

Village of Mineola

NY Forward (NYF)

Public Workshop #2

September 30, 2024



NY Forward

Agenda

1 Welcome

2 NY Forward (NYF) Program Overview

3 Mineola NY Forward Vision & Goals

4 Summary of Project Submissions

5 Interactive Open House Stations

To solicit community feedback on proposed projects

Introductions

Local Planning Committee

LPC Co-chairs

- **Mayor Paul Pereira**, *Village of Mineola*
- **Resi Cooper**, *Long Island REDC*

Members

- **Carol Giordano**, *NYU Langone Hospital – Long Island*
- **Cina Palumbo**, *Portuguese Cultural Society*
- **Manuel Norona**, *Mineola Family Pharmacy*
- **Michael Spae**, *Mineola Auxiliary Police*
- **John Doyle**, *Irish American Society of Nassau, Suffolk, and Queens*
- **Gina Buongiovanni**, *Mineola High School*
- **James Sherry**, *RedLand Strategies/Mineola Fire Department*

New York State and Consultants

New York State

- **Rachel Bruce**, *Department of State (DOS)*
- **Cara Longworth**, *Empire State Development (ESD)*
- **Brandon Gimpelman**, *Empire State Development (ESD)*
- **Stevens Martinez**, *Governor's Office*

BFJ Planning

- **Susan Favate**, *Principal*
- **Mark Freker**, *Associate*
- **Eshti Sookram**, *Planner*

MUD Workshop

- **Darlyn Chau**

KB Engineering

- **Nick Cunningham**



NYF Program Overview

NY Forward Goals



**Enhance downtown living
and quality of life**



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



**Create an
active downtown with
a mix of uses**



**Create diverse
housing options for
all income levels**



**Encourage the reduction
of greenhouse gas
emissions**





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



**Grow the local property
tax base**

NYF Timeline

Key Steps	May	June	July	August	September	October	November	December
Local Planning Committee (LPC) Coordination	5/6	6/17		8/5	9/9	10/15		
Community Engagement	Public Workshop #1 & Initial Outreach	Vision Survey	Open Call "Office Hours" 7/8	Stakeholder Engagement	Public Workshop #2	Public Survey		
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



Mineola NYF Plan Sections

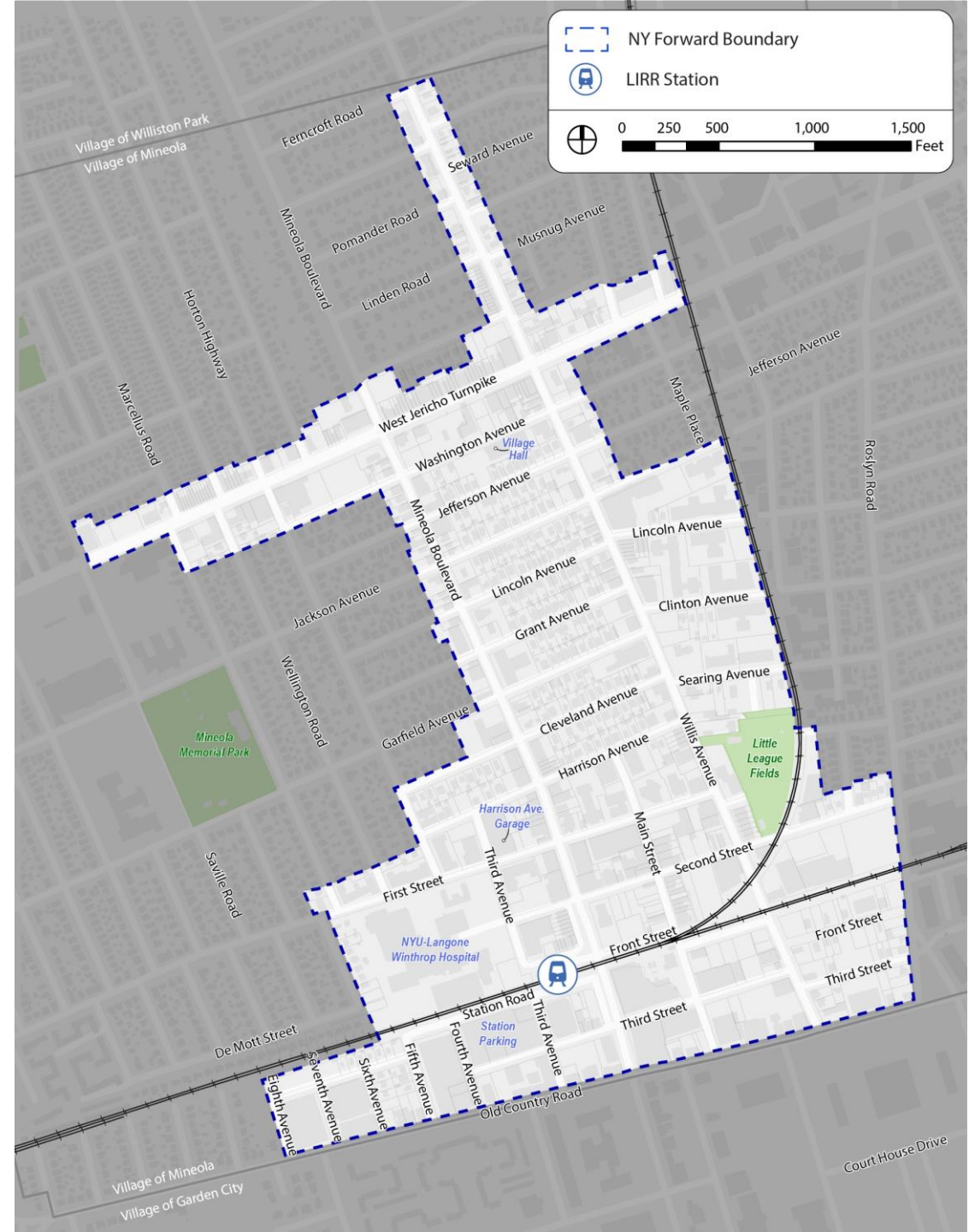
- **Section 1: Downtown Profile and Assessment**
- **Section 2: Community Vision, Goals, and Revitalization Strategies**
- **Section 3: Public Engagement**
- **Section 4: Project Profiles**

Mineola NYF Boundary

Establishes area for potential projects

- Generally defined by Old Country Rd., Jericho Turnpike between Burkhard Ave. and Roslyn Rd., and Mineola Blvd. east to the LIRR tracks.
- Includes key north-south commercial corridors, such as Willis Ave. and Mineola Blvd.
- Centered around the core, transit-oriented village downtown (TOD).

