITY - 1 STORY AT 1.4M SF | 4 STORIES AT 5.6M SF

This presents an opportunity to build on available land



Figure D. Infill Capacity Indicated in Pink

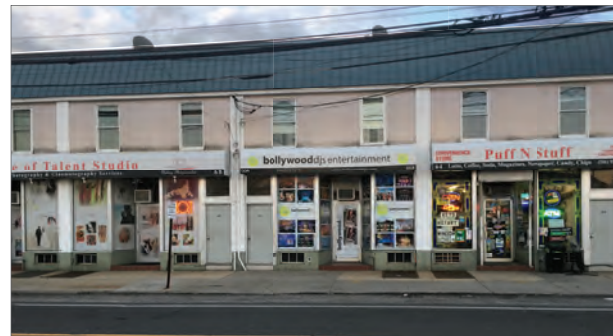


Figure G. Continuous Store Frontage Along Jerusalem Avenue

OPEN SPACE - ONLY 0.7%

Lack of useable public open space in Downtown



Figure E. Park Space Indicated in Green



Figure H. John F. Kennedy Memorial Park

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however, the crosswalks are not aligned with where people want to walk. Further, there is no cross walk at Jerusalem Avenue at the tracks. There is a crosswalk nearby at Route 107, however, it is to the south of the intersection with Herzog Place.

PARKING

More than 26 acres are dedicated to parking within the DRI area. The Town of Oyster Bay parking lots account for 3,488 spaces in total, with 85% of these reserved for Town permits. Current parking requirement regulations generate a significant amount of space dedicated to parked cars for a Downtown focused on maintaining a small-scale character. Further, the increasing number of commuters choosing to use personal vehicles rather than walk, bike or ride mass transit to get to and from the station, increases the demand for parking.

Despite the slogan of “Replace your gas station with a train station” by the MTA, Long Island commuters have not yet given up using personal vehicles for a portion of their commute. Therefore, space to put a car for a time continues to be a need. Dependence on the car has led to the under-built and parking lot-dominated environment in the DRI area today. Good city-building practice focuses on encouraging the reduction of individual car use as well as use of mass transit or self-propelled means of transport.

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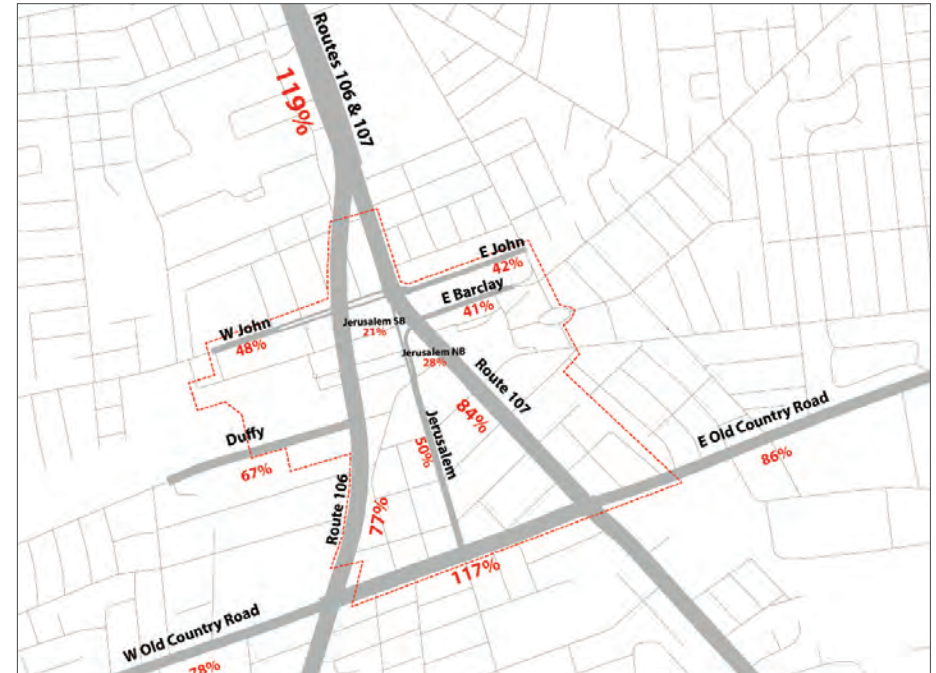


Figure I. Estimated Volume / Capacity Ratio

CONGESTION

The search for parking by commuters and residents currently serves as an unnecessary trip generator within the DRI area. With real-time knowledge on current fill levels, motorists are likely to take decisive actions to find a parking space. In practice, this reduces unnecessary circling resulting from guessing incorrectly, and likely reduces unnecessary crossings through the station threshold area (from north to south, or south to north).

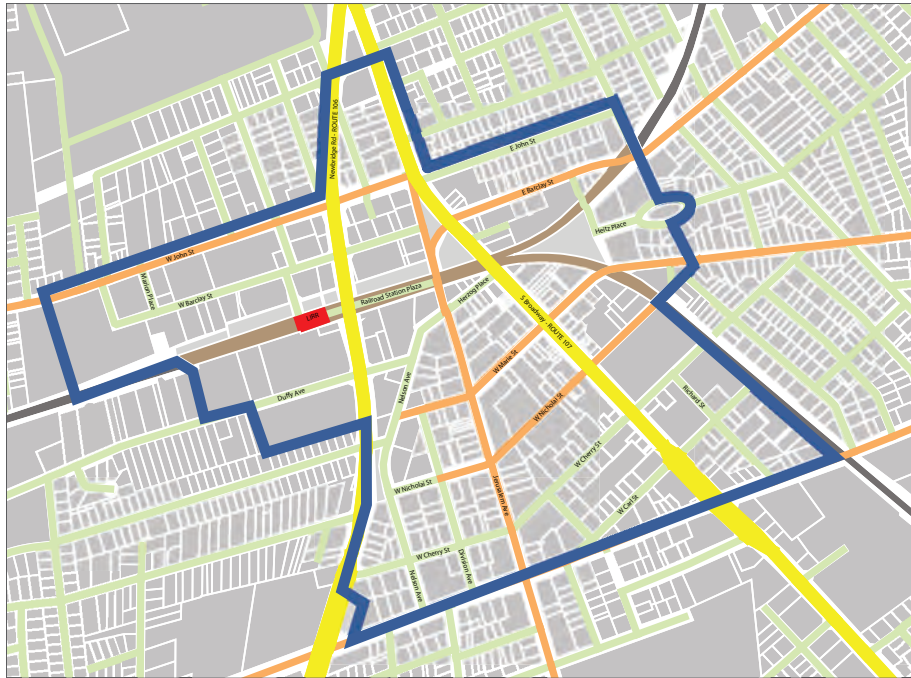


Figure J. Ownership of Roads

Yellow = New York State
Orange = Nassau County
Green = Town of Oyster Bay

TRANSIT

On a typical weekday, 68 westbound and 79 eastbound trains stop at the Hickville Station. During rush hours, trains can bunch together in one direction as frequently as every 2-5 minutes. This frequency (the highest on Long Island) and proximity to Manhattan and Brooklyn (45 minutes) is a unique competitive advantage for Downtown Hickville.

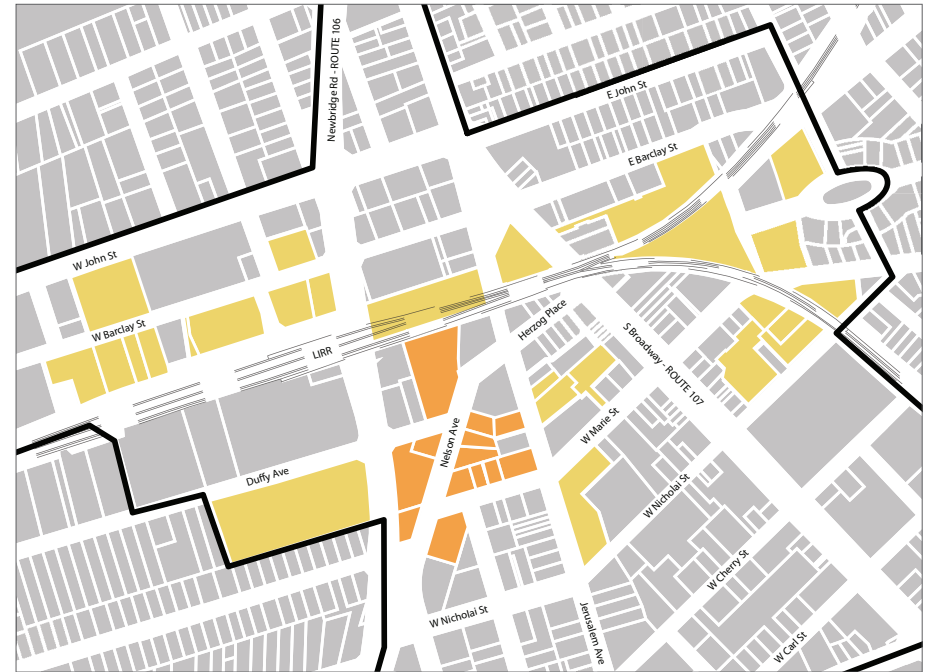


Figure K. Parking Lots in Downtown Hickville

Yellow = Town of Oyster Bay
Orange = private

At present, seven Nassau Inter-County Express (NICE) buses stop at Hickville, but service levels are low. Depending on the route, there are between 5-15 stops per day, mostly in the morning/evening to line up with rush hour trains. The routes generally do not serve the DRI area. Those buses circulate to other towns, shopping areas, employment areas and stations.

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Figure L. Pedestrians Crossing Without Marked Crosswalk at Broadway at LIRR Tracks

Section I - Downtown Profile

MARKET AREAS

Available existing data was assessed to construct an overview of potential market opportunities in the DRI area that could capitalize on long-term trends in the region. Compared to robust markets on Long Island, the resident population is low and remains so though the daytime population increases two-fold. It will take time to build momentum in the marketplace for various land uses to gain traction here. There are many competing investment options with near-term returns and few caveats in this mature Nassau County market; despite the extraordinary potential for development around the Hicksville Station.

A half-mile radius area surrounding the Hicksville Station represents the customary 10-minute walking radius associated with transit-oriented development. A 15-minute drive-time contour from the Station represents the Primary Market Area (PMA) or regional catchment area from which 70% or more of the Station's consumer patronage originates. The tertiary market area, defined as the New York Metropolitan Statistical Area (MSA), represents a relatively large catchment area from which the DRI area could possibly compete for new residents and businesses.

POPULATION

The population living in the DRI area is relatively diverse. Hispanic and South Asian persons combined represents 58% of residents in the area. Both groups are projected to grow rapidly over the next five years.

The population outside of the DRI area is less diverse, however, with white persons representing 75% of the population and Hispanic or South Asian persons combined representing 25%. The half-mile radius has a population density of 4,609 residents or 10,914 daytime persons per square mile (includes both residents and workers).

Growth in the population comprising 35 to 44-year-olds is projected to significantly increase in the DRI area. This is the age group that typically starts a family and looks to buy a house. At the same time, the number of persons ages 60 to 80, who are increasingly exiting the workforce and downsizing, will continue to influence local market demand in the foreseeable future.

PURCHASING POWER

The DRI area supports a modest annual median household income (\$74,910) which is distinctly lower than the median household income (\$107,330) of the town at large. Average household expenditures on a range of goods and services, e.g., retail goods and housing, are also much lower in the DRI area compared to surrounding areas.



Figure M. Half-Mile Radius Approximates a Ten-Minute Walking Area Within Downtown Hicksville



Figure N. 15-Minute Drive-Time Contour Defining the Primary Market Area

MULTI-FAMILY SUPPLY / DEMAND

There is no housing stock in the immediate vicinity of the Hicksville Station, which is a significant opportunity in the market place. There are single-family houses within the DRI area, outside of the train station area. This housing inventory has been slow growing. The total housing inventory within the Downtown area is estimated to have increased by 10 units between 2010 and 2017 or 0.2% per year. In the near term, the proposed redevelopment of the former Sears site, at 195 North Broadway (just north of the DRI boundary) for 595 apartment units, is stepping into the housing void in Downtown (it is in the pipeline for regulatory approvals).

Executive Summary

| | Half-Mile Radius | 15-Minute PMA | New York MSA |
|---------------------------------------|------------------|---------------|--------------|
| Population | 3,614 | 416,349 | 20,487,271 |
| Total Households | 1,106 | 136,789 | 7,428,362 |
| Median Age | 38.4 | 43.0 | 38.6 |
| Median Household Income | \$74,907 | \$107,333 | \$69,834 |
| Share of Household Incomes > \$75,000 | 34.1% | 51.2% | 33.2% |
| Share Owner-Occupied Housing | 57.3% | 82.0% | 45.7% |

Figure O. Socio-Economic Baseline Data

Analysis of residential supply/demand suggests that there is unmet demand for approximately 4,400 housing units within the Primary Market Area today. This pent-up demand is generated from workers in the Primary Market Area. It is estimated that 5% of PMA workers currently commuting into the area would trade their commutes if quality housing was available. Over the next 10 years, if growth in housing supply continues to be less than an increase in pent-up housing demand, then unmet housing demand in the Primary Market Area could reach 6,000 units.

The current and long-term increase in householders ages 65 and older will drive long-term demand for senior housing. Given the relatively high median home value (\$461,260) and average household net worth (as

Section I - Downtown Profile

much as \$2.1 million among householders in the Primary Market Area between ages 65 and 74), senior residents within the Primary Market Area demonstrate sufficiently high capital resources for purchasing senior-oriented housing.

OFFICE SUPPLY / DEMAND

Projected employment growth in the Primary Market Area will bring approximately 21,300 net new office workers by 2027. These new office workers will increase total office space demand by over 1.3 million square feet within the Primary Market Area.

However, in 2016, there was approximately 1.4 million square feet of vacant office space (13.5%) within East Nassau County. While some of the identified net new office space demand may require Class A office space (new buildings with high-quality infrastructure), much of this projected net new demand for office space could be easily met by the existing supply of vacant office space within the County. There is no new office demand within the DRI area.

Further, Town zoning regulations that keep a low cap on development height and density, limits the creation of new office supply, particularly given the current parking requirement ratio. A typical office site does not have enough space to accommodate the required number of parking spaces at grade, therefore, structured parking must be considered, which costs ten times that of surface parking.

RETAIL SUPPLY / DEMAND

There is over 2.4 million square feet of gross leasable area of major retail shopping center space within the Primary Market Area, with over 1.1 million square feet of super-regional center space located near the Downtown area (Broadway Mall). With a population density of 4,609 residents in the half-mile radius area, the inventory of major retail space in the Hicksville Station area is equivalent to 250 square feet per resident (compared to 5.8 square feet per resident within the Primary Market Area and 7.3 square feet per resident in the Metropolitan Statistical Area). The station area is likely experiencing a surplus of major retail space.

Further, many retail categories (restaurants and eating stores, in particular) in Downtown Hicksville are registering strong sales. Based on retail supply/demand analysis, although there is some net demand in some retail categories in the Primary Market Area, there is little net demand for retail space within the DRI area.

Downtown Hicksville has a unique asset in the Hicksville Station. There is a critical mass of surface parking. This fact presents an opportunity to transform the area around the train station that could generate significant economic activity.

There is an opportunity in the market for housing that fosters independence from a car. That opportunity could be met in the DRI area. Further, office development could be a strong growth generator of high-wage jobs and drive increases in real estate valuation, if the right setting is provided.

There is a small-scale level of development that can use the existing street grid and fill in the spatial voids to establish a clear and distinct character for Downtown.

The improved physical environment can be a tool to encourage office users and residents to locate in the DRI area. There is a window of opportunity for new development now as land values are low, the potential for economic growth is clear, the vision for the future is shared by many and the will to make it happen is front and center.

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VISION STATEMENT

Our vision is the creation of a vibrant downtown that returns to its “main street” character while improving opportunities for local business owners and incorporating new housing markets to create a model community; with an emphasis on walkability, open space, places to congregate and engaging commuters to view Hicksville as a destination – not merely a transit hub.

--Adopted by the Hicksville Local Planning Committee

GOAL 1. **Create Public Open Spaces**

STRATEGIES

- Create and celebrate a sense of place in Downtown
- Design spaces for informal social interactions to help connect neighbors with each other and the larger community
- Improve Hicksville’s public spaces
- Fund and operate ongoing maintenance of public spaces to industry standards for best practices

POTENTIAL PROJECTS

- John F. Kennedy Memorial Park
- New Public Open Space
- New Public Plaza Along the Rail Line
- New Public Plaza East of Broadway

Section II - Downtown Vision

GOAL 2. **Reduce Traffic Impacts**

STRATEGIES

- Establish streets as shared public spaces that promote pedestrian safety
- Make design changes to encourage drivers to drive more slowly and cautiously and to make the road safer for pedestrians
- Redesign Route 107 (Broadway) and Route 106 (Newbridge Road) to better balance the volume of cars (28,000 per day) and the needs of pedestrians

POTENTIAL PROJECTS

- Traffic Signalization
- New Hicksville Station Entry Drive
- NYS DOT Complete Street Measures

GOAL 3. **Promote Walkability**

STRATEGIES

- Capitalize on Hicksville's street network which provides a high level of connectivity within Downtown and to surrounding neighborhoods
- Create streets that accommodate all users through sidewalks, footpaths, cross walks and other features that protect pedestrians and calm traffic
- Place amenities, such as transit centers, stores, restaurants, offices, and other commercial properties, close to the people who use and rely on them
- Incentivize walking over driving as a viable transportation option. Walkability is a significant component of environmentally sustainable development, as walking requires no fossil fuels and leaves no carbon footprint

POTENTIAL PROJECTS

- New Public Plaza Along the Rail Line
- NYS DOT Complete Street Measures
- New Public Plaza East of Broadway
- Elevated Pedestrian Walkway – 'Highline'
- Broadway District - update zoning
- Nelson Avenue District - update zoning

GOAL 4. **Re-Configure Parking**

STRATEGIES

- Consolidate surface parking lots into structured parking to free up land for development that can enhance, rather than detract from, the surrounding community
- Share parking to accommodate daytime and evening parking needs without creating additional spaces and to leverage land use for people-centric activities
- Modify off-street parking requirements to allow shared parking and accommodate peak parking demands
- Update off-street parking requirements within the Central Business District to a ratio of 3 spaces per 1,000 square feet to promote walkability

POTENTIAL PROJECTS

- MTA Parking Structure
- Parking Structures - design and operate shared parking for private sector development
- Broadway - reconfigure on-street parking
- Nelson Avenue District - limit on-street parking

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Section II - Downtown Vision

GOAL 5. **Support Business Activity & New Housing in Downtown**

STRATEGIES

- Cluster complementary uses in a walkable area that can create a destination and help each other succeed, such as a restaurant row, where several restaurants may attract more customers than may an individual restaurant
- Mix restaurants with destination and daily shopping to make Downtown attractive to a range of shoppers
- Maintain the flavor and charm of local businesses
- Integrate national and regional businesses, with consideration to the character of Hicksville, to draw a larger customer base and help Downtown thrive
- Include a mix of housing and businesses in the core of Downtown
- Put housing back into Downtown to support local businesses. People living in Downtown are more likely to walk to and support stores in their neighborhood
- A larger population in Downtown is a potential draw to attract new businesses to Downtown

POTENTIAL PROJECTS

- Barclay Street District - retail/residential private development
- Nelson Avenue District - retail/residential private development
- Broadway District - retail/residential private development

GOAL 6. **Foster Design Quality**

STRATEGIES

- Elevate the quality of design in Downtown
- Reduce the use of materials that are commonly used, or misused, in a way that detracts from the overall quality of the neighborhood

POTENTIAL PROJECTS

- Identity Branding



Executive Summary

PUBLIC REALM FUNDING

The public realm investment, the expanded open space system, is the key to jump starting the renewal of the DRI area. The aggregate investment in the new public open spaces (Station Plaza, Festival Plaza, Underline and John F. Kennedy Park) is projected to be \$23 million. Nearly two-thirds of that cost, or \$15 million, is focused on remaking John F. Kennedy Park as the signature civic park for the DRI area.

The expanded park is conceived as a catalytic project of enduring impact by strengthening the sense of place in the DRI area and, ultimately, attracting private investment. It is designed to appeal to visitors as well as residents and support community activities. The funding stack for the park is likely to be complex and will take time to put in place. Therefore, the Hicksville Local Planning Committee is putting forward only Station Plaza, Festival Plaza and the Underline (combined \$8 million projected cost) as the initial public open space projects to be considered for DRI funding.

PRIVATE SECTOR FUNDING

Deals for projects primarily involving housing, retail, commercial and parking uses, e.g., West Barclay Street and Nelson Avenue / Herzog Place, must be structured between the Town and other development actors to reasonably apportion financial risks and gains. How much will private actors contribute to the public realm components of the new setting will be settled through artful negotiation. Each actor will come to each deal with their terms and the Town will balance those terms with community benefits. The Town will work with private property owners in good faith to keep the investment momentum going.

Section III - Downtown Management

PROJECTS PROPOSED FOR DRI FUNDING

The widening of Broadway in 1967 scarred the town center. Though it is a viable place, it has not functioned, and cannot function, as it once did. It is time to look elsewhere to bring together the things that make a downtown thrive.

The proposed development framework creates mixed-use development opportunities on West Barclay Street and Nelson Avenue / Herzog Place to reposition Downtown. Both streets are the right size to support cross-street retail activity and encourage walkability.

In addition, new development can be fashioned in accord with design controls established, and enforced, by the Town. The intent is to create a setting that is visually appealing and well maintained that encourages people to walk through and spend time there.

New Entry Drive - The first project is the creation of a new entry drive to the Hicksville Station lobby. This move helps to relieve commuter congestion on Newbridge Road as well as establishes a clear arrival sequence and increases the area for drop-offs.

New Station Plaza - In association, a new public plaza adjacent to the Station lobby provides a large area to accommodate the twice daily surge of commuters as well as provide a gathering space for residents. The Plaza also provides a link to a new commercial corridor on West Barclay Street.

Executive Summary

Festival Plaza - The next project is to transform a parking area into a well-designed pedestrian passageway, dubbed Festival Plaza, to address issues of walkability in the DRI area impacted by the elevated section of the LIRR tracks. This move establishes a broad pathway to safely access parking lots located east of Broadway. The treatment of the space provides places for seating, kiosks, pop-up pavilions and food trucks as well as enhances the pedestrian experience to encourage commuters and residents to spend time in Downtown.

Underline - Improvement of the pedestrian experience of residents and commuters underneath the elevated section of the LIRR tracks between Newbridge and Broadway works in conjunction with the proposed Festival Plaza to support pop-up ventures and seasonal activities as well as encourage commuters to explore the south side of the tracks.

99 Hicksville Station Plaza - A call for projects yielded two projects that met DRI funding parameters. One is for the development by a private property owner (and Hicksville resident) of 200 dwelling units with ground-level retail on 1.7 acres adjacent to the LIRR line. This would be the first new development in Downtown that promotes and advances the mixed-use character desired by the Town.

Trinity Lutheran Church & School Day Care - The second project advanced from the call for projects is the fit-out of space for a day care center operated by a non-profit institution.

Small Business Development Fund - The last project for DRI funding consideration is a small business development fund operated by the Town to support retailers in Downtown, improve the aesthetics of Downtown and help small businesses to locate in Downtown.

SAFE PEDESTRIAN CROSSINGS

Complete Streets - Calming traffic at the state highway crossings is an important component of the overall framework. This proposal applies measures from the NYS DOT Complete Street program to highlight the pedestrian crossings and increase pedestrian safety. Preliminary discussions with NYS DOT indicate the recommendations to adjust signal locations and synchronization along Routes 106 and 107 may be possible in Downtown Hicksville.

The Town is petitioning the NYS DOT to use its funds to implement an enhanced pedestrian crosswalk on Newbridge Road (Route 106) at the station, a new set of crosswalks at West Barclay Street and Duffy Avenue as well as enhanced pedestrian crosswalks along Broadway (Route 107).

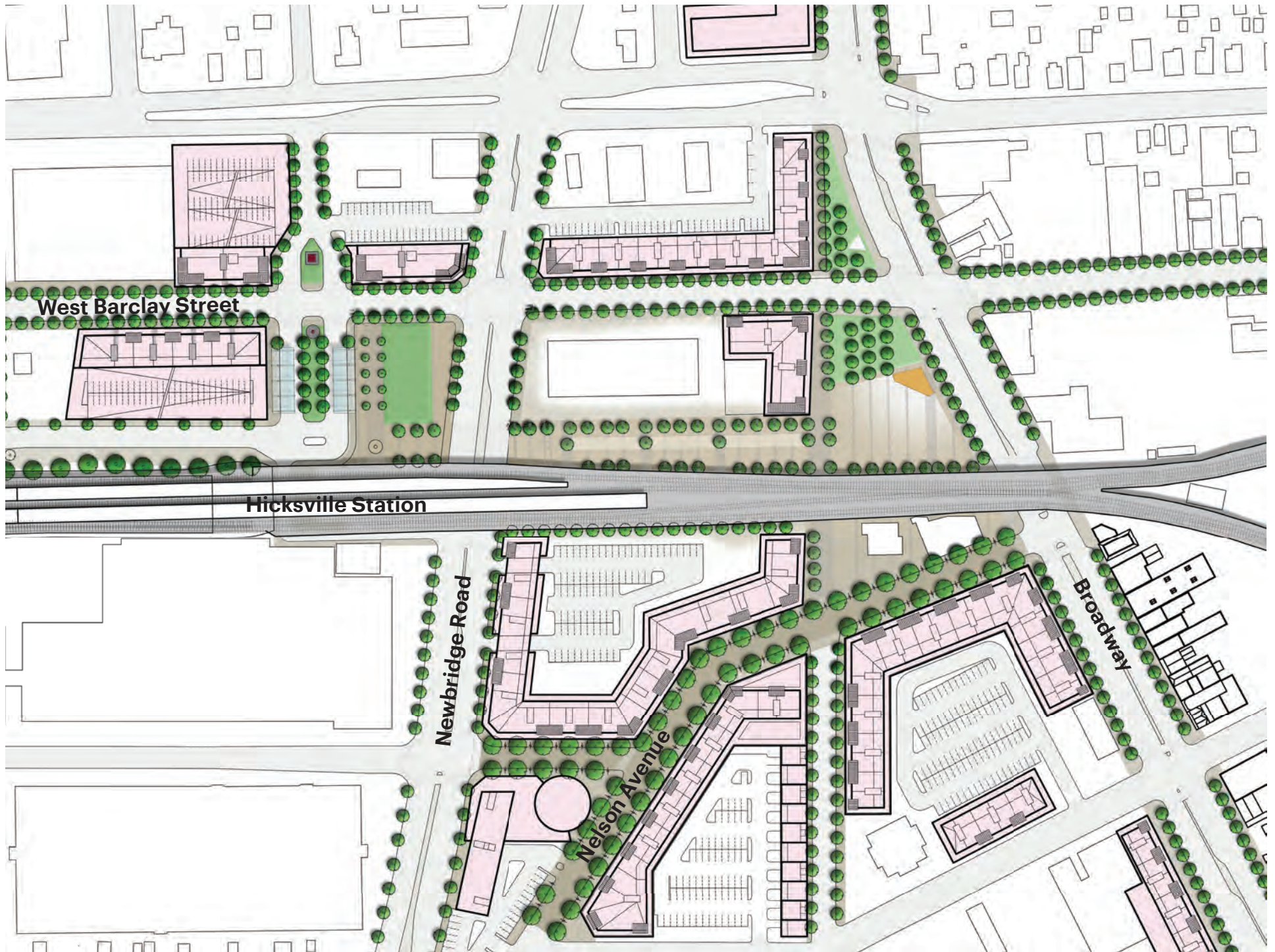


Figure Q. Illustrative Concept Plan for the Proposed New Downtown Hicksville

Executive Summary

ENGAGEMENT PROCESS

Citizens of Hicksville have been actively participating in planning efforts for the future of the Town for several years. Residents demonstrate a keen passion for their town. Many families have lived in Hicksville for generations and bring a unique long view to the conversation. The community engagement aspect of the DRI planning process sought to invite that passion to the discussion and focus it on specific potential strategies to renew Downtown.

The anchor of the engagement activities were the public workshops (three were held over four months). Announcements were placed in local periodicals, on websites as well as posted in civic association message boards to reach many communities within Hicksville.

Christian, Hindu and other faith-based groups were approached to host a mobile workshop in venues and at times that may have been more conducive for members of their communities to attend and participate. In addition, a pop-up workshop was held in the Broadway Mall during the weekday in the afternoon to provide more opportunities for under-represented voices to be heard. Individuals were also invited to contribute thoughts via an online survey any time of their choosing.

This planning process recognized the outreach fatigue among Hicksville residents who have been engaged in various visioning and planning discussions since 2001. The engagement methods were conceived to be clear, easily conducted and a bit of fun.

Section IV - Public Involvement

The Hicksville Local Planning Committee was assembled by the Town by mid-October 2017. The 13-member committee represented a spectrum of citizens and businesses. Members are involved in civic associations, chamber of commerce, town council, municipal services, lending institutions and web-based ventures as well as being residents of Hicksville. In addition, the two co-chairs come from public service: Gregory W. Carman, Jr. serves as Deputy Supervisor of the Town of Oyster Bay and Dave Kapell previously served as Mayor of Greenport as well as Co-Chair of a local planning committee for the Westbury DRI planning process and member of the Long Island Regional Economic Development Council.

The committee met once a month during the DRI planning process starting October 31, 2017. The committee gave guidance to the consultant team in shaping the roster of projects for the renewal of Downtown Hicksville. On March 15, 2018, the committee endorsed a slate of projects to be recommended for DRI funding.



Figure R. Public Workshop 1 at Hicksville Community Center on November 9, 2017

Executive Summary

Section V - Projects Proposed for DRI Funding

| PROJECT NAME | PROJECT DESCRIPTION | RESPONSIBLE PARTY | ESTIMATED TOTAL COST | DRI FUNDING REQUEST | POTENTIAL FUNDING SOURCES | PROPOSED START DATE | ANTICIPATED COMPLETION | JOBS CREATED |
|-----------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|-----------------------------------|-------------------------|------------------------|--------------------------------------------------------|------------------------|---------------------------|------------------------------------------------|
| A New Hicksville Station Drive | Create new entry drive for LIRR Station to improve station access and relieve congestion along Route 106 / Newbridge Road | Town of Oyster Bay | \$4,816,000 | \$4,816,000 | DRI Program, Nassau County, Town of Oyster Bay, MTA | Q3 2018 | Q4 2019 | Less than 1 FTE for maintenance |
| B New Station Plaza | Create new public open space associated with the LIRR Station | Town of Oyster Bay | \$3,452,000 | \$3,452,000 | DRI Program, Town of Oyster Bay, MTA | Q3 2018 | Q4 2019 | Less than 1 FTE for maintenance |
| C Festival Plaza | Create new public open space (Festival Plaza) to support seasonal and temporary activities for commuters and residents | Town of Oyster Bay | \$3,367,000 | \$3,367,000 | DRI Program, Town of Oyster Bay | Q4 2018 | Q4 2020 | 1 FTE for maintenance |
| D 99 Hicksville Station Plaza | Private developer proposal for 200 apts above ground-level retail | 99 Hicksville Station Plaza Corp. | \$43,663,000 | \$1,500,000 | DRI Program, Financial Institutions, Private Investors | Q4 2018 | Q4 2020 | 12 FTE for property management and maintenance |
| E Underline | Redesign the environment underneath the rail line to improve the experience for pedestrians | Town of Oyster Bay | \$1,444,000 | \$1,444,000 | DRI Program, Town of Oyster Bay, MTA | Q3 2018 | Q4 2020 | Less than 1 FTE for maintenance |
| F Small Business Development Fund | Establish a fund to support small businesses to locate in Downtown | Town of Oyster Bay | \$600,000 | \$600,000 | DRI Program, Town of Oyster Bay | Q3 2018 | Ongoing | 1 FTE to manage the fund |
| G Trinity Lutheran Church & School Day Care Facility | Expand existing facility to accommodate space for new infant care program | Trinity Lutheran Church | \$317,175 | \$75,000 | DRI Program, Private Donors | Q3 2018 | Q3 2018 | 2 permanent jobs for infant care |
| | | | | \$15,254,000 | | | | |



Figure R. Map of Projects Proposed for DRI Funding

Replace your gas station with a train station.



Long Island Rail Road *Going your way*

www.mta.info



Figure S. LIRR Overpass at Jerusalem Avenue Looking South

SECTION I

Downtown Profile & Assessment

EXISTING CONDITIONS

Hicksville is one of the few downtowns adjacent to a LIRR station. The LIRR offers express service to Pennsylvania Station from Hicksville during the week – 45 minutes travel time, ordinarily. The convenience and accessibility of the Hicksville Station has encouraged nearly 22,000 commuters daily to use the Station. Many passengers on the line use cars to travel to the Station from their homes, rather than walk or bike.

Most of the land around the train station is used for parking, particularly north of the station. Much of that land is owned by the Town of Oyster Bay. There is limited commercial development around the train station to the north and on Duffy Avenue to the south. There is no residential use around the train station.

