

Village of Lindenhurst NY Forward

Public Workshop #1
July 18, 2023



NY Forward



Agenda

- 01.** Welcome
- 02.** What is NY Forward (NYF)?
- 03.** Lindenhurst Challenges and Opportunities
- 04.** Preliminary Vision, Goals, and Strategies
- 05.** Opportunities for Public Input
- 06.** Small Group Discussions

01

Welcome

Local Planning Committee

RJ Renna (Co-Chair), Deputy Mayor

Jim Morgo (Co-Chair), Long Island REDC

Sharon Badri-Persaud, Lindenhurst Community Cares Coalition

Joann Boettcher, President, Lindenhurst Chamber of Commerce

Sammy Chu, CEO, Edgewise Energy

Matt Gaudio, Owner, The Holy Black

Jason Kontakis, President, Lindenhurst BID

Robert Sweeney, Lindenhurst EDC

Pat Corcoran, Knights of Columbus

Marian Conway, Exec. Director, NYCB Foundation

Franklin Cruz, President, Direct Environmental Corp.

Liz Mirarchi, Exec. Director, Babylon Citizens Council on the Arts (BACCA)

Anthony Ferlito, Exec. Director, Lindenhurst Youth Center

Lisa Kropp, Director, Lindenhurst Memorial Library

Alice Cromarty, Co-President, Kiwanis Club of Lindenhurst

Sara Pesserillo, Owner, Hermanas Restaurant

New York State and Consultants

New York State

- **Kevin Garrett**, Department of State (DOS)
- **Cara Longworth**, Empire State Development (ESD)
- **Jenna DiMarco**, ESD
- **Denise Zani**, ESD

BFJ Planning

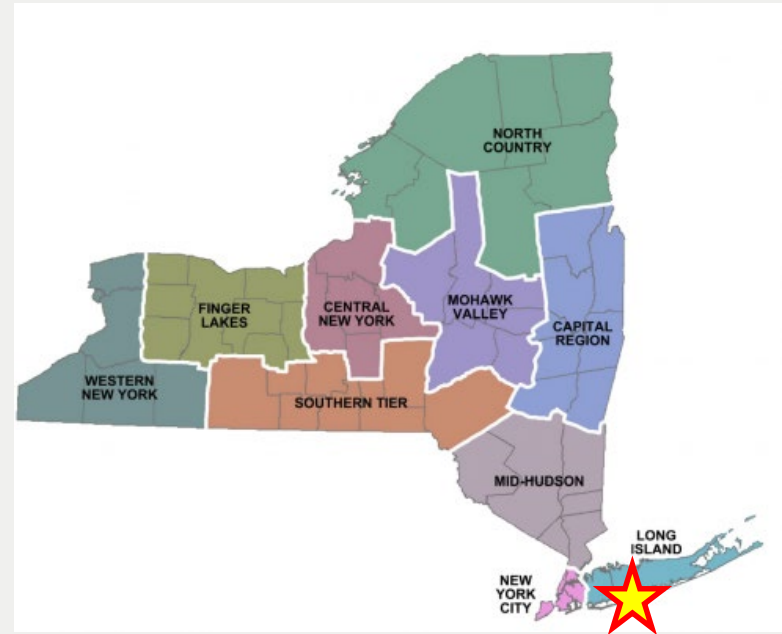
- **Susan Favate**, Principal
- **Mark Freker**, Associate
- **Suzanne Goldberg**, Planner
- **Nile Johnson**, Planner

02

What is NY
Forward (NYF)?

What is NY Forward?

- Outgrowth of the Downtown Revitalization Initiative (DRI) program, launched by New York State in 2016 to improve the vitality of urban centers across the State.
- The 10 Regional Economic Development Councils (REDCs) select communities for significant investment to transform the downtown economy.
- NY Forward focuses on smaller/more rural communities, awards either \$4.5 million each for two communities, or \$4.5 million for one community/\$2.25 million for two.
- Each community prepares a Strategic Investment Plan to identify specific projects to promote downtown revitalization.