All NYF projects must be within this boundary



What is the end goal of the planning process?

- Consensus on a recommended list of projects for implementation
- Submission of a Strategic Investment Plan to the State containing recommended list of projects
- Momentum and direction for downtown revitalization



NY Forward **Strategic Investment Plan** **VILLAGE OF LINDENHURST**

Long Island Regional Economic Development Council



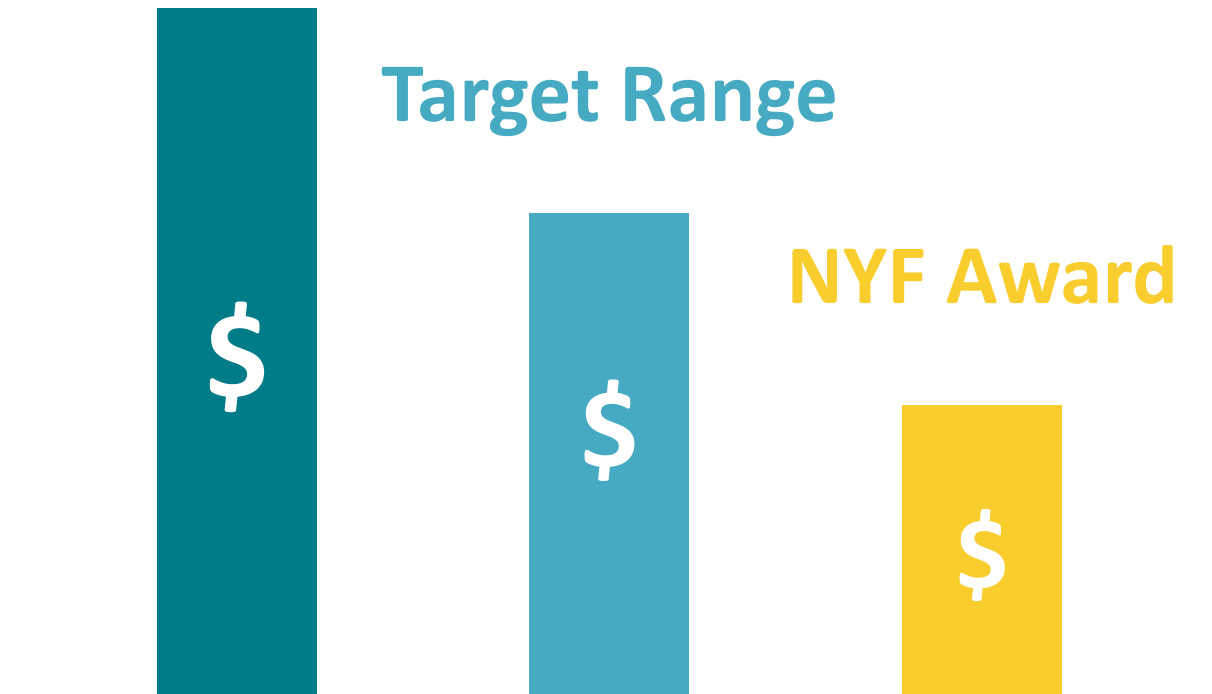
NY Forward

December 2023

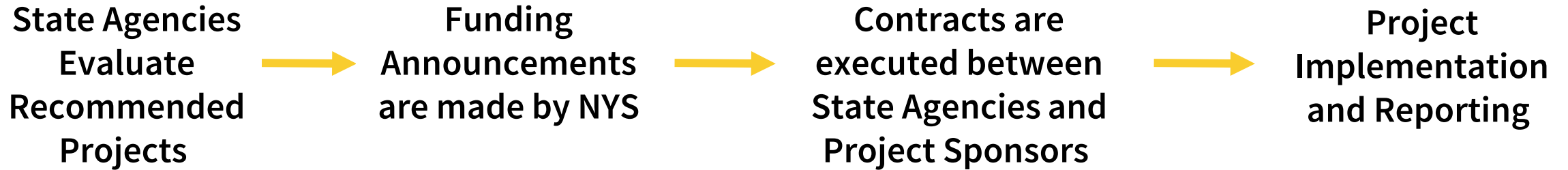
Final Slate of Recommended Projects

- Final slate of projects considers feedback from the public and is finalized by the LPC
- The total dollar amount of requested NYF funds will be **greater than \$4.5M**, in the \$6M-\$8M range.

Project Funding Requests Received



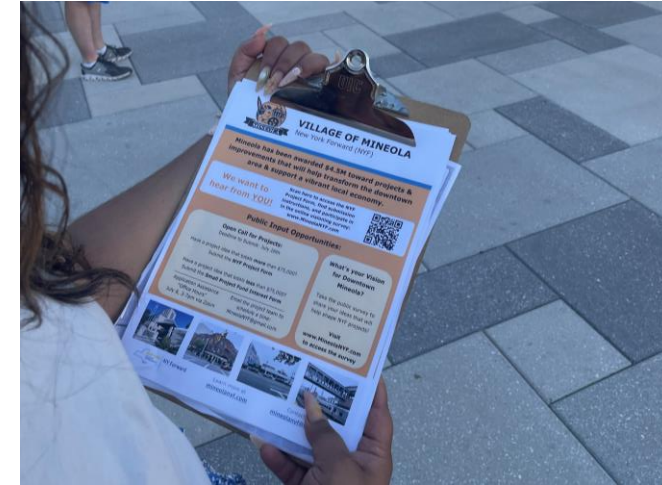
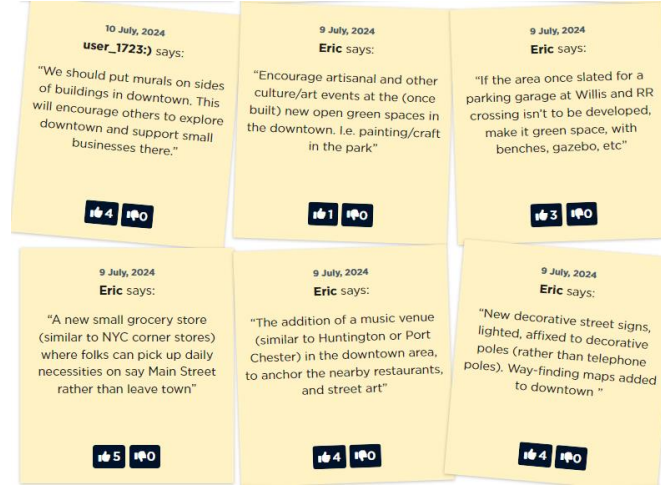
What happens after the planning process ends?