Historically, Broadway was the main street for Hicksville where businesses clustered and, eventually, came to be known as Downtown. The small-scale character of Broadway was altered significantly when the LIRR tracks were elevated in 1963 to reduce fatalities at ground-level crossings and, four years later, when Broadway was widened to accommodate more cars traveling through the region.

Today, Downtown is characterized by small groupings of low-rise buildings and land supporting the commuter station. The train station provides benefits and, at the same time, presents challenges to the way land is used in Downtown.



Figure 1. LIRR Commuter Lines

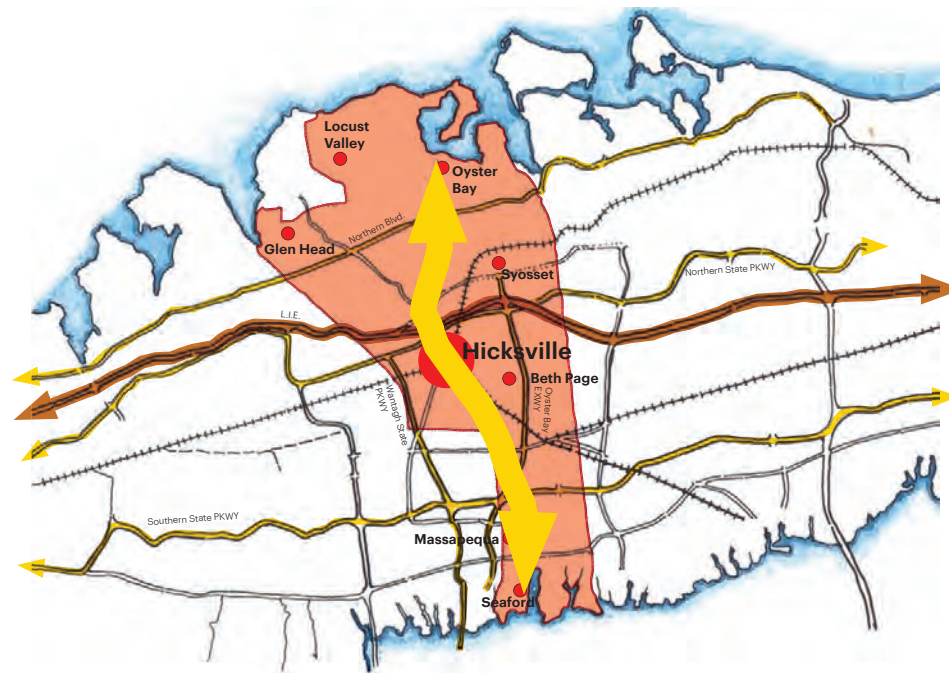


Figure 2. Regional Map - Town of Oyster Bay



Figure 3. DRI Boundary Area

LOCATION

The Town of Oyster Bay (“Town”) is located in Nassau County, New York, on Long Island. Hicksville is a hamlet located centrally in the Town, almost midway between the north and south shores of the island. In 2015, the population of Hicksville was 42,333. The DRI area, also the Central Business District (CBD) of Hicksville, covers 162.2 acres and is located within a half-mile radius of the Hicksville Station. There are 3,614 residents who live within the DRI area. About 60 acres are in the immediate vicinity of the train station. The balance is primarily located between State Route 106 (Newbridge Road) and State Route 107 (Broadway).

The DRI boundary area is bordered mainly by John Street to the north and Old Country Road to the south. Its eastern border extends northward along East Railroad Lane and Bay Avenue. Its westward border extends from Newbridge Road in the Downtown’s southernmost corner to Maple Place in its northwest corner. [See Figure 3].

The Downtown is within two miles of six major roadways: Northern State Parkway, Long Island Expressway, Seaford-Oyster Bay Expressway, Jericho Turnpike, Newbridge Road and the Wantagh State Parkway.

LAND OWNERSHIP

Nearly 35% of the land in the downtown area is owned by public agencies. The balance of the land is held privately. A large portion of the publicly-held land is located north of the Hicksville Station lobby. It is important to identify the ownership of land when planning for change in a district. Often there is a strong chance of gaining active support from a small group of property owners than with a large group. The area north of the train station has a small number of property owners.

There are only ten property owners on Blocks 1, 2, & 3 (15 acres) north of the Hicksville Station, west of Newbridge Road and south of John Street. These blocks contain 20 parcels. [See Figure 4]. The small number of property owners is a manageable number for collaborating and would be helpful in building consensus with the right actors to support and realize a shared vision for future development.

Downtown Profile & Assessment

In Block 1, the Town of Oyster Bay owns seven parcels (3.3 acres) along the south side of West Barclay Street which are used for surface parking. Of the remaining three parcels on Block 1, two (0.7 acres) are owned by Hicksville Water District and one (0.1 acre) is owned by New York State. The United States Postal Service occupies 4.6 acres at the end of West Barclay Street. In Blocks 2 & 3, eight parcels (5 acres), along the north side of West Barclay Street, are owned by six private entities. The ninth parcel (1.3 acres) is owned by the Town of Oyster Bay.

Blocks 4 & 5 (3.8 acres), along West Barclay Street between Newbridge Road and Broadway, contain 14 parcels owned by seven entities. One owner controls seven parcels (2.5 acres). Again, there is a manageable number of property owners to work with to build consensus and implement action.

In contrast, Block 6 (5.3 acres), along north side of East Barclay Street located east of Broadway, has 32 parcels that are owned by 26 different entities. Block 7 (3.5 acres), along the south side of Barclay in the same area, has 11 parcels owned by nine entities. The Town of Oyster Bay owns two large parcels (1.3 acres) used for surface parking.

Blocks 8 & 9 (9.7 acres), located south of the Hicksville Station and west of Newbridge Road, contain five parcels. One parcel (3.1 acres) is owned by the Town of Oyster Bay. Blocks 10, 11 & 12 south of LIRR tracks along Nelson Avenue contain 18 parcels (6.1 acres): one private entity owns seven parcels (1.7 acres), one private entity owns five parcels (1.5 acres) and one private entity owns two parcels (1.7 acres). Blocks 13 & 14, along Herzog Place, contain 24 parcels (3.3 acres). The triangular Block 13 (0.3

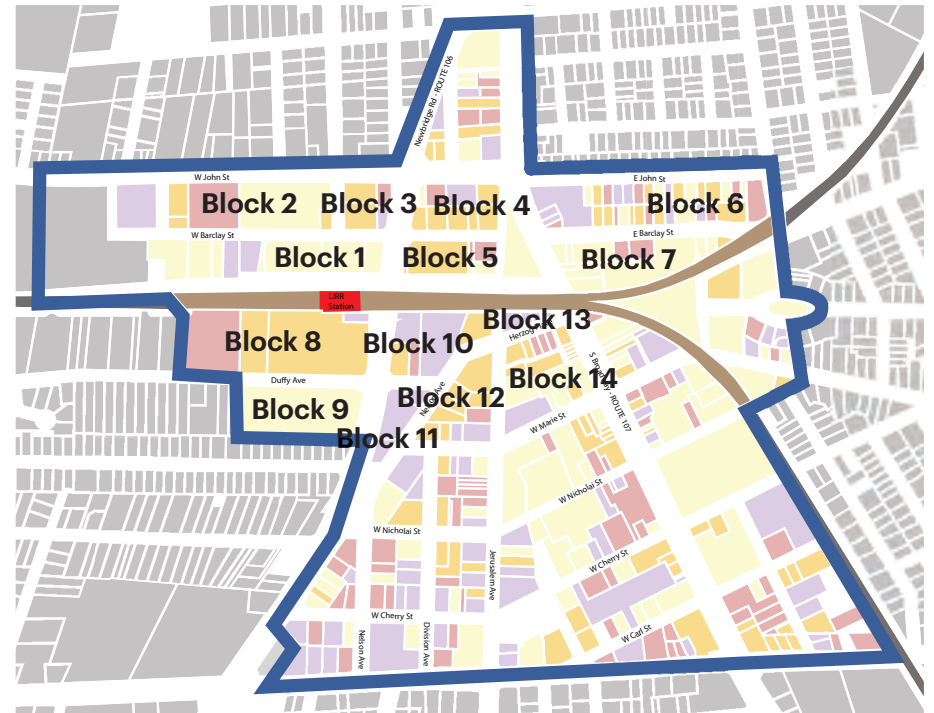


Figure 4. Land Ownership Map

acres), on the north side of Herzog, is owned by one private entity. Block 14, on the south side of Herzog, has 3 parcels (1.0 acres) owned by the Town of Oyster Bay, six parcels (0.5 acres) owned by a single private entity and the remaining twelve parcels are owned by multiple private entities.

Large property owners in the rest of the DRI area include Trinity Evangelical Lutheran Church (4 acres), St. Ignatius Loyola Roman Catholic Church (3.7 acres) and the Town of Oyster Bay (9.3 acres).



Figure 5. Land Use Map

Downtown Profile & Assessment

LAND USE

The overall building coverage is 13% in within the DRI area. Public streets comprise 46 acres or 29% of the land area in the Central Business District. [See Figure 5]. The LIRR station and tracks occupy 7.5 acres (4.6%) of land. Of the remaining 103 acres, surface parking is the largest land use at 25% (26.3 acres) and is clustered around the Hicksville Station. The Town owns 83% of the land used for parking in the DRI area.

Land that supports multiple uses comprises 17% (18 acres) of the DRI area. These parcels are grouped along Broadway as well as Duffy Avenue, adjacent to the train station. Religious institutions occupy large tracts which comprise 12% (13 acres) of the land. In general, these tracts are located along Nicholai and Cherry Streets.

Office use represents 13.7% (14 acres) of the land. Office use is concentrated in the blocks between Newbridge Road and Broadway, north of the rail line. In general, south of the rail line, office use is located on small parcels scattered throughout the DRI area. Single-family residential use is supported on 6% of the land. Multi-family housing represents only 3.5% of the land. Office tenants and residents are supported by retail and food uses dotted throughout the DRI area. Retail and food comprises 7% (7.4 acres) of the land use.

Industrial/storage use is concentrated along East Railroad Lane as well as East Barclay Street and comprises 4.3% of the land. In a similar manner, automotive-related uses comprise 3.6% of the land and are located on isolated parcels sprinkled throughout the DRI area. Municipal and athletic uses comprise 9% of the land. Public open space (0.7 acres) represents 0.7% of the DRI area.

ZONING

The Downtown area is within the Central Business District (CB) zone. In 2016, the Town of Oyster Bay began to prepare a proposal to re-zone a portion of the Central Business District. The proposal sought to apply a new zone to the area immediately surrounding the Hicksville Station. The proposed new zone would permit higher density, mixed-use development within the zone. Town residents have held discussions over the past decade about height and bulk as it pertains to the physical character of the environment they desire. Therefore, the Town intends to set a 55-foot (nominally, four stories) height limit for structures in the new transit-oriented district.

PREVIOUS PLANNING EFFORTS

Since the turn of the century, several efforts have been undertaken to steer the Town forward. [See Figure 6]. In 2001, the Town of Oyster Bay initiated the *Vision Plan for the Hicksville Hamlet* which intended to establish a platform for coordinated planning efforts. The *Vision Plan* was completed in 2004 with broad public input. The document addressed street patterns and open space, architectural character and environmental design quality, demographics, housing needs as well as transportation impacts and parking needs in a way that focused policies to preserve the quality, character and stability of neighborhoods in Hicksville.

Specifically, for the Central Business District, the *Vision Plan* targeted improving the pedestrian scale, increasing walkability and connections within downtown as well as encouraging mixed-uses and providing more housing options. An update to the zoning code was the recommended tool to implement the improvement strategies.



Figure 6. DRI Planning Timeline

In 2010, the Hicksville Chamber of Commerce, Hicksville Community Council and Vision Long Island began a visioning process that resulted in the *Downtown Hicksville Revitalization Action Plan*. High on the list of actions to improve Hicksville included: increase walkability within downtown, establish more cultural arts, create a farmer's market and fill vacant businesses. The group formed subcommittees to focus efforts around specific concerns. There was a Farmers Market Committee and a Beautification, Walkability & Code Enforcement Committee and a Parking, Housing & Economic Development Committee. The committees established a regular farmers market, proposed specific actions to improve the streetscape and encourage walkability, and furthered the efforts for the proposed re-zoning of the Central Business District.

The *Action Plan* also identified several sources of potential funding for improvement projects. The recommendations were not implemented. With a change in Town administration in 2017 and the award of the DRI program grant, there is a positive climate to implement recommended improvement projects.

In 2012, the Town of Oyster Bay began a *Brownfield Opportunity Area Step 1 Study for Northwest Hicksville* comprising 1,100 acres west of Route 106, including the Hicksville Station. Sustainable Long Island led the community participation process for the BOA Study. The Study was completed in 2014 and established a vision of Hicksville as a "clean, attractive, cohesive community that is accessible by transportation, safe and walkable".

Downtown Profile & Assessment

The *BOA Step 1 Study* underscored the goals articulated in previous planning efforts. In particular, the goal for the Central Business District was to create a “vibrant and bustling downtown by promoting an appropriate mix of residential and nonresidential uses in the Train Station Subarea”. Again, zoning was looked at as the primary tool to cause the necessary actions to happen.

In tandem with *BOA Step 1 Northwest* in 2012, the Town of Oyster Bay began a *Brownfield Opportunity Area Step 2 Nomination Study for Southeast Hicksville* comprising 1,100 acres along Route 107 south of Old Country Road. An extensive community engagement effort was an integral part of the planning process. Like the *BOA for Northwest Hicksville*, outreach included mailing postcards to 2,000 residents, use of electronic and social media as well as distributing and posting fliers at key locations within the community throughout the two years of the study. In addition, several interagency roundtable sessions were held with local, county, state and federal agencies participating to improve understanding among agencies about the vision, goals and objectives of the community.

Though the *Step 2 Study* focused on properties south of the DRI area, the work recognized the value of the Hicksville Station to support growth within the study area. In addition, the study recommended street beautification and improvements for pedestrian crossings, encouraging shared parking for adjacent properties, adding street trees and promoting a façade improvement program for Broadway.

TRADITIONAL DOWNTOWN

The four blocks along Broadway immediately south of the rail line was once considered the locus of downtown. Local merchants clustered there during the mid-1800s taking advantage of the freight house at Hicksville Station to ship goods to Brooklyn and beyond. Farming was restricted primarily to the south of the railroad right-of-way. The village expanded southward as it grew. By the 1920s, the west side of Broadway supported an ice cream parlor and delicatessen, a paint store, a tavern and a bank. The Sweet Shop, a local favorite, was established in 1925 on the east side of Broadway and continues to operate today. Other low-rise, small buildings were constructed to house bakeries, five-and-dime stores and insurance offices. The proximity of those stores to the Hicksville Station (less than 1,400 feet) is the unique legacy of Downtown Hicksville today.

The widening of the Broadway road bed in 1967 from 68 feet to 110 feet changed the character of Broadway. Stores on the west side of Broadway were demolished and, as a result, the scale of the building height to the street width was put off balance. In addition, retail activity declined in the years after the road widening due to a diminished critical mass of stores and the reduction of parking available for retail, as parking dedicated for LIRR commuters increased. Hicksville residents no longer characterize Broadway as their Main Street.



South Access Road to Hicksville Station Looking West



View of Hicksville Station Looking South



South Side of Elevated LIRR Tracks East of Broadway Looking East



No Marked Crossing at Jerusalem Avenue, North of LIRR Tracks



View Looking South Along Wyckoff Street from West John Street



Newbridge Road Underpass Looking North



Penn Station Eagle in Parking Lot



Surface Parking Owned by Town, North of Hicksville Station



Parking Structure on Duffy Avenue, Owned by Town



Surface Parking Along Nelson Avenue, Privately Owned



Low-Rise Building on East Side of Broadway



Sidewalk Along East Side of Broadway Looking North



Storefronts on East Side of Broadway, South of LIRR Tracks

Downtown Profile & Assessment

RETAILERS

Downtown is linked to a regional commercial corridor along State Routes 106/107 which includes a Whole Foods Market and the Broadway Mall, both of which serve customers well beyond the Hamlet. The Broadway Mall features national franchises such as Target, Aeropostale, American Eagle, Bath and Body Works, IKEA, and Old Navy. Its stores provide desirable shopping destinations to draw visitors to Hicksville. Businesses within the DRIA area can leverage this customer base and drive more customers to its stores. Key to doing so is creating an appealing setting that ties the shopping areas together. Main street businesses include a variety of restaurants as well as the Hicksville Sweet Shop, House of Donuts, Empire Diner, Hicksville Flowers, and Fluff and Puff.

CHARACTER

The LIRR line dominates the environment within the DRI area. The tracks run east-west and fork just east of Broadway, separating the district into two areas. The tracks are typically bermed and prevent north-south pedestrian and vehicular movements except at specific openings.

The broadest of such openings in Hicksville is the 1,000+ linear feet of elevated track over Newbridge Road and past Broadway, where the tracks fork to Bay Avenue in the north and to E. Nicholai in the south. The multiple piers, closely spaced to support the weight of the trains, and relative low ceilings present a utilitarian experience for pedestrians and inhibit walkability.

The DRI area needs a distinctive identity. The commercial corridors of Broadway, Jerusalem and Newbridge contain buildings of differing sizes, inconsistent placement on a lot as well as multiple architectural treatments. W. Cherry and W. Nicholai Streets, which are predominately lined with single-family houses, are the exception. There is a coherent character to these streets.

South of the rail line, two blocks on the east side of Broadway are composed of small lots (typically, 20-25 feet wide) with two-story retail buildings abutting each other along the front property line. Further south on Broadway, the lots are wider and deeper with ample setbacks. These lots support taller, religious and civic structures.

South Broadway on the west side is characterized by single-story retail and office buildings set back from the front property line to provide off-street parking or a small strip of landscaping. On-street parking is provided on both sides of Broadway.

The width of Broadway is 190 feet from storefront to storefront yielding a height-to-width ratio of 1:8, which is twice the ratio of the main street settings that residents have stated they like in previous planning efforts.

There are opportunities to encourage future development that contributes to defining the character of the district. For instance, replacing surface parking lots with buildings will provide the canvas to establish a clear character and build a distinctive identity.



Parking in Side Yard on Newbridge Road, South of Tracks



Surface Parking South of LIRR Tracks, Privately Owned



Surface Parking Owned by Town, North of LIRR Tracks Looking East to Newbridge Road



Surface Parking in Front Yard Along Jerusalem Avenue



Residual Open Space in Front Yard of Public Library Along Jerusalem Avenue



Parked Car on Sidewalk in Front of Store Along Jerusalem Avenue



Church on Herzog Place



Auto Repair on Jerusalem Avenue at Nelson Avenue



Surface Parking Lots Along Nelson Avenue Looking North



Low-Rise Buildings on East Side of Broadway



Low-Rise Buildings on East Side of Broadway



Surface Parking on West Side of Broadway, South of LIRR Tracks

Downtown Profile & Assessment

Most town centers with land coverage of 35% to 40% have strong and distinct identities. Land coverage in the DRI area is 13%. This low coverage poses a challenge and presents an opportunity.

North of the rail line, the character of the street is uneven along Broadway. Developers have not maximized revenue-generating potential by building out to the property lines. Instead, rectangular buildings have been constructed on irregular lots.

In general, low real estate demand allows developers to achieve a lower break-even point in bringing a building to market. That often results in prototypical buildings ready-made to market standards. Those standard structures are prevalent in the DRI area.

OPEN SPACE

The DRI area needs more public open space for its residential population. John F. Kennedy Memorial Park (0.7 acres) is dedicated as the public open space within the 162-acre DRI area. The park is isolated by a state highway (Broadway) to the east, a local road to the west (Jerusalem Avenue) and the elevated train tracks to the south. Pedestrians find it challenging to cross those roads to get to the park.

The park contains a gazebo, a small train engine, a flag pole and a clock as well as plantings. There is limited space to gather or host community activities and provides no respite for the DRI population.

There are residual open spaces in the front and side yards of private properties. These loosely-defined spaces contrast sharply with the solid wall of storefronts on two blocks on the east side of Broadway – the thing that most residents regard as the beloved character of the traditional downtown in Hicksville.

People are attracted to places where they can spend time regardless of their desire or ability to spend money. The DRI area needs useable public open space to encourage people to spend time in Downtown and, ultimately, patronize businesses or attend community events.

The DRI area needs a system of public open space that connects commercial corridors to each other. Businesses would be strengthened by an increase in their potential customer base. Providing spaces for that customer base to move comfortably – and safely – from place to place is one way the physical environment can be used to support economic activities.



Gazebo in John F. Kennedy Memorial Park



Train Engine in John F. Kennedy Memorial Park



Clock in John F. Kennedy Memorial Park



John F. Kennedy Memorial Park Along Jerusalem Avenue Looking East



Pedestrian Accessing John F. Kennedy Memorial Park



Residual Open Space in Front Yard on West Side of Broadway, South of LIRR Tracks



Residual Open Space in Front Yard on West Side of Newbridge Road, South of LIRR Tracks

Downtown Profile & Assessment

BUILDING COVERAGE - ONLY 13%

There is currently no evidence of building mass defining a precinct

BUILDING CAPACITY - 1 STORY AT 1.4M SF | 4 STORIES AT 5.6M SF

This presents an opportunity to build on available land

OPEN SPACE - ONLY 0.7%

Lack of useable public open space in Downtown



Figure 7. Building Footprint Indicated in Black



Figure 8. Infill Capacity Indicated in Pink



Figure 9. Park Space Indicated in Green



Figure 10. Surface Parking Lots along Nelson Avenue



Figure 11. Continuous Store Frontage along Jerusalem Avenue



Figure 12. John F. Kennedy Memorial Park

WALKABILITY - COMMERCIAL CORRIDORS WITHIN 1,400 FT OF HICKSVILLE STATION LOBBY

OPPORTUNITY

Major existing assets of Downtown Hicksville include the LIRR train station, John F. Kennedy Memorial Park and the traditional Main Street — all within walking distance

Leverage the close proximity of commercial and residential areas to the Hicksville Station to capture potential customers and new residents



Figure 13. Walking Distance from LIRR Platform to Traditional Downtown on Broadway



Figure 14. Hicksville Station Lobby Entry



Figure 15. Continuous Store Frontage along East side of Broadway between West Marie Street and Herzog Place

Downtown Profile & Assessment

TRAFFIC

Nassau County is undertaking a traffic study for Downtown. The findings of that study will be informed by the vision for Downtown as well as the specific projects that will be funded through the DRI program. A review of available existing data on traffic in the DRI area indicated the high volume of traffic moving through Downtown along Routes 106 and 107 (Newbridge Road and Broadway) challenges notions of a small-scale character that many residents hold about Hicksville. That challenge to small-scale character is further compounded by the significant parking needs for commuters using the Hicksville Station. The traffic poses challenges to pedestrian safety at crossings, or lack thereof, and the parking poses concerns about land use and benefits to Hicksville residents. In addition, the volume and high speeds of traffic on Broadway and Newbridge Road inhibits cross-street movements that would typically strengthen commercial activity in a downtown.

The history of road building provides evidence that when road capacity increases, or in this case, parking supply increases, then the volume of users increases. Pent-up demand is satisfied at first then demand for more grows again. The cycle of increase feeds on itself. Fundamentally, abundance of supply appeals to customers. As Hicksville has provided more parking around the Hicksville Station, more commuters come to use the station causing more cars to be on the roads during the same time. The increase in number of commuters contributes to the increase in congestion around the station, particularly when cars circulate multiple times in search of open parking spaces. There is no measurable increase in traffic resulting from an increase in customers patronizing local merchants in the DRI area.

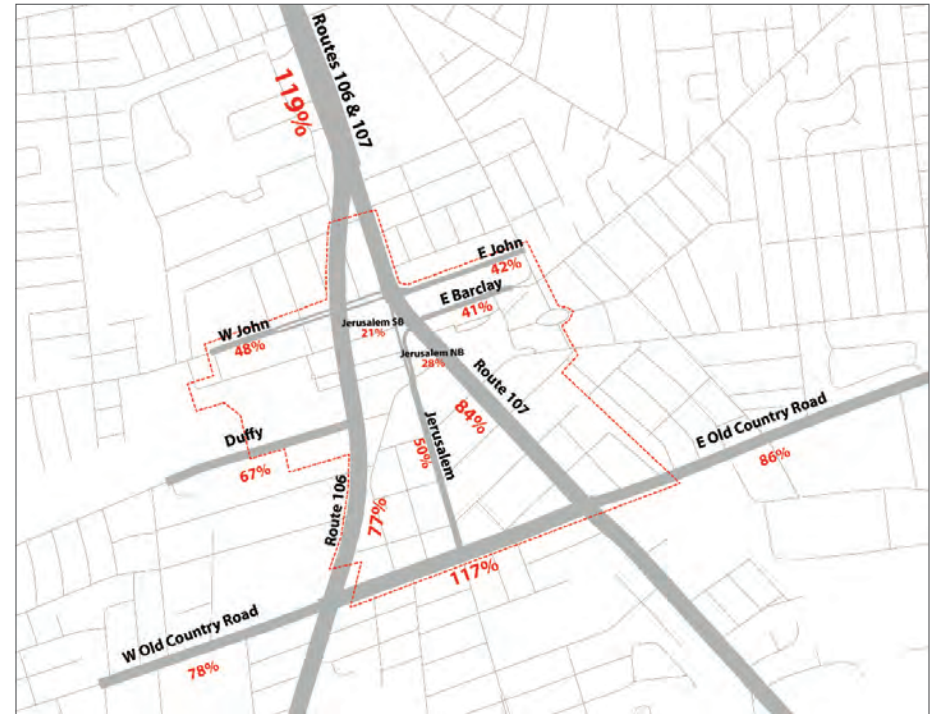


Figure 16. Estimated Volume / Capacity Ratio



Figure 17. Parking Lots in Downtown Hicksville

Yellow = Town of Oyster Bay
Orange = private

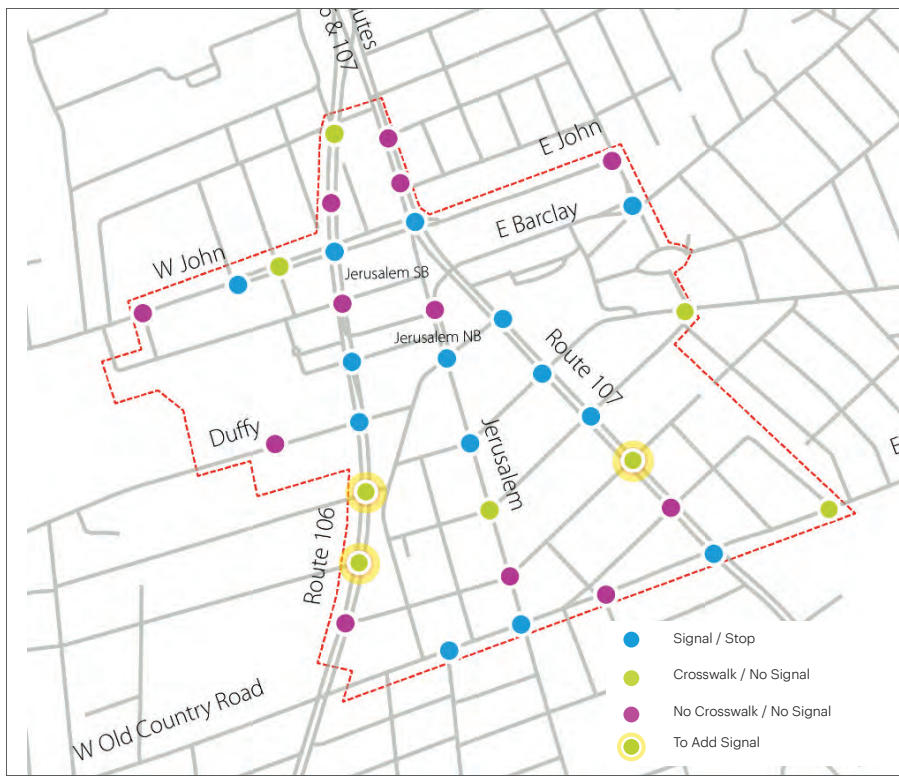


Figure 18. Intersections & Mid-Block Areas Targeted for Safety Enhancements

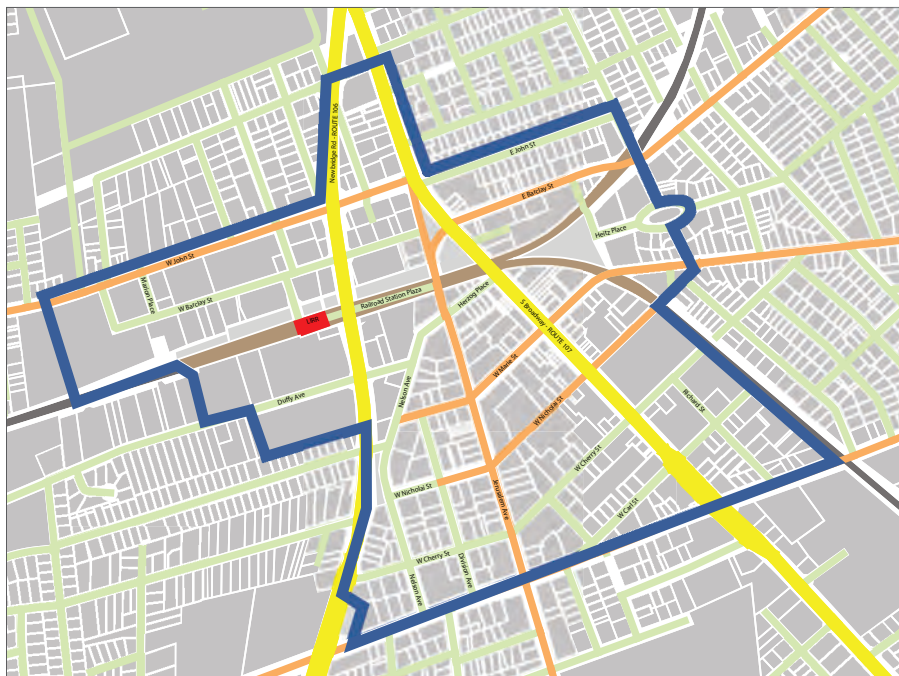


Figure 19. Ownership of Roads

Yellow = New York State
Orange = Nassau County
Green = Town of Oyster Bay

Traffic along Broadway and Newbridge Road, two of the north-south roads through the DRI area, is at high capacity (about 80%) during peak hours. Just north of the DRI area, the volume of traffic on the conjoined state highways is 120%. Jerusalem Avenue north of Old Country Road, the third north-south road, does not serve a meaningful vehicle circulation purpose. This section of Jerusalem generally funnels cars to and from parking lots. Traffic counts indicate that the road is at 21-50% capacity during peak hours [Figure 16]. Vacating a portion of Jerusalem to improve pedestrian circulation around Hicksville Station may be recommended.

ROADS

The NYS DOT owns Route 106 and Route 107. [See Figure 19]. Broadway is a regional thoroughfare with four traveling lanes and two shoulder lanes used for on-street parking. It is 90-feet wide with a wide median for left-hand turn pockets. Newbridge Road is also a four-lane thoroughfare (90-feet wide) with two shoulder lanes for on-street parking and a median supporting a turn pocket. Nassau County controls West John Street and Jerusalem Avenue. The Town of Oyster Bay controls the other streets, specifically Duffy Avenue, Nelson Avenue, Herzog Place, West Barclay Street and Wyckoff Street - which are typically 60 feet wide.

The elevated LIRR train tracks and station divides the downtown area into “north of the station” and “south of the station” areas, forcing most crossing movements – vehicle, bike and pedestrian alike – onto Newbridge, Jerusalem and Broadway.

Downtown Profile & Assessment

SAFETY

The ability of pedestrians to cross streets safely is crucial in establishing a walkable and commercially-viable downtown. State Routes 106 and 107 have 40 mph speed limits, which are incompatible with a safe, pedestrian-oriented environment. Specifically, a driver traveling at 40 mph who spots a pedestrian at 100 feet in front of their vehicle and who immediately brakes, will still be traveling at 38 mph at impact; with the risk of pedestrian death at 95%. In comparison, at 25 mph, the vehicle will stop before striking the pedestrian.

Figure 18 shows traffic control devices at intersections within the DRI area. Of note, are those with no crossing facilities or an uncontrolled crosswalk. Soon, NYS DOT will add traffic signals to three intersections, Newbridge at West Marie Street and at West Nicholai Street as well as Broadway at East Cherry Street.

Field observations and stakeholder outreach suggest that the crossings under the elevated LIRR tracks, where people walk to and from the train station, are less than ideal. By example, there is a signalized crossing at the Route 106 overpass, however, the crosswalks are not aligned with where people want to walk. Further, there is no crossing facility at Jerusalem Avenue at the tracks [Figure 20]. There is a crosswalk nearby at Route 107, however, it is to the south of the intersection with Herzog Place. There are signs and obstacles meant to discourage crossing along the desired line of walking.