Lindenhurst

NYF Goals



Create an active downtown with a mix of uses



Enhance downtown living and quality of life



Provide enhanced public spaces that serve those of all ages and abilities



Create diverse housing options for all income levels



Provide diverse employment opportunities for a variety of skill sets and salary levels



Grow the local property tax base



Encourage the reduction of greenhouse gas emissions

Planning Process



Vision + Goals

Refine the community's future vision, establish priorities and gather input



Opportunities + Challenges

Understand the community's unique characteristics and key opportunities



Project Identification + Evaluation

Identify, review and evaluate potential projects



Project Recommendations

Recommend projects that align with the public's goals

- Each community is led by a consultant team to guide the planning process, develop projects to recommend to the State, and document in a Strategic Investment Plan
- This process helps ensure all voices are heard and projects are carefully considered.

Lindenhurst NYF Plan Sections

Section 1: Downtown Profile and Assessment

Section 2: Community Vision, Goals, and Revitalization Strategies

Section 3: Public Engagement

Section 4: Project Profiles

NYF Timeline

Key Steps	May	June	July	August	September	October	November	December
Local Planning Committee (LPC) Coordination	5/30	6/27		8/8	9/12	10/24		
Community Engagement		Pop-Up Event 6/25	Open Call "Office Hours" 7/6	Public Workshop 7/18	Stakeholder Engagement	Public Survey	Public Workshop	
Downtown Profile and Assessment	—————							
Community Vision, Goals, and Revitalization Strategies	—————							
Project Development		Open Call for Projects						
Strategic Investment Plan Compilation				—————				

- LPC Meetings
- Community Engagement Events

Projects for NYF Funding

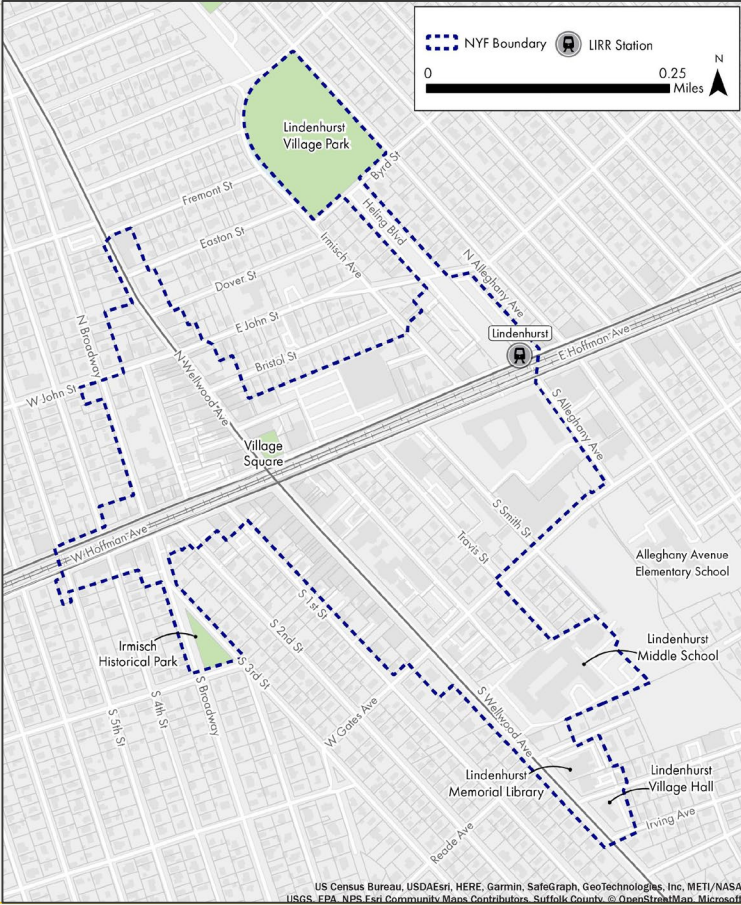
ELIGIBLE PROJECTS:

- New Development &/or Rehabilitation of Existing Downtown Buildings
- Public Improvement Projects
- Small Project Fund
- Branding & Marketing

INELIGIBLE PROJECTS:

- Planning Activities
- Operations & Maintenance
- Pre-Award Costs
- Property Acquisition
- Training & Other Program Expenses
- Expenses Related to Existing Programs

NYF Boundary



Project Identification

- The **Open Call for Projects** will be the main tool to solicit projects from public, non-profit and private project sponsors.
 - All potential project sponsors should submit through the Open Call.
 - It provides an open, fair, and transparent process for the LPC to vet projects.
 - Submission of a proposal through the Open Call does not guarantee inclusion in the final plan.
 - LPC may consider other potential projects that are not submitted through the Open Call.