- Announcements are typically made in the months following submission of SIPs
- Projects begin implementation as soon as possible

Mineola NY Forward Vision and Goals

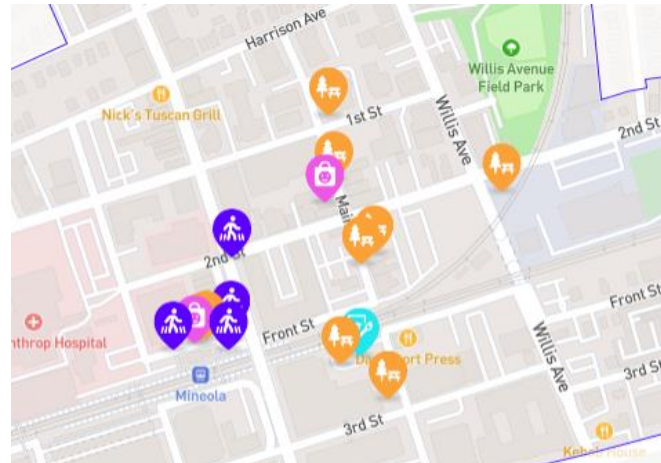
Public Engagement To-Date



Open Call Canvassing



Public Workshop #1



Online Surveys / Visioning



LPC Meetings

Downtown Profile Key Takeaways

- **Since 2010, the downtown population has increased by 57% from 3,120 to 4,910 residents.**
- **Mineola is a designated Pro-Housing Community.**
 - Since 2010, Mineola has added approximately 1,100 housing units, primarily rental units, within the NY Forward area, almost doubling the residential stock. Another ~900 housing units are in the pipeline.
- **Community desire for more public space, additional local business offerings (evening options), and improved streetscapes.**

Vision Statement

Mineola will be a thriving downtown destination for residents, workers, and guests, with vibrant shops, restaurants, and unique spaces to gather for entertainment and community events.

As the official Seat of Nassau County, and a central Long Island hub for employment and transit, downtown Mineola is poised to become the “go-to” place that serves all local needs, while attracting visitors into its safe, pleasant, walkable, and welcoming community.

Planning Goals and Strategies

- 1** Transform **vacant and underutilized properties and storefronts to spur downtown activity and enhance aesthetic conditions.**
 - a) Facilitate upgrades to existing buildings to improve aesthetics, support business operations and expansion, and incorporate a broad mix of uses.
 - b) Leverage significant development opportunities to introduce new, active downtown uses that can serve current residents and visitors alike.

Planning Goals and Strategies

- 2 Foster a walking environment through streetscape improvements that enhance the safety and comfort of all modes of transportation.**
- a) Implement a comprehensive set of streetscape improvements, including sidewalk upgrades, new lighting, and other amenities, to improve conditions for pedestrians and bicyclists.
 - b) Enhance the area around the train station and its connection to the downtown core, to encourage visitors to spend more time in Downtown Mineola.
 - c) Improve the aesthetic appearance of the Village's public realm, including new signage and gateway treatments, to foster a stronger image of Mineola and support community pride.

Planning Goals and Strategies

3

Create and enhance public spaces as opportunities for community events and gathering places.

- a) Establish Second Street as the focal point for Downtown events and activities, through street upgrades and new civic spaces.
 - b) Enhance connections to existing public spaces, including through the use of public art.
-

4

Improve awareness of Mineola's downtown offerings for Village residents, workers, and visitors.

- a) Implement a unified wayfinding system to help visitors locate public parking, points of interest, and other Downtown amenities.
- b) Craft a branding and marketing strategy to broaden Mineola's appeal as a vibrant, family-friendly destination.

Evaluation Criteria & Proposed Projects

Project Evaluation Criteria



Alignment with Local and State Goals

Projects must advance the goals established by the LPC and the State for the NYF community.



Catalytic Effect

Projects must have a significant positive impact on the revitalization of downtown Mineola.



Project Readiness

Projects should be well-developed and ready to proceed as soon as possible upon the award of funding.



Eligible Project

Projects must be one of the eligible project types.



Cost Effectiveness

Projects must represent an effective and efficient use of public resources.



Co-Benefits

Projects must result in benefits to the community, beyond just the project developer, such as: additional economic activity and improved quality of life.