Figure 20. Woman and Two Children Crossing Under LIRR Overpass at Jerusalem Avenue



Figure 21. Route 106 at West Marie Street with No Crosswalk on the North Side



Figure 22. Crosswalk Along Route 106 at West Marie Street with No Traffic Signal



Figure 23. LIRR Overpass at Broadway and Herzog Place Looking East

Downtown Profile & Assessment

PARKING

More than 26 acres is dedicated to parking facilities within the DRI area [Figure 17]. The Town of Oyster Bay parking lots account for 3,488 spaces total, with 2,949 (85%) of these spaces reserved for Town permits. The lots provide parking for commuters using Hicksville Station as well as office workers and customers for local merchants. The increasing number of commuters who choose to use personal vehicles rather than walk, bike or ride mass transit to get to and from the station, has increased the demand for parking. The MTA intends to build a parking garage (1,100 spaces) on the north side of the LIRR tracks on land owned by the Town to meet rising demand.

Despite MTA's slogan of "Replace Your Gas Station With A Train Station", Long Island commuters have not yet given up using personal vehicles for a portion of their commute, in part due to lack of housing around the train station. Therefore, space to put the car for a time continues to be a need. Dependence on the car has led to the under-built and parking lot-dominated environment of the DRI area today; a condition that will continue unless deliberate action is taken to change. Good city-building practice focuses on encouraging the reduction of individual car use as well as use of mass transit or self-propelled means of transport.

The Town parking requirement regulations use a ratio of 5 spaces per 1,000 square feet for retail and office use and 1 space per dwelling unit for residential use. These required parking ratios yield a significant amount of space dedicated to parked cars for a downtown focused on maintaining a small-scale character. Further, these ratios have led to off-street surface parking in the front of new construction on the west side of Broadway – a

distinct departure from the 'traditional downtown' character of storefronts abutting the street property line as seen on the east side of Broadway.

TRANSIT

On a typical weekday, 68 westbound and 79 eastbound trains stop at the Hicksville Station. During rush hours, trains can bunch together in one direction as frequently as every 2-5 minutes. This frequency (the highest on Long Island) and proximity to Manhattan and Brooklyn (45 minutes) is a unique competitive advantage for Downtown Hicksville.

At present, seven Nassau Inter-County Express (NICE) buses stop at Hicksville Station, but service levels are low. Depending on the route, there are between 5-15 stops per day, mostly in the morning/evening to line up with rush hour trains [Figure 24]. The routes generally do not circulate around Hicksville. Their function is to circulate to other towns, shopping areas, employment areas and stations [Figure 25].

The frequent train service at Hicksville Station is a primary reason for the traffic congestion. Essentially, people come to Hicksville from throughout Long Island because they know they will be able to catch a train without waiting long. A method to capitalize on this without increasing car traffic is via a bus rapid transit (BRT) system. Figure 26 shows the existing and proposed BRT systems (SBS in New York City) in Kings, Queens and Suffolk counties. Hicksville benefits from the potential to have two routes crossing at the station (a 106 and a 107 route), collecting and distributing passengers from four distinct directions/areas from the station.

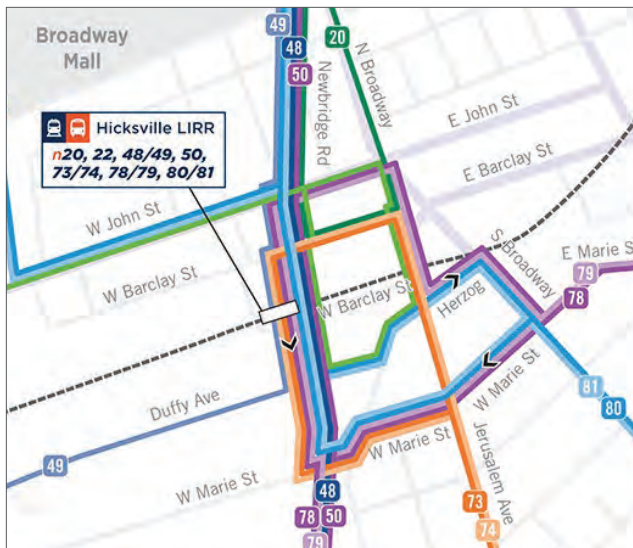


Figure 24. NICE Bus Routes - Hicksville Station

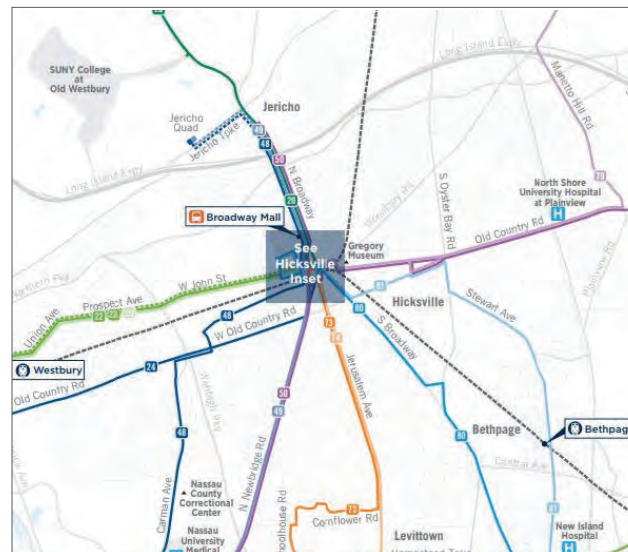


Figure 25. NICE Regional Bus Routes

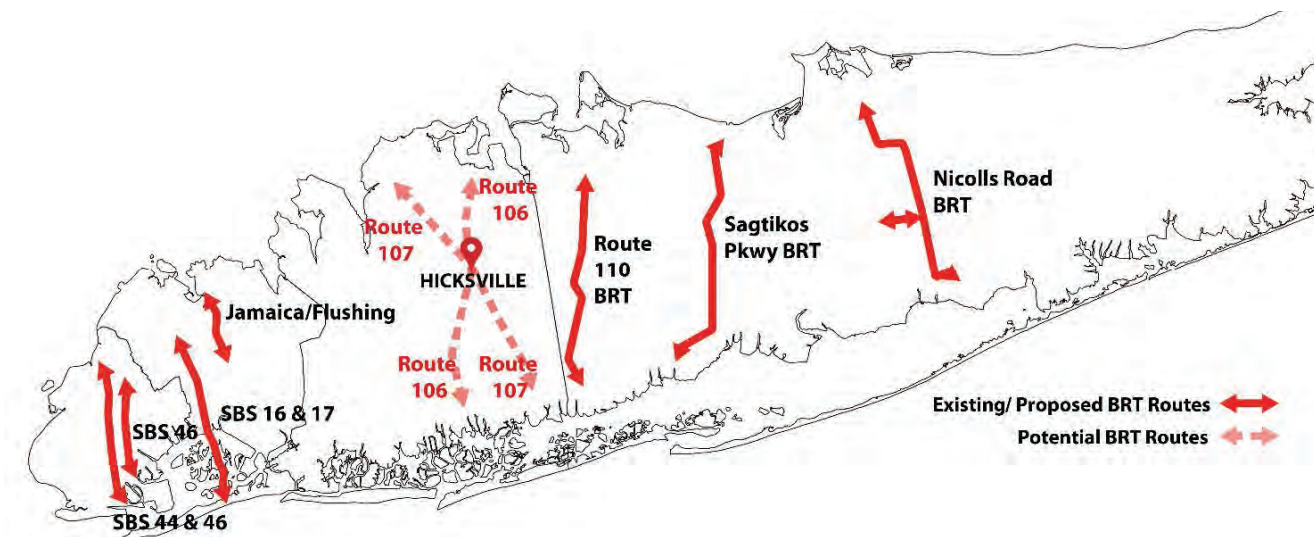


Figure 26. North-South Bus Rapid Transit Routes in Kings, Queens, Nassau and Suffolk Counties

Downtown Profile & Assessment

These BRT routes would improve access to the DRI area and the Hicksville Station for those with limited means for whom vehicle ownership is prohibitive. The benefits extend far beyond this important consideration – a properly-functioning BRT system can reduce overall congestion on 106/107 as well as the downtown circulator roads and, in concert with parking consolidation initiatives, reduce the overall need to construct more and more parking facilities within the DRI area.

There is also the potential to consider a local bus network to complement the BRT network which would further reduce auto-dependency within the DRI area. However, at this stage, investment in a local bus network is not required. In the interim, improvements in street design, such as pedestrianization and the establishment of complete streets to encourage walking and bicycling trips, would serve the same function as a local bus network. If the local bus network were to be established in the future, its success would only be enhanced by the existing walk/bike network and healthier (less auto-dependent) mode split.



Figure 27. NICE Regional Bus Stop at LIRR Overpass at Newbridge Road Looking East

Downtown Profile & Assessment

MARKET AREAS

Available existing data was assessed to construct an overview of potential market opportunities within the DRI area that could capitalize on long-term trends in the region. Compared to robust markets on Long Island, the resident population is low and remains so though the daytime population increases two-fold. It will take time to build momentum in the marketplace for various land uses to gain traction here. There are many competing investment options with near-term returns and few caveats in this mature Nassau County market; despite the extraordinary potential for development around the Hicksville Station.

A half-mile radius area surrounding the Hicksville Station represents the customary 10-minute walking radius associated with transit-oriented development. A 15-minute drive-time contour from the Station represents the Primary Market Area (PMA) or regional catchment area from which 70% or more of the station’s consumer patronage originates. The tertiary market area, defined as the New York Metropolitan Statistical Area (MSA), represents a relatively large catchment area from which the DRI area could possibly compete for new residents and businesses.

POPULATION

The population living in the DRI area is relatively diverse. Hispanic and Asian persons combined represents 58% of residents in the area. Both groups are projected to grow rapidly over the next five years.



Figure 28. Half-Mile Radius Approximates a Ten-Minute Walking Area Within Downtown Hicksville

| | Half-Mile Radius | 15-Minute PMA | New York MSA |
|---------------------------------------|------------------|---------------|--------------|
| Population | 3,614 | 416,349 | 20,487,271 |
| Total Households | 1,106 | 136,789 | 7,428,362 |
| Median Age | 38.4 | 43.0 | 38.6 |
| Median Household Income | \$74,907 | \$107,333 | \$69,834 |
| Share of Household Incomes > \$75,000 | 34.1% | 51.2% | 33.2% |
| Share Owner-Occupied Housing | 57.3% | 82.0% | 45.7% |

Figure 29. Socio-Economic Baseline Data



Figure 30. 15-Minute Drive-Time Contour Defining the Primary Market Area

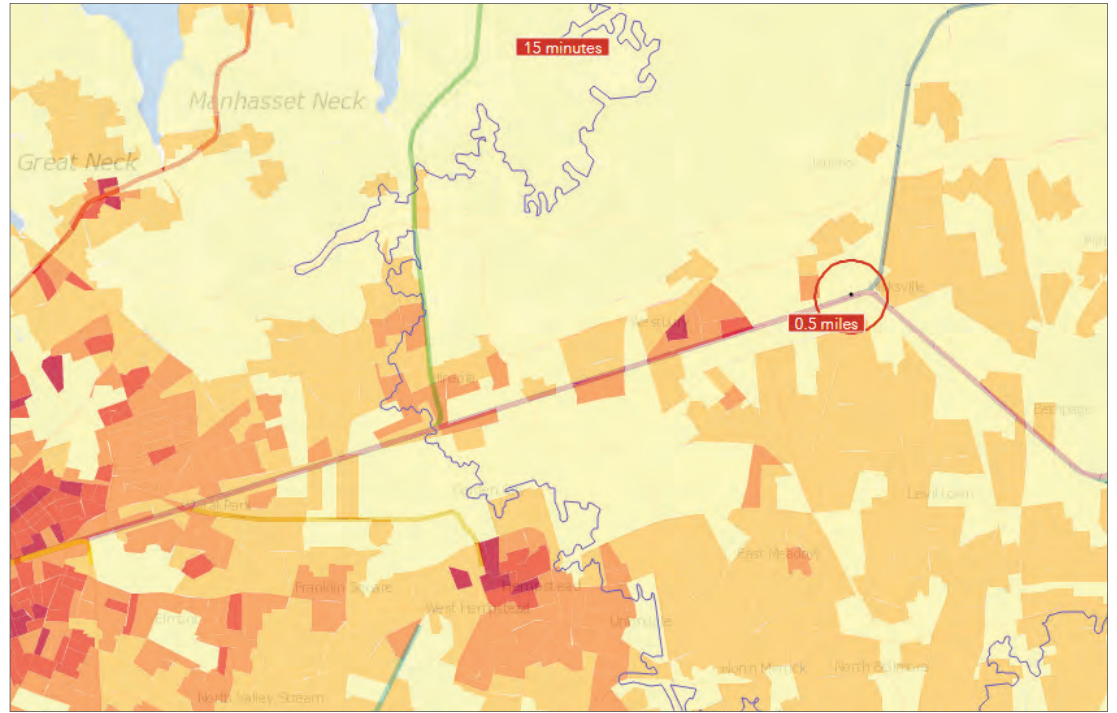


Figure 31. 2017 Population Per Square Mile in the Primary Market Area

Red = 120,000+
Dark Orange = 75,000 to 120,000
Orange = 20,000 to 75,000
Yellow = 0 to 20,000

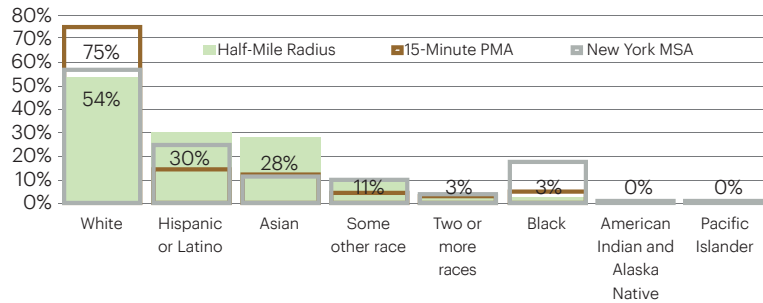


Figure 32. Share of Population by Race and Geography, 2017

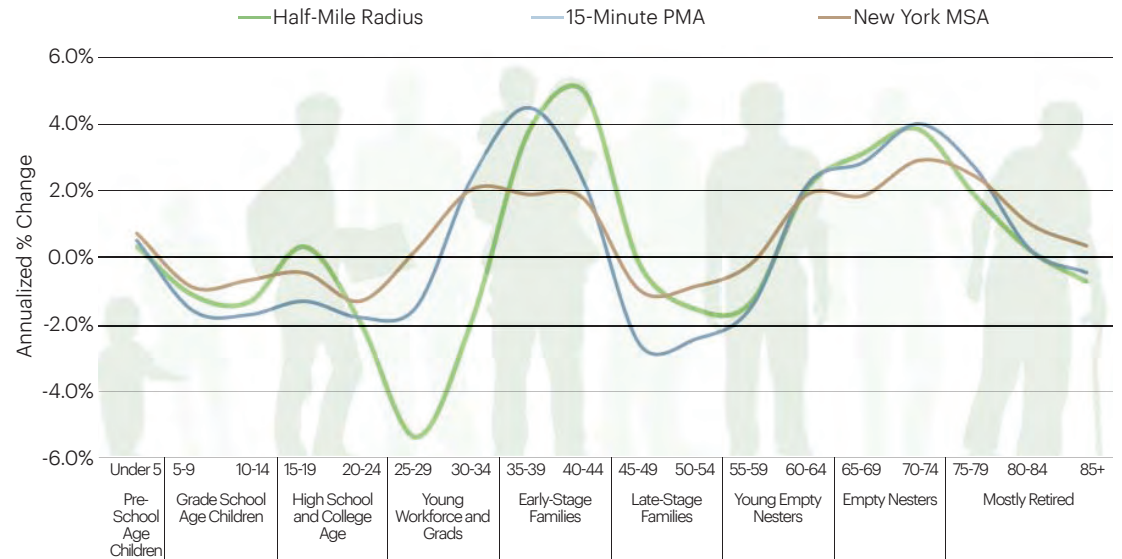


Figure 33. Annualized Population Change, 2017-2022

Downtown Profile & Assessment

The population outside of the DRI area is less diverse, however, with non-Hispanic white persons representing 75% of the population and Hispanic or Asian persons combined representing 25%. The half-mile radius has a resident population of 3,614 that equates to a population density of 4,609 residents. The population density increases to 10,914 persons per square mile (includes both residents and workers) in the daytime.

Growth in the population comprising 35 to 44-year-olds is projected to significantly increase in the DRI area. This is the age group that typically starts a family and looks to buy a house. At the same time, the number of persons ages 60 to 80, who are increasingly exiting the workforce and downsizing, will continue to influence local market demand in the foreseeable future.

PURCHASING POWER

The DRI area supports a modest annual median household income (\$74,910), which is distinctly lower than the median household income (\$107,330) of the town at large. Likely due to relatively high-income levels, average household expenditures on a range of goods and services, e.g., retail goods and housing, are also much lower in the DRI area compared to surrounding neighborhoods.

LABOR & INDUSTRY TRENDS

Accommodation and food services is currently the top employment sector in the Primary Market Area, representing 15.7% of total employment (approximately 33,600 total jobs) in front of 2) waste management,

3) healthcare and 4) management of companies. Nearly 8,900 new jobs are projected to be created in the food services sector by 2027 within the Primary Market Area [Figure 24]. This sector provides relatively low-wage job opportunities, however, with average annual earnings of \$22,800 in Nassau County. An empirical review of businesses in Downtown Hicksville indicates most enterprises comport with the findings for Nassau County.

Long-term projections for the Primary Market Area indicate the management of companies and enterprise sector is expected to add 2,290 new jobs by 2027. Growth in that sector will add relatively high-wage jobs (\$95,590 average median wage in Nassau County). Those high-wage jobs are not likely to come to the DRI area, unless there is an appealing physical environment to fulfill the location requirements of such companies.

MULTI-FAMILY SUPPLY / DEMAND

There is no housing stock in the immediate vicinity of the Hicksville Station, which is a significant opportunity in the market place. There are single-family houses within the DRI area, outside of the LIRR environs. This housing inventory has been slow growing. Between 2010 and 2017, growth was under 0.75% per year. The total housing inventory within the DRI area is estimated to have increased by 10 units during the same period or 0.2% per year. In the near term, the proposed redevelopment of the former Sears site, at 195 North Broadway just north of the DRI boundary for 595 apartment units, is stepping into the housing void in Downtown (it is in the pipeline for regulatory approvals).

Analysis of residential supply/demand [Figure 35] suggests that there is unmet demand for approximately 4,400 housing units within the Primary Market Area today. This pent-up demand is generated from workers in the Primary Market Area. It is estimated that 5% of people who work within the Primary Market Area and who currently commute into the area, would trade their commutes if quality housing was available. Over the next 10 years, if growth in housing supply continues to be less than an increase in pent-up housing demand, then unmet housing demand in the Primary Market Area could reach 6,000 units.

The increase in householders ages 65 and older will drive long-term demand for senior housing. Given the relatively high median home value (\$461,260) and average household net worth (as much as \$2.1 million among householders in the Primary Market Area between ages 65 and 74), senior residents within the DRI area demonstrate sufficiently high capital resources for purchasing senior-oriented housing.

LODGING

There are approximately 40 hotels, bed and breakfasts, hostels, and other accommodations located within the Primary Market Area, and none near the Hicksville Station. There are also no hotel clusters in the DRI area. Hotel growth is driven by business traveler or leisure traveler needs. There are no destination attractions in the DRI area to bring leisure travelers to Downtown. Further, there is not a critical mass of office users in Downtown to warrant investment in a hotel servicing the business traveler.

| 15-Minute Primary Market Area | | | |
|-------------------------------|------------------------------------------------------------|----------|----------------------|
| Rank | Sector | New Jobs | Avg. Annual Earnings |
| 1 | Accommodation and Food Services | 8,915 | \$22,800 |
| 2 | Administration & Support, Waste Management and Remediation | 4,258 | \$47,436 |
| 3 | Health Care and Social Assistance | 3,075 | \$63,156 |
| 4 | Management of Companies and Enterprises | 2,294 | \$95,592 |
| 5 | Construction | 1,982 | \$68,928 |
| 6 | Arts, Entertainment, and Recreation | 1,756 | \$44,436 |

| New York Metropolitan Statistical Area | | | |
|----------------------------------------|------------------------------------------------------------|----------|----------------------|
| Rank | Sector | New Jobs | Avg. Annual Earnings |
| 1 | Accommodation and Food Services | 421,503 | \$29,736 |
| 2 | Health Care and Social Assistance | 187,303 | \$51,540 |
| 3 | Administration & Support, Waste Management and Remediation | 180,641 | \$57,648 |
| 4 | Management of Companies and Enterprises | 111,645 | \$170,856 |
| 5 | Construction | 97,304 | \$69,492 |
| 6 | Professional, Scientific, and Technical Services | 84,404 | \$120,744 |

| New York | | | |
|----------|------------------------------------------------------------|----------|----------------------|
| Rank | Sector | New Jobs | Avg. Annual Earnings |
| 1 | Accommodation and Food Services | 433,520 | \$26,148 |
| 2 | Health Care and Social Assistance | 192,406 | \$49,080 |
| 3 | Administration & Support, Waste Management and Remediation | 150,290 | \$52,788 |
| 4 | Management of Companies and Enterprises | 106,363 | \$138,876 |
| 5 | Construction | 83,220 | \$64,056 |
| 6 | Professional, Scientific, and Technical Services | 81,519 | \$110,436 |

Figure 34. Top Industries by Projected Employment Change, 2017-2027

Downtown Profile & Assessment

Existing clusters of hotels in a given area often are key drivers to additional hotel development, as most hoteliers are market followers rather than leaders. The lack of lodging facilities within the Hicksville Station area is likely to be attractive to hotel developers who are pioneers.

OFFICE SUPPLY / DEMAND

Projected employment growth in the Primary Market Area will bring approximately 21,300 net new office workers by 2027, including 12,100 new office workers within the professional, scientific and technical services as well as the health care and social assistance sectors.

Assuming a space requirement of 150 square feet per employee, these new office workers will increase total office space demand by over 1.3 million square feet within the region, including demand for 288,530 square feet within the management of companies and enterprises sector. Net new positive demand, however, does not necessarily indicate the need for new office space.

In 2016, there was approximately 1.4 million square feet of vacant office space (13.5%) within East Nassau County. While some of the identified net new office space demand may require Class A office space (new buildings with high-quality infrastructure), much of this projected net new demand for office space could be easily met by the existing supply of vacant office space within the County. There is no new office demand within the DRI area.

Further, Town zoning regulations that keep a low cap on development height and density, limits the creation of new office supply, particularly given the current parking requirement ratio. A typical office site does not have enough space to accommodate the required number of parking spaces at grade, therefore, structured parking must be considered, which costs ten times the cost of surface parking. Parking provisions significantly alters the calculus for profit.

RETAIL SUPPLY / DEMAND

There is over 2.4 million square feet of gross leasable area of major retail shopping center space within the Primary Market Area, with over 1.1 million square feet of super-regional center space located nearby the DRI area (Broadway Mall). With a population of 4,609 residents in the half-mile radius area, the inventory of major retail space in the Hicksville Station area is equivalent to 250 square feet per resident (compared to 5.8 square feet per resident within the Primary Market Area and 7.3 square feet per resident in the Metropolitan Statistical Area). The station area is likely experiencing a surplus of major retail space.

Further, many retail categories (restaurants and eating stores, in particular) in the DRI area are registering strong sales. Based on retail supply/demand analysis, although there is some net demand in some retail categories in the region, there is little net demand for retail space within the DRI area.

| | 2017 | 2022 | 2027 |
|--------------------------------------------------------------------------------|----------------|----------------|----------------|
| Housing Demand Metrics | | | |
| Estimated Workers in PMA (1.5% growth rate) | 214,080 | 226,963 | 241,301 |
| Estimated Workers Residing Outside PMA (40%) | 85,180 | 90,310 | 96,020 |
| <i>Estimated Pent-Up Housing Unit Demand from Commuting Area Workers (5%)</i> | 4,259 | 4,516 | 4,801 |
| <i>Estimated Number of Naturally Occurring Vacant Housing Units (2.4%)</i> | 3,395 | 3,395 | 3,395 |
| Estimated Aggregate Housing Unit Demand in PMA | 144,443 | 146,335 | 148,011 |
| <i>Estimated Households in PMA (0.2% growth rate)</i> | 136,789 | 138,425 | 139,815 |
| Housing Supply Metrics | | | |
| Existing Housing Units in PMA | 141,450 | 141,450 | 141,450 |
| <i>Physically Obsolescent Units (1% of units, 1% annual obsolescence rate)</i> | 1,415 | 1,487 | 1,562 |
| New Units Added in PMA (0.3% growth rate) | - | 2,122 | 2,122 |
| Estimated Net Marketable Housing Units in PMA | 140,036 | 142,085 | 142,009 |
| Net Housing Supply/Demand Calculation | | | |
| <i>Estimated Aggregate Housing Unit Demand in PMA</i> | 144,443 | 146,335 | 148,011 |
| <i>Subtract Estimated Net Marketable Housing Units in PMA</i> | 140,036 | 142,085 | 142,009 |
| Net Housing Unit Demand | 4,407 | 4,250 | 6,001 |

Figure 35. Housing Supply/Demand, 2017-2027

Downtown Profile & Assessment

CONCLUSION

The DRI area has a unique asset in the Hicksville Station. The Town can leverage it to a measurable benefit to residents and businesses.

There is a critical mass of surface parking. That fact presents an opportunity to transform the area around the train station that could generate significant economic activity.

There is an opportunity in the market for housing that fosters independence from a car. That opportunity could be met in the DRI area. Further, office development could be a strong growth generator of high-wage jobs and drive increases in real estate valuation, if the right setting is provided.

There is a small-scale level of development that can use the existing street grid and fill in the spatial voids to establish a clear and distinct character for the DRI area.

The improved physical environment can be a tool to encourage office users and residents to locate in the DRI area.

There is a window of opportunity for new development now as land values are low, the potential for economic growth is clear, the vision for the future is shared by many and the will to make it happen is front and center.



Figure 36. Broadway Between Nelson Avenue/Herzog Place and West Marie Street Looking South

SECTION II

Downtown Vision, Goals & Strategies

VISION STATEMENT

Our vision is the creation of a vibrant downtown that returns to its “main street” character while improving opportunities for local business owners and incorporating new housing markets to create a model community; with an emphasis on walkability, open space, places to congregate and engaging commuters to view Hicksville as a destination – not merely a transit hub.

--Adopted by the Hicksville Local Planning Committee

GOAL 1. **Create Public Open Spaces**

STRATEGIES

- Create and celebrate a sense of place in Downtown
- Design spaces for informal social interactions to help connect neighbors with each other and the larger community
- Improve Hicksville’s public spaces
- Fund and operate ongoing maintenance of public spaces to industry standards for best practices

POTENTIAL PROJECTS

- John F. Kennedy Memorial Park
 - Expand John F. Kennedy Memorial Park to Nelson Avenue
 - Vacate portion of Jerusalem Avenue through Park
 - Potential extension of Barclay Street through Park
 - New design for the Park to include green lawn and plant groupings as well as hardscape for pedestrian circulation
- New Public Open Space
 - Create public open space north of Hicksville Station nearby its lobby
 - Provide wide sidewalks to accommodate pedestrian circulation
 - Design space with grass lawn and trees to define areas for passive activities

Public Open Space Precedents

- New Public Plaza Along the Rail Line
 - Create a clear pedestrian walkway along the northside of the LIRR line from the station lobby to the east side of Broadway
 - Define the walkway with distinctive paving
 - Design distinctive bollards, trash cans, lighting (particularly under the rail line) and wayfinding signage to define the space
 - Create a visual link to the Gregory Museum
- New Public Plaza East of Broadway
 - Create a public open space on the block east of Broadway and south of Barclay Street
 - Reconfigure adjacent buildings and create new façades to define the public open space
 - Encourage cafés and small retailers to line the open space



Figure 37. Highline | New York, NY



Figure 38. Bryant Park | New York, NY



Figure 39. Pioneer Square | Seattle, WA



Figure 40. Union Square | New York, NY



Figure 41. Church Street | Burlington, VT



Figure 42. East Passyunk Avenue | Philadelphia, PA



Figure 43. Euclid Avenue | Cleveland, OH



Figure 44. Abingdon Square | New York, NY



Figure 45. Castro Street | Mountain View, CA



Figure 46. Union Square Farmers Market | New York, NY



Figure 47. Madison Square | New York, NY



Figure 48. Library Park | Cleveland, OH



Figure 49. Terry Avenue | Seattle, WA

STRATEGIES

- Establish streets as shared public spaces that promote pedestrian safety
- Make design changes to encourage drivers to drive more slowly and cautiously and to make the road safer for pedestrians
- Redesign Route 107 (Broadway) and Route 106 (Newbridge Road) to better balance the volume of cars (28,000 per day) and the needs of pedestrians

POTENTIAL PROJECTS

- Traffic Signalization
 - Install traffic signals at currently uncontrolled intersections on Routes 106 and 107
 - Synchronize signals
- New Hicksville Station Entry Drive
 - Create left turn from westbound West John Street south onto Wyckoff Street
 - Install new traffic signal at West John Street and Wyckoff Street
 - Wyckoff Street south of West Barclay to accommodate north and south traffic
 - Split Wyckoff to create a linear roundabout to accommodate

new drop off for LIRR station on the east, south and west sides of the street

- Relocate Eagle statue to a prominent position in the median of the new Wyckoff Street

- NYS DOT Complete Street Measures
 - Bump-outs at crosswalks along Routes 106 and 107
 - Install wide pedestrian walkways across Routes 106 and 107 using distinctive StreetPrint pattern

Downtown Vision, Goals & Strategies

STRATEGIES

- Capitalize on Hicksville's street network which provides a high level of connectivity within downtown and to surrounding neighborhoods
- Create streets that accommodate all users through sidewalks, footpaths, cross walks and other features that protect pedestrians and calm traffic
- Place amenities, such as transit centers, stores, restaurants, offices, and other commercial properties, close to the people who use and rely on them
- Incentivize walking over driving as a viable transportation option. Walkability is a significant component of environmentally sustainable development, as walking requires no fossil fuels and leaves no carbon footprint

POTENTIAL PROJECTS

- New Public Plaza Along the Rail Line
 - Create a clear pedestrian walkway along the northside of the LIRR line from the station lobby to the east side of Broadway
 - Define the walkway with distinctive paving
 - Design and install distinctive bollards, trash cans, lighting (particularly under the rail line) and wayfinding signage to define the space
 - Create a visual link to the Gregory Museum

- NYS DOT Complete Street Measures
 - Create bump outs at crosswalks along Routes 106 and 107
 - Install wide pedestrian walkways across Routes 106 and 107 using distinctive StreetPrint pattern
 - Install street trees at regular intervals along Routes 106 and 107 to provide shade and cover during inclement weather
- New Public Plaza East of Broadway
 - Create a public open space on the block east of Broadway and south of Barclay Street
 - Reconfigure adjacent buildings and create new façades to define the public open space
 - Encourage cafés and small retailers to line the open space to activate the space
- Elevated Pedestrian Walkway – 'Highline'
 - Create an elevated walkway (+15' clear) to provide safe passage across Routes 106 and 107
 - Connect new public open spaces with the elevated walkway with stairs or ramps
 - Connect new parking structures with the elevated walkway
- Broadway District
 - Use zoning regulations to control land use and density for land development
 - Use design guidelines to control height, massing, streetwall and storefront treatment for building designs

Walkability Precedents

- Provide required parking to service the land use in the rear of the buildings
 - Design distinctive bollards, trash cans, lighting and wayfinding signage to denote a special place
 - Install street trees at regular intervals along Broadway to provide shade and cover during inclement weather
- Nelson Avenue District
 - Design distinctive paving for sidewalks to denote a special place
 - Install distinctive StreetPrint pattern for roadway to denote a special place
 - Design distinctive bollards, trash cans, lighting and wayfinding signage to denote a special place
 - Install street trees at regular intervals along Nelson Avenue to provide shade and cover during inclement weather
 - Use zoning regulations to control land use and density for land development
 - Use design guidelines to control height, massing, streetwall and storefront treatment for building designs
 - Limit on-street parking
 - Provide required parking to service the land use in the rear of the buildings



Figure 50. East Fourth Street | Cleveland, OH



Figure 51. East Passyunk Avenue | Philadelphia, PA

Downtown Vision, Goals & Strategies

STRATEGIES

- Consolidate surface parking lots into structured parking to free up land for development that can enhance, rather than detract from, the surrounding community
- Share parking to accommodate daytime and evening parking needs without creating additional spaces and to leverage land use for people-centric activities
- Modify off-street parking requirements to allow shared parking and accommodate peak parking demands
- Update off-street parking requirements within the CBD to a ratio of 3 spaces per 1,000 square feet to promote walkability

POTENTIAL PROJECTS

- MTA Parking Structure
 - Collaborate with MTA to design parking structures for commuters that contribute to the overall development vision
- Parking Structures
 - Design parking structures in a way that supports retail, office and residential uses and that contributes to the overall development vision
- Broadway
 - Provide parking required to service the land use in the rear of

the buildings

- Nelson Avenue District
 - Limit on-street parking
 - Provide parking required to service the land use in the rear of the buildings