The Open Call for Projects is Open!

Deadline to submit projects:

Wednesday, July 26, 2023

Email address for questions and project submissions:

LindenhurstNYF@gmail.com

Village of Lindenhurst
NY Forward



**VILLAGE OF LINDENHURST
NY Forward (NYF)**

*Do You Have Project Ideas To
Improve Downtown Lindenhurst?*

OPEN CALL FOR PROJECTS

DEADLINE TO SUBMIT: JULY 26, 2023

Lindenhurst has been awarded \$4.5M toward projects & improvements that will help transform the downtown area & support a vibrant local economy.

The purpose of the Open Call for Projects is to identify potential private/nonprofit projects for NYF funding.

Download the
NYF Project
Form & Find
Submission
Instructions
Here:



**Application Assistance
Drop-In Office Hours:**

**July 6, 2023
3-7 PM**

Lindenhurst Memorial Library



For more information visit:
www.LindenhurstNYF.com
www.ny.gov/programs/ny-forward



NY Forward

Open Call Project Form



Long Beach

NYF Project Form

The Long Beach community has been awarded funds through the New York State NY Forward (NYF) program to fund catalytic projects in the downtown to spur revitalization. The Local Planning Committee (LPC) is seeking project proposals from the public for potential projects to be included in Long Beach's Strategic Investment Plan. Projects included in the Strategic Investment Plan will be reviewed by New York State and may receive funding from a total allocation of \$4.5 million. Project proposals must be received by:

August 9, 2023

How to Submit Your Project

- 1 Review the Eligibility Criteria**
on page 2 to make sure your project is eligible to be considered for NYF funding.
- 2 Review the Project Requirements**
on page 3 to learn about the requirements for projects and how your project will be considered by the Long Beach Local Planning Committee and New York State.
- 3 Review the Evaluation Criteria**
on page 4 to see how the State evaluates projects and to understand how the Long Beach LPC may evaluate projects.
- 4 Fill out the Project Proposal Submission Form**
on pages 5 through 11. Address each topic thoroughly and completely. The LPC will use this information to consider projects to be included in the Long Beach Strategic Investment Plan.
- 5 Submit your Completed Application**
Submit your Completed Application (and any supplemental materials) either electronically, in-person, or by mail no later than **August 9th, 2023**.

→ To submit online:

Go to
LongBeachNYForward.com

→ To submit via email:

Email your completed application and any supplemental materials to LongBeachNYF@gmail.com

→ To submit a hard copy, mail or hand-deliver:

John McNally
City Hall
Room 506
1 W Chester St,
Long Beach, NY 11561

? **Questions regarding project eligibility, evaluation, or the project forms can be directed to LongBeachNYF@gmail.com**

NYF Project Form

Fill out this form to be considered for LPC project review and potential NYF funding. Please address each topic thoroughly and completely. The LPC will use this information to consider projects to be included in the Long Beach Strategic Investment Plan. Project sponsors are expected to provide timely responses to requests for any additional information from New York State and/or the NYF consultant.

- 1 Project Sponsor**
Provide the contact information for the project sponsor.

Name:

Sponsor business or organization (if applicable):

Title (if applicable):

Mailing Address:

Phone:

Email:

If there are additional people who should be contacted as part of this proposal, please provide their contact information.

Name:

Phone:

Email:

Affiliation:

Name:

Phone:

Email:

Affiliation:

Project Evaluation Criteria

① Alignment with State and Local Goals: NYF State Goals

- Active downtown with a strong sense of place
- Attract new businesses
- Enhance public spaces for arts and cultural events
- Build a diverse population supported by diverse housing and employment opportunities
- Grow the local property tax base
- Enhance downtown living and quality of life
- Support resiliency

② Catalytic Effect

The project is likely to have a significant positive impact on the revitalization of the downtown by attracting other public and private investment.