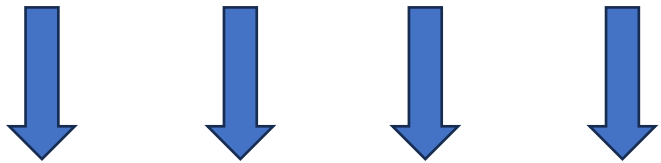
Public Support

Open Call Results

Open call spanned June 20 – August 19

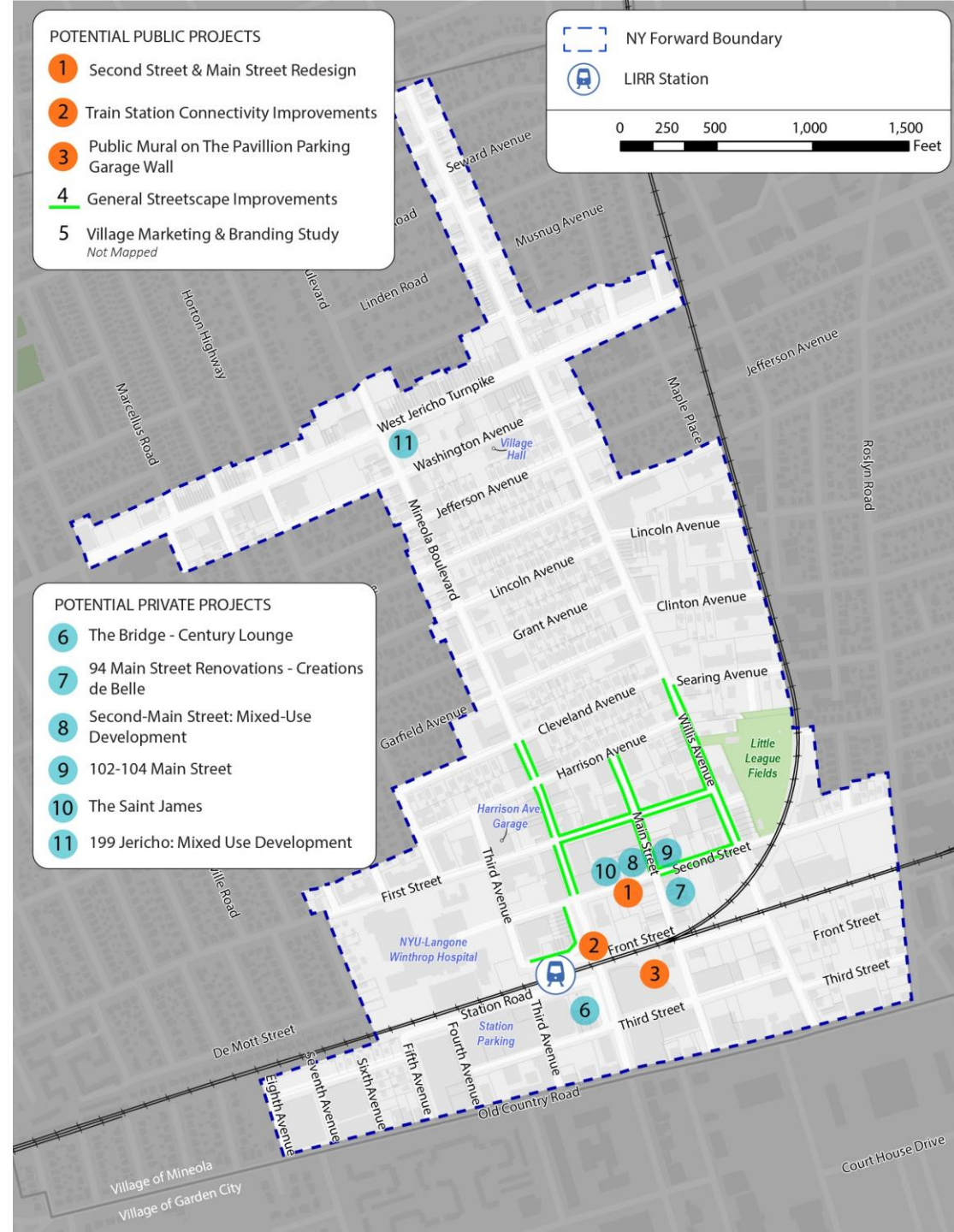
Results:

- 13 Standalone Project Submissions
- 10 Small Project Fund candidates



Current Slate of Projects:

- 5 Public Projects
- 6 Private Projects
- Small Project Fund



Second Street & Main Street Redesign

Description

- Redesign streetscape of these two blocks to facilitate temporary road closures for various events, creating a new flexible public space for downtown Mineola
- Expand sidewalks to be more pedestrian friendly and accessible, as well as supporting small business needs
 - Lose one lane of parking on north side of Second Street and on east side of Main Street
 - Add amenities such as lighting and street trees
- Opportunity to establish new streetscape/amenity design standards for Village
- New surface treatments
- Part of effort to create a clearer “downtown core” that supports residents, workers, visitors



Goal 2: Foster Walking Environment

Goal 3: Create/Enhance Public Space

Location

- Second St. (b/w Main & Mineola Blvd.)
- Main St. (b/w Front and Second St.)

Sponsor

Village of Mineola

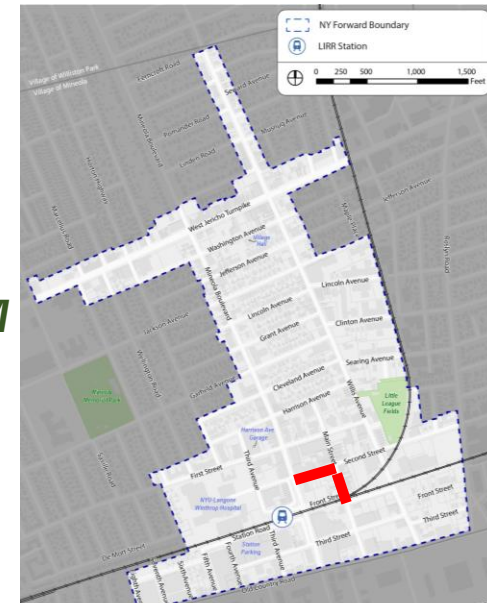
Funding / Cost

NYF Funding **\$1.5M-\$2M**

Other Funding **N/A**

% NYF Funding **100%**

Total Cost **\$1.5M-\$2M**



Second Street & Main Street Redesign

2nd Street

- Extend sidewalk on north side (lose parking); Retain some ADA parking spaces
- Standardize materials for sidewalk surface and curb edge
- Encourage setbacks on future 2nd-Main St. development (currently vacant property)

Main Street

- Extend sidewalk on east side (lose parking)
- Standardize materials for sidewalk surface and curb edge

Entire Area

- Install pedestrian scale streetlights
- Install trash and recycling cans
- Remove unnecessary poles from curb edge
- Coordinate locations of any traffic signs and wayfinding with other public projects
- Update/refresh traffic, pedestrian, and parking road markings
- Install tree pits with metal tree guards and decorative plantings
- Coordinate loading zones and timing with Village



Train Station Connectivity Improvements

Description

- Create safer, more enjoyable pedestrian connectivity from the station to Second Street/downtown core.
- Encourage alternative routes that avoid Mineola Blvd.-Second street intersection. **Target improvements at the Mineola Blvd. Bridge underpasses at Front Street, and Morgan Parc alleyway, enhancing aesthetics and appeal for pedestrians.**
- Incorporate elements that promote a stronger sense of arrival and comfort for station users.
- Potentially eliminate 7 parking spaces within underpass area