Parking Structure Precedents

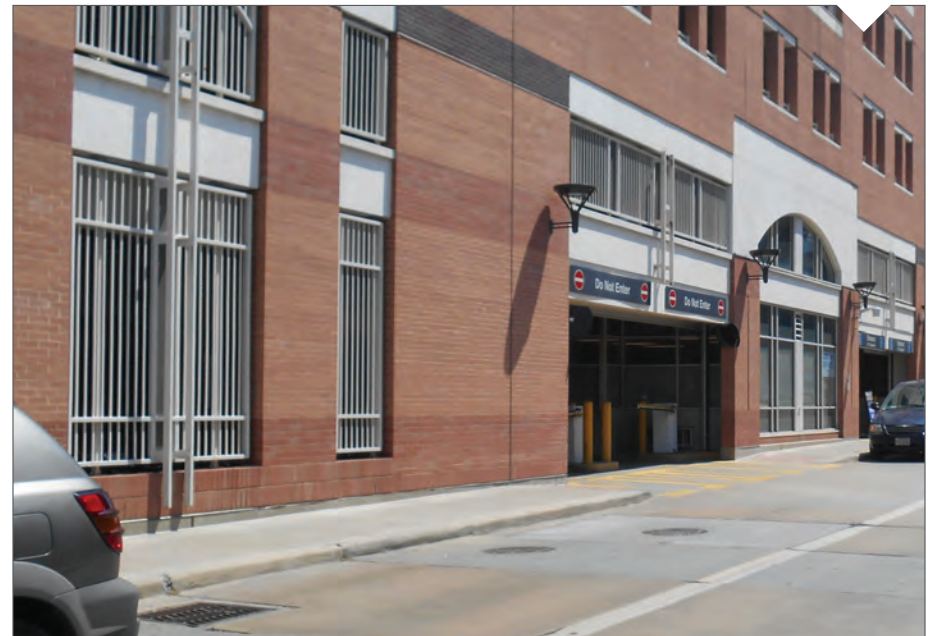


Figure 52. MetroHealth | Cleveland, OH



Figure 53. 10th Street & I Street | Sacramento, CA



Figure 54. Euclid Avenue | Cleveland, OH

STRATEGIES

- Cluster complementary uses in a walkable area that can create a destination and help each other succeed, such as a restaurant row, where several restaurants may attract more customers than may an individual restaurant
- Mix restaurants with destination and daily shopping to make Downtown attractive to a range of shoppers
- Maintain the flavor and charm of local businesses
- Integrate national and regional businesses, with consideration to the character of Hicksville, to draw a larger customer base and help Downtown thrive
- Include a mix of housing and businesses in the core of Downtown
- Put housing back into Downtown to support local businesses. People living in Downtown are more likely to walk to and support stores in their neighborhood
- A larger population in Downtown is a potential draw to attract new businesses to Downtown

POTENTIAL PROJECTS

- Barclay Street District Reimagined

Downtown Vision, Goals & Strategies

- Create the desired small-scale character for mixed-use development in downtown
 - Capitalize on the street width to promote cross-traffic between stores
 - Install wide pedestrian walkways using distinctive StreetPrint pattern
 - Use zoning regulations to control land use and density for land development
 - Use zoning regulations to vertically stack retail on the street level with office and/or residential above
 - Use design guidelines to control height, massing, streetwall and storefront treatment for building designs
 - Limit on-street parking
 - Design parking structures to accommodate parking required to service the land use
 - Integrate the parking structures into the vertical stacking of uses
 - Design distinctive bollards, trash cans, lighting and wayfinding signage to denote a special place
 - Install street trees at regular intervals to provide shade and cover during inclement weather
 - Feature local landmarks at the end of view corridors
- Nelson Avenue District Reimagined
 - Create the desired small-scale character for mixed-use development in downtown
- Capitalize on the street width to promote cross-traffic between stores
 - Install wide pedestrian walkways using distinctive StreetPrint pattern
 - Use zoning regulations to control land use and density for land development
 - Use zoning regulations to vertically stack retail on the street level with office, hotel and/or residential use above
 - Use design guidelines to control height, massing, streetwall and storefront treatment for building designs
 - Limit on-street parking
 - Design parking structures to accommodate parking required to service the land use
 - Integrate the parking structures into the vertical stacking of uses
 - Design distinctive bollards, trash cans, lighting and wayfinding signage to denote a special place
 - Install street trees at regular intervals to provide shade and cover during inclement weather
- Broadway District Reimagined
 - Create the desired small-scale character for mixed-use

development in downtown

- Install wide pedestrian walkways using distinctive StreetPrint pattern
- Use zoning regulations to control land use and density for land development
- Use zoning regulations to vertically stack retail on the street level with office and/or residential above
- Use design guidelines to control height, massing, streetwall and storefront treatment for building designs
- Provide parking required to service the land use in the rear of the buildings
- Install street trees at regular intervals along Broadway to provide shade and cover during inclement weather

STRATEGIES

- Elevate the quality of design in downtown
- Reduce the use of materials that are commonly used, or misused, in a way that detracts from the overall quality of the neighborhood

POTENTIAL PROJECTS

- Identity Branding
 - Create design guidelines describing the palette of materials desired for use in downtown
 - Select natural materials such as stone
 - Apply design controls with care and sensitivity to context to allow for unique and creative treatments

SECTION III

Downtown Management & Implementation Strategy

MANAGEMENT

The Town of Oyster Bay's implementation of the Downtown Revitalization Initiative will be a collaborative effort amongst the Town's Departments of Intergovernmental Affairs, Public Works, and Economic Development.

The Town's Department of Intergovernmental Affairs (IGA) pursues sources of federal and state funding to be applied to various Town projects and initiatives. For the purpose of facilitating the DRI, IGA will coordinate with requisite state agencies in the execution of Grant Agreements thereby securing DRI funds to be applied to selected projects. IGA will handle all aspects of grants administration (i.e. DRI program compliance, reporting, payment requests, etc.) pertaining to the DRI Program.

Once DRI funding has been awarded the Town, the Town's Department of Public Works (DPW) will solicit design and engineering services for the awarded projects, negotiate fees and let contracts. DPW will also review the design and engineering of the projects and sign-off on the construction documents to be used in the solicitation of contractors on behalf of the Town. DPW will oversee the work of all contractors selected for the facilitation of DRI funded projects.

The Town's Department of Economic Development (DED), which is overseeing the revitalization of downtown Hicksville will review all design submissions to ensure adherence to the vision established through the DRI Planning process.

The Hicksville Local Planning Committee intends to continue its involvement with the Downtown renewal efforts. The group intends to be a resource for the Town and provide guidance regarding public policy and revitalization strategies as the buildout unfolds.

PUBLIC REALM

The public realm investment, the expanded open space system, is the key to jump starting the renewal of the DRI area. The aggregate investment in the new open spaces (Station Plaza, Festival Plaza, Underline and JFK Park) is projected to be \$23 million. Nearly two-thirds of that cost, or \$15 million, is focused on remaking John F. Kennedy Park as the signature civic park for the DRI area.

The park is conceived as a catalytic project of enduring impact by strengthening the sense of place in the DRI area and, ultimately, attract private investment. It is designed to appeal to visitors as well as residents and support community activities. The funding stack for the park is likely to be complex and will take some time to put in place. Therefore, the Hicksville Local Planning Committee is putting forward only Station Plaza, Festival Plaza and the Underline (a combined \$8 million projected cost) as the initial public open space projects to be considered for DRI funding.

One example to understand how to structure the funding of a successful open space initiative is Mitchell Park in the Village of Greenport. The development involved:

- A 12-year process beginning in the mid-1990s focused on an underutilized 3.2-acre site
- The Village purchased (using \$1.2 million of general obligation bonds) the blighted property in a commercial district along the waterfront
- Over two dozen separate grants from local, county, state and federal agencies, including:
 - New York State Senate's Local Assistance Program
 - New York Department of State Environmental Protection Fund
 - New York State Department of Environmental Conservation's Environmental Restoration Projects (Brownfield) Program
 - New York State Office of Parks, Recreation and Historical Preservation
 - New York State's Clean Air/Clean Water Bond Act
 - New York State Department of Transportation
 - Empire State Development Urban and Community Development Program
 - Village of Greenport Capital Improvement Fund
 - Suffolk County Downtown Program
 - U.S. Transportation Act appropriations

- An international design competition to generate interest in the project
- Ongoing involvement of local and regional public officials, regular solicitation of media coverage
- Installation of an antique carousel (donated by Northrop Grumman Corp.) and an outdoor ice skating rink
- Private funding from the Mitchell estate to underwrite park operating costs along with revenues derived from the carousel, rink and the park's marina

The park ties together the train and ferry to the west with the main commercial district and marinas to the east, and has helped make Greenport a growing visitor destination with a more vibrant downtown.

Drawing on Greenport's Mitchell Park experience, the early focus for the JFK Park Expansion should be on identifying public sources of funding to move the project forward in stages while utilizing local initiatives to maintain interest in the project and focus on its role in the greater overall redevelopment plan. While these efforts will initially target acquisition/development funds for the park, the ongoing maintenance requirements should not be ignored.

Downtown Management & Implementation Strategy

FUNDING - ADDITIONAL SOURCES

The overall vision for a renewed Downtown carries significant costs, upward of \$238 million. The DRI program intends to provide seed monies for catalytic projects that have immediate and clear impacts on revitalization efforts. The \$9.7 million from the program needs to be leveraged to secure contributions from other funding sources.

As the proposed development framework will be carried out in stages over several years, funding efforts must include regular review of the application requirements and deadlines to seek matches from potential public sources.

Potential Public Sources

- Likely federal funding sources are funneled through state agencies. The National Park Service, through its Land and Water Conservation Fund (focused on planning, acquisition and development of recreation resources) allocates funds through the New York State Office of Parks, Recreation and Historic Preservation. The Federal Highway Administration, which sets aside funds for transportation alternatives (e.g. on- and off-road pedestrian and bicycle facilities, infrastructure projects for improving non-driver access to public transportation, safe routes to school projects) allocates funds through each state's Department of Transportation.
- Similarly, New York's Environmental Protection Fund (a source of funding for projects "that protect the environment and enhance communities") allocates funds to multiple agencies, including:

- Department of Environmental Conservation
- Office of Parks, Recreation and Historic Preservation
- Empire State Development Corporation
- Department of State
- Local sources of support may include the Nassau County and Town of Oyster Bay

Potential Private Sources:

- Local corporate, foundation, and individual sponsors may be targeted for their direct financial support or sponsorship of events
- A business improvement district (BID) may be organized as the business community strengthens to support the park's operations as a long-term driver of value in Downtown
- Private developers may be sought as partners to support the park in recognition of its value to their own projects

PRIVATE SECTOR

For the range of development projects contemplated for the DRI area over the full-buildout timeframe, public-private partnerships should be pursued to leverage the public funding sources and drive the larger development initiatives. Following the Town's re-zoning process; there will be opportunities for private developers to build residential or mixed-use projects which may necessitate specific infrastructure initiatives such as parking garages.

Deals for projects primarily involving housing, retail, commercial and parking uses, e.g., West Barclay Street and Nelson Avenue / Herzog Place, must be structured between the Town and other development actors to reasonably apportion financial risks and gains. How much will private actors contribute to the public realm components of the new setting will be settled through artful negotiation. Each actor will come to each deal with their particular terms and the Town will need to balance those terms with community benefits.

At the local level, private developers may seek assistance through the Nassau County Industrial Development Agency. IDA assistance may include PILOT (payment in lieu of taxes) programs as well as reductions to sales tax on eligible purchases and waivers of mortgage recording fees. Tax Increment Financing (TIF) is another tool for consideration, whereby investment in a specified district is supported through a diversion of future tax payments generated above a baseline level for the district.

Other public sources of financing to be considered for teaming with private funding in support of the Downtown revitalization efforts include:

- Federal
 - Housing Initiatives – U.S. Department of Housing and Urban Development's Community Development Block Grant program
 - Transportation Projects – U.S. Department of Transportation's Surface Transportation Block Grant program and Transportation Enhancement Activities program; should be pursued in concert with NYS DOT transit fund and the Nassau County Department of Planning's Transportation Division

- Environmental Protection Agency – makes grants for Affordable Housing and Community Development, Land Preservation, and Transportation (trail, bicycle, pedestrian initiatives)
- New York – The New York State Urban Development Corporation's Empire State Development (ESD) program
 - ESD Direct Business Assistance
 - ESD Direct Funds - grants to be used to finance infrastructure investments to attract new businesses and expand existing businesses, thereby fostering further investment. Infrastructure investments are capital expenditures for transportation, parking garages, water and sewer, communication, and energy generation and distribution. Priority consideration will be given to proposals which demonstrate they will advance downtown revitalization through transformative housing, economic development, transportation and community projects that will attract and retain residents, visitors and businesses – creating dynamic neighborhoods where tomorrow's workforce will want to live, work, and raise a family.
 - Market New York Funding – a grant program established to strengthen tourism and attract visitors to New York State by promoting destinations, attractions and special events. Funding is available for tourism marketing initiatives, capital/ construction projects and the recruitment and/or execution of special events.
 - ESD Community Development

Downtown Management & Implementation Strategy

- New York State Council on the Arts – funding for Arts, Culture and Heritage projects and Arts & Cultural facilities improvements (similar Town and County resources should be pursued as well)
- New York State Division of Housing and Community Renewal - New York State Community Development Block Grant Program (funding for job creation, revitalizing neighborhoods, expanding affordable housing, improving community facilities) and New York State Main Street Program (funding for building rehabilitation and other projects supporting Main Street revitalization)
- Office of Parks, Recreation and Historic Preservation – Environmental Protection Fund grants and funding for a Recreational Trails Program

PROJECTED COSTS

The cost projections are based on the conceptual plans prepared for each proposed project identified by the Hicksville Local Planning Committee for consideration for DRI funding. The estimates take into consideration the scope of work, existing conditions, surrounding circumstances, delivery method and schedule, among other factors. No construction drawings were prepared for the projects and limited information was made available to the project team regarding infrastructure and existing utilities below-grade conditions due to security concerns of the utility agencies.

The significant components in each project were tabulated and a unit cost was applied for those components. A markup of 75% accounts for construction management fees, general conditions, overhead and profit, design contingency, time duration and phasing, escalation over time and bid contingency. Specifically, the cost estimate includes a 5% escalation, assuming on average, the projects are planned to start before the end of 2018 and take 12 months to complete. The escalation will need to be updated once a construction schedule is agreed for each project. Ten percent of construction costs was used for the soft costs (professional design and engineering fees).

The cost projections use unit prices derived from historical data and benchmarked against industry standards. The unit prices are based on a relative high-quality level of the materials and construction craftsmanship.

Most of the projects are part of the public realm. Therefore, durable materials are part of the assumptions so that ongoing maintenance

would be minimal and life-cycle cost would be reduced. For example, new sidewalks are to be brick with concrete curbs. Crosswalks would use selected patterns from the NYS DOT StreetPrint palette.

Light standards, bollards, wayfinding signage, trash receptacles and public benches are recommended to be selected from the same family of street furniture to establish visual integrity as well as a distinctive identity for the district. Street trees are assumed to be of the set of hardy trees that survive well in northeast urban environments, such as London planetrees, honey locusts or ginkgoes.

There is significant reworking of existing ground surfaces to accommodate the new uses. For the new Station Entry, a portion of the existing surface parking would be used for the drop-off area and requires striping removal, curb removal, asphalt re-milled and manhole covers reset to the new datum. Similarly, the area for new Station Plaza requires removal of parking stall stripes and curb cuts, re-milling of existing asphalt, rearranging existing utilities, installation of concrete sub-base for the new pedestrian walkways, installation of grass lawn as well as trees and new decorative lighting.

Remaking the taxi drop-off into the new Festival Plaza requires a larger area of existing concrete and asphalt surface to be removed and replaced to a different datum and quality of finish. Similar actions are needed for the upgrade of the ground surface for the Underline.

Downtown Management & Implementation Strategy

| Projects Proposed for DRI Funding | | | | | | |
|-----------------------------------|----------------------------------------------------|--------------|-------------|-----------|-------------|--------------|
| # | Project | Hardscape | Landscape | Lighting | Soft Cost | OOM Budget |
| A | New Hicksville Station Drive | \$4,212,000 | \$35,000 | \$132,000 | \$437,000 | \$4,816,000 |
| B | New Station Plaza | \$2,674,000 | \$394,000 | \$70,000 | \$314,000 | \$3,452,000 |
| C | Festival Plaza | \$2,890,000 | \$87,000 | \$84,000 | \$306,000 | \$3,367,000 |
| E | Underline | \$945,000 | \$ -0- | \$368,000 | \$131,000 | \$1,444,000 |
| Subtotal | | \$10,721,000 | \$1,076,000 | \$654,000 | \$1,188,000 | \$13,079,000 |
| | | | | | | |
| D | 99 Hicksville Station Plaza - Funding Request | | | | | \$1,500,000 |
| G | Small Business Development Fund - Funding Request | | | | | \$600,000 |
| F | Trinity Lutheran Church Day Care - Funding Request | | | | | \$75,000 |
| | | | | | | |
| Total Projects | | | | | | \$15,254,000 |

Figure 55. Order-of-Magnitude Budget Cost Projections for DRI Projects

| Projects Proposed for Other Funding | | | | | | |
|-------------------------------------|-----------------------------|---------------|-------------|-------------|--------------|---------------|
| # | Project | Hardscape | Landscape | Lighting | Soft Cost | OOM Budget |
| H | Parking Garages | \$150,920,000 | \$ -0- | \$ -0- | \$15,092,000 | \$166,012,000 |
| I | Highline Special Attraction | \$26,775,000 | \$ -0- | \$ -0- | \$2,697,000 | \$29,452,000 |
| J | JFK Park Expansion | \$5,820,000 | \$6,923,000 | \$875,000 | \$1,362,000 | \$14,980,000 |
| K | West Barclay Street | \$3,123,000 | \$820,000 | \$407,000 | \$690,000 | \$6,090,000 |
| L | Broadway Complete Street | \$1,680,000 | \$140,000 | \$525,000 | \$235,000 | \$2,580,000 |
| M | Nelson Avenue Enhancement | \$1,148,000 | \$140,000 | \$394,000 | \$168,000 | \$1,850,000 |
| N | Newbridge Complete Street | \$853,000 | \$ -0- | \$175,000 | \$103,000 | \$1,131,000 |
| O | Signage | \$734,000 | \$ -0- | \$ -0- | \$66,000 | \$800,000 |
| | | | | | | |
| | | | | | | |
| Total Projects | | \$191,053,000 | \$8,023,000 | \$2,376,000 | \$20,413,000 | \$222,895,000 |

Figure 56. Order-of-Magnitude Budget Cost Projections for Other Projects

Downtown Management & Implementation Strategy

INVESTMENT IMPACT

The proposed investments within the DRI area can unlock commercial opportunities for local businesses as well as create a more walkable, livable, and inviting destination for residents and commuters, which, in turn, has the potential to generate a ripple effect in the local economy. These investments will catalyze new real estate development and increase the value and fiscal potential of surrounding properties, which will benefit from access to an expanded and improved open space as well as improved connectivity between commercial corridors within the DRI area.

The proposed DRI investments will generate incremental value premiums on surrounding existing real estate and help spur new development that may not otherwise occur, in addition to adding value to planned projects. Assuming a premium of 5%, investments in the DRI area can create approximately \$8-13 million in incremental value on 280+ parcels of existing property located within the DRI area at full build out, or \$6-9 million in 2018 dollars. In addition, these investments will enhance and accelerate opportunities for approximately 1.2 million square feet of new vertical development, with a total estimated value of \$290 million, or \$213 million in 2018 dollars.

In total, DRI investments will generate approximately \$303 million in incremental property value or \$222 million when discounted back to 2018 dollars within the DRI area. [See Figure 57].

METHODOLOGY

A review was conducted to quantify the economic impact of transit and open space investments on adjacent real estate value, focusing on properties within the DRI area. Studies of similar investments across the country indicate that the value of nearby residential and commercial properties increases by an average of 3% to 5% within a half-mile radius of new transit and open space amenities.

To estimate the financial impact on surrounding real estate, we examined the value of both existing properties, as well as planned new development within the area. For existing properties, we quantified property value on parcels that are not planned for new development as part of the DRI investment framework, to calculate aggregate baseline property value using Nassau County assessment data on fair market values within the DRI area. An escalation factor was applied to the aggregate baseline value to account for standard inflation and rental increases until the anticipated year of full project build out. The 3% to 5% value premium was applied to calculate the incremental real estate value generated on existing properties after full-build out of area-wide investments.

In addition, the total projected market value of new development by quantifying the per square foot (PSF) value of new residential, retail, and hotel uses and multiplied PSF values by the square footage prescribed in the vertical development program outlined in the DRI investment framework plan. Seven comparable new developments were identified to approximate new development value in Nassau County filtered and selected according to similar characteristics.

| Existing Properties | Residential | Commercial | Total | |
|---------------------------------------------|-------------|------------|-----------|--|
| Baseline Existing Property Value in 2025 | \$32.8 M | \$226.8 M | \$259.6 M | |
| Value Based on Projected Impact of DRI | \$34.4 M | \$238.1 M | \$272.5 M | |
| Incremental Property Value Generated | \$1.6 M | \$11.3 M | \$13.0 M | |
| Present Value of Incremental Property Value | \$1.2 M | \$8.0 M | \$9.1 M | |

| New Development | Residential | Retail | Hotel | Total |
|-------------------------------------------|-------------|-----------|---------|-----------|
| New Development (Vertical Program) | \$0.8 M | \$0.4 M | \$0.0 M | \$1.2 M |
| Estimated Value PSF or Per Hotel Room | \$0.0 M | \$0.0 M | \$0.1 M | |
| Projected New Development Value in 2025 | \$143.7 M | \$136.3 M | \$9.8 M | \$289.8 M |
| Present Value of Projected New Dev. Value | \$105.6 M | \$100.2 M | \$7.2 M | \$213.0 M |

| Improved Value on New & Existing Property | Residential | Retail | Retail | Total |
|----------------------------------------------|-------------|-----------|---------|-----------|
| Total New Real Estate Value Generated (2025) | \$145.4 M | \$147.6 M | \$9.8 M | \$302.8 M |
| Total New Real Estate Value Generated (PV) | \$106.8 M | \$108.1 M | \$7.2 M | \$222.1 M |

Figure 57. Incremental Property Valuation

Nassau County assessment data was collected on the fair market value of these recently built projects to project the value per built square footage of new retail, residential, and hotel uses. As before, a standard baseline growth rate was assumed and applied the value premium of 3% to 5% to the estimated value of new development within the study area in the year of anticipated full build-out.

The resulting new development increment, combined with the existing property increment, is the total value attributed to the DRI investments above baseline growth quantified by this study. The use of the assumptions outlined in the following section result in a conservative estimate of the value created given the following considerations:

- Additional benefits and value premiums may manifest up to a half-mile radius from the nexus of investment, however, those benefits were not quantified as part of this study.
- Quantification is based on taxable value, and all projections are based on Nassau County assessment data. Actual market value may be higher than County assessment records.

Development Framework

The challenge here is to strengthen the definition and identity of Downtown. Universally, town residents in general can identify the physical location of their downtown. That is not the case with Downtown Hicksville. Many residents cite the two blocks anchored by the Sweet Shop on the east side of Broadway between Station Plaza and East Marie Street as the traditional downtown for Hicksville. Some believe Downtown is further north at the Broadway Mall. The widening of Broadway in 1967 scarred the town center. Though Broadway is a viable place, it has not functioned, and cannot function, as it once did. It is time to look elsewhere to bring together the things that make a downtown thrive.

The proposed development framework creates mixed-use development opportunities on West Barclay Street and Nelson Avenue / Herzog Place to reposition Downtown. Both streets are the right size to support cross-street retail activity and encourage walkability. In addition, new development can be fashioned in accord with design controls established, and enforced, by the Town. The intent is to create a setting that is visually appealing and well maintained that encourages people to walk through and spend time there.

The streets are reconceived with distinctive paving on the sidewalks, a family of street furniture that is well designed and a signage program that elevates the aesthetics of the storefronts. Further, new trees are envisioned to line both sides of the street to provide shade and cover during inclement weather.

The crosswalks are to feature NYS DOT StreetPrint to highlight the presence of pedestrians and increase safety. Parking for the retail, office and residential uses on West Barclay Street is to be provided in structures behind those buildings.

A shared parking strategy is applied to bring greater efficiencies to land use in Downtown. During the day, the spaces are occupied primarily by commuters and retail customers. In the evening, when commuters have mostly left, the spaces are occupied by residents, retail and entertainment customers. Using this strategy reduces the overall required parking count and allows for the design of smaller footprint structures that are appropriate to the scale of development envisioned. Parking structures are conceived to be lined with retail/residential buildings along a remade West Barclay Street. Parking for development along Nelson/Herzog conceived to be at grade and placed in the rear of the building.

An expanded open space system is the armature that connects the commercial centers of Barclay, Nelson and Broadway. A new Station Plaza would be the first piece of the new open space system and is designed to better manage the flow of commuters moving to and from the Hicksville Station lobby and provide a gathering space for residents. The Festival Plaza is the second piece of the system and establishes a well-designed pathway for pedestrians to safely move east to Broadway.

John F. Kennedy Memorial Park is the third, and most significant, piece of the new open space system. As a redesigned, expanded space, it accommodates community activities and becomes the signature civic space for Downtown. It can become the hallmark for Hicksville - marking the point of arrival.

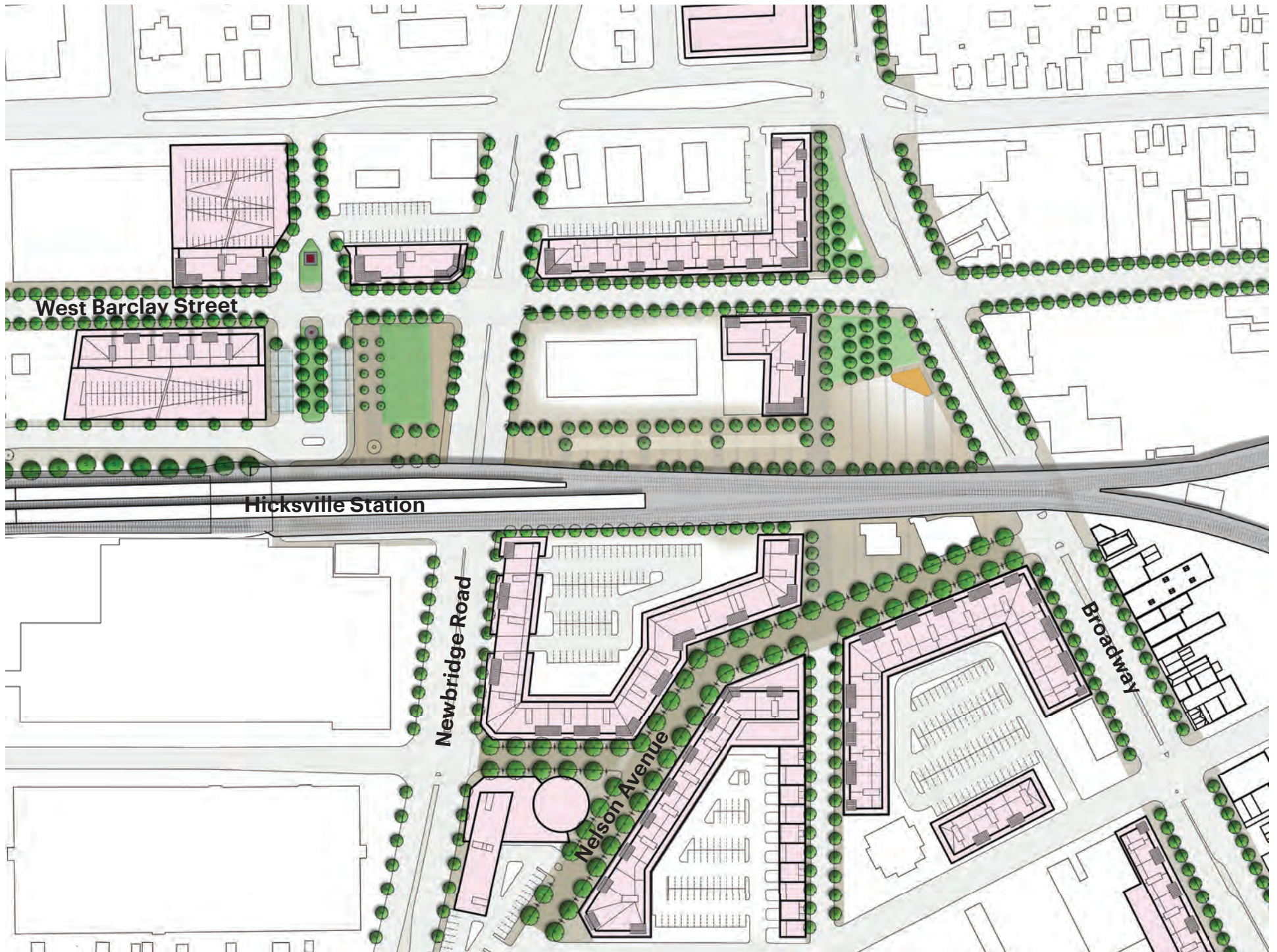


Figure 58. Illustrative Concept Plan for the Proposed New Downtown Hicksville

Development Framework

Establishing a distinctive setting starts with the public open space system here. Private sector development is the other contributor to defining the character of the renewed Downtown.

West Barclay Street and Nelson Avenue are conceived to have highly textured facades with expanses of glass on the ground level to showcase retail activities within and feature bay windows and set-in terraces to create the small-scale character clearly desired by Hicksville residents.

This new setting provides the scale and density that support local restaurateurs and merchants as well as appeals to residents and commuters.

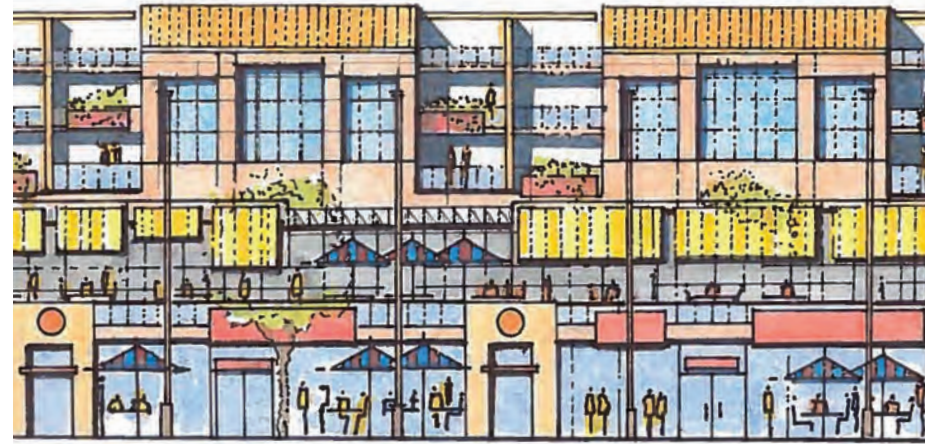


Figure 60. Illustrative Elevation for the Proposed New Nelson Avenue / Herzog Place Concept



Figure 59. Illustrative Elevation for the Proposed New West Barclay Street Concept

UTILITY IMPACTS

Water and sewer infrastructure in Hicksville is maintained and regulated by Nassau County. Electricity service is provided by PSEG Long Island, and gas service is provided by National Grid. There are multiple telecommunications providers in the town with service areas commonly overlapping, including but not limited to AT&T and Optimum.

Several utility plates and records were collected from agencies and utility providers which informed the following summary. These records are not included within this report due to agency and utility provider security concerns. Site observations were performed to verify presence of utilities where record information was not available.

Hicksville Station Drive | Station Plaza | Festival Plaza

Each of these projects involves modifying existing vehicular roadways, parking, and other hardscape areas to improve or create vehicular roadways or pedestrian spaces for use by the public. Each of them will require modifying the existing grading and drainage within the sites but will not increase the overall stormwater load to the municipal storm sewers. Additionally, the remaining utility requirements for each project (water, electric, gas, and telecommunications) are expected to be minimal and isolated to installing new electrical and/or telecommunications lines from the existing services in the street to feed small public kiosks.

Underline

This project is focused on cosmetic changes to the environment underneath the rail tracks. At most, there may be a resetting of drainage grades and access panels to a new level.

99 Hicksville Station Plaza

The existing development on the proposed 99 Hicksville Station Plaza site consists of surface parking lots and three commercial buildings. These buildings currently receive water, electric, gas, telecommunications, and sewer service from the utility mains in Newbridge Road and Duffy Avenue. If the utility providers determine that the proposed demands require upgrades to their systems, they are obligated to upgrade their existing facilities to provide service as is typical in New York State. That determination would be made by the utility provider at that later date.

Trinity Lutheran Church & School Day Care Facility

The day care facility proposes safety improvements to an existing child daycare facility so that it can be licensed to care for infants in addition to toddlers. These safety improvements will not increase the existing utility demands of the facility.

Small Business Development Fund

The improvements associated with the Small Business Development Fund are unknown at this time regarding potential new businesses. The façade improvement program included with this project is not anticipated to have any impact on local utility infrastructure.