③ Project Readiness

The project should be well-developed and ready to proceed in the near-term.

④ Eligible Project Type

The project must be one of the eligible project types.

⑤ Cost Effectiveness

Investment of NYF funds in the project would represent an effective and efficient use of public resources.

⑥ Co-Benefits

The project will result in secondary benefits to the community.

03

Lindenhurst Challenges & Opportunities

Past Planning Efforts

- Downtown Business District Analysis (2000 & 2015)
- Lindenhurst Downtown Opportunity Analysis (2016)
- Downtown Walkability Improvement Study (2019)
- Downtown Master Plan (2020)
- Downtown Business District Questionnaire Summary of Responses (2022)



Figure 12: Downtown Master Plan Goals



Recent/Pending Investment in the NYF Area

- Village Square Park improvements
- The Wel, a 260-unit multifamily complex directly across from the Village's LIRR Station
- New businesses; 10 new restaurants have opened within the last several years
- Pending pedestrian safety improvements along Wellwood Ave



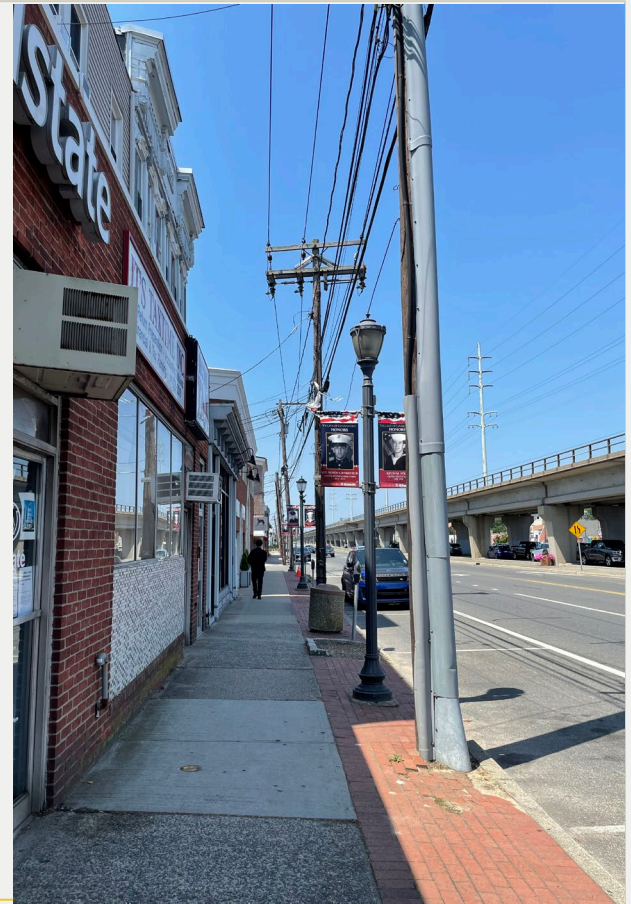
Village Square (Source: Long Island Business News)



The Wel (Source: Fairfield Properties)

Challenges

- Physical division North/South & East/West
- Lack of wayfinding and ability to easily navigate downtown
- Pedestrian and bike safety
- Limited retail diversity
- Need for a cohesive identity/branding
- Fragmentation of Hoffman Avenue
- Old housing stock and aged buildings overall may require replacement/significant renovation to attract new residents and businesses



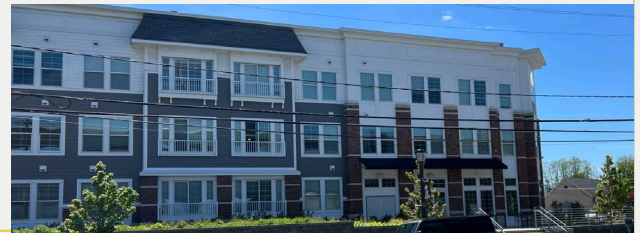
Opportunities

- Recent planning efforts and investments in downtown
- Compact downtown
- Community pride and engagement
- Regional transit access
- Open space and community amenities
- Enhanced mix of commercial uses – i.e. wider variety of retail, restaurants, entertainment, etc.
- Additional destinations for arts and cultural experiences
- Connectivity to community anchors within downtown