Goal 2: Foster Walking Environment

Goal 3: Create/Enhance Public Space

Location

Mineola Blvd. Bridge underpasses, Morgan Parc alleyway

Sponsor

Village of Mineola

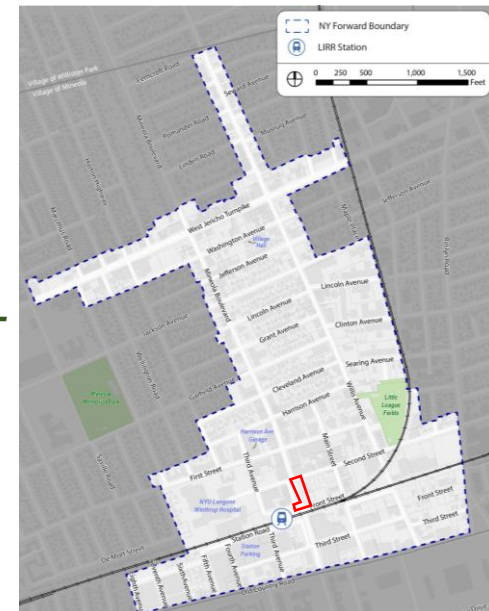
Funding / Cost

NYF Funding **\$400,000 - \$600,000**

Other Funding **N/A**

% NYF Funding **100%**

Total Cost **\$400,000 - \$600,000**



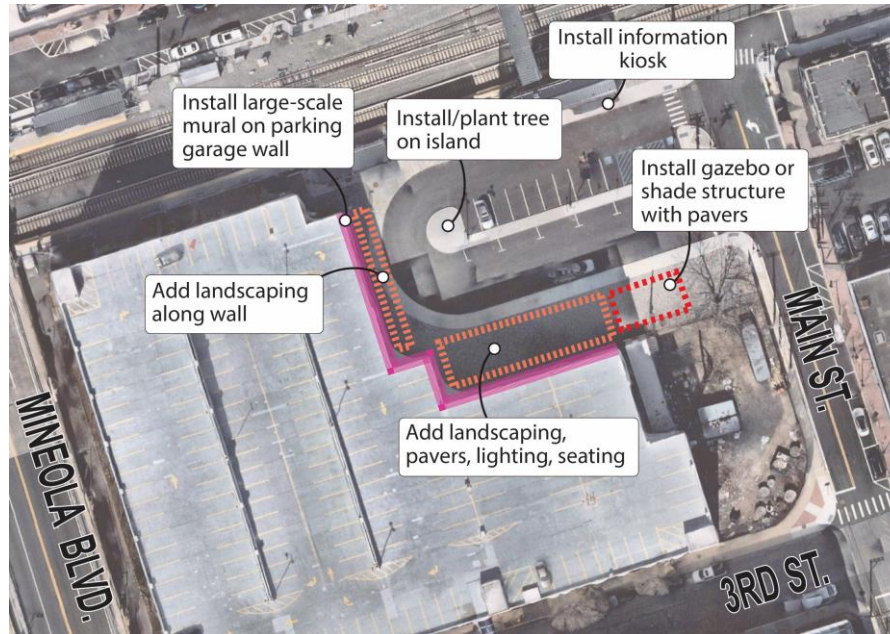
Train Station Connectivity Improvements



Public Mural on The Pavilion Parking Garage Wall

Description

- Large scale mural installation on the walls of the Pavilion Parking Garage that face the kiss-and-ride lot.
- Potential for destination gateway signage/imagery that promotes the Village of Mineola
- Enhance ground area with landscaping and/or other public amenities such as seating, lighting, shade structure
- Area could become a more attractive site for events, with use of parking lot area



Goal 1: Transform Underutilized Properties

Goal 4: Improve Awareness of Mineola

Location

The Pavilion Parking Garage, northern wall and grounds area

Sponsor

Village of Mineola

Funding / Cost

NYF Funding **\$300,000**

Other Funding **N/A**

% NYF Funding **100%**

Total Cost **\$300,000**



Wayfinding/Signage & Streetscape Enhancements

Description

- Funding for general streetscape enhancements, including: adding trees, planters, seating; removing cluttered poles; potential sidewalk resurfacing in certain areas.
- Add wayfinding and gateway signage at key locations: Promote Village identity, sense of arrival, and directional guidance to destinations and parking.
 - Identify package of different sign types to be created and installed based on location-specific strategy/needs.



