

Village of Mineola NY Forward
Public Workshop #2 Meeting Summary

Meeting Summary
Village of Mineola NY Forward
Public Workshop #2
Village Hall Community Center (155 Washington Ave)
September 30th, 2024
6:00-8:00 PM

Note that more detailed information can be found on the Public Workshop presentation slides which are posted on the [project website](#).

I. Welcome

Mineola Mayor Paul Pereira, who is also the Co-Chair of the Local Planning Committee (LPC), welcomed approximately 30 attendees to the public workshop and provided opening remarks. Mayor Pereira then handed the presentation over to Susan Favate, Principal of BFJ Planning, who introduced the members of the LPC, consultant team, and representatives from the New York State Department of State (DOS) and Empire State Development (ESD).



Mayor Pereira delivering welcome remarks

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II. NY Forward (NYF) Program Overview

Ms. Favate briefly explained the NY Forward process, highlighting the program's goals established by New York State:

- Enhance downtown living and quality of life
- Create an active downtown with a mix of uses
- Provide diverse employment opportunities for a variety of skill sets and salary levels
- Create diverse housing options for all income levels
- Provide enhanced public spaces that serve those of all ages and abilities
- Encourage the reduction of greenhouse emissions
- Grow the local property tax base

Ms. Favate then outlined the NY Forward process from start to finish, beginning with the Village's application period, which ran from September 2023 to March 2024. The current phase, spanning from April 2024 to December 2024, involves establishing the LPC, refining the community vision and goals for revitalization, identifying and refining projects, and having the LPC recommend a slate of projects to the State. The implementation phase, from 2025 to 2030, will see the selection of projects by the State, awarding of contracts, and implementation.

As part of this process, each community develops a Strategic Investment Plan (SIP) to identify specific projects aimed at promoting downtown revitalization. The SIP is organized into the following sections:

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

Ms. Favate explained that the Mineola NY Forward boundary defines the area for potential projects. All NYF projects must be within this boundary to ensure that development is concentrated to key economic corridors, in order to maximize catalytic impacts.

The end goal of the NY Forward planning process is to build consensus on a recommended list of projects for implementation, submit a Strategic Investment Plan to the State, and create momentum and direction for downtown revitalization. The final slate of projects, shaped by public feedback and finalized by the LPC, will request NYF funds totaling between \$6 million and \$8 million. This range provides the State with some flexibility as they finalize the projects awarded.

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Susan Favate, Principal at BFJ Planning, explaining goals of NYF process

After the planning process concludes, State agencies evaluate the recommended projects, and announcements are typically made in the months following the submission of the SIPs. Projects move into implementation as soon as possible, with funding announcements made by the State. Contracts are then executed between State agencies and project sponsors to move forward with the projects. Announcements are anticipated to be made in early 2025.

III. Mineola NY Forward (NYF) Vision and Goals

A recap was provided on the numerous avenues for public engagement to date:

- The Project Team held its first public workshop in May to help establish the vision and goals for Mineola.
- A virtual “ideas Wall” survey was also introduced, allowing residents and users of the Mineola downtown area to voice their comments and concerns, alongside a map tool for pinning community improvement ideas to specific locations.
- The Project Team canvassed the Downtown on the same day that the Open Call for Projects was officially announced, connecting with businesses, stakeholders, and residents throughout the NYF area to gather ideas and input.

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- Monthly LPC meetings have also been taking place, involving community leaders, stakeholders, and representatives who ensure the plan aligns with the community's values and aspirations.

Key takeaways from the Downtown Profile were recapped:

- Since 2010, the downtown population has increased by 57%, growing from 3,120 to 4,910 residents.
- Mineola is recognized as a designated Pro-Housing Community.
 - Since 2010, approximately 1,100 housing units, primarily rental units within the NY Forward area, have been added, nearly doubling the residential stock, with an additional 900 units in the pipeline.
- The community has also expressed a desire for more public space, additional local business offerings—especially evening options—and improved streetscapes.

Ms. Favate then outlined the vision and goals developed through outreach, research, and input from both the LPC and the public.

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.
- 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.

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- 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.