Opportunities (continued)

- Increasing programming and events to attract a diverse range of families and visitors
- Recent and projected population growth among younger adults, who provide a customer base for local businesses and with fairly minimal impacts on municipal services
- Relatively affordable housing to attract both younger adults and downsizing seniors – although downtown home values are expected to surpass the Village overall, they will still be well below Suffolk County



04

Preliminary Vision Goals, & Strategies

Downtown Vision, Goals, and Strategies



Preliminary Downtown Vision

Lindenhurst, a close-knit, coastal South Shore community that has drawn generations of residents to raise their families, start businesses, and enjoy small-town amenities, has experienced an influx of investment and activity that is breathing new life into its downtown. Through strategic public and private investments, the Village will build on its rich history and recent momentum to create a vibrant, attractive, and walkable community known throughout the region as a premier dining, entertainment, and shopping destination for locals and visitors alike.

Preliminary Downtown Goal #1

Enhance Downtown Lindenhurst's connection to the rest of the Village and to the region.

Strategies:

- Improve the physical appearance at and around the Long Island Rail Road station to create a stronger sense of arrival into Downtown Lindenhurst.
- Create a greenway network linking parks and open spaces within and near the Downtown, including through the use of the Heling and Neguntatogue Creeks.
- Establish a cohesive wayfinding system to enable visitors to find public parking and other Downtown amenities.
- Design and implement a marketing and branding strategy to identify Lindenhurst as a downtown of choice for the South Shore and greater Long Island.

Preliminary Downtown Goal #2

Cultivate a walking and biking environment through targeted improvements to enhance the safety and comfort of non-auto users.

Strategies:

- Implement intersection, streetscape, sidewalk, and parking lot improvements, with a focus on Hoffman and Wellwood Avenues and other pedestrian safety hot spots.
- Create a biking network through infrastructure improvements including bike lanes, improved bike share systems, and other amenities.

Preliminary Downtown Goal #3

Beautify the Downtown area to make it a more attractive place to visit and linger.

Strategies:

- Facilitate improvements to building facades and businesses, especially along Hoffman Avenue.
- Enlarge and enhance Village Square as a focal point for Downtown activities throughout the year.
- Identify and mark gateways and civic spaces through improved signage, landscaping, and public art.

Preliminary Downtown Goal #4

Strengthen Lindenhurst's arts and historic assets to establish the Village as a regional cultural destination.

Strategies:

- Support existing theaters to increase their visibility within Downtown Lindenhurst and expand their reach.
- Assist historical organizations and museums in improving their facilities to broaden programming, activities and public events.

05

Opportunities for Public Input

Public Engagement Opportunities

LOCAL PLANNING COMMITTEE MEETINGS

7-9PM @ Rainbow Center (Senior Citizens Center),
293 Buffalo Ave.