Goal 2: Foster Walking Environment

Goal 4: Improve Awareness of Mineola

Location

Focus on downtown core and Village gateways for signage

Sponsor

Village of Mineola

Funding / Cost

NYF Funding \$750,000

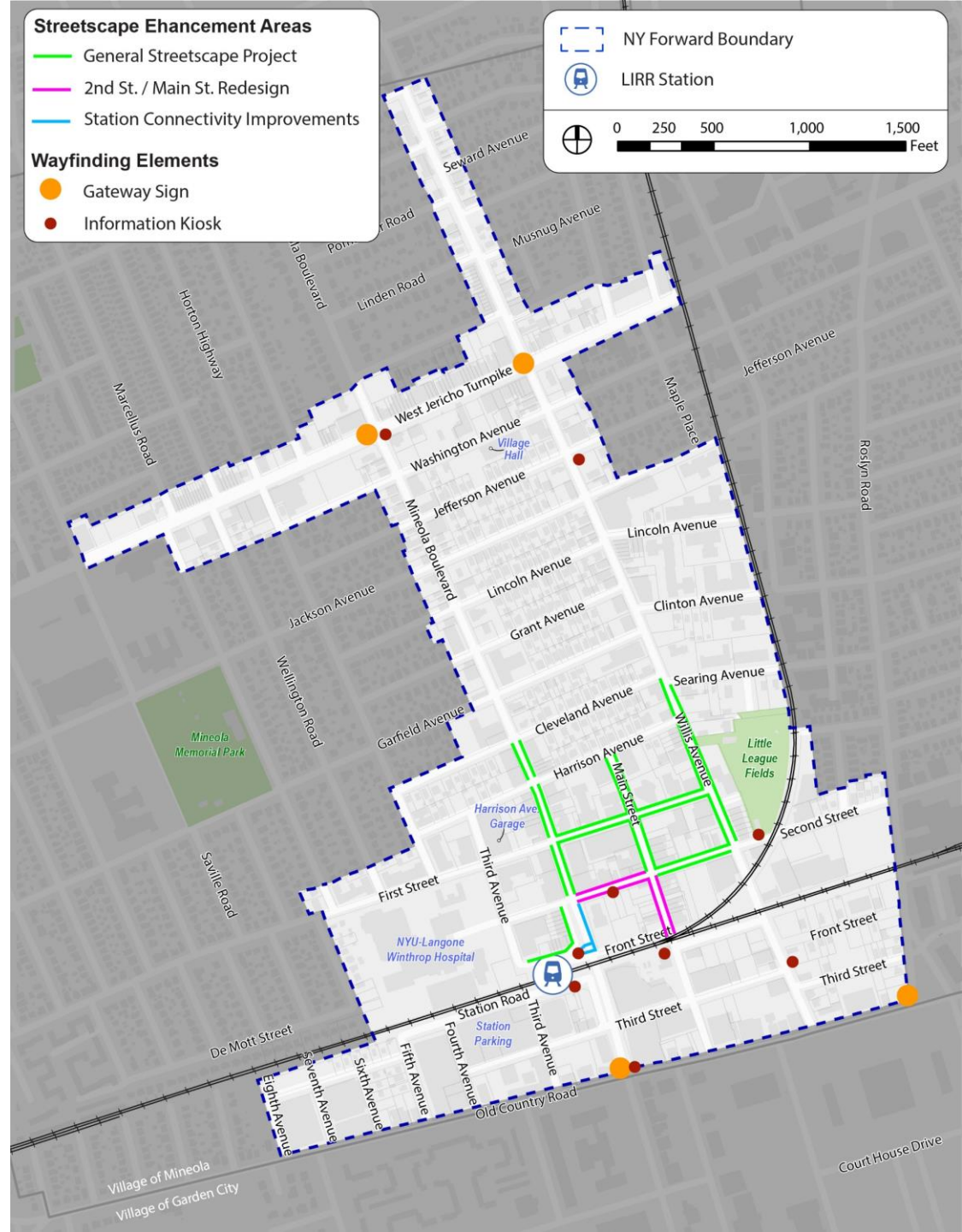
Other Funding N/A

% NYF Funding 100%

Total Cost \$750,000

Wayfinding/Signage & Streetscape Enhancements

Focus Area



Village of Mineola Marketing & Branding Study

Goal 4: Improve Awareness of Mineola

Description

- One time expense to retain a professional consultant for a branding and marketing study
- Branding efforts could focus on Village communications templates, website design, including colors and logo
- Branding recommendations would tie into marketing strategies to bolster Mineola's small business community and appeal to residents, workers, and visitors

Location

Primarily Web-Based

Sponsor

Village of Mineola

Funding / Cost

NYF Funding **\$75,000**

Other Funding **N/A**

% NYF Funding **100%**

Total Cost **\$75,000**



94 Main Street Renovation- Creations de Belle

Description

- Improvements to existing mixed-use building with active small business and two apartments total on upper stories
- Façade enhancements: New windows, brick on front and new vinyl on sides/back
- Interior improvements: Flooring upgrades, drop ceiling in retail space; New central AC, commercial lights
- New Roof



Goal 1: Transform Underutilized Properties

Location

94 Main Street

Sponsor

Isabel Garcia

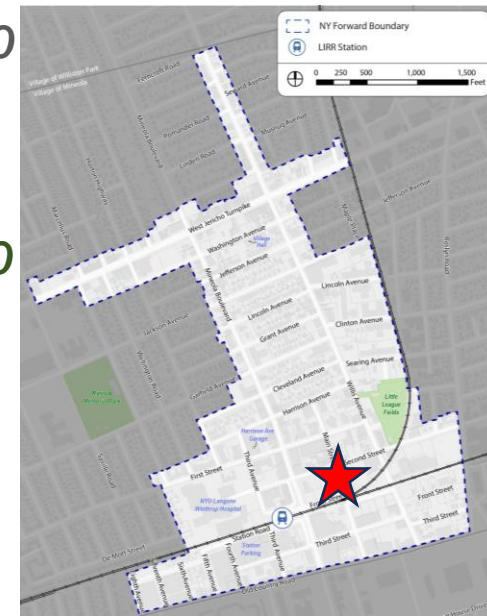
Funding / Cost

NYF Funding **\$101,250**

Other Funding **\$33,850**

% NYF Funding **75%**

Total Cost **\$135,100**



The Bridge – Century Lounge

Description

- 13,000 SF multi-function event venue and entertainment space. Ground-floor space of The Bridge development (separate project and ownership).
- Project seen as a destination anchor for the downtown, providing a venue for gathering and arts and cultural events.
- “Lounge” component would be open to the public a portion of the week – not a full-scale restaurant, would be complementary to downtown offerings.
- As part of approvals – certain number of community events, at no cost; Otherwise a combination of third-party promoted events and corporate events.

Goal 1: Transform Underutilized Properties

Location

212-214 Third St.

Sponsor

Ross Levine (212-213 Third St. Associates)

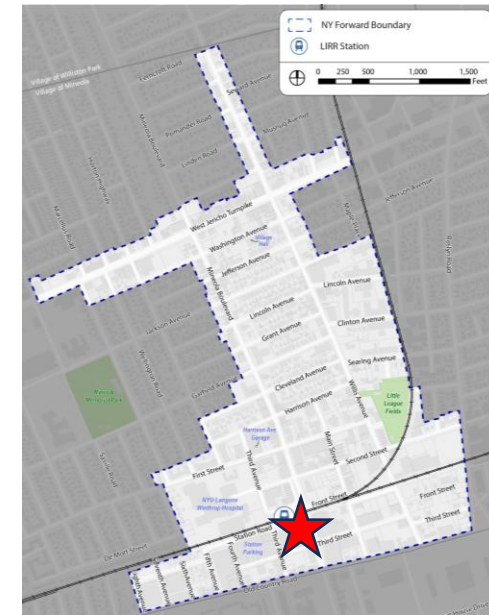
Funding / Cost

NYF Funding **\$920,000**

Other Funding **\$3.7M**

% NYF Funding **20%**

Total Cost **\$4.6M**



199 Jericho: Mixed-Use Development

Description

- Proposed ~40,000 SF mixed-use building on a nearly 0.5-acre parcel with frontage on Jericho Blvd, Mineola Blvd, and Washington Ave.
- Design prioritizes preservation of historic bank building facade. Project might be required to bury powerlines – this could drive up overall costs.
- 30 residential units (15 affordable units); 2,400 SF retail space.
- Anticipated public realm improvements: sidewalk pavers, street trees, potential powerline burying
- Applicant anticipates submitting plans to Village in next ~2 months.



Goal 1: Transform Underutilized Properties

Location

199 Jericho Turnpike

Sponsor

Adam Mann & Scott Burmann
Mineola 199 LLC

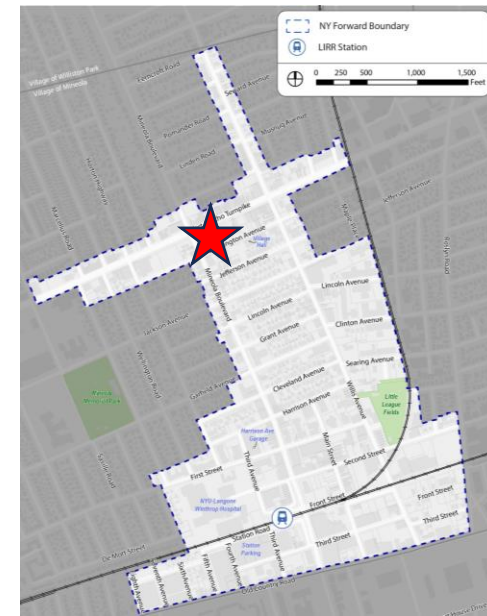
Funding / Cost

NYF Funding **\$1,000,000**

Other Funding **\$12M**

% NYF Funding **8%**

Total Cost **\$13M**



102-104 Main St. Renovations

Description

- Exterior/façade improvements: Install three new doors, all new windows with black trim, paint fire escape, install new lighting on front and back of building, and clean/update the brickwork.
- Interior upgrades: Enhance common areas with a new staircase railing, fresh paint, and lighting.
- Other items: video surveillance, mailboxes