West Barclay Street | Parking Garages

New development envisioned for this project would include modification of existing roadways, parking lots, and sidewalks to create new vehicular access points to and along West Barclay Street and improve the pedestrian experience by installing distinctive sidewalks and

Development Framework

sidewalk features. While site-specific grading and drainage may require modification, the overall stormwater load to the municipal system will not be impacted by this project or the anticipated future development of the West Barclay Street corridor.

Nelson Avenue / Herzog Place

Similar to the description of impacts on utilities for West Barclay Street, the new development envisioned for this project would include modification of the existing roadway and sidewalks to improve the pedestrian experience by installing distinctive sidewalks and sidewalk features. While site-specific grading and drainage may require modification, the overall stormwater load to the municipal system will not be impacted by this project or the anticipated future development of the Nelson Avenue / Herzog Place corridor.

The streetscape improvements proposed as the first stage of investment for West Barclay Street and Nelson Avenue/Herzog Place do not have any direct impact on utility demands, including water, electric, gas, or telecommunications. However, the intention of the investment in public realm features is to spur future development along both commercial corridors. This anticipated future development will place an increased demand upon each of these utilities, except for stormwater, which may decrease if additional greenspace is provided. If the utility providers determine that these additional demands require upgrades to their systems, they are obligated to upgrade their existing facilities to provide service as is typical in New York State. That determination would be made by the utility provider at that later date.

John F. Kennedy Memorial Park Expansion

This project involves modifying existing vehicular roadways, parking, and other hardscape areas to improve or create open space for use by the public. Each of them will require modifying the existing grading and drainage within the sites but will not increase the overall stormwater load to the municipal storm sewers. Additionally, the remaining utility requirements for each project (water, electric, gas, and telecommunications) are expected to be minimal and isolated to installing new electrical and/or telecommunications lines from the existing services in the street to power new street lighting and feed small public kiosks.

Complete Streets: Newbridge Road & Broadway

These projects focus on surface material changes to sidewalks and crosswalks as well as the replanting of street trees. At most, there may be a resetting of drainage grades and access panels to a new datum.

PARKING MANAGEMENT

The search for parking by commuters/residents currently serves as an unnecessary trip generator in Downtown. One of the goals of potential mobility enhancements is to limit unnecessary trips through the station “threshold” area (under the train tracks at 106/107/Jerusalem).

Generating a detailed utilization survey to determine the potential preferences commuters/residents to Hicksville have in selecting a parking lot to use, was outside the scope of this study. With real-time knowledge on current fill levels, motorists are likely to take decisive actions to find a parking space. In practice, this reduces unnecessary circling resulting from guessing incorrectly, and likely reduces unnecessary crossings through the station threshold area (from north to south, or south to north).

To reduce these trips, the effects of which are particularly acute during rush hour, a more nuanced parking permit system can be established. Drivers living north of the station would be permitted to park in the lots north of the station, and vice versa for those living south. To balance the parking assets north and south of the station to make this system fair, the main Town parking garage (south of the station) should be reserved for Town permit holders living south of the station.

The construction of the proposed MTA parking garage north of the station will help absorb the parking demand from non-Oyster Bay motorists, with later consideration given to restricting access entry/exit points to direct motorists away from Downtown. To further ensure that the north- and south-of-station parking assets do not generate trips through the station threshold, the entry/egress from the lots should be redesigned such that

drivers are only permitted to travel to/from the direction away from the station.

PARKING REGULATIONS

The construction of parking for residential/commercial development in Hicksville is governed by the Town of Oyster Bay’s zoning regulations, which establish minimal requirements for various use types. Figure 61 shows a sampling of those requirements and the associated area equivalents.

Hicksville was compared to similar towns/cities in the United States using census data on population and population density, which also have commuter rail service. The municipalities were selected as a preliminary set of peer cities to Hicksville. [See Figure 62].

Comparing parking minima of these towns to Hicksville, demonstrates that Hicksville’s requirements are generally greater than that of the other towns for non-residential uses. Notably, White Plains has a lower parking requirement for its downtown area than the city at-large, and Huntington reduces the off-street parking requirement for residential uses, if there is on-street parking available.

Development Framework

Minimum parking requirements were introduced in cities to mitigate the problem of spillover parking (where parking by one set of parkers is perceived to impede the ability of others to park) and to address spot shortages in dense areas. Several unintended effects of parking minima have come to light and some cities are rethinking their utility.

Excess parking supply harms walking environments and induces additional driving. To accommodate required parking, primary use density is, necessarily, lowered making it more difficult for areas to be well served by transit or easily accessed and navigated on foot. In addition, access requirements for parking require pervasive use of curb-cuts so vehicles are constantly crossing the sidewalk compromising pedestrian safety.

City planners have concluded that parking induces driving and so some cities have instituted parking maxima to deliberately reduce driving. Downtown Hicksville can leverage its proximity to a large-capacity mass transit station to build mixed-use development that would reduce dependence on car use as well as help reduce greenhouse gas emissions overall.

| Land Use | Space Requirement | Equivalent Area |
|-------------------------------------|-------------------|---------------------------------------------|
| Single-family Residential | 2 per building | 575 SF per building |
| Two-family Residential | 2 per unit | 575 SF per unit |
| Townhouses | 2 per unit | 575 SF per unit |
| Multi-family Residential | 2 per unit | 575 SF per unit |
| Apts Above Retail | 1 per unit | 575 SF per unit |
| Fitness Center | 1 per 75 SF | 4 SF of parking per 1 SF of building area |
| Libraries/ Museums | 1 per 300 SF | 1 SF of parking per 1 SF of building area |
| Office | 1 per 200 SF | 1.5 SF of parking per 1 SF of building area |
| Public Assembly (50+ people) | 1 per 50 SF | 6 SF of parking per 1 SF of building area |

Figure 61. Selection of Town of Oyster Bay Parking Requirements and Area Calculations

| Land Use | Hicksville | (Downtown/Other) | | | |
|----------------------------------|--------------|--------------------------------|----------------------------------------|-----------------------------------------|------------|
| | | White Plains | Huntington | Medford | Mineola |
| Single-family Residential | 2 | 2 | 1 (if on-street available) | 2 | 2 |
| Two-family Residential | 2 per unit | 2 per unit | 1 per unit (if on-street available) | 2 per unit | 2 per unit |
| Multi-family Residential | 2 per unit | 1 per unit +1/2 per bedroom | 1 per unit | 2 per unit +1 per 10 units (visitor) | N/A |
| Apts Above Retail | 1 per unit | 1 per unit | 1 per unit | 2 per unit | N/A |
| Fitness Center | 1 per 75 SF | 0.22 per 75 SF | 1 per 5 people | 0.2 per 75 SF | N/A |
| Libraries/ Museums | 1 per 300 SF | 0.66 / 1.0 per 300 SF | 1 per 300 SF | 0.4 per 300 SF | N/A |
| Office | 1 per 200 SF | 0.4 / 0.6 per 300 SF | 0.6-0.9 per 200 SF (by office size) | 0.6 per 200 SF | N/A |

Figure 62. Comparison of Hicksville Parking Requirements to Other Towns



Figure 63. Parking Lots within a 10-minute Walk of the Hicksville Station

PARKING MANAGEMENT STRATEGIES

The first phase of the proposed buildout is expected to require the removal of three town parking lots (H-2, H-5, H-6) for the construction of Station Plaza and Festival Plaza, and later, the expansion of John F. Kennedy Memorial Park, respectively. In total, these lots contain 344 parking spaces [see Figure 64]. During this interim period (18-24 months) there would be a need to replace these spaces. The following is a description of nearly 2,000 potential replacement spaces.

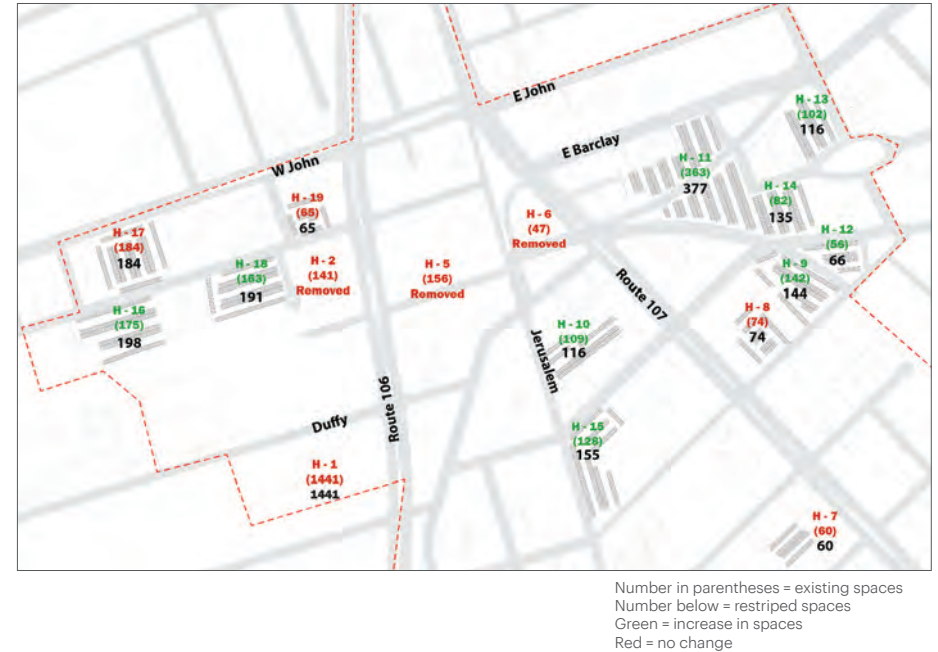


Figure 64. Restriped Town Parking Lots within DRI Area

There are 480 parking spaces in Town parking lots in the DRI area that do not require a parking permit. This represents 15% of the total spaces in these lots. They could be converted to permit spaces during the interim phase to ensure that the Town of Oyster Bay residents are given priority.

The possibility of reconfiguring the Town parking lots to increase capacity was explored. This exercise yielded 178 potential new spaces within the DRI area. This is a 6% increase over existing. The exercise was performed using aerial imagery and is therefore not exact. However, it provided an

Development Framework

understanding of the number of additional spaces possible. Parking space dimensions described in the Town of Oyster Bay website were used.

Public perception is that the parking lots around the Hicksville Station are generally filled to capacity during commuting hours. An empirical survey was conducted by the consultant team of town lots, private lots used for commuter parking and other lots within a 10-minute walk of the Hicksville Station [see Figure 63]. The survey took place on a typical Tuesday around noon which captures both all-day and half-day usage.

The survey revealed 114 empty spaces in town parking lots, 57 in private parking lots, 66 in parking lots at religious institutions, and 1,042 spaces on the south parking lot of Broadway Mall. In total, this yields 1,279 spaces. This was a one-day sample. More surveys would be needed to confirm availability.

In addition, there are several options available to both public and private parking providers to increase capacity and manage occupancy.

- Electronic parking availability signage and apps – these are increasingly being used at parking garages and high-demand areas to limit “search” traffic. The cost is typically offset by advertisement and less pollution.

- Agreement with private property owners and managers – some of the parking listed above is on private property, thus agreements with their owners would be necessary to make the parking available for commuters. By example, the City of Sacramento developed an agreement program with private garage owners of some 13,500 spaces within a 10-minute walk of the Golden 1 Center, their new sports arena.
- Valet – can increase the number of vehicles parked on a lot by up to 50%. This option would probably be most attractive to private lots where there is active management. Valet typically requires an additional person to park the cars, perhaps more in peak hours, and additional queue space. The cost would be offset by higher parking fees.
- Double decker – parking lifts can double parking lot capacity by 50% or more. This option would probably be most attractive to private lots. The cost would be offset by higher parking fees.

Based on a review of parking management strategies, the Hicksville Local Planning Committee recommends the Town of Oyster Bay incorporate the following parking requirements to be considered for adoption as part of the zoning update for Downtown:

- Establish a transit-oriented development (TOD) zone for parcels within a 10-minute walk of the Hicksville Station. This would include the DRI area.
- Within the TOD zone, eliminate minimum parking requirements and replace them with maximum parking allowances. Developments may have less or no parking, as they see fit.
 - Commercial: 2.0 spaces per 1,000 square feet
 - Residential: 0.5 spaces per bedroom with a maximum of 1.5 per dwelling unit
- Encourage parking within the zone to be:
 - Unbundled, meaning the cost of parking is not included in the rental or lease price
 - Shared, meaning that any specific parking space is not reserved for any particular occupant (much the same way that the permit parking in town lots is not reserved). This will ensure maximum utilization of the parking.

The ratio for commercial parking is based on what was typically found in towns that grew around train stations before the advent of parking minimums in zoning or building codes. TOD overlays such as Fremont, CA have similar requirements. The ratio for residential parking is based on other TOD overlays such as in Massachusetts. The development envisioned along West Barclay Street abides by these ratios.

SECTION IV

Public Involvement

ENGAGEMENT PROCESS

Citizens of Hicksville have been actively participating in planning efforts for the future of the Town for several years. Residents demonstrate a keen passion for their town. Many families have lived in Hicksville for generations and bring a unique long view to the conversation. The community engagement aspect of the DRI planning process sought to invite that passion to the discussion and focus it on specific potential strategies to renew Downtown.

The anchor of the engagement activities were the public workshops (three were held over four months). Announcements were placed in local periodicals, on websites as well as posted in civic association message boards to reach many communities within Hicksville.

Christian, Hindu and other faith-based groups were approached to host a mobile workshop in venues and at times that may have been more conducive for members of their communities to attend and participate. In addition, a pop-up workshop was held in the Broadway Mall during the weekday in the afternoon to provide more opportunities for under-represented voices to be heard. Individuals were also invited to contribute thoughts via an online survey any time of their choosing.

This planning process recognized the outreach fatigue among Hicksville residents who have been engaged in various visioning and planning discussions since 2001. The engagement methods were conceived to be clear, easily conducted and a bit of fun.

The Hicksville Local Planning Committee was assembled by the Town by mid-October 2017. The 13-member committee represented a spectrum of citizens and businesses. Members are involved in civic associations, chamber of commerce, town council, municipal services, lending institutions and web-based ventures as well as being residents of Hicksville. In addition, the two co-chairs come from public service: Gregory W. Carman, Jr. serves as Deputy Supervisor of the Town of Oyster Bay and Dave Kapell previously served as Mayor of Greenport as well as Co-Chair of a local planning committee for the Westbury DRI planning process and member of the Long Island Regional Economic Development Council.

The committee met once a month during the DRI planning process starting October 31, 2017. The committee gave guidance to the consultant team in shaping the roster of projects for the renewal of Downtown Hicksville. On March 15, 2018, the committee endorsed a slate of projects to be recommended for DRI funding.

PUBLIC WORKSHOP 1

Approximately 100 people attended Public Workshop 1 for the Hicksville Downtown Revitalization Initiative held at the Walter P. Bennet Community Center on Thursday, November 9, 2017.

Public Workshop 1 was a facilitated open house. As participants signed in, they were asked to self-identify as resident, business, property owner, community group or other and received a comment book and



Figure 65. Public Workshop 3 at Hicksville Community Center on February 15, 2018

stickers. The project team made an introductory presentation. Following the presentation, participants were put into groups to have facilitated discussions over seven stations, each covering a different topic arrayed on boards. Each group was accompanied by a facilitator, whose role was to maintain and encourage conversations among the group. Participants were encouraged to fill in their comment books at each station so that their input and insights could be recorded. After visiting all seven stations, participants were directed to a priorities board and asked to place their stickers on their top three priorities.



Figure 66. Public Workshop 3 at Hicksville Community Center on February 15, 2018

The goal of Public Workshop 1 was to have participants prioritize their issues for the revitalization of Downtown Hicksville from a long “wish list” and to gain feedback on specific subject areas.

A total of 45 comment books were submitted. Thirty-four comment books were received from residents, six from community groups, three from property owners/developers and one each from other and a business owner. The results are primarily driven by those who self-identified as “residents” - accounting for 76% of comment books returned.

Public Involvement

DEFINING DOWNTOWN HICKSVILLE

Participants were asked to draw on a map where they felt Downtown Hicksville is today. Some drew general circles and others outlined a neighborhood with a cartographer's precision. Figure 68 shows all the responses on one map.

A clearly defined area begins to emerge; however, some participants stretch the project area to the north to encompass the Broadway Mall. Less than a handful of participants expanded the project to the west to the more industrial areas of Duffy Avenue and Barclay Street.

THEMES & RECOMMENDATIONS

There is a strong sense throughout the comments that the Hicksville Downtown Revitalization Initiative should focus on helping those who already live in Hicksville over attracting new populations. Whether it is traffic or housing, there is a distinct feeling that the participants want investments to favor current residents.

As the planning process moves forward, proposed projects and other ideas should be framed in the context of quality-of-life improvements. Acceptance by the audience may be smoother when viewed as improvements to their community, rather than opportunities to improve conditions for those who are passing through or might be attracted to the community.

TRAFFIC MITIGATION

Comments concerning traffic were the most plentiful and seeped into all other areas of the comments as well. The residents view traffic as one of the major stumbling blocks towards any type of forward momentum for redevelopment. Whether it is the congestion that plagues Routes 106 and 107 or the large volume of trucks, traffic and its solutions are a major driver of the conversation.

In addition to general congestion, Routes 106 and 107 are major north-south truck routes. Several commenters would love to see the trucks rerouted around Downtown Hicksville. Additionally, congestion is generated when trucks load and unload at local stores blocking local travel lanes. A suggestion was made to incorporate off-street loading areas into any new commercial development.

HICKSVILLE STATION ENVIRONS

Comments about the station environs focused on two main areas: pedestrian safety and improved, clearer access for drop-offs. Due to the split of two major state routes right at the station and the clear preference for keeping traffic moving, the area around the station is very difficult for pedestrians trying to move east across South Broadway. Commenters would like to see a legal, safe way to make this move.

Several commenters also stated their preference for a safe, dedicated kiss-and-ride area to drop off commuters. Currently, this occurs in the parking lots around the station. Residents would prefer a dedicated drop-



Figure 67. Public Workshop 1 at Hicksville Community Center on November 9, 2017

Public Involvement

off/pick up area. One participant suggested using the airport model of having separate drop-off and pick-up lanes.

ARTS & CULTURAL FACILITIES

There is sporadic support for increased arts and cultural spaces, however, it seems limited to those already involved in those activities.

NEW HOUSING

Among the comments received, there is limited support for rental housing in Downtown Hicksville. Those supporting new housing expressed a clear preference for low-density buildings as well as housing with individual ownership of units. Even those who support higher-density want a clear limit on the height of buildings at four floors or less. There is a strong concern that any buildings taller than that will ruin the community character.

In the view of many commenters, any new housing should service the needs of current Hicksville residents – namely older residents who want to downsize from single homes.



Figure 68. Map Describing Location of Downtown Hicksville as Perceived

PARK & GREEN SPACE

Commenters expressed a need for additional park space in Downtown Hicksville. They expressed a desire for areas they could walk in or children could play in. The size of the open space to accommodate a range of activities was valued more than the number of open spaces provided, such as multiple mini parks. There was even the suggestion of a dog run. A handful of other commenters, however, did not see the need for additional green space. They viewed it as a waste and it would go unused.



Figure 69. Local Planning Committee Meeting at Hicksville Community Center on February 15, 2018

PARKING

Commenters were split on this issue. Several noted the need for additional parking and recognized that the new MTA-built parking garage would service that need. Other commenters saw additional parking as nothing but a burden on their already overtaxed infrastructure since in their view it would bring in more outside commuters who just come, park and take the train and then go home at the end of the day. They did not see it as a benefit unless it was restricted to Hicksville residents.



Figure 70. Local Planning Committee Meeting at Hicksville Community Center on March 15, 2018

WALKABILITY

While walkability was a popular issue, it was often framed in the comment books as a pedestrian safety issue – primarily around the Hicksville Station. It was often noted that there is no safe or legal way to cross South Broadway in the area immediately around the station. This leads to chronic jaywalking and often puts pedestrians and vehicles into conflict.

In addition to the safety concerns, there was a desire among commenters to have somewhere to walk to. They would like to walk to places downtown, yet there is nothing desirable to walk to. They would like destinations such as restaurants, cafés or stores that are walkable and to have streets they desire to walk down complete with landscaping and other improvements.

Public Involvement

PRIORITIES

Reducing congestion and improving walkability emerged as the clear top revitalization priorities for Downtown Hicksville. Even though walkability was a more popular choice in comment books, reducing congestion was a high priority for the participants. Reducing congestion was the most popular choice on the boards from the meeting.

While the top two priorities are consistent between boards and comment books, something interesting happens in third place. Small local business is the third most popular priority on the boards, however it is tied for fifth in the comment books. Quality-of-life, which tied for tenth on the boards, was the third highest choice in the comment books. Other high-ranking priorities include: green space, landscaping, pedestrian amenities and community gathering place. The biggest disparity between the boards and the comment cards was bicycle infrastructure - only being four times on comment cards, but receiving eleven stickers on the boards.

“I WANT DOWNTOWN HICKSVILLE TO BE....”

This aspirational statement seemed to bring a split response. The first response type was a nostalgic look back to the days before South Broadway was expanded to accommodate increased traffic. It was a yearning for the Hicksville of their youth – a return to what was in their minds Hicksville at its best. In these responses there is no room for new, just a return to what was.

The other response was more forward looking. These responses want a vibrant downtown that is a destination – somewhere to eat, a place to shop, an area that people want to spend time in. These responses were most often from the commenters who understood the need for higher density housing.

PUBLIC WORKSHOP 2

Public Workshop 2 presented the community with early draft conceptual elements and gauged which areas had the most support by allowing the community to invest their own hypothetical DRI dollars. This format created a fun and disarming activity that encouraged conversation between attendees. Each attendee was given \$10 million DRI dollars to invest in the proposed concepts. Several attendees spent their entire budget and there were others who made strategic investments with smaller sums.

The main workshop was held on December 14, 2017 at the Hicksville Community Center. Fifty-five people attended the workshop. The workshop began with a presentation of the conceptual elements to be discussed over the course of the evening. After the presentation, eight table discussions took place. Each table had large images of the conceptual elements with prices for specific project types. When purchases were made the attendee received a receipt for their purchase so they could track their purchases. The facilitator retained a receipt as well for tracking purposes. Each table also included a member of the Hicksville Local Planning Committee so members could hear directly from attendees.



Figure 71. Public Workshop 2 at Hicksville Community Center on December 14, 2017

Public Involvement

On December 21, 2017, a pop-up workshop was held at the Broadway Commons Mall. Much like the December 14th workshop, participants were given \$10 million DRI dollars to invest in the conceptual elements. The primary difference between the two workshops was that mall participants were making decisions in a vacuum without the benefit of discussion with other attendees.

WORKSHOP DEMOGRAPHICS

Attendees were asked to fill out a brief anonymous survey so the project team could develop an understanding of the attendees. Two-thirds of the attendees submitted responses.

The average attendee was:

- Between 40 and 59 years old
- Caucasian
- A Hicksville resident
- A homeowner
- Uses the Hicksville train station occasionally
- Has attended public meetings previously

Other interesting facts about the audience include:

- This was the first public meeting ever for seven attendees
- Five attendees fell between the ages of 18 and 39

Only attendees at the December 14th Workshop were asked to fill out the survey. The 18 participants at the pop-up at the mall tended to be younger and more representative of local minority groups. Despite the different demographics at the mall, the participants' responses closely mirrored those from the main workshop.

CONCEPTUAL ELEMENTS

Five conceptual elements were presented at the workshops: The Highline, Broadway, Barclay Street West, Barclay Street East and Nelson Avenue. Except for the Highline, each conceptual element included several individual projects that the participants could purchase. The Highline was available for \$10 million DRI dollars.

Across the options presented at the workshops, traffic signals were a very popular item in each conceptual element they were offered in. This reinforces what was learned in Public Workshop 1 where pedestrian safety and mobility were major concerns.

Barclay Street West received the most investments – 33% percent of all the DRI dollars invested. Within the concept, the most purchased elements were new traffic signals (28), new retail buildings with residential above (22) and a new station drop-off (21).

Figures 72 and 73 summarizes investments made at both the main workshop and the pop-up (ranked highest to lowest investments).

December 14, 2017 – Main Workshop

| Conceptual Element | Total DRI Dollars Invested | Percentage of Investments |
|---------------------|----------------------------|---------------------------|
| Barclay Street West | 119,750,000 | 34% |
| Nelson Avenue | 71,750,000 | 20% |
| Broadway | 61,250,000 | 17% |
| Highline | 60,000,000 | 16% |
| Barclay Street East | 43,000,000 | 12% |

Figure 72. Public Workshop 2 Summary Results

December 21, 2017 – Pop-Up Workshop

| Conceptual Element | Total DRI Dollars Invested | Percentage of Investments |
|---------------------|----------------------------|---------------------------|
| Barclay Street West | 28,250,000 | 39% |
| Nelson Avenue | 8,500,000 | 12% |
| Broadway | 14,250,000 | 19% |
| Highline | 10,000,000 | 14% |
| Barclay Street East | 12,000,000 | 16% |

Figure 73. Pop-Up Workshop Summary Results



Figure 74. Town Supervisor with Residents at Local Planning Committee Meeting

Public Involvement

PUBLIC WORKSHOP 3

The purpose of Public Workshop 3 was to gauge support and build consensus for the projects the Local Planning Committee had put forward for DRI funding consideration. The format for Public Workshop 3 was a traditional town hall-style meeting with a presentation followed by public comments.

The workshop was held on February 26, 2018, at the Hicksville Community Center. One hundred and forty-five people attended the workshop. The workshop began with a presentation of the projects selected for advancement to the Strategic Investment Plan. The projects presented were: New Hicksville Station Drive, New Station Plaza, Festival Plaza, Underline, 99 Hicksville Station Plaza, Trinity Lutheran Church & School Day Care and a Small Business Development Fund. After the presentation, the public was invited to comment on the projects.

Comments were generally positives during the meeting. Concerns were raised over the maintenance of the projects after construction and about traffic.

Several commenters asked why the new streetscape for West Barclay Street was not included in the selected projects. Town of Oyster Bay representatives said that future developers would fund this particular project as the buildings are developed. The town has already had discussions developers who have assured them they would help fund this project.

COMMENT SHEETS

Each attendee was given a comment sheet when they signed in. Throughout the meeting, nineteen comment sheets were returned. A clear majority of the comment sheets heaped praise on the selected projects. Several attendees viewed the New Hicksville Station Drive, New Station Plaza and Festival Plaza as a matching set of projects that make up a dramatic improvement for the Hicksville Station and the shifting of downtown from its traditional location on Broadway to a more transit-focused area around the Hicksville Station.

Two commenters suggested improvements to local bus service – either an increase in service or a dedicated bus station to create an intermodal center with the Hicksville Station.



Figure 75. Public Workshop 2 Table Discussions at Hicksville Community Center on December 14, 2017

SECTION V

Projects Proposed for DRI Funding

| PROJECT NUMBER | PROJECT DESCRIPTION | PAGE NUMBER |
|----------------|----------------------------------------------------|-------------|
| A | New Hicksville Station Drive | 78 |
| B | New Station Plaza | 82 |
| C | Festival Plaza | 86 |
| D | 99 Hicksville Station Plaza | 90 |
| E | Underline | 94 |
| F | Small Business Development Fund | 98 |
| G | Trinity Lutheran Church & School Day Care Facility | 100 |

Projects Proposed for Other Funding

| PROJECT NUMBER | PROJECT DESCRIPTION | PAGE NUMBER |
|----------------|---------------------------------------------|-------------|
| H | Parking Garages | 106 |
| I | Highline as Special Attraction | 110 |
| J | John F. Kennedy Memorial Park Expansion | 112 |
| K | West Barclay Street | 116 |
| L | Broadway Complete Street | 120 |
| M | Herzog Place / Nelson Avenue / Duffy Avenue | 124 |
| N | Newbridge Road Complete Street | 128 |
| O | Signage Program | 132 |



- A. New Hicksville Station Drive
- B. New Station Plaza
- C. Festival Plaza
- D. 99 Hicksville Station Plaza
- E. Underline
- F. Small Business Development Fund [throughout the DRI Area]
- G. Trinity Lutheran Church Day Care

Figure 76. Map of Projects Proposed for DRI Funding

Project Profiles

A. New Hicksville Station Drive

PROJECT TYPE

Public Improvement

SUMMARY

Create new entry drive to Hicksville Station from West John Street to improve station access and relieve congestion along Route 106 / Newbridge Road

LOCATION

West John Street & Wyckoff Street to Station Lobby

PROJECT DESCRIPTION

Traffic congestion is a significant factor in the perception by commuters and community members of a lack of personal safety in crossing streets in Downtown Hicksville. Specifically, there is a marked crosswalk on West John Street at Wyckoff Street with no traffic signal.

- New Hicksville Station Drive
 - Create/upgrade three left turns from westbound West John Street at Wyckoff Street, Marion Place and West Barclay Street
 - Reconfigure median accordingly
 - Install/reconfigure traffic signals accordingly
 - Change directional traffic on Wyckoff Street south of West Barclay to accommodate north- and south-bound vehicles
 - Relocate existing parking (71 spaces)
 - Split Wyckoff to create a linear roundabout to accommodate new drop-off for LIRR station on the east, south and west sides of the street
 - Relocate eagle statue to a prominent position in the median of the new Wyckoff Street
 - Design new protective canopy for drop-off area

PUBLIC SUPPORT

Broad support expressed during Public Workshop 2 and is nominated by Hicksville Local Planning Committee for DRI funding

DRI STRATEGIES

- Redesign Route 106 / Newbridge Road and Route 107 / Broadway to better balance the volume of cars and the needs of pedestrians
- Reduce traffic impacts by establishing streets as shared public spaces that do not promote driving at the expense of pedestrian activity
- Make design changes to decongest downtown and encourage drivers to drive more slowly and cautiously as well as to make the road safer for pedestrians

ANTICIPATED BENEFITS

- Lessen the volume of vehicles and reduce congestion along Newbridge Road at the LIRR line
- Increase the linear footage for drop-off and enhance the experience

ESTIMATED COST

\$4,816,000

Road - \$2,980,000

Landscape - \$35,000

Lighting - \$132,000

Canopy - \$1,532,000

Soft costs - \$437,000

DRI FUNDING REQUEST

\$4,816,000



Figure 77. Key Map - New Hicksville Station Drive



Figure 78. Conceptual Plan for Proposed New Hicksville Station Drive

Project Profiles

POTENTIAL ADDITIONAL FUNDING SOURCES

Nassau County, Town of Oyster Bay, MTA

TIMEFRAME FOR IMPLEMENTATION

2018 Q3 Design & engineering
Q4 Roll out pilot program to test proposed new circulation & egress patterns
2019 Q1 Bid negotiation
Q2 Construction start
Q4 Construction completed

FEASIBILITY

The investment of \$4.8 million for this new entry drive contributes to the decongestion of Downtown Hicksville. Improving access to the Hicksville Station would enhance the commuter experience and diminish negative impacts in Downtown.

PROPERTY OWNERSHIP

Nassau County controls West John Street

Town of Oyster Bay controls Wyckoff Street, Marion Place and West Barclay Street

Town of Oyster Bay owns the parcel to be considered for the east side of the new Wyckoff Street

GRANTEE

Town of Oyster Bay

POTENTIAL PARTNERS

MTA - The redesign of the access road to the Hicksville Station lobby is for the benefit of commuters using MTA. The Town should collaborate with MTA to increase MTA operational functions as well as benefits to Hicksville

CAPACITY

Nassau County has the capability to procure engineers to design and construct the new entry drive. The Town of Oyster Bay has the capability to procure engineers to design and construct the protective canopy

REGULATORY REQUIREMENTS

The new road be to be engineered to Nassau County standards

PERFORMANCE METRICS

- Standard construction metrics: construction to be completed in accord with stated specifications, budget and schedule
- Reduction in collisions
- Reduction in pedestrian injuries
- Decrease in congestion



Figure 79. Wyckoff Street from W. John Street



Figure 80. Hicksville Station Lobby Entrance



Figure 81. Illustrative Concept for Proposed New Hicksville Station Drive

Project Profiles

B. New Station Plaza

PROJECT TYPE
Public Improvement

SUMMARY
Create new public open space linking the Hicksville Station with new development and encourage residents to spend time in Downtown

LOCATION
Newbridge Road & Wyckoff Street north of the LIRR line & south of West Barclay Street

PROJECT DESCRIPTION
Vehicles currently congest the area surrounding the Hicksville Station to the detriment of pedestrian safety in crossing streets. There is also limited space to accommodate transfers from train to car or bus. Introducing a new public open space addresses those issues. Further an appropriately sized and designed public space would link to commercial corridors north of the Station lobby and provide a gathering space for residents. This measure is best accomplished in tandem with the New Hicksville Station Drive.