IV. Evaluation Criteria & Proposed Projects

Ms. Favate then introduced Mark Freker, BFJ Planning Associate, to discuss the NY Forward project evaluation criteria and to provide summaries of proposed projects received through the Open Call for Projects.

The project evaluation criteria include: alignment with local and state goals, a catalytic effect on downtown Mineola's revitalization, project readiness, eligibility, cost-effectiveness, co-benefits to the community, and strong public support.

The Open Call for projects ran from June 20th to August 19th, resulting in 13 standalone project submissions and 10 small project fund candidates. The current slate includes 5 public projects, 6 private projects, and the Small Project Fund.

Mr. Freker then reviewed the submissions received from the Open Call for Projects. The following is a brief summary of the projects. More details can be found in the presentation slides, including project descriptions.

Second Street & Main Street Redesign

The project focuses on redesigning the streetscape along Second Street and Main Street in downtown Mineola to create a flexible public space for events. It includes expanding sidewalks for pedestrian accessibility, reducing parking lanes, and adding amenities like lighting and street trees. The initiative aims to establish new design standards for the Village while enhancing the downtown core to better support residents, workers, and visitors, with a total cost of \$1.5M-\$2M funded entirely by NY Forward.

Train Station Connectivity Improvements

This project aims to improve pedestrian connectivity and safety from the station to Second Street and the downtown core in Mineola. It focuses on enhancing the aesthetics and appeal of the Mineola Blvd. Bridge underpasses and Morgan Parc alleyway, creating alternative routes that avoid the busy Mineola Blvd.-Second Street intersection. The initiative may also involve removing up to seven parking spaces, with a total cost of \$400,000-\$600,000 fully funded by NY Forward.

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Public Mural on The Pavilion Parking Garage Wall

This project proposes installing a large-scale mural on the walls of the Pavilion Parking Garage that face the kiss-and-ride lot. It includes enhancing the surrounding ground area with landscaping, seating, lighting, and a shade structure/ pergola, transforming it into a more appealing site for events. The total cost is \$300,000, fully funded by NYF.

Wayfinding/Signage & Streetscape Enhancements

This project focuses on streetscape enhancements in Mineola's downtown core and Village gateways. It includes adding trees, planters, seating, updating parking meters, and removing cluttered poles, as well as potential sidewalk resurfacing. Wayfinding and gateway signage will be installed to promote the Village's identity and guide visitors to key destinations and parking. The total cost is \$750,000, fully funded by NY Forward.

Village of Mineola Marketing & Branding Study

This project involves hiring a professional consultant to conduct a branding and marketing study for the Village of Mineola. The study will focus on enhancing Village communications, website design, and logo, with the goal of creating marketing strategies that strengthen Mineola's small business community and appeal to residents, workers, and visitors. The total cost is \$75,000, fully funded by NY Forward.

94 Main Street Renovation – Creations de Belle

This project involves upgrades to a mixed-use building at 94 Main Street. Improvements include façade enhancements with new windows, brickwork, and vinyl siding, as well as interior updates like flooring, a drop ceiling in the retail space, central AC, and commercial lighting. The project also includes a new roof, with a total cost of \$135,100, with a 25% match commitment from the project sponsor.

The Bridge – Century Lounge

The Century Lounge project at 212-214 Third Street involves creating a 13,000-square-foot multi-function event and entertainment venue within the ground-floor space of The Bridge development. Designed to be a downtown destination anchor, it will host arts and cultural events, with a lounge area open to the public part-time. The venue will also provide free community events as part of its approvals. The total cost is \$4.6 million, with 20% funding requested from NY Forward.

199 Jericho: Mixed-Use Development

The 199 Jericho Mixed-Use Development project involves constructing a 40,000-square-foot building on a 0.5-acre parcel at 199 Jericho Turnpike. The design includes 30 residential units (15

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affordable) and 2,400 square feet of retail space, with a focus on preserving the historic bank building façade. Additional improvements may include sidewalk pavers, street trees, and potentially burying powerlines. The total project cost is \$13 million, with 8% funding requested from NY Forward.

102-104 Main Street Renovations

The 102-104 Main St. Renovations project focuses on both exterior and interior upgrades. Exterior improvements include new doors, windows with black trim, updated brickwork, lighting, and a painted fire escape. Interior enhancements will involve updating common areas with a new staircase railing, fresh paint, and lighting, along with the addition of video surveillance and mailboxes. The total cost is \$145,000, with a 25% match commitment from the project sponsor.