Goal 1: Transform Underutilized Properties

Location(s)

102-104 Main Street

Sponsor

Rafael Leal and Regina Correia

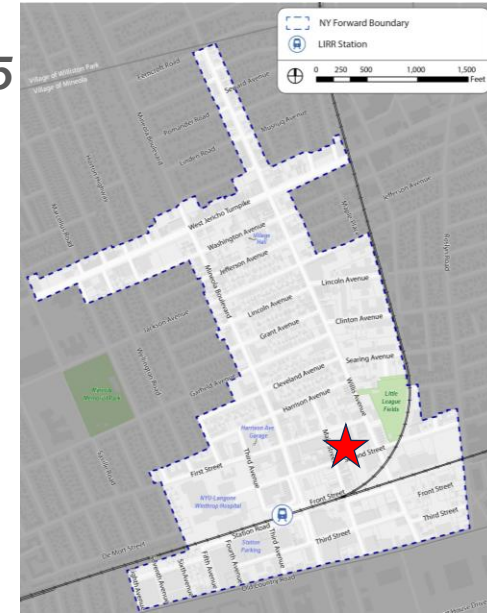
Funding / Cost

NYF Funding \$109,125

Other Funding \$35,875

% NYF Funding 75%

Total Cost \$145,000



The St. James Façade Renovation

Description

- Renovate the façade of The St. James with a focus on windows and doors that seamlessly open to sidewalk space – i.e. “French Doors”
- Enhance other façade elements, including improved lighting, potential awnings, and other surface treatments.
- Project aims to contribute to the desire for increased activity and offerings on Second Street.



Goal 1: Transform Underutilized Properties

Location(s)

190 Second St.

Sponsor

Peter Viscardi, General Manager;
Willy Elvert, Owner/Landlord

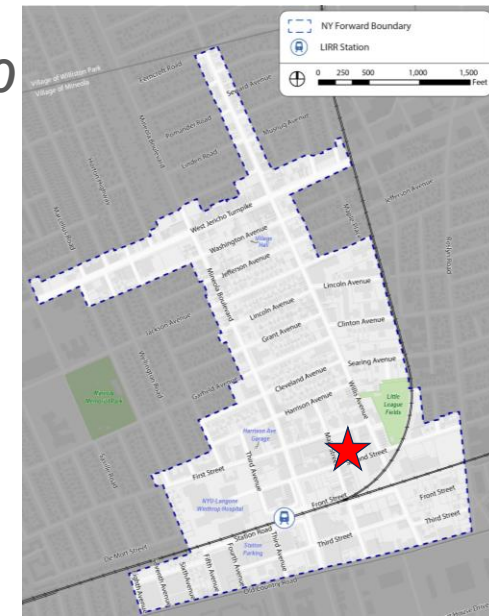
Funding / Cost

NYF Funding **\$112,500**

Other Funding **\$37,500**

% NYF Funding **75%**

Total Cost **\$150,000**



Second-Main St. Mixed-Use Development

Description

- Mixed-use development on currently vacant site - Significant catalytic potential for downtown Mineola
- 4-6 story building with upper stories stepped back
- Ground floor: commercial and apartment lobby; Upper floors: 50-60 rental apartments– primarily 1-bdrm. units
- Public amenities would include a designated pocket park space that could be coordinated with Village events
- 10% affordable set aside



Goal 1: Transform Underutilized Properties

Goal 3: Create/Enhance Public Space

NW Corner of Second and Main Streets:
109 Main St; 186 Second St

Sponsor

ESHCO Real Estate & Mgmt. Inc.

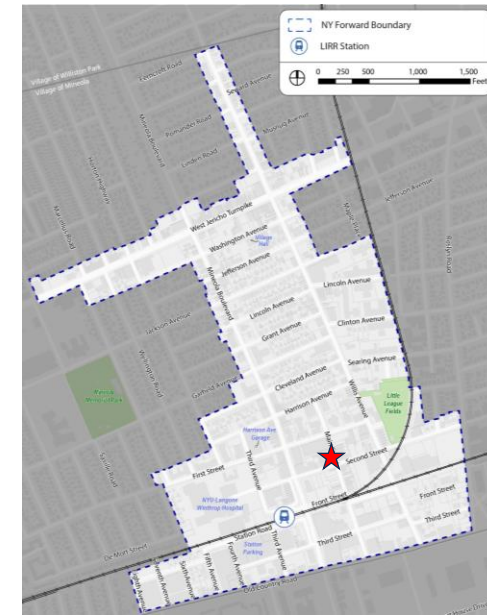
Funding / Cost

NYF Funding *TBD*

Other Funding *TBD*

% NYF Funding *TBD*

Total Cost *TBD*



Small Project Fund

- Local Program Administrator – Village of Mineola.
- Projects generally <\$75,000, although could be slightly higher.
- Matching requirement: Must be no less than 25% of total cost per project.
- LPC can vote to increase size of the Small Project Fund from \$300,000 up to \$600,000 but demand must be demonstrated.

Letter of Interest Submissions

- 9 letters of interest received with NYF requests ranging from \$10,000 – \$86,500
- Additional stand-alone projects submitted can be recommended for the Small Project Fund instead.
- Scopes of work include façade enhancements, murals, utilities (HVAC, water heater), patio improvements, etc.