- New Station Plaza (approximately 0.9 acres)
 - Relocate existing parking (70 spaces)
 - Remove asphalt
 - Vacate North Station Plaza west of Newbridge Road
 - Remove driveway on west side of Newbridge Road between North Station Drive and West Barclay Street
 - Create new public open space north of LIRR Station nearby its lobby
 - Provide wide sidewalks to accommodate pedestrian circulation

- Design space with grass lawn and trees to define areas for passive activities

PUBLIC SUPPORT
A new public open space received strong support during Public Workshop 2 and is nominated by Hicksville Local Planning Committee for DRI funding

- DRI STRATEGIES
- Redesign Route 106 / Newbridge Road and Route 107 / Broadway to better balance the volume of cars and the needs of pedestrians
 - Reduce traffic impacts by establishing streets as shared public spaces that do not promote driving at the expense of pedestrian activity
 - Make design changes to decongest Downtown and encourage drivers to drive more slowly and cautiously as well as to make the road safer for pedestrians

- ANTICIPATED BENEFITS
- Enhance the drop-off experience
 - Reduce congestion by removing left turns from Newbridge Road at the LIRR line into the Station area
 - Provide large space to better manage the flow of commuters to and from the Hicksville Station lobby

ESTIMATED COST
\$3,452,000
Landscape - \$394,000
Hardscape - \$2,674,000
Lighting - \$70,000
Soft costs - \$314,000



Figure 82. Key Map - New Station Plaza

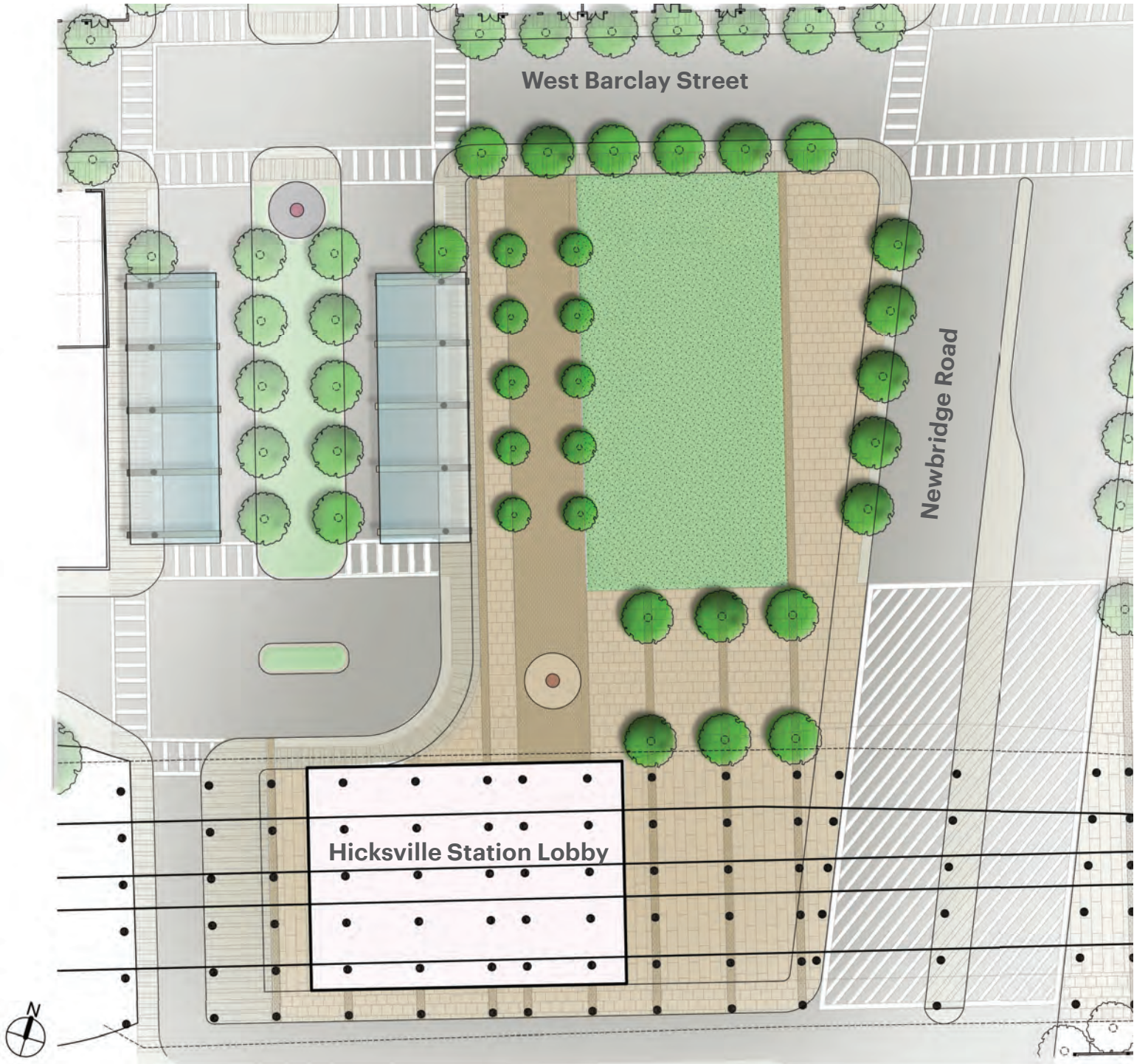


Figure 83. Conceptual Plan for Proposed New Station Plaza

Project Profiles

DRI FUNDING REQUEST
\$3,452,000

POTENTIAL ADDITIONAL FUNDING SOURCES
Town of Oyster Bay, MTA

TIMEFRAME FOR IMPLEMENTATION
2018 Q3 Design & engineering
2019 Q1 Bid negotiation
 Q2 Construction start
 Q4 Construction completed

FEASIBILITY
The investment of \$3.4 million for this new station plaza contributes to the decongestion of Downtown Hicksville. Improving access to the LIRR Station would enhance the commuter experience and diminish negative impacts in Downtown.

PROPERTY OWNERSHIP
Town of Oyster Bay

GRANTEE
Town of Oyster Bay

POTENTIAL PARTNERS
MTA - The redesign of the access road to the Hicksville Station lobby is for the benefit of commuters using MTA. The Town should collaborate with MTA to increase MTA operational functions as well as benefits to Hicksville

CAPACITY
The Town of Oyster Bay has the capability to procure engineers to design and construct the new plaza

REGULATORY REQUIREMENTS
Town of Oyster Bay building code

- PERFORMANCE METRICS
- Standard construction metrics: construction to be completed in accord with stated specifications, budget and schedule
 - Reduction in collisions
 - Reduction in pedestrian injuries
 - Decrease in congestion



Figure 84. Jet Fountain | Fort Worth, TX



Figure 85. City Hall Park | New York, NY



Figure 86. Illustrative Concept for Proposed New Station Drive

Project Profiles

C. Festival Plaza

PROJECT TYPE
Public Improvement

SUMMARY
Create new public open space (Festival Plaza) to support seasonal and temporary activities for commuters and residents

LOCATION
Northside of the LIRR line between Newbridge Road and Jerusalem Avenue

PROJECT DESCRIPTION
The area under and to the south (Station Plaza South) of the elevated LIRR tracks currently supports taxi functions. The area directly to the north of the elevated LIRR tracks (Station Plaza North) is used for parking. All are inhospitable to pedestrians. The eastern stairs from the train platform lands at the midpoint in this area. Pedestrians often forge their way across Jerusalem Avenue where there is no crosswalk. Concrete barriers installed under the rail line at Newbridge Road have not deterred pedestrians from crossing. The experience of pedestrians can be enhanced. The transformation of this area provides usable public space for residents in Downtown. The new public space also provides a place for seasonal activities and pop-up ventures that operate on a small scale.

- New Public Plaza (Festival Plaza) (approximately 0.9 acres)
 - Relocate taxi drop-off and parking (156 spaces)
 - Vacate Station Plaza South between Newbridge Road and Jerusalem Avenue
 - Vacate Station Plaza North between Newbridge Road and Jerusalem Avenue
 - Remove the left turn pocket from southbound Newbridge

- Road at Station Plaza North
- Create a well-defined pedestrian walkway along the northside of the LIRR line from the Hicksville Station lobby to Jerusalem Avenue
 - Define the walkway with distinctive paving
 - Install trees (i.e., London planetree, honey locust or ginkgo)
 - Design distinctive benches, bollards, trash cans, lighting and wayfinding signage to define the space
 - Program pop-ups, kiosks and temporary pavilions for commuters and residents

PUBLIC SUPPORT
This concept received strong support in Hicksville Local Planning Committee meetings

- DRI STRATEGIES
- Create and celebrate a sense of place in Downtown
 - Design spaces for informal social interactions to help connect neighbors with each other and the larger community
 - Improve Hicksville’s public spaces that have been neglected

- ANTICIPATED BENEFITS
- Establish a safe and pleasant public walkway from the Hicksville Station to Broadway
 - Provide public space for seasonal activities and small-scale pop-up ventures

ESTIMATED COST



Figure 87. Key Map - Festival Plaza



Figure 88. Conceptual Plan for Proposed New Festival Plaza

Project Profiles

\$3,347,000
Landscape - \$87,000
Hardscape - \$2,715,000
Pavilions - \$175,000
Lighting - \$84,000
Soft costs - \$306,000

DRI FUNDING REQUEST
\$3,367,000

POTENTIAL ADDITIONAL FUNDING SOURCES
Town of Oyster Bay

TIMEFRAME FOR IMPLEMENTATION
2018 Q4 Work with MTA to relocate parking & taxi drop-off
2019 Q2 Design & engineering of new plaza
Q3 Bid negotiation
Q4 Construction start
2020 Q4 Construction completed

FEASIBILITY
The investment of \$3.4 million for this new Festival Plaza contributes to the decongestion of Downtown Hicksville and enhances the pedestrian experience. The improved land value in Downtown overall is projected at \$300 million by 2025 or \$222 million present value.

PROPERTY OWNERSHIP

MTA

GRANTEE
Town of Oyster Bay

POTENTIAL PARTNERS
MTA - The creation of a safe pedestrian pathway from the station to parking areas east of Broadway would benefit MTA's customers

CAPACITY
The Town of Oyster Bay has the wherewithal to undertake the design and construction of the new Festival Plaza

REGULATORY REQUIREMENTS
Town of Oyster Bay building code

PERFORMANCE METRICS

- Standard construction metrics: construction to be completed in accord with stated specifications, budget and schedule
- Number of pop-up vendors
- Number and types of community events
- Decrease in congestion

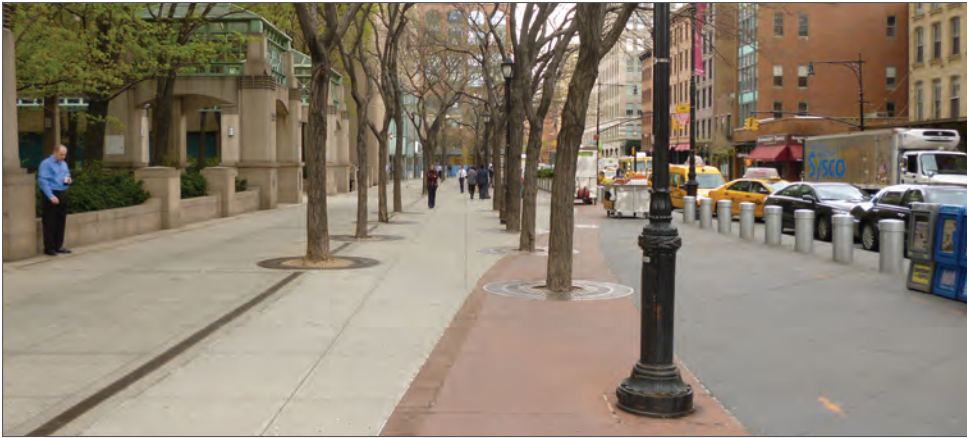


Figure 89. Reade Street | New York, NY



Figure 90. Union Square | New York, NY

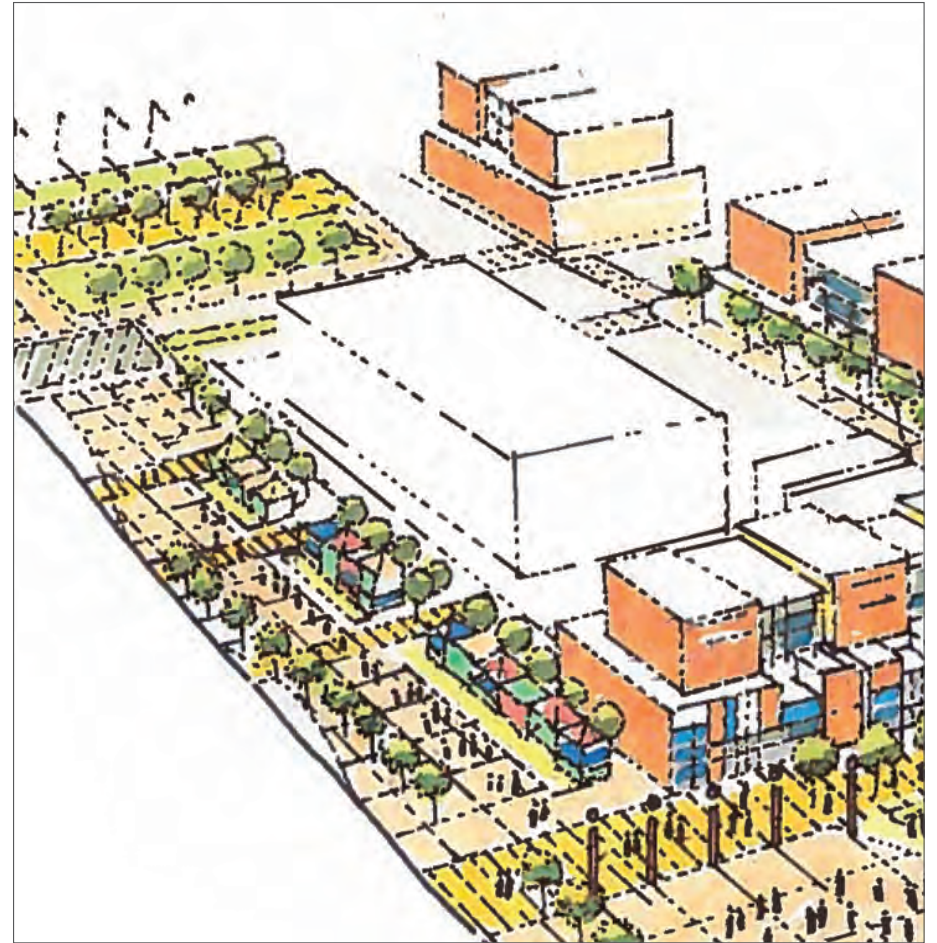


Figure 91. Illustrative Concept for Proposed New Festival Plaza

Project Profiles

D. 99 Hicksville Station Plaza

PROJECT TYPE

Private Development

SUMMARY

Proposal for new mixed-use development

LOCATION

99 Newbridge Road (between LIRR line and Duffy Avenue)

PROJECT DESCRIPTION

A private developer and Hicksville resident (Mr. Harjot Singh) intends to build 220,000 square feet in three buildings on 1.7 acres. The new construction will contain 180 to 200 dwelling units (18 to 20 studios with the remainder as 1- and 2-bedrooms) above ground-level retail along with a rooftop community/garden space. The development is based on current zoning requirements for parking of 1 space per dwelling unit, therefore, the plan shows two levels of underground parking to comply with the regulations. The developer is waiting for the Town’s adoption of an updated zoning regulation which may describe a lower parking requirement ratio, which also may reduce (or eliminate) the need to provide underground parking and, thereby, reduce the cost and timeline to bring this product to market.

There is a 2-story commercial building on the property. All the leases are out of term as of January 2018. The developer will give a 90-day notice to vacate when the development plans are finalized and then will start construction.

The developer is seeking funding for costs associated with the public portions of the property. This private development will have a plaza open to the public which will integrate it with the rest of the Nelson Avenue district, thereby, enhancing the public open space being created throughout Downtown.

PUBLIC SUPPORT

There is public support for development along Nelson Avenue as expressed in Public Workshop 2 and by Hicksville Local Planning Committee members

DRI STRATEGIES

- Create and celebrate a sense of place in Downtown
- Promote and support a variety of business ventures in Downtown
- Promote and support activities that attract visitors and residents to Downtown
- Leverage private sector investment

ANTICIPATED BENEFITS

- Establish a visually coherent district
- Create a setting that encourages private sector development of properties along Nelson Avenue / Herzog Place
- Promote cross-traffic between retail activity

ESTIMATED COST

\$43,663,000
Apartments - \$26,400,000
Retail - \$5,000,000
Parking - \$3,500,000
Common Area - \$750,000
Public Amenities - \$950,000
Soft costs - \$7,063,000



Figure 92. Key Map -
99 Hicksville Station Plaza

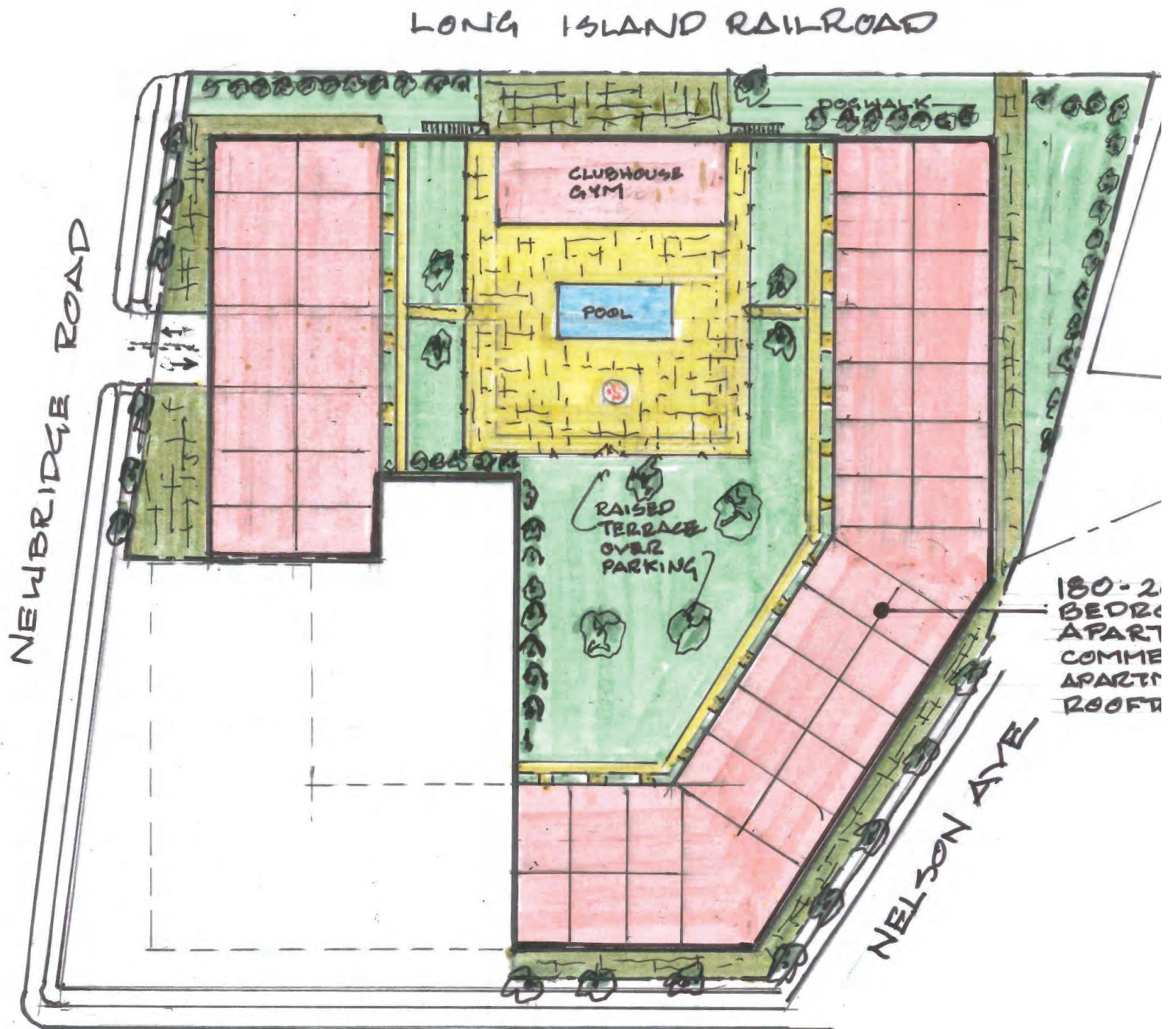


Figure 93. Conceptual Plan for Proposed Development Provided by Developer

Project Profiles

DRI FUNDING REQUEST
\$1,500,000

POTENTIAL ADDITIONAL FUNDING SOURCES
Private Lenders, Commercial Banks

TIMEFRAME FOR IMPLEMENTATION

| | |
|------|----------------------------------------------------------------------------|
| 2018 | Q3 Town adoption of updated zoning regulations and design controls for CBD |
| | Q3 Issue 90-day notice to tenants to vacate premises |
| | Q4 Finalize design to reflect parking requirements |
| 2019 | Q1 Bid negotiation |
| | Q2 Construction start |
| 2020 | Q4 Construction completed |

FEASIBILITY

The applicant has site control and has owned the property since 2002. The applicant has represented that they have secured bank financing for 70% of the project cost with the remaining 30% coming from private resources. An architectural firm that has successfully completed several mixed-use developments has been retained for this project. One of their designs is in the Village of Farmingdale which has been referenced throughout this planning process as one of the towns with the type of development the residents of Hicksville would like to see in their downtown. The applicant has been willing to design the building to conform with the proposed design guidelines for the Nelson Avenue District set forth in this planning study. With 30,000 square feet of retail being proposed, this transformative project will establish Nelson Avenue/ Herzog place as one of the two streets the Hicksville Local Planning Committee has envisioned as Hicksville’s new downtown.

PROPERTY OWNERSHIP

The developer has owned the property since 2002

GRANTEE

99 Hicksville Station Plaza Corp. (nominee entity in formation)

CAPACITY

The developer has successfully developed and sold an 8-story apartment building with ground level retail in Jackson Heights, NY. This will his second new construction development

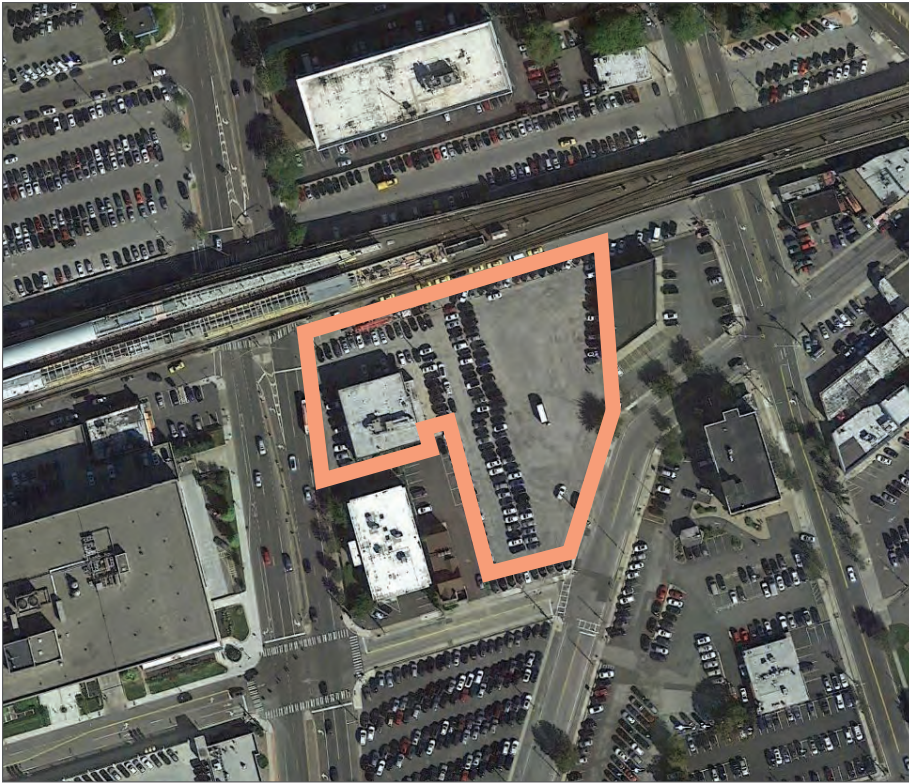


Figure 94. Aerial of Property

REGULATORY REQUIREMENTS

Town of Oyster Bay zoning regulations and building code

PERFORMANCE METRICS

- Standard construction metrics: construction to be completed in accord with stated specifications, budget and schedule
- The type and variety of ground floor activities
- Increase in foot traffic

Project Profiles

E. Underline

PROJECT TYPE

Public Improvement

SUMMARY

Redesign the environment underneath the rail line to improve the experience for pedestrians

LOCATION

Under the LIRR line from Newbridge Road to Broadway

PROJECT DESCRIPTION

The passageway underneath the LIRR line is utilitarian. The small column bays (27 x 17) with large (4-foot) concrete columns combined with a relative short ceiling height (15 feet) and curvature of the rail line results in short sightlines, which heighten the pedestrian’s awareness of the unforeseen and diminishes the sense of personal safety. The lighting is harsh. The overall experience is dreary and can be turned around with a few simple design strategies. Specifically, the ground surface can be treated in the same manner as Festival Plaza so that both areas can be perceived as one. The introduction of color filters on a few of the existing lamps would immediately change the perception of the underside of the tracks.

- Underline
 - Redesign lighting system for day hours that incorporates color to transform the experience of the space
 - Redesign lighting system for night hours that is artful
 - Establish a public art program that uses the columns and ceiling as the ‘canvas’ for installations that change yearly
 - Redesign paving in the same treatment as Festival Plaza to appear to be one feature

PUBLIC SUPPORT

Public sentiment during the Hicksville Local Planning Committee meetings suggests improvement of the experience under the tracks would be welcomed

DRI STRATEGIES

- Create and celebrate a sense of place in Downtown
- Improve Hicksville’s public spaces that have been neglected

ANTICIPATED BENEFITS

- Enhanced pedestrian experience for commuters
- Provide an attraction that changes seasonally to attract repeat visitation by residents

ESTIMATED COST

\$1,444,000

Hardscape - \$945,000

Artful Lighting - \$368,000

Soft costs - \$131,000

DRI FUNDING REQUEST

\$1,444,000

POTENTIAL ADDITIONAL FUNDING SOURCES

Town of Oyster Bay, MTA Arts & Design Program

TIMEFRAME FOR IMPLEMENTATION

- | | |
|------|-------------------------------------|
| 2018 | Q2 Engage in conversations with MTA |
| | Q3 Design artful lighting system |
| 2019 | Q1 Bid negotiation |
| | Q3 Installation start |
| 2020 | Q2 Installation complete |



Figure 95. Key Map - Underline



Figure 96. Conceptual Plan for Proposed Underline

Project Profiles

FEASIBILITY

The small investment in artful lighting will improve perception of the nature of the space for commuters and residents. The larger investment in redesigning the ground surface to appear as one with Festival Plaza will transform the space and greatly improve the experience for pedestrians

PROPERTY OWNERSHIP

MTA

GRANTEE

Town of Oyster Bay

RESPONSIBLE PARTIES

MTA

POTENTIAL PARTNERS

Town of Oyster Bay - The Town should collaborate with the MTA Arts & Design Program to procure and curate public art installations

CAPACITY

The MTA has the resources to undertake the lighting and public art installation. The Town of Oyster Bay needs to petition MTA to make this space a priority for enhancement

REGULATORY REQUIREMENTS

MTA guidelines for public art installations

PERFORMANCE METRICS

- Standard construction metrics: construction to be completed in accord with stated specifications, budget and schedule
- Public art program installation
- Inclusion of Hicksville artists for installations



Figure 97. Art Installation | New York, NY



Figure 98. Mural Art on Columns | Chula Vista, CA

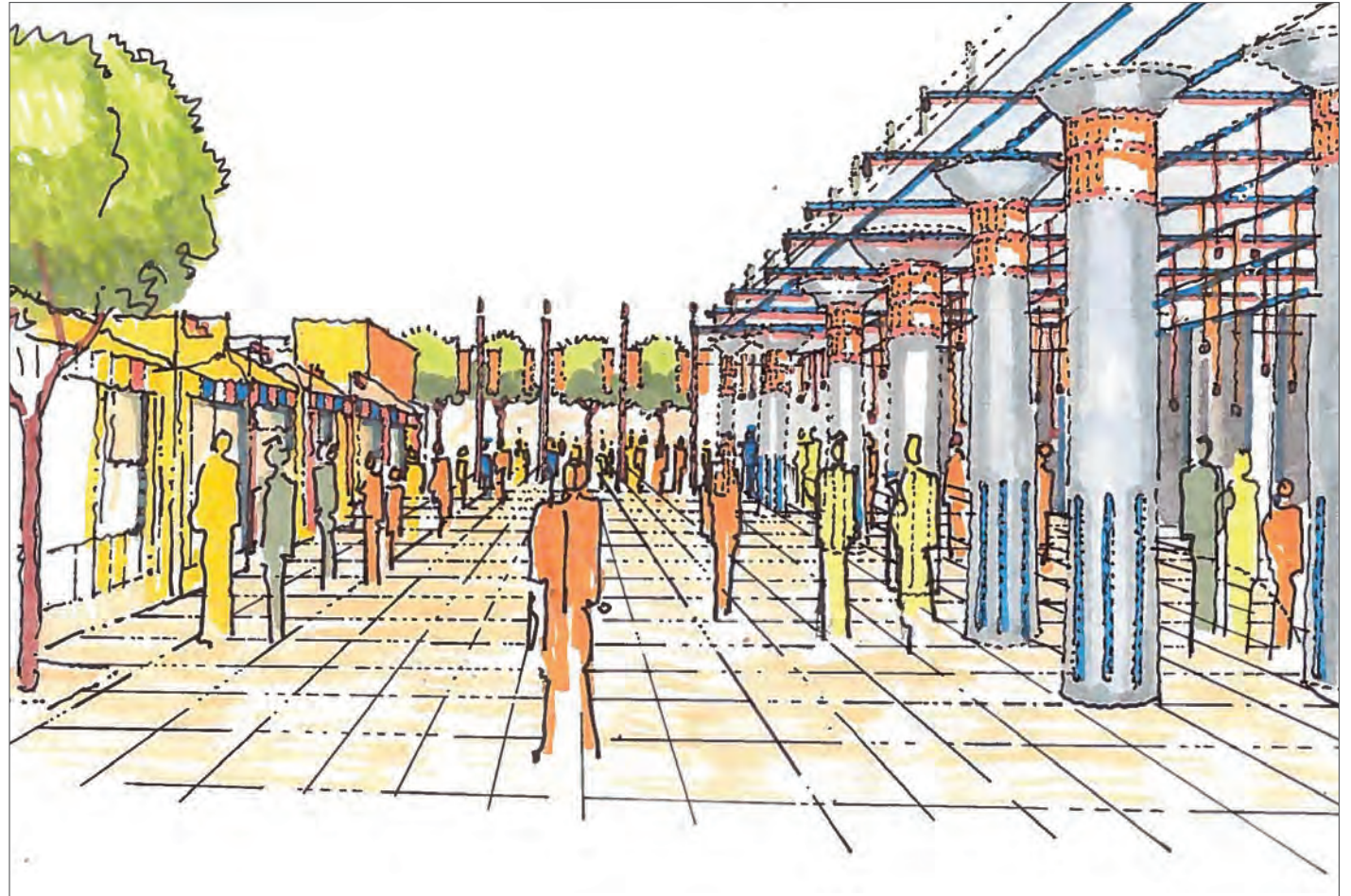


Figure 99. Illustrative Concept for Proposed Underline

Project Profiles

F. Small Business Development Fund

PROJECT TYPE

Revolving Loan and Grant Program

SUMMARY

Establish a fund to support small businesses to locate in Downtown

LOCATION

DRI boundary area

PROJECT DESCRIPTION

With several mixed-use developments being proposed within the DRI area, there will be several hundred thousand square feet of new retail space being built. The new mixed-use developments will not only add retail space but will also bring in new residents that will live and shop in the downtown. The Hicksville Local Planning Committee has envisioned the creation of two new downtown areas (West Barclay Street and The Nelson Avenue District), both of which will be lined with new ground floor retail. The Town has proposed the creation of a Small Business Grant Program to help existing businesses expand as well as attract new businesses, thereby achieving the goal of creating a vibrant downtown

The Town will implement a Retail Capital Improvement Grant Program. This program will offer grants to targeted retail businesses for capital improvements. The grant program will be comprised of three tracks: 1) a fit-out grant program to attract new businesses as well as allow existing businesses to make the changes necessary to remain competitive, 2) a façade improvement program designed to improve the aesthetics of the Downtown and 3) provide assistance to small businesses seeking to locate within the DRI area

The grant program will be available to business/property owners, including not-for-profit organizations located in the DRI area (some businesses are excluded). Grant funds will be awarded based on how closely the project aligns with the goals of the DRI Strategic Investment Plan, funding needs and the Town's underwriting criteria.

Priority will be given to projects that:

- Bring existing properties that are clearly inconsistent with design guidelines into compliance
- Improve building facades and awnings to comply with design guidelines
- With the assistance of grant funds, reduce blight, contribute to the economic recovery of the DRI area or realize a stabilization/expansion of a Downtown business
- Leverage the maximum amount of private investment
- Demonstrate the overall feasibility and readiness of the project

Grant funds will be available on a reimbursement basis. Grant awards may not exceed 75% of total costs to complete the approved scope of work.