- Tuesday, August 8, 2023
- September 12, 2023
- October 24, 2023

PUBLIC WORKSHOPS

- First Public Workshop (tonight)
- Second Public Workshop: TBD

OPEN CALL FOR PROJECTS

- Deadline: July 26

ONLINE ENGAGEMENT

- Visioning “Ideas Wall” now on the website

WEBSITES

- www.LindenhurstNYF.com
- www.ny.gov/programs/ny-forward

KEY STAKEHOLDER INTERVIEWS

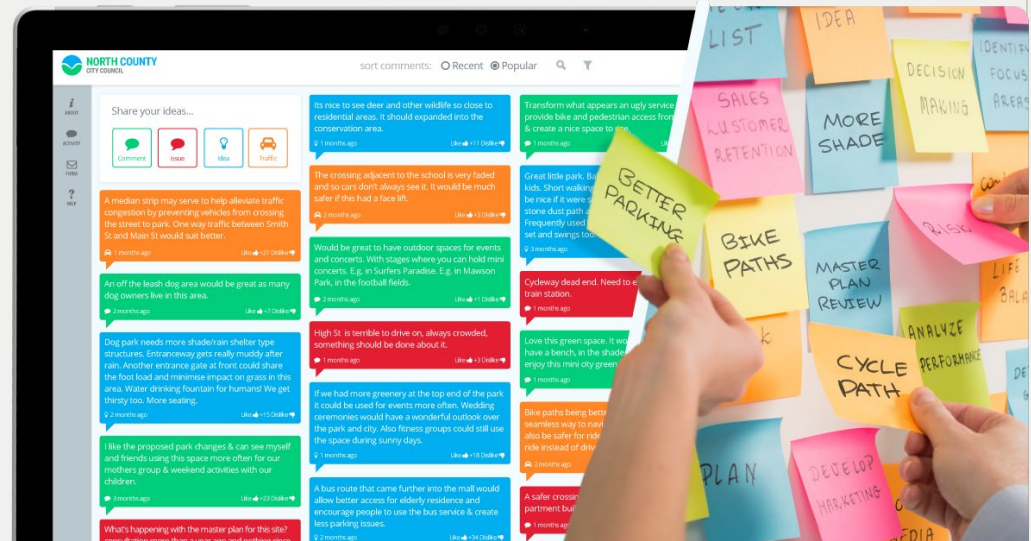
- Throughout the process

Online Engagement

“Ideas Wall” Interactive Visioning Exercise

Now open for public input!

www.LindenhurstNYF.com/get-involved

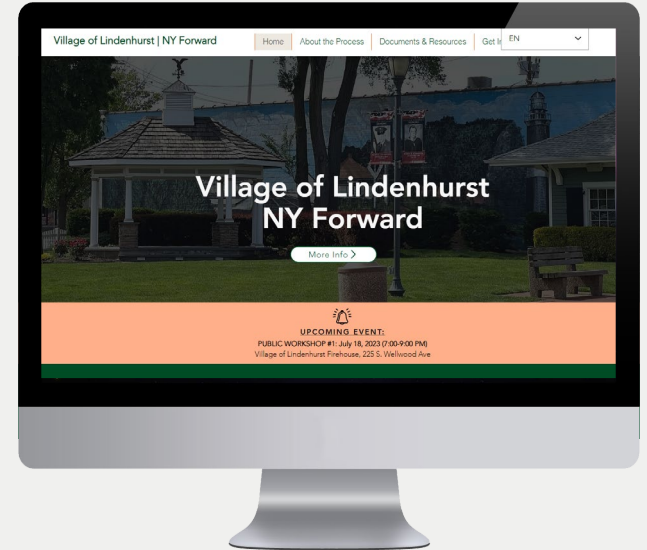


Next Steps

- Open Call for Projects: **Deadline July 26, 2023**
- Online Engagement “Ideas Wall”

Other Upcoming Public Outreach

- **LPC Meeting #3:** August 8 (7-9PM, Rainbow Center)
- **LPC Meeting #4:** September 12 (7-9PM, Rainbow Center)
- **LPC Meeting #5:** October 24 (7-9PM, Rainbow Center)
- **Second Public Workshop:** TBD



06

Small Group Discussions & Report Back

Small Discussion Format

- Tables organized by the four Planning Goals.
- Each table will be led by a facilitator from the planning team.
- Member of the public can volunteer to take notes.
- Choose which table you would like to join – You will remain at this table for the entire discussion.
- Tables will focus on a single Planning Goal but there will be opportunities to discuss other ideas/concerns.
- Report Back!

Small Discussion Format

Tables organized by Planning Goals:

- 1** Enhance Downtown Lindenhurst's connection to the rest of the Village and to the region.
- 2** Cultivate a walking and biking environment through targeted improvements to enhance the safety and comfort of non-auto users.
- 3** Beautify the Downtown area to make it a more attractive place to visit and linger.
- 4** Strengthen Lindenhurst's arts and historic assets to establish the Village as a regional cultural destination.

**Thank You for Your Interest in
the Lindenhurst
NY Forward!**