The St. James Façade Renovation

The St. James Façade Renovation project at 190 Second St. aims to update the building's exterior by installing “French” doors that open to the sidewalk, enhancing lighting, and potentially adding awnings and other surface treatments. The goal is to help boost activity and offerings on Second Street. The total cost is \$150,000, with a 25% match commitment from the project sponsor.

Second-Main Street Mixed-Use Development

The Second/Main Street Mixed-Use Development project involves constructing a 4-6 story building on a currently vacant site at the northwest corner of Second and Main Streets. The development will include commercial space on the ground floor, 50-60 rental apartments on the upper floors (primarily one-bedroom units), and a designated pocket park for public use. The project aims to revitalize the area with a 10% affordable housing set-aside and significant potential to catalyze downtown Mineola. Cost estimates and funding details are still being developed.

Small Project Fund

The Small Project Fund, administered by the Village of Mineola, supports area-wide projects typically costing less than \$75,000, with a minimum 25% matching requirement per project. The fund currently totals \$300,000, but the LPC can increase it up to \$600,000 if demand is demonstrated. Nine letters of interest have been received, with NY Forward requests ranging from \$10,000 to \$86,500, for projects like façade enhancements, murals, utilities upgrades, and patio improvements. Additional standalone projects may also be recommended for this fund.

V. Next Steps & Opportunities for Public Input

Mr. Freker then highlighted upcoming public engagement opportunities:

Local Planning Committee Meetings

6-8pm at Village Hall Community Center

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- LPC #5: Tuesday, October 15, 2024
- LPC #6: Date TBD (Final Vote)

Online Engagement

- Public Survey #2 to be launched in the upcoming weeks.

Websites

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

Open House

Mr. Freker introduced the interactive Open House portion of the evening, where boards displaying each project were set up around the room, organized into public and private projects. Attendees were encouraged to provide specific feedback, with planning team members available to answer questions and gather input. Comments from this session will be considered by the LPC when finalizing the slate of projects.

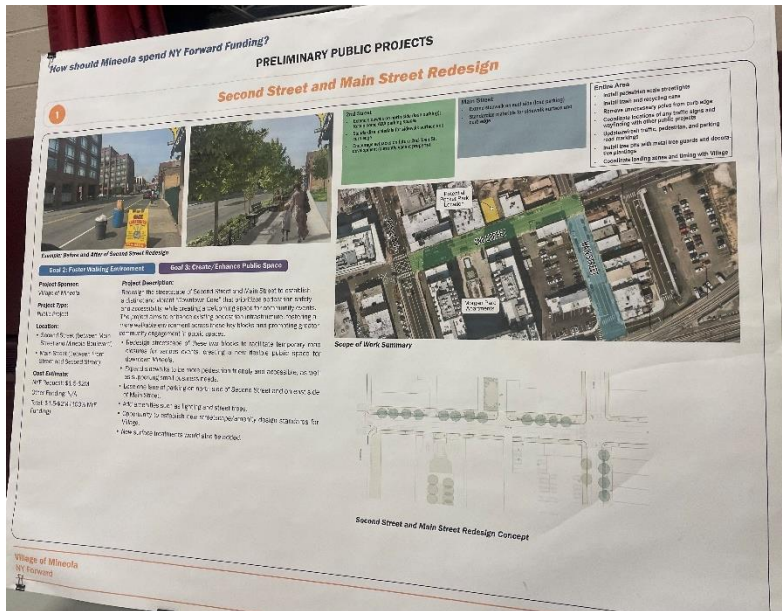


Planning team and residents during Open House

The following section includes a summary of public feedback on each board, including transcribed comments.