DRI STRATEGIES

- Promote and support a variety of business ventures in Downtown
- Promote and support activities that attract visitors and residents to Downtown
- Leverage private sector investment

ANTICIPATED BENEFITS

- Enhance pedestrian experience in Downtown
- Increase commercial activities
- Increase in real estate values over time
- Encourage and sustain private sector investment in Downtown

ESTIMATED COST

\$ 600,000

DRI FUNDING REQUEST

\$600,000

POTENTIAL ADDITIONAL FUNDING SOURCES

Town of Oyster Bay

TIMEFRAME FOR IMPLEMENTATION

2018 Q3 Establish organizational structure
Q4 Publicize program
2019 Q2 Issue call for projects

ORGANIZATIONAL STRUCTURE

The grant program will be administered by the Town's Department of Intergovernmental Affairs. Each project for DRI grant assistance will be reviewed by a review committee comprised of two members of the local business community, two members of the Hicksville Local Planning Committee, one member of the Town's Department of Intergovernmental Affairs, the Commissioner of Planning and Development and one member of the Town's Economic Development team.

RESPONSIBLE PARTIES & POTENTIAL PARTNERS

Town of Oyster Bay

PERFORMANCE METRICS

- Number of grants made
- Number of retail businesses assisted
- Types of businesses assisted
- Capital improvement timeframes
- Design control compliance

Project Profiles

G. Trinity Lutheran Church & School Day Care Facility

PROJECT TYPE

Not-for-Profit Development

SUMMARY

Expand existing facility to accommodate space for new infant care program

LOCATION

97 West Nikolai Street

PROJECT DESCRIPTION

The Church currently operates a day care center for children 3+ years old. The Church has an application pending before NYS to be certified to operate a day care facility for newborn children up to age 3 years. The Church anticipates receiving the certification by April 2018. The facility, a former private house, requires several capital improvements to comply with State regulations, including:

- Replacement of glass windows with plexiglass
- Installation of railings, appropriately-sized access doors as well as child-proof electrical receptacles
- Installation of new sprinkler system to comply with code for adapted reuse
- Reconfiguration of bathrooms to accommodate infants and young children
- Reconfiguration of interiors wall for day care program
- Upgrade to security systems

Many families that use the Church day care center commute through the Hicksville Station and have stated the convenience of the proximity of the facility to the Station.

PUBLIC SUPPORT

Hicksville Local Planning Committee members have expressed interest in advancing this proposal as a candidate for DRI funding consideration

DRI STRATEGIES

- Promote a variety of businesses within Downtown

ANTICIPATED BENEFITS

- Create a setting that encourages private sector development of properties along Nelson Avenue / Herzog Place
- Promote cross-traffic between retail activity

ESTIMATED COST

\$317,175

DRI FUNDING REQUEST

\$75,000

ADDITIONAL FUNDING SOURCES

Private donors

TIMEFRAME FOR IMPLEMENTATION

2018 Q2 Receive certification from NYS
 Q3 Capital improvements start
 Q3 Capital improvements completed

FEASIBILITY

This small investment will ease the burden of the Church's limited funds. The monies provided by DRI funding will free up donation funds for other non-profit programs

PROPERTY OWNERSHIP

Trinity Lutheran Church and School

GRANTEE

Trinity Lutheran Church and School

CAPACITY

This undertaking is wholly within the capacity of the Church to accomplish

REGULATORY REQUIREMENTS

NYS Certification for Day Care Center Operations, Town of Oyster Bay building code

PERFORMANCE METRICS

- NYS inspection of facility to comply with certification
- Number of children enrolled
- Seasonal enrollment



Figure 100. Key Map - Trinity Lutheran Church Day Care



Figure 101. 97 W. Nicholai Street - Location of Day Care Facility for Infants

SECTION V

Projects Proposed for DRI Funding

| PROJECT NAME | PROJECT DESCRIPTION | RESPONSIBLE PARTY | ESTIMATED TOTAL COST | DRI FUNDING REQUEST | POTENTIAL FUNDING SOURCES | PROPOSED START DATE | ANTICIPATED COMPLETION | JOBS CREATED |
|-----------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|-----------------------------------|-------------------------|------------------------|--------------------------------------------------------|------------------------|---------------------------|------------------------------------------------|
| A New Hicksville Station Drive | Create new entry drive for LIRR Station to improve station access and relieve congestion along Route 106 / Newbridge Road | Town of Oyster Bay | \$4,816,000 | \$4,816,000 | DRI Program, Nassau County, Town of Oyster Bay, MTA | Q3 2018 | Q4 2019 | Less than 1 FTE for maintenance |
| B New Station Plaza | Create new public open space associated with the LIRR Station | Town of Oyster Bay | \$3,452,000 | \$3,452,000 | DRI Program, Town of Oyster Bay, MTA | Q3 2018 | Q4 2019 | Less than 1 FTE for maintenance |
| C Festival Plaza | Create new public open space (Festival Plaza) to support seasonal and temporary activities for commuters and residents | Town of Oyster Bay | \$3,367,000 | \$3,367,000 | DRI Program, Town of Oyster Bay | Q4 2018 | Q4 2020 | 1 FTE for maintenance |
| D 99 Hicksville Station Plaza | Private developer proposal for 200 apts above ground-level retail | 99 Hicksville Station Plaza Corp. | \$43,663,000 | \$1,500,000 | DRI Program, Financial Institutions, Private Investors | Q4 2018 | Q4 2020 | 12 FTE for property management and maintenance |
| E Underline | Redesign the environment underneath the rail line to improve the experience for pedestrians | Town of Oyster Bay | \$1,444,000 | \$1,444,000 | DRI Program, Town of Oyster Bay, MTA | Q3 2018 | Q4 2020 | Less than 1 FTE for maintenance |
| F Small Business Development Fund | Establish a fund to support small businesses to locate in Downtown | Town of Oyster Bay | \$600,000 | \$600,000 | DRI Program, Town of Oyster Bay | Q3 2018 | Ongoing | 1 FTE to manage the fund |
| G Trinity Lutheran Church & School Day Care Facility | Expand existing facility to accommodate space for new infant care program | Trinity Lutheran Church | \$317,175 | \$75,000 | DRI Program, Private Donors | Q3 2018 | Q3 2018 | 2 permanent jobs for infant care |
| | | | | \$15,254,000 | | | | |

Proposed Projects for Other Funding

| PROJECT NAME | PROJECT DESCRIPTION | PROJECT PARTNERS | ESTIMATED TOTAL COST | DRI FUNDING REQUEST | POTENTIAL FUNDING SOURCES | PROPOSED START DATE | ANTICIPATED COMPLETION | JOBS CREATED |
|--------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|-------------------------|------------------------|---------------------------------------------|------------------------|---------------------------|----------------------------------------------|
| H Parking Garages | Create well-designed parking garages (650,000 SF in 4 structures) lined with retail, office and residential use, in collaboration with MTA, to provide spaces for commuters, residents and other users | Town of Oyster Bay, MTA, Private Developers | \$166,012,000 | ----- | MTA, Town of Oyster Bay, Private Developers | Q3 2018 | Q3 2023 | 10 FTE for facility operations & maintenance |
| I Highline Special Attraction | Create an elevated community space over parking structure or an elevated walkway connecting public open spaces | Town of Oyster Bay | \$29,500,000 | ----- | Town of Oyster Bay | Q1 2019 | Q4 2021 | 2 FTE for maintenance |
| J JFK Park Expansion | Create a useable public open space for Downtown Hicksville | Town of Oyster Bay | \$14,980,000 | ----- | Town of Oyster Bay | Q3 2018 | Q4 2021 | 1 FTE for maintenance |
| K West Barclay Street | Create the desired, small-scale character for mixed-use development in Downtown by redesigning West Barclay Street to support retail, office and residential uses | Town of Oyster Bay, Private Developers | \$6,090,000 | ----- | Town of Oyster Bay, Private Developers | Q4 2018 | Q4 2020 | Less than 1 FTE for maintenance |
| L Broadway Complete Street | Strengthen Broadway as a setting for retail, office, institutional and residential uses | Town of Oyster Bay, NYS DOT | \$2,580,000 | ----- | Town of Oyster Bay, NYS DOT | Q3 2018 | Q4 2019 | Less than 1 FTE for maintenance |
| | | | | \$0 | | | | |

Proposed Projects for Other Funding

| PROJECT NAME | PROJECT DESCRIPTION | PROJECT PARTNERS | ESTIMATED TOTAL COST | DRI FUNDING REQUEST | POTENTIAL FUNDING SOURCES | PROPOSED START DATE | ANTICIPATED COMPLETION | JOBS CREATED |
|------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|-------------------------|------------------------|---------------------------------------------|------------------------|---------------------------|---------------------------------|
| M Herzog/Nelson/Duffy Enhancement | Create the desired small-scale character for mixed-use development in downtown by redesigning Nelson Avenue / Herzog Place / Duffy Avenue to support retail, office and residential uses | Town of Oyster Bay | \$1,850,000 | ----- | Town of Oyster Bay, Nassau County | Q3 2018 | Q3 2020 | Less than 1 FTE for maintenance |
| N Newbridge Complete Street | Redesign crosswalks to improve pedestrian safety | NYS DOT, Town of Oyster Bay | \$1,310,000 | ----- | NYS DOT | Q3 2018 | Q4 2019 | Less than 1 FTE for maintenance |
| O Signage Program | Create a design guidelines to control the aesthetics and treatment of community and street signs to promote a district identity | Town of Oyster Bay | \$800,000 | ----- | Town of Oyster Bay, Private Property Owners | Q3 2018 | Q4 2019 | No permanent jobs |
| | | | | \$0 | | | | |



- H. Parking Garages
- I. Highline Special Attraction
- J. JFK Memorial Park Expansion
- K. West Barclay Street
- L. Broadway Complete Street
- M. Nelson Avenue / Herzog Place
- N. Newbridge Complete Street
- O. Signage Program [throughout DRI Area]

Figure 102. Map of Projects Proposed for DRI Funding

Project Profiles

H. Parking Garages

PROJECT TYPE

Public-Private Partnership

SUMMARY

Create well-designed parking structures within mixed-use developments, in collaboration with MTA, to provide spaces for commuters, residents and other users

LOCATION

The precinct north of the LIRR line between Jerusalem Avenue and Maple Place and south of John Street

PROJECT DESCRIPTION

Currently, 3,144 parking spaces are provided in 17 public parking fields within the CBD, primarily to accommodate commuters using the Hicksville Station. The MTA intends to construct a new parking facility to provide 1,100 spaces in the precinct immediately north of the rail line. The preliminary design indicates a 3-story structure with a large footprint and minimal aesthetic treatment. There is an opportunity to apply a shared parking strategy with retail, office, residential and community uses to make the structure a useful contributor to the desired character of the new development envisioned for West Barclay Street. This effort requires the Town to collaborate with the MTA on the design of the structure.

This proposal maintains 2,604 spaces in 11 existing public parking fields and intends to replace 884 spaces in surface parking lots with 2,156 spaces in parking structures, resulting in a net increase of 1,272 spaces.

- New Parking Structures (4 buildings | 2,156 spaces)
 - Design structures in a way that supports retail, office and residential uses and that contributes to the overall development vision
 - o Use architectural elements to articulate the scale of the façade, such as canopies, openings, trim lines, setbacks, brackets, cornices, etc.
 - o Ensure the West Barclay Street side of the structure is lined with retail or commercial uses
 - o Design clearly visible entrances to the parking structure

PUBLIC SUPPORT

There is strong public support for focusing new development efforts on West Barclay Street. The complex nature of the collaboration between the Town, MTA and multiple private developers has not been well understood by the public yet

DRI STRATEGIES

- Consolidate surface parking lots into structured parking to free up land for development that can enhance, rather than detract from, the surrounding community
- Share parking to accommodate daytime and evening parking needs without creating additional spaces and to leverage land use for people-centric activities
- Promote and support a variety of business ventures in Downtown
- Leverage public sector capital to encourage private sector investment



Figure 103. Key Map - Parking Garages

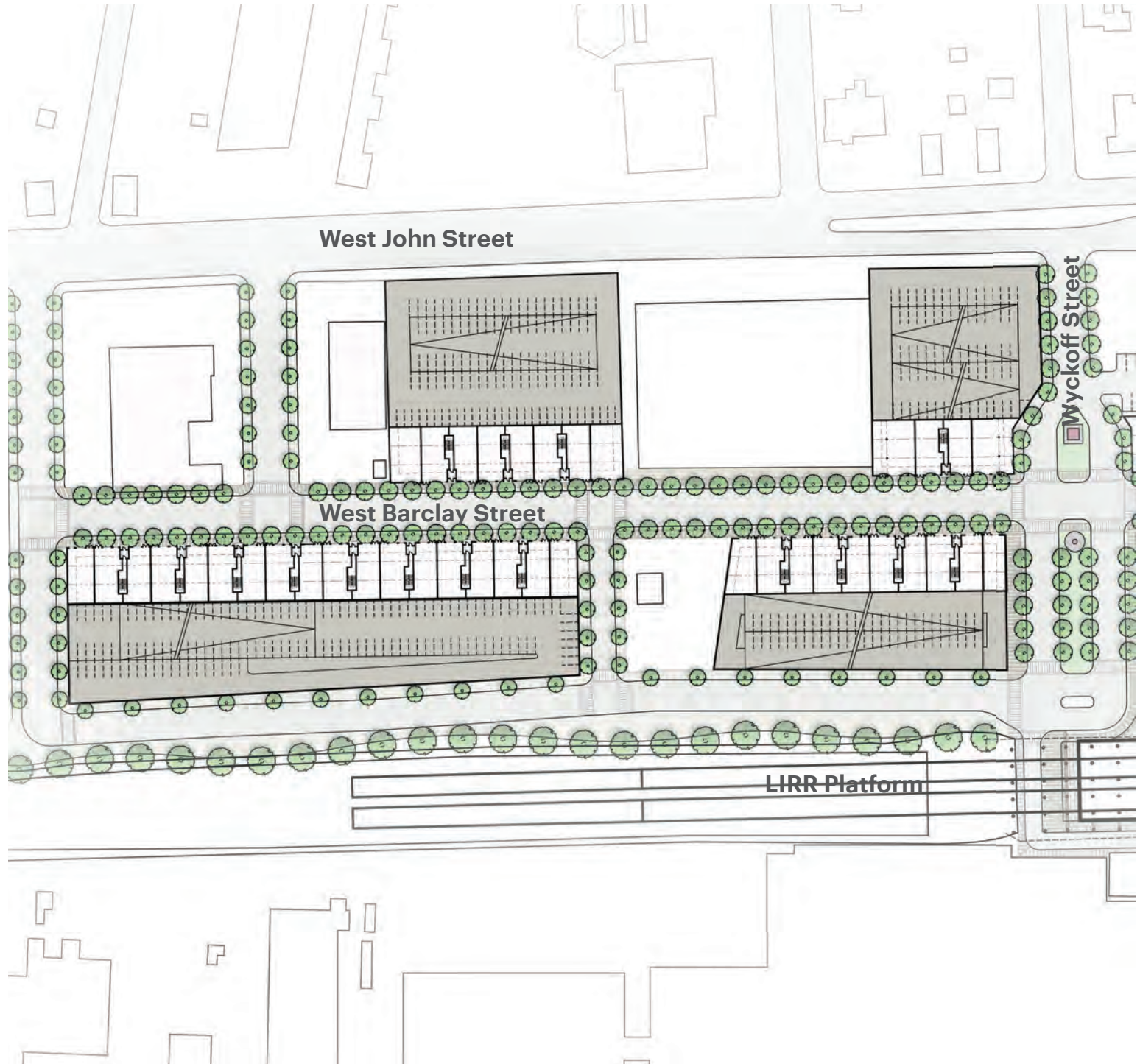


Figure 104. Conceptual Plan for Proposed New Parking Structures Supporting Public/Private Development along West Barclay Street

Project Profiles

ANTICIPATED BENEFITS

- Well-designed parking structures will help define and contribute to the character of West Barclay Street
- Shared parking strategies will reduce the bulk and footprint of parking garages

ESTIMATED COST

\$166,012,000

Hard costs - \$150,920,000

Soft costs - \$15,092,000

DRI FUNDING REQUEST

The scope of this project is well outside the parameters of DRI funding and is not considered for the DRI program

POTENTIAL ADDITIONAL FUNDING SOURCES

MTA

Town of Oyster Bay

Private Developers

TIMEFRAME FOR IMPLEMENTATION

- | | |
|------|--------------------------------------------------------------------------------------------|
| 2018 | Q3 Adopt new zoning regulations and design guidelines for mixed-use development in the CBD |
| | Q3 Issue RFI for development on parcels controlled by the Town |
| 2019 | Q1 Engage with private developers to structure deal |
| | Q4 New Hicksville Station Drive completed |
| 2020 | Q2 Design & engineering parking structures |
| | Q4 Finalize design |
| 2021 | Q1 Bid negotiation |
| | Q2 Construction start |
| 2023 | Q3 Construction completed |

FEASIBILITY

This type of structured parking lined with retail and residential is a key component of potential future development in downtown. Its hybrid nature requires a willingness on the part of the development actors to collaborate on design and share parking as well as to structure a complex deal. The timeline for such a deal to be made will likely fall outside of DRI funding parameters. Once the deals are secure, the potential development could generate \$300 million in real estate value.

PROPERTY OWNERSHIP

Town of Oyster Bay, MTA, Hicksville Properties LLC, Long Green Corp., 45 West Properties LLC, Caruso-Clark Tara & Caruso Randall LLC, 66 West Barclay Street LLC, Sovran Acquisition Ltd., Oyster Bay Public Parking District, 5 West John Street LLC

RESPONSIBLE PARTIES

Town of Oyster Bay
MTA

CAPACITY

The Town of Oyster Bay's staff has limited experience structuring deals for this hybrid building product. It is best to work in partnership with the MTA, which has experience with transit-oriented development, to engage with private developers and secure a deal

REGULATORY REQUIREMENTS

The Town is to create and implement zoning regulations to control land use and density for development of privately-held property. Specifically, articulate regulations to promote vertically stacked uses of retail on the street level with office and/or residential above. In addition, create and implement design guidelines to control height, massing, streetwall and storefront treatment for building designs to produce the character of the district as desired.

PERFORMANCE METRICS

- Standard construction metrics: construction to be completed in accord with stated specifications, budget and schedule
- Design of the structure to complement the new character of West Barclay Street
- Pricing of parking for commuters and residents
- Number of parking spaces shared



Figure 105. Parking Structure Precedent | Sacramento, CA



Figure 106. Parking Structure Precedent | Cleveland, OH

Project Profiles

I. Highline as Special Attraction

PROJECT TYPE

Public Improvement

SUMMARY

Create an elevated walkway as a special feature in Downtown

LOCATION

Northside of LIRR line between Broadway and Wyckoff Street

PROJECT DESCRIPTION

Previous solutions to sort out conflicts with pedestrians and vehicles moving around the Hicksville Station resulted in a concept to create an elevated walkway. The walkway would need to provide 15 feet of clearance at Routes 106 and 107 to accommodate trucks passing underneath as required by NYS DOT. The intent is to connect people to the open spaces in Downtown.

PUBLIC SUPPORT

Few responses in Public Workshop 2 supported advancing the Highline concept as a feature to revitalize Downtown

DRI STRATEGIES

- Create and celebrate a sense of place in Downtown
- Improve Hicksville's public spaces

ANTICIPATED BENEFITS

- Create a special feature that appeals to residents

ESTIMATED COST

\$29,500,000

Hard costs - \$26,803,000

Soft costs - \$2,697,000

DRI FUNDING REQUEST

Not considered for DRI funding at this time

POTENTIAL ADDITIONAL FUNDING SOURCES

Town of Oyster Bay

Private Developers

TIMEFRAME FOR IMPLEMENTATION

2019 Q1 Design & engineering

Q3 Bid negotiation

2020 Q2 Construction start

2021 Q4 Construction completed

FEASIBILITY

Elevating pedestrians limits interactions with adjacent activities and, specifically, increases the distance between customer and ground-level entries as well as creates a challenge for pedestrians to patronize commercial enterprises along its path. An investment in an elevated walkway is difficult to leverage for significant civic benefit

PROJECT OWNERSHIP

Town of Oyster Bay

RESPONSIBLE PARTIES

Town of Oyster Bay

POTENTIAL PARTNERS

NYS DOT, MTA

CAPACITY

The Town of Oyster Bay has the resources to procure design and engineering services to construct the highline

REGULATORY REQUIREMENTS

NYS DOT overpass regulations, Town of Oyster Bay building code

PERFORMANCE METRICS

- Standard construction metrics: construction to be completed in accord with stated specifications, budget and schedule



Figure 108. Highline | New York, NY

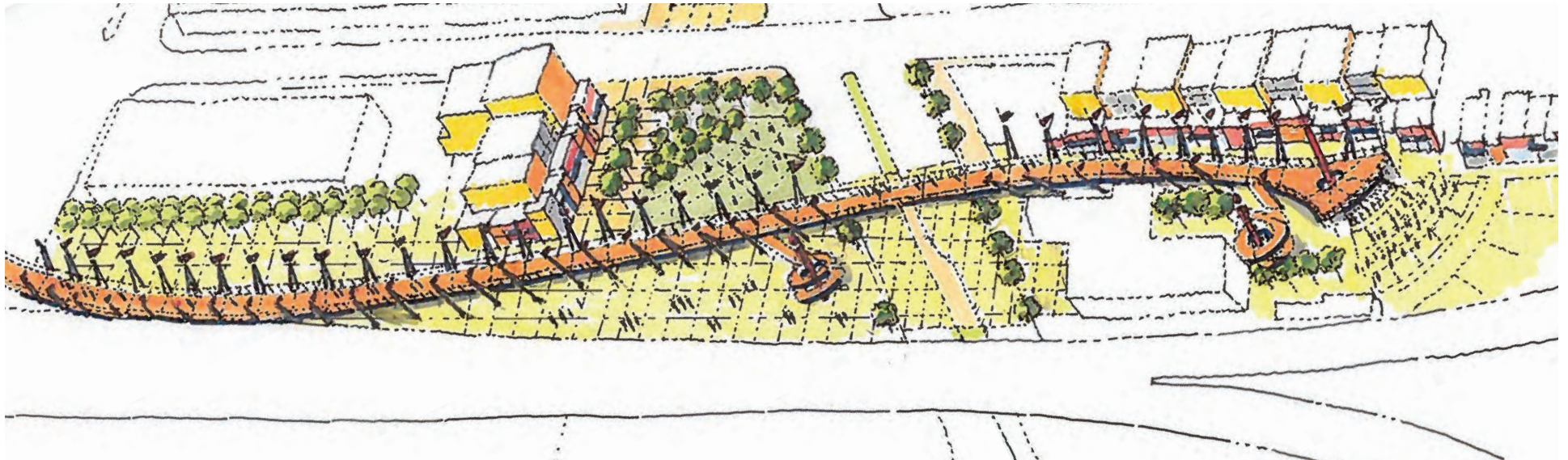


Figure 107. Illustrative Concept of Proposed Highline

Project Profiles

J. John F. Kennedy Memorial Park Expansion

PROJECT TYPE

Public Improvement

SUMMARY

Create a useable public open space for Downtown Hicksville

LOCATION

John F. Kennedy Memorial Park

PROJECT DESCRIPTION

The triangular shape of John F. Kennedy Memorial Park results from the residual space of the fork between Newbridge Road and Broadway. At 0.7 acres, the park can accommodate very few activities and is perceived by residents as little more than a median between the two highways. In addition, the high traffic volume and vehicular speeds deter many pedestrians from crossing the highways to get to the park. The park can be made useable through the following design strategies:

- Expanded John F. Kennedy Memorial Park (1.7 acres)
 - Vacate southbound Jerusalem Avenue from Nelson Avenue to John Street
 - Vacate northbound Jerusalem Avenue from Nelson Avenue to Broadway
 - Remove asphalt and curbing of former Jerusalem Avenue
 - Extend West Barclay Street through Park to connect to East Barclay Street
 - Expand John F. Kennedy Memorial Park beneath LIRR elevated tracks
 - New design for the Park to include green lawn, trees and plant groupings as well as hardscape for pedestrian circulation

- Continue distinctive paving used in Festival Plaza throughout John F. Kennedy Memorial Park
- Install distinctive lighting to denote the Park as a special place at night
- Install public art throughout the Park
- Reset utility access panels to new datum, as needed

- John F. Kennedy Memorial Park Expansion to Nelson Avenue (1.2 acres)
 - Extend John F. Kennedy Memorial Park to Nelson Avenue / Herzog Place via easement or acquisition by the Town
 - Install distinctive paving used in Festival Plaza for visual continuity

PUBLIC SUPPORT

Participants in Public Workshop 2 expressed strong support for a potential expansion of John F. Kennedy Memorial Park

DRI STRATEGIES

- Create and celebrate a sense of place in Downtown
- Design spaces for informal social interactions to help connect neighbors with each other and the larger community
- Improve Hicksville's public spaces that have been neglected
- Promote and support activities that attract visitors and residents to Downtown
- Leverage public sector capital to encourage private sector investment



Figure 109. Key Map - JFK Memorial Park Expansion



Figure 110. Conceptual Plan for Proposed Expanded John F. Kennedy Memorial Park as Signature Civic Park for the DRI Area

Project Profiles

ANTICIPATED BENEFITS

- Create a public open space to accommodate large gatherings for community events and activities
- Establish the park as a hallmark for Downtown
- Host a range of events to bring residents to Downtown
- Provide a civic space to link commercial activities along Broadway, Barclay and Nelson
- Create a desirable setting for private sector investment
- Contribute to the appreciation of real estate value of adjacent properties

ESTIMATED COST

\$14,980,000

Landscape - \$6,923,000

Hardscape - \$5,820,000

Streetscape - \$875,000

Soft costs - \$1,362,000

DRI FUNDING REQUEST

Not considered for DRI funding at this time

POTENTIAL ADDITIONAL FUNDING SOURCES

Town of Oyster Bay

TIMEFRAME FOR IMPLEMENTATION

- | | |
|------|------------------------------------------------------------------------------------|
| 2018 | Q2 Negotiate ownership transfer of the Park from NYS DOT to the Town of Oyster Bay |
| | Q3 Negotiate relocation of parking spaces with MTA |
| | Q3 Petition to vacate Jerusalem & East Barclay |
| | Q3 Negotiate acquisition of triangular block along Nelson Avenue |
| 2019 | Q1 Design & engineering with options for expansion |
| | Q3 Finalize design |
| | Q4 Bid negotiation |
| 2020 | Q1 Construction start |
| 2021 | Q4 Construction completed |

FEASIBILITY

The investment of \$16.3 million in signature public open space creates an appealing setting that would attract residents and encourage private development. Overall visitation and patronage in Downtown is projected to increase as result of this significant investment. In addition, the improved land value in Downtown overall is projected at \$300 million by 2025 or \$222 million present value

PROPERTY OWNERSHIP

NYS DOT

Town of Oyster Bay

Herzog Place LLC

RESPONSIBLE PARTIES & POTENTIAL PARTNERS

Town of Oyster Bay, NYS DOT

CAPACITY

The Town has the wherewithal to undertake the steps to negotiate the ownership transfer as well as procure the design and engineering services to remake John F. Kennedy Park

REGULATORY REQUIREMENTS

Town of Oyster Bay building code

PERFORMANCE METRICS

- Standard construction metrics: construction to be completed in accord with stated specifications, budget and schedule
- Range of community activities hosted
- Increase volume of people spending time in the park
- Reduction in collisions & pedestrian injuries
- Increase in residents living in Downtown
- Strengthening of character of Downtown
- Improved aesthetics for storefronts & signage



Figure 111. Park Precedent | Madison Sq, NYC



Figure 112. Park Precedent | New York, NY

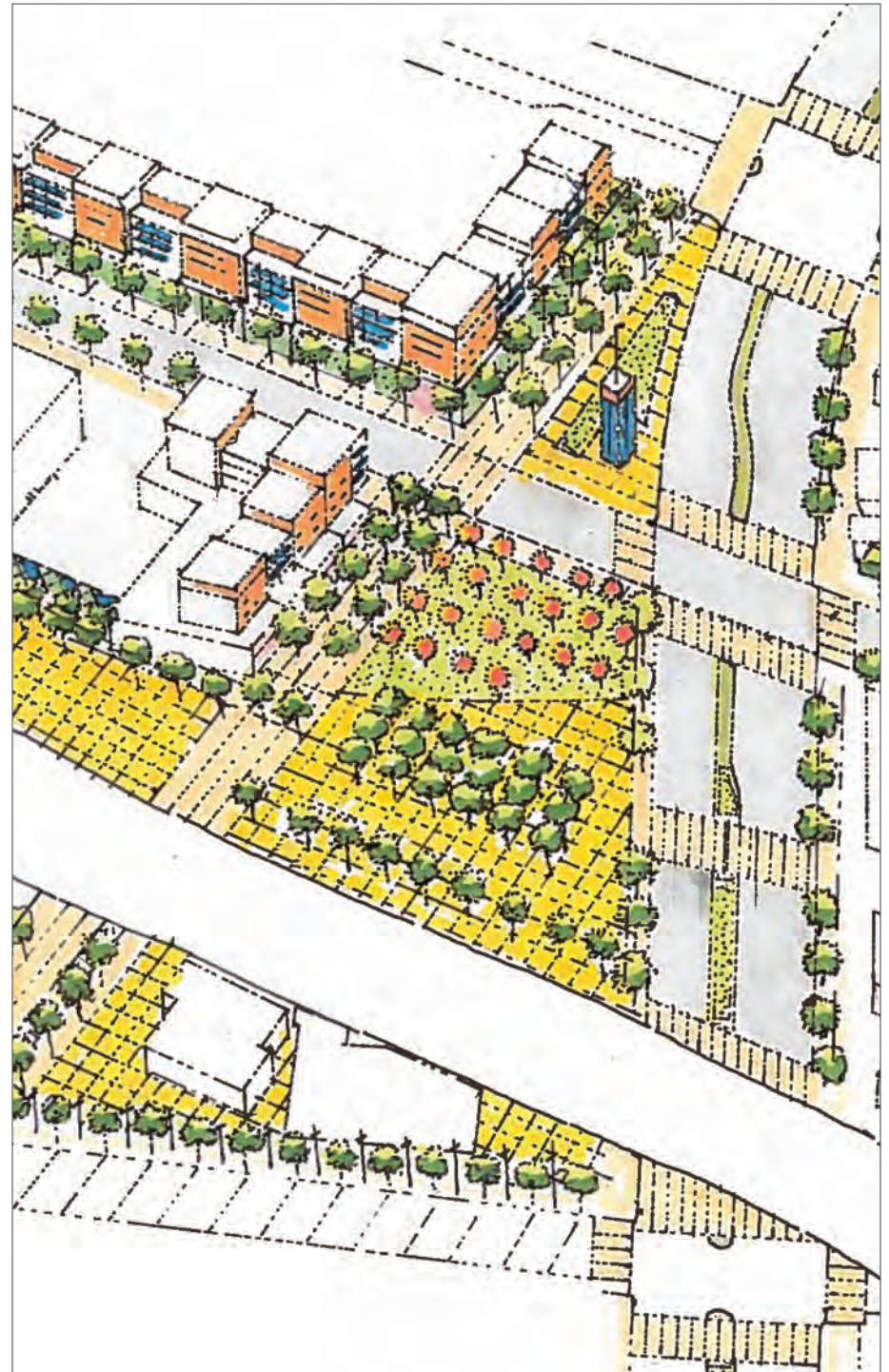


Figure 113. Illustrative Concept of Proposed Expansion of JFK Memorial Park

Project Profiles

K. West Barclay Street

PROJECT TYPE

Public Improvement

SUMMARY

Create the desired, small-scale character for mixed-use development in Downtown by redesigning West Barclay Street to support retail, office and residential uses

LOCATION

West Barclay Street between Jerusalem Avenue and Maple Place

PROJECT DESCRIPTION

West Barclay Street currently is a 50-foot wide passageway for surface parking lots and is bookended by unremarkable spaces: the service docks of United States Postal Service facility face the western end and the narrowest segment of John F. Kennedy Park is at the eastern end. East Barclay Street connects to Woodbury Road which also connects to towns within the region. The narrow street width of Barclay, minimal buildout on surrounding parcels and direct connections to regional thoroughfares can be leveraged to create a new downtown for Hicksville of the scale and character desired by its citizens.