Goal 1: Transform Underutilized Properties

Location
Area-wide

Sponsor
Village of Mineola

Funding / Cost

NYF Funding \$300,000

Could increase up to \$600,000 based on LPC vote

Other Funding *Min. 25% match*

% NYF Funding *TBD*

Total Cost **\$375,000+**



Early-Stage Project Cost Summary

PROPOSED PROJECT	TOTAL PROJECT COST	NYF FUNDING REQUEST	NYF %
Public Projects			
2nd Street & Main Street Redesign	\$1,500,000 - \$2,000,000	\$1,500,000 - \$2,000,000	100%
Public Mural on The Pavilion Garage	\$300,000	\$300,000	100%
Wayfinding / Streetscape Enhancements	\$750,000	\$750,000	100%
Station Connectivity Improvements	\$500,000	\$500,000	100%
Marketing & Branding Study	\$75,000	\$75,000	100%
Subtotal	\$3,275,000	~ \$3,275,000 +	
Private Projects			
The Bridge - Century Lounge	\$4,600,000	\$920,000	20%
199 Jericho - Mixed-Use Development	\$13,000,000	\$1,000,000	8%
2nd & Main St. Mixed-Use Development	?	?	?
94 Main St. Renovation (Creations de Belle)	\$135,100	\$101,250	75%
102-104 Main Street Renovations	\$135,000	\$101,250	75%
The Saint James Façade Improvements	\$155,000	\$116,250	75%
Subtotal	\$18,166,000 +	~ \$2,344,000 +	
Small Project Fund			
	\$375,000	\$300,000 +	*Min 25% match per project
TOTAL	\$21,675,100 +	~ \$5,813,750 +	



Open House Stations

WE WANT TO HEAR FROM YOU!



Objectives

- Provide feedback/comments on the boards located around the room with descriptions of each project, organized by public and private projects.
- Please be specific with comments.
- Project team representatives are available to answer questions.
- Comments will be considered by the LPC as a final slate of projects is decided.

How should Long Beach spend NY Forward Funding?

Goal 2 Establish Downtown Long Beach as a year-round regional destination

2A **Develop a Commercial Building with Performing Spaces**

Existing Conditions:  Future Rendering: 

Project Sponsor: Alex Lechtung, Project Manager; Brooke Robyn Chairman & Lisa Bronshteyn, Co-Directors and Co-Owners of LB Dance, LLC (DBA "The Dance Loft")

Project Description: Lot was formerly the NuClear Dry Cleaners. Ground floor will be subdivided into multiple retail spaces. Second floor will be a mixed-use performing arts rehearsal & performance space, including the Dance Loft.

Project Type: Private Project



Location: 180 E Park Ave

Cost Estimate: NYF Request: \$1,050,000
Other Funding: \$4,685,000
Total: \$5,735,000 (18% NYF Funding)

Comments?

Not Feasible
NO - EPA site - can't even take time to rem. it?
YES
YES
NO
YES
YES
YES
YES

2B **Improve the Library Auditorium to Become a Modern, Multi-Purpose Performance Space**

Existing Conditions:  Future Rendering: 

Project Sponsor: Thomas Wojaschowski, Project Coordinator at LBPL; Tara Lannen-Stanton, Library Director

Project Description: Proposal to renovate the library's auditorium to a true professional-level performance space. The project would include replacement of stage, audio, lighting, visual and streaming improvements; updated "Green Room" to be a multi-purpose/ available for creative endeavors including music and podcast recording.

Project Type: Non-Profit Improvement

Location: Long Beach Public Library, Main Library, 111 W Park Ave

Cost Estimate: NYF Request: \$320,000
Other Funding: \$60,000
Total: \$380,000 (84% NYF Funding)

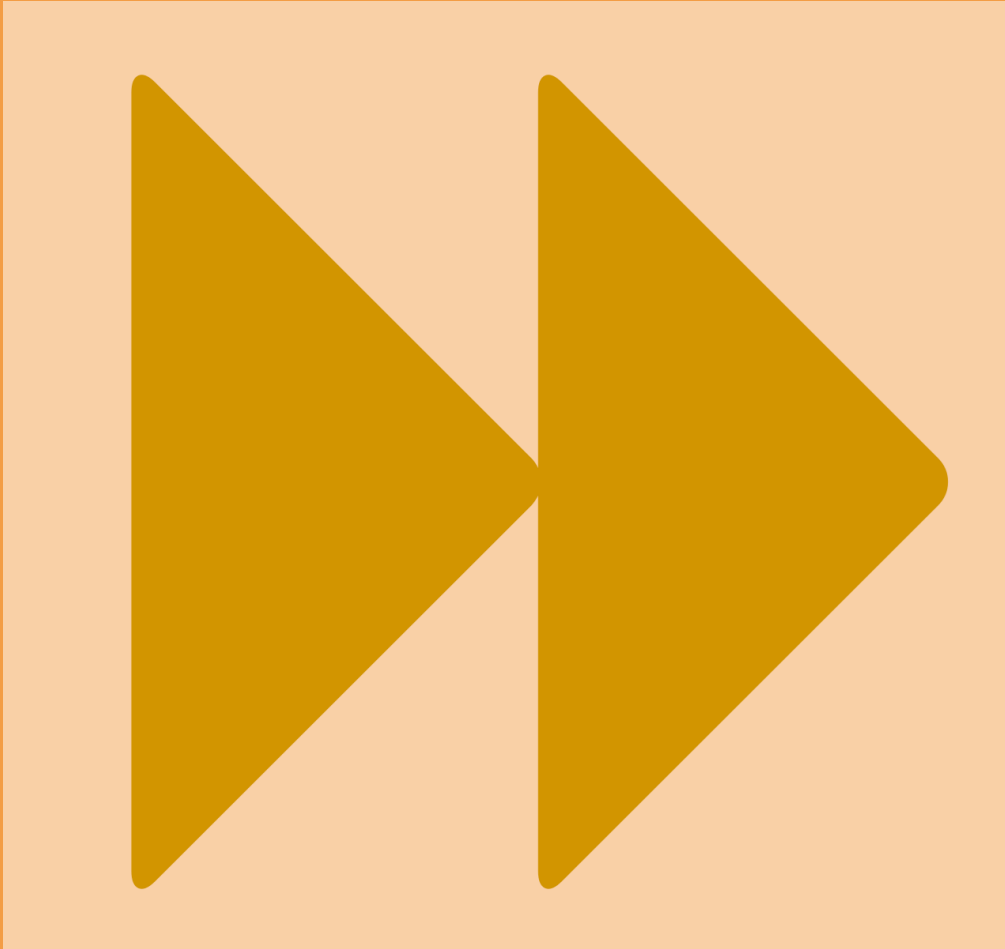
Comments?

YES
YES
YES
Maybe
YES
NO - it will impact the program

City of Long Beach NY Forward

NEW YORK STATE OF OPPORTUNITY NY Forward

Long Beach



Next Steps

Next Steps + Public Engagement Opportunities

LOCAL PLANNING COMMITTEE MEETINGS

6-8pm @ Village Hall Community Center

- LPC #5: Tuesday, October 15
- LPC #6: Date TBD (Final Vote)

ONLINE ENGAGEMENT

- Stay tuned for the launch of Public Survey #2!

WEBSITES

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