- Redesign West Barclay Street
 - Redesign median on Newbridge Road at West Barclay Street to allow cross traffic
 - Create a new left turn pocket from Newbridge Road northbound onto West Barclay Street
 - Install traffic signal at Newbridge Road and West Barclay Street complete with crosswalks
 - Pave crosswalks using distinctive NYS DOT StreetPrint
 - Design sidewalks along West Barclay Street with distinctive

paving

- Install street trees (i.e., London planetree, honey locust) at regular intervals along West Barclay Street to provide shade and cover during inclement weather
- Limit curb usage on West Barclay Street to deliveries, pickups and drop-offs
- Design distinctive bollards, trash cans, lighting and wayfinding signage to denote a special place
- Feature local landmarks at the end of view corridors on West Barclay Street

- Circulation Road Network

- Create a new road (35 feet wide) along the north side of the LIRR rail line that turns northward to connect to John Street at the western end to accommodate circulation of vehicles to future parking structures
- Create two new roads between redefined blocks to provide access to West Barclay Street and West John Street

PUBLIC SUPPORT

Repositioning West Barclay Street as the new downtown for Hicksville received the largest amount of support (34%) from participants at Public Workshop 2. Hicksville Local Planning Committee members continue to favor focusing development efforts in this district



Figure 114. Key Map - West Barclay Street

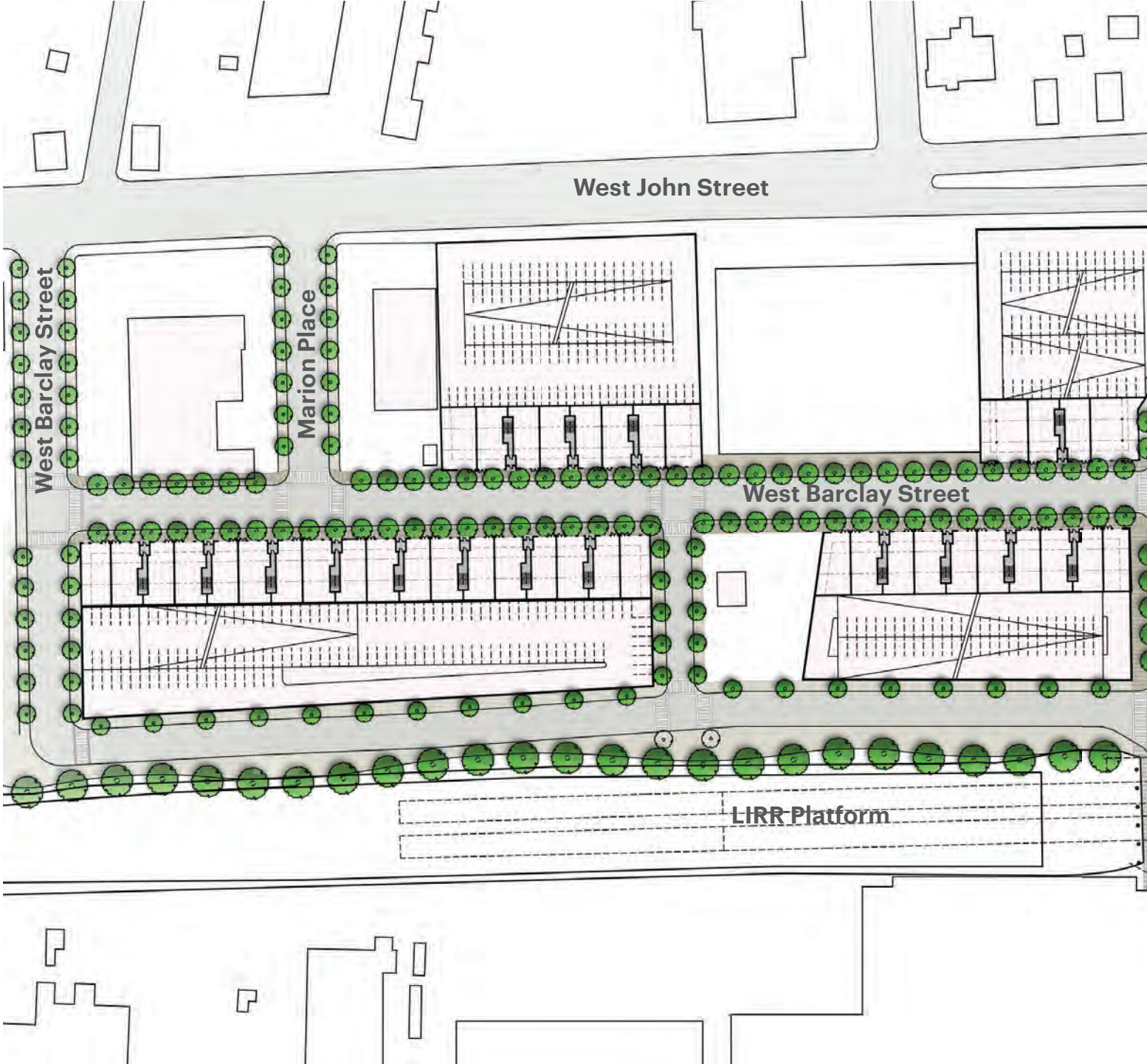


Figure 115. Conceptual Plan for Proposed New West Barclay Street Public/Private Development

Project Profiles

DRI STRATEGIES

- Create and celebrate a sense of place in Downtown
- Design spaces for informal social interactions to help connect neighbors with each other and the larger community
- Improve Hicksville’s public spaces that have been neglected
- Promote and support a variety of business ventures in Downtown
- Leverage public sector capital to encourage private sector investment

ANTICIPATED BENEFITS

- Create a setting that encourages private sector development of properties along West Barclay Street
- Capitalize on the street width to promote cross-traffic between retail activity
- Well-designed parking structures will help define and contribute to the character of the place
- Shared parking strategies will reduce the bulk and footprint of parking garages
- Collaboration with MTA to design multiple, small parking structures for commuters will contribute to the overall development vision

ESTIMATED COST

- \$6,090,000
 - Hardscape - \$3,123,000
 - Streetscape - \$820,000
 - Traffic Light - \$1,362,000
 - Soft costs - \$690,000

DRI FUNDING REQUEST

Not considered for DRI funding at this time

POTENTIAL ADDITIONAL FUNDING SOURCES

Town of Oyster Bay

TIMEFRAME FOR IMPLEMENTATION

- 2019
 - Q1 Roll out pilot program to test potential new road circulation
 - Q2 Design & engineer new sidewalks, light standards, street trees (i.e., London planetree or honey locust) as well as crosswalks
 - Q2 Reengineer stormwater, sanitary sewer, gas, water supply and power lines to accommodate potential future development
 - Q4 Bid negotiation
- 2020
 - Q2 Construct new sidewalks, light standards and pavers for crosswalks
 - Q4 Construction completed

FEASIBILITY

The investment of \$6 million in the public realm on West Barclay Street creates an appealing setting that would attract residents and commuters as well as encourage private development. The improved land value in Downtown overall is projected at \$300 million by 2025 or \$222 million present value.

PROPERTY OWNERSHIP

Town of Oyster Bay

RESPONSIBLE PARTIES

Town of Oyster Bay

POTENTIAL PARTNERS

Adjacent Property Owners

Hicksville Properties LLC, Long Green Corp., 45 West Properties LLC, Caruso-Clark Tara & Caruso Randall LLC, 66 West Barclay Street LLC, Sovran Acquisition Ltd., Oyster Bay Public Parking District, 5 West John Street LLC

The Town should collaborate with the private property owners on the design of the streetscape to gain their support and ensure that the new design supports their operations

CAPACITY

The Town of Oyster Bay and Nassau County, working together, have the wherewithal to design and construct the new streetscape for West Barclay Street

REGULATORY REQUIREMENTS

The Town is to create and implement zoning regulations to control land use and density for development of privately-held property. Specifically, articulate regulations to promote vertically stacked uses of retail on the street level with office and/or residential above. In addition, create and implement design guidelines to control height, massing, streetwall and storefront treatment for building designs to produce the character of the district as desired.

PERFORMANCE METRICS

- Standard construction metrics: construction to be completed in accord with stated specifications, budget and schedule
- Number of developers willing to contribute to the cost of the public realm
- Increase in foot traffic along West Barclay Street
- The type and variety of ground floor activities
- Number of residents living on West Barclay Street



Figure 116. Illustrative Concept for Proposed New West Barclay Street Public/Private Development

Project Profiles

L. Broadway Complete Street

PROJECT TYPE

Public Improvement

SUMMARY

Strengthen Broadway as a setting for retail, office, institutional and residential uses

LOCATION

Broadway (Route 107) between James Street and Old County Road

PROJECT DESCRIPTION

The east side of Broadway retains some buildings that formed the commercial setting established in the early 20th century. The west side of Broadway is evidence of the demolition of parts of that commercial setting to accommodate the expansion of Route 107 in 1967. In contrast to the streetwall continuity formed by the buildings on the east side of Broadway, the buildings on the west side are set back significantly from the property lines, resulting in visual gaps between buildings.

Broadway is designed and operated to facilitate higher-speed vehicular traffic through the area. The distance between storefronts on either side of Broadway is 190 feet. This dimension combined with the high traffic volumes and speeds poses a significant challenge to promoting and supporting cross-street commercial activity. There is no direct crossing for commuters walking under the elevated LIRR structure. Instead, people are meant to wait for the signal to first cross Herzog Place then wait for the sign to cross Broadway. Other intersections have marked crosswalks but no traffic signals or no crosswalks.

The following design strategies can bring Broadway closer to the character desired by Hicksville citizens for downtown:

- From James Street to Old County Road
 - Lower speed to 25 mph
 - Retime traffic signals to be “fixed” time on approximately 90-second cycles
 - Allow on-street parking/loading at all times
 - Install curb extensions at all corners
 - Pave all crosswalks with StreetPrint
 - Install street trees (London planetree, honey locust) at regular intervals along Broadway to provide shade and cover during inclement weather
 - Design distinctive bollards, trash cans, lighting and wayfinding signage to denote this segment of Broadway as a special place
- At LIRR Elevated Structure
 - Install a signalized pedestrian crosswalk extending from Herzog Place to the extent of the new Festival Plaza to the north (see Festival Plaza profile)
 - Use NYS DOT StreetPrint to visually highlight the crosswalk
 - Remove pedestrian push buttons
 - Remove ‘No Pedestrians’ signage and barriers
 - Install artful lighting system to illuminate the pedestrian pathway



Figure 117. Key Map - Broadway Complete Steet



Figure 118. Conceptual Plan for Proposed Broadway Complete Street

Project Profiles

- Other Locations
 - Install traffic signal and crosswalks at James Street
 - Install a traffic signal and crosswalks midblock between James and West John Streets
 - Barclay Street (see West Barclay Street and JFK Park profiles)
 - Install a crosswalk at the north side of Nicholai Street
 - Install a traffic signal and crosswalk on the south side of Cherry Street (already in process by NYS DOT)
 - Install traffic signal and crosswalks at Carl Street

PUBLIC SUPPORT

Participants in Public Workshop 2 expressed interest in improvements to the physical environment of Broadway

DRI STRATEGIES

- Create and celebrate a sense of place in Downtown
- Strengthen Broadway as a location for a variety of business ventures in Downtown
- Promote and support activities that attract visitors and residents to Downtown
- Leverage public sector capital to encourage private sector investment

ANTICIPATED BENEFITS

- Enhance Broadway as a location for private investment and commercial activity
- Strengthen the identity of Broadway in Downtown
- Increase perception of pedestrian safety in crossing Broadway
- Improve walkability

ESTIMATED COST

\$2,580,000

Hardscape- \$1,015,000

Streetscape - \$805,000

Traffic Lights - \$525,000

Soft costs - \$235,000

DRI FUNDING REQUEST

Not considered for DRI funding at this time

POTENTIAL ADDITIONAL FUNDING SOURCES

Town of Oyster Bay

NYS DOT

TIMEFRAME FOR IMPLEMENTATION

2018 Q3 Engage with NYS DOT to design and engineer streetscape enhancements

Q4 Bid negotiation

2019 Q1 Construction start

Q4 Construction completed

FEASIBILITY

The investment of \$2.5 million in the public realm on Broadway creates a more appealing setting that would attract residents and encourage private development. The improved land value in Downtown overall is projected at \$300 million by 2025 or \$222 million present value.

PROPERTY OWNERSHIP

NYS DOT

RESPONSIBLE PARTIES

NYS DOT

POTENTIAL PARTNERS

Town of Oyster Bay - The Town should adopt zoning regulations and design guidelines

CAPACITY

The proposed measures are within the NYS DOT Complete Streets program. The Town of Oyster Bay needs to petition NYS DOT to make this segment of Broadway a priority for enhancement

REGULATORY REQUIREMENTS

The Town is to create and implement zoning regulations to control land use and density for development of privately-held property. Specifically, articulate regulations to buildout to the property line on the street frontage as well as provide for parking in the rear of the buildings. In addition, create and implement design guidelines to control height, massing, streetwall and storefront treatment for building designs to produce the character of the district as desired.

PERFORMANCE METRICS

- Standard construction metrics: construction to be completed in accord with stated specifications, budget and schedule
- Type and variety of ground level activities
- Increase volume of foot traffic
- Reduction in pedestrian injuries
- Increase in residents on Broadway
- Continuity of streetwall
- Improved aesthetics for storefronts & signage

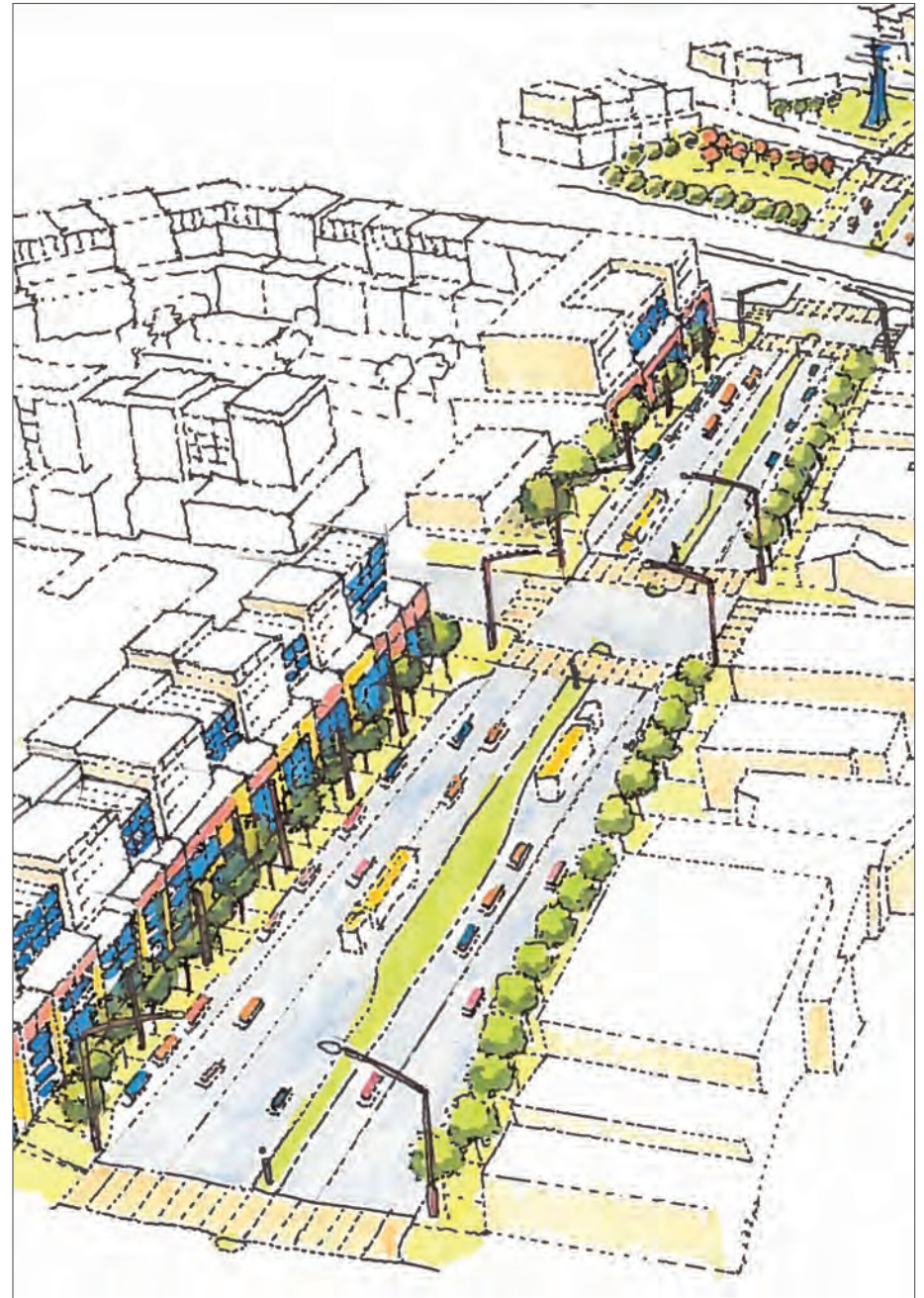


Figure 119. Illustrative Concept for Proposed Broadway Complete Street

Project Profiles

M. Nelson / Herzog / Duffy Enhancement

PROJECT TYPE

Public Improvement

SUMMARY

Create the desired small-scale character for mixed-use development in downtown by redesigning the segment of Herzog Place / Nelson Avenue / Duffy Avenue to support retail, office and residential uses

LOCATION

The precinct south of the LIRR line between Newbridge Road, Broadway and West Marie Street

PROJECT DESCRIPTION

Nelson Avenue is a narrow street (60 feet) and bends west of Jerusalem Avenue. It connects to Broadway as Herzog Place. The three blocks (6 acres) along Nelson between Newbridge Road and Jerusalem Avenue are predominately used for surface parking. More than 700 linear feet of street frontage along Nelson Avenue is exposed to parking lots. There are four 2-story commercial buildings on these blocks containing an aggregate of 45,000 square feet of retail at the ground level with office above. A fifth building, the 3-story Bank of America located at Jerusalem, adds 20,300 square feet.

The two blocks (3.9 acres) between Jerusalem and Broadway support one- and two-story commercial buildings occupied by neighborhood services, such as: barber shop, beauty salon, dog groomer, tire supplier, transmission repair, insurance, banking, restaurant, fabrics, travel agencies and funeral home. There are multiple private property owners.

There is an opportunity to capitalize on the inflection and narrowness of the street to create short sightlines that can help to remake Nelson Avenue in the small-scale character desired by Hicksville citizens for downtown.

- Redesign Herzog/Nelson/Duffy
 - Install pedestrian crosswalks using distinctive NYS DOT StreetPrint
 - Design sidewalks with distinctive paving
 - Install street trees (i.e., honey locust) at regular intervals to provide shade and cover during inclement weather
 - Limit curb usage to deliveries, pickups and drop-offs
 - Design distinctive bollards, trash cans, lighting and wayfinding signage to denote a special place
- NYS DOT Complete Street Measures
 - Pave crosswalks at Newbridge Road and Duffy Avenue using distinctive NYS DOT StreetPrint

PUBLIC SUPPORT

Strong support for the repositioning of Nelson as the locus of a new Downtown for Hicksville was expressed in Public Workshop 2

DRI STRATEGIES

- Create and celebrate a sense of place in Downtown
- Promote and support a variety of business ventures in Downtown
- Promote and support activities that attract visitors and residents to Downtown
- Leverage public sector capital to encourage private sector investment



Figure 120. Key Map - Herzog/
Nelson/Duffy



Figure 121. Conceptual Plan for Proposed Nelson Avenue / Herzog Place / Duffy Avenue Development

Project Profiles

ANTICIPATED BENEFITS

- Establish a visually coherent district
- Create a setting that encourages private sector development of properties along Nelson Avenue / Herzog Place
- Promote cross-traffic between retail activity

ESTIMATED COST

\$1,850,000

Hardscape - \$798,000

Streetscape - \$884,000

Soft costs - \$168,000

DRI FUNDING REQUEST

Not considered for DRI funding at this time

POTENTIAL ADDITIONAL FUNDING SOURCES

Town of Oyster Bay

Nassau County

TIMEFRAME FOR IMPLEMENTATION

| | |
|------|--------------------------------------------------------------------------------------------------|
| 2018 | Q3 Adopt new zoning regulations and design guidelines for mixed-use development in CB-1 and CB-2 |
| | Q3 Work with Nassau County to design and engineer new streetscape |
| | Q3 Engage with property owners |
| | Q3 Engage with private developers |
| 2019 | Q1 Bid negotiation |
| | Q2 Construction start |
| 2020 | Q3 Construction completed |

FEASIBILITY

The investment of \$1.9 million in the public realm on Nelson Avenue creates an appealing setting that would attract residents and encourage private development. The improved land value in Downtown overall is projected at \$300 million by 2025 or \$222 million present value.

PROPERTY OWNERSHIP

Town of Oyster Bay

RESPONSIBLE PARTIES

Town of Oyster Bay

POTENTIAL PARTNERS

Adjacent Property Owners

Town of Oyster Bay, Herzog Place LLC, 10 Jerusalem Avenue Realty LLC, Duffy Garage Inc., Hicksville Station Place Inc., 77 Newbridge Holdings Co. LLC, Midwood Holding Inc., Joe & Joan VI LLC, O Partners LLC, MJM Plus Inc., Bondco Tans Inc., 1-3 Jerusalem LLC, 5 Herzog Inc., Point Community Church, Partan Realty LLC, 70 Broadway Inc., Tewsbury Joelle, 1016 West Marie LLC, Tillem Jack, Dalton Partners LLC

The Town should collaborate with the private property owners on the design of the streetscape to gain their support and ensure that the new design supports their operations

CAPACITY

The Town of Oyster Bay, working with adjacent property owners, has the wherewithal to design and construct the new streetscape for Nelson Avenue. The Town of Oyster Bay has the resources to update and adopt the zoning regulations to support mixed-use development.

REGULATORY REQUIREMENTS

The Town is to create and implement zoning regulations to control land use and density for development of privately-held property. Specifically, articulate regulations to buildout to the property line on the street frontage as well as provide for parking in the rear of the buildings. In addition, create regulations to promote vertically stacked uses of retail on the street level with office and/or residential above. Further, create and implement design guidelines to control height, massing, streetwall and storefront treatment for building designs to produce the character of the district as desired.

PERFORMANCE METRICS

- Standard construction metrics: construction to be completed in accord with stated specifications, budget and schedule
- Number of developers willing to contribute to the public realm
- Type and variety of ground level activities
- Increase volume of foot traffic
- Increase in residents living in the district
- Continuity of streetwall
- Improved aesthetics for storefronts & signage



Figure 122. Illustrative Concept for Proposed Nelson Avenue / Herzog Place / Duffy Avenue Development

Project Profiles

N. Newbridge Road Complete Street

PROJECT TYPE

Public Improvement

SUMMARY

Install complete street elements to improve safety

LOCATION

Newbridge Road (Route 106) between James Street and Old County Road; specifically, at the LIRR overpass

PROJECT DESCRIPTION

Newbridge Road is designed and operated to facilitate higher-speed, vehicular traffic through the area, without deference to people crossing the street. The crosswalks at the station are not aligned with the desire lines of people walking to the station, and the traffic signals favor traffic on Newbridge Road. Other intersections have marked crosswalks and not traffic signals. To increase safety and access, the following design strategies can be employed:

- From James Street to Old County Road
 - Lower speed to 25 mph
 - Retime traffic signals to be “fixed” time on approximately 90-second cycles
 - Remove the shoulders and allow on-street parking/loading at all times
 - Install curb extensions at all corners
- At the Hicksville Station
 - Provide a wide (160 feet) crosswalk and curb extensions on Newbridge under and to the north of the elevated LIRR platform to connect new Station Plaza with new Festival Plaza
 - Remove pedestrian push buttons
 - Remove hurricane fence in median between the piers for the LIRR track
 - Use NYS DOT StreetPrint to visually highlight the crosswalk
 - Design wayfinding signage to ease navigation through the area for pedestrians
 - Install artful lighting system to illuminate the pedestrian pathway
- Other locations
 - Redesign intersection and add a traffic signal at James Street where there is an existing uncontrolled crosswalk (already in process by NYS DOT)
 - Install a traffic signal and crosswalks midblock between James and West John Streets
 - Install a traffic signal and crosswalks with NYS DOT StreetPrint at West Barclay Street (see West Barclay Street profile)
 - Install StreetPrint at crosswalks at Duffy Avenue (see Herzog/Nelson/Duffy profile)
 - Install traffic signal at West Marie Street (already in process by NYS DOT)
 - Install traffic signal and crosswalk on north leg at West Nikolai Street (already in process by NYS DOT)
 - Install traffic signal and crosswalks at West Cherry Street



Figure 123. Key Map - Newbridge Complete Street

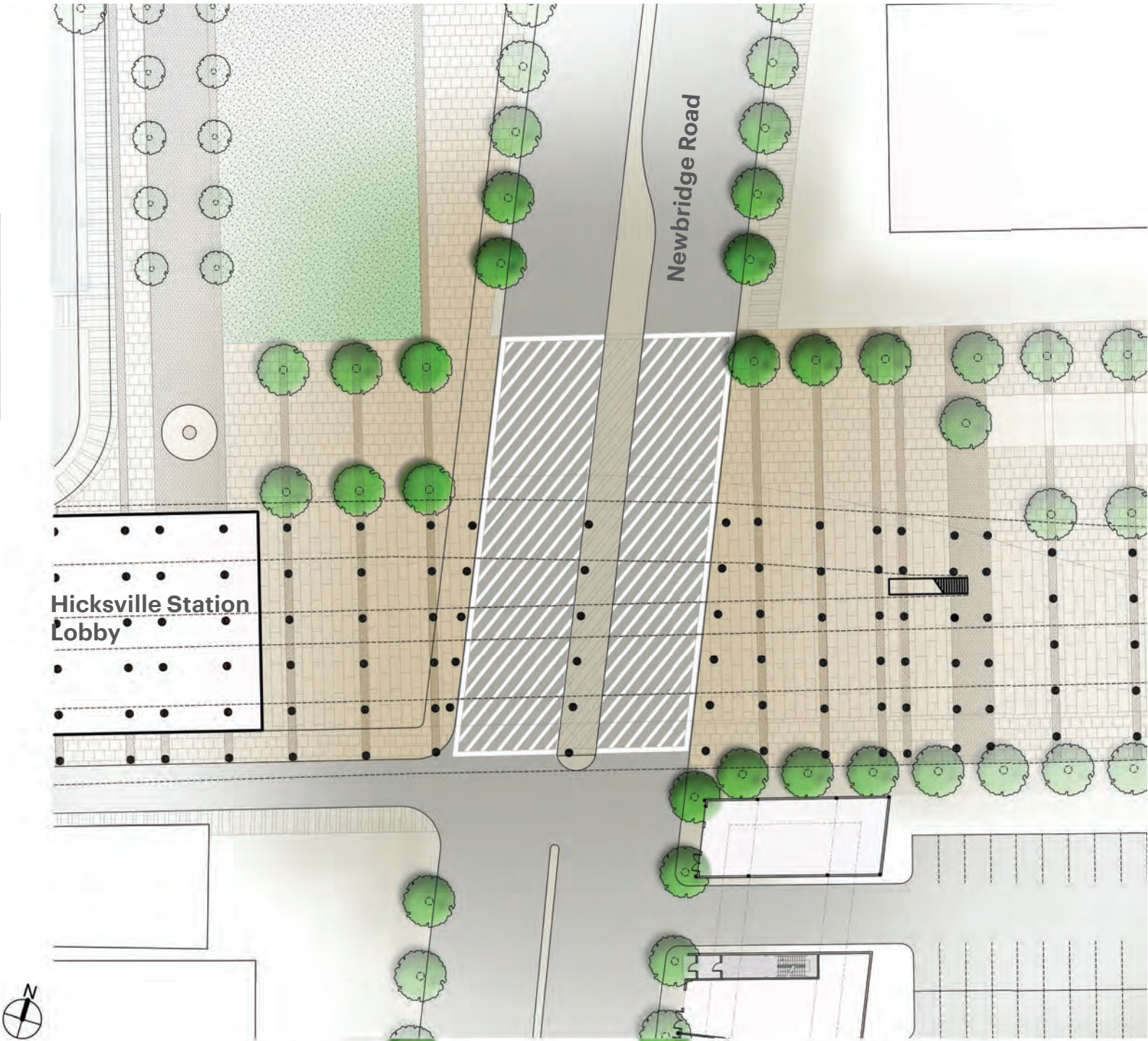


Figure 124. Conceptual Plan for Proposed New Crosswalk at Newbridge Road and Station Plaza Road

Project Profiles

PUBLIC SUPPORT

This enhanced crosswalk received strong support at Public Workshop 2

DRI STRATEGIES

- Redesign Route 106 / Newbridge Road and Route 107 / Broadway to better balance the volume of cars and the needs of pedestrians
- Reduce traffic impacts by establishing streets as shared public spaces that do not promote driving at the expense of pedestrian activity
- Make design changes to decongest Downtown and encourage drivers to drive more slowly and cautiously as well as to make the road safer for pedestrians

ANTICIPATED BENEFITS

- Establish a safe and pleasant public walkway from the Hicksville Station to Broadway

ESTIMATED COST

\$1,310,000

Hardscape - \$853,000

Lighting - \$175,000

Soft costs - \$102,000

DRI FUNDING REQUEST

Not considered for DRI funding at this time

POTENTIAL ADDITIONAL FUNDING SOURCES

NYS DOT

TIMEFRAME FOR IMPLEMENTATION

2018 Q3 Engage NYS DOT in design & engineering of crosswalk

2019 Q1 Bid negotiation

Q2 Construction start

Q4 Construction completed

FEASIBILITY

The funding level is modest and this measure is well within the capability of NYS DOT to install.

PROPERTY OWNERSHIP

NYS DOT

RESPONSIBLE PARTIES

NYS DOT

CAPACITY

The Town of Oyster Bay should petition NYS DOT to make this project a priority

REGULATORY REQUIREMENTS

NYS DOT

PERFORMANCE METRICS

- Standard construction metrics: construction to be completed in accord with stated specifications, budget and schedule

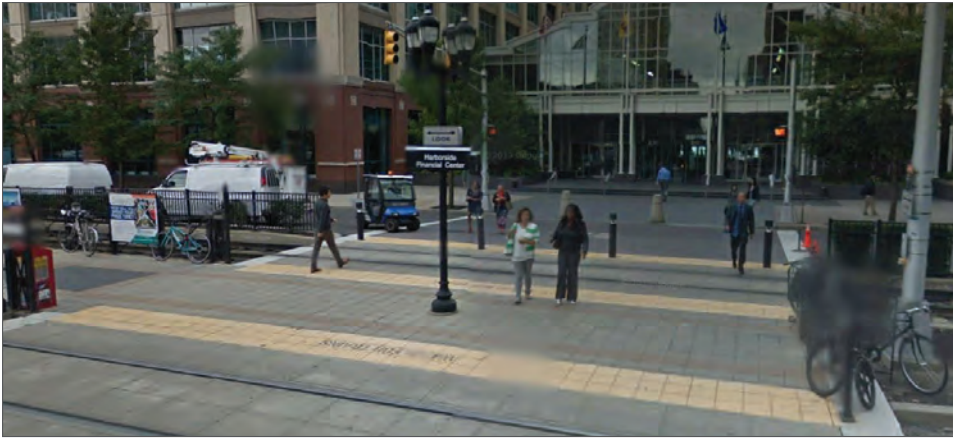


Figure 125. Crosswalk Precedent | Jersey City, NJ



Figure 126. Crosswalk Precedent | South Orange, NJ



Figure 127. Crosswalk Precedent | Cleveland, OH

Project Profiles

O. Signage Program

PROJECT TYPE

Public Improvement

SUMMARY

Create design guidelines to control the aesthetics and treatment of community and street signs to promote a distinct identity

LOCATION

DRI boundary area

PROJECT DESCRIPTION

This district is indistinct from other areas along Broadway. A thoughtful set of design controls will help establish a distinctive character. Well-designed signage contributes to the identity of a place.

PUBLIC SUPPORT

There is support for these design measures as expressed in the DRI application and several Hicksville Local Planning Committee meetings

DRI STRATEGIES

- Create and celebrate a sense of place in Downtown
- Improve Hicksville’s public spaces
- Promote and support activities that attract visitors and residents to Downtown

ANTICIPATED BENEFITS

- Establish a visually coherent district
- Create a setting that encourages private sector development

ESTIMATED COST

\$800,000

Hard costs - \$680,000

Soft costs - \$120,000

DRI FUNDING REQUEST

Not considered for DRI funding at this time

POTENTIAL ADDITIONAL FUNDING SOURCES

Town of Oyster Bay

TIMEFRAME FOR IMPLEMENTATION

- | | |
|------|----------------------------------------------------------------------------------|
| 2018 | Q3 Finalize and adopt updated zoning regulations and design controls for the CBD |
| | Q3 Engage with property owners |
| | Q4 Engage design firm to design brand identity signage for district |
| 2019 | Q1 Bid negotiation |
| | Q2 Fabrication and installation start |
| | Q4 Installation completed |

FEASIBILITY

The Town of Oyster Bay has the resources to procure design and engineering services to install a branded signage program

PROJECT OWNERSHIP

Town of Oyster Bay

RESPONSIBLE PARTIES & POTENTIAL PARTNERS

Town of Oyster Bay

Private Property Owners

CAPACITY

The Town of Oyster Bay has the resources to organize a committee to oversee the preparation of a signage program

REGULATORY REQUIREMENTS

Town of Oyster Bay updated zoning regulations and design guidelines

PERFORMANCE METRICS

- Standard construction metrics: construction to be completed in accord with stated specifications, budget and schedule
- Improved aesthetics for storefronts & signage



Figure 128. Retail Signage along East Side of Broadway



Figure 129. Multiple Signage Treatments on Northeast Corner of Broadway at West Marie Street