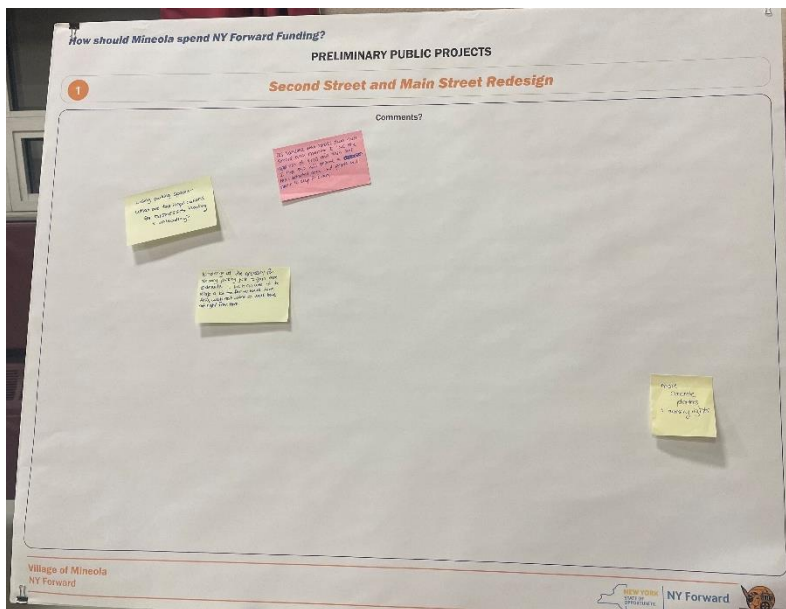
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Preliminary Public Projects: Second Street and Main Street Redesign



Comments:

- Losing parking spaces – what are the implications for businesses loading and unloading?
- As someone who walks down these streets every morning, I love the addition of trees and trash cans. I hope this will become a more attractive area and people will want to keep it clean.
- Wondering at the necessity for removing parking just to gain more sidewalk. I live in an area of the Village too far to walk here. Also, would not want to walk home at night from here.
- More concrete planters + twinkly lights.




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Preliminary Public Projects: Train Station Connectivity Improvements

How should Mineola spend NY Forward Funding?

PRELIMINARY PUBLIC PROJECTS

2 Train Station Connectivity Improvements



Example: Before and After of Mineola Blvd. Bridge Underpass Enhancements

Goal 2: Foster Walking Environment

Project Sponsor:
Village of Mineola

Project Type:
Public Project


Location:
Mineola Boulevard Bridge Underpasses, Morgan Parc Alleyway

Cost Estimate:
NYF Request: \$400,000 - \$600,000
Other Funding: N/A
Total: \$400,000 - \$600,000


Goal 3: Create/Enhance Public Space

Project Description:

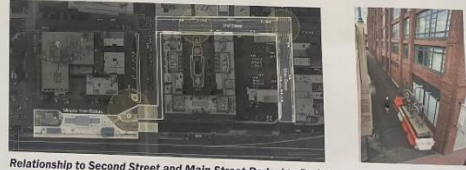
- Create safer, more enjoyable pedestrian connectivity from the station to Second Street/downtown core.
- Encourage alternative routes that avoid the Mineola Blvd.-Second Street Intersection.
- Target improvements at the Mineola Blvd. Bridge underpasses at Front Street and the Morgan Parc alleyway, enhancing aesthetics and appeal for pedestrians.
- Add lighting, painting, and public art to improve visibility, create a more welcoming environment, and enhance the identity of the space.
- Incorporate elements that promote a stronger sense of arrival and comfort for station users.
- Potentially eliminate 7 parking spaces within the underpass area as a result of these improvements.



Concept Overview of Train Station Connectivity Improvements



Introduction of lighting and public art under Mineola Blvd. Bridge



Relationship to Second Street and Main Street Redesign Project

Handwritten notes on sticky paper:

- How many bike racks?
- Can we reduce the width of the underpass without eliminating any parking?
- How many bike racks?
- How many bike racks?

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Comments:

- AI + interchangeable
- Great ideas!
- Can this be done without eliminating any parking?
- Like
- Love the lighting + artwork ideas!

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Preliminary Public Projects: Wayfinding/Signage & Streetscape Enhancements

How should Mineola spend NY Forward Funding?

PRELIMINARY PUBLIC PROJECTS

3 Wayfinding/Signage & Streetscape Enhancements

Opportunity to fund new signage, lighting, public seating, streetscape greenery, etc.

Goal 2: Foster Walking Environment **Goal 4: Improve Awareness of Mineola**

Project Sponsor: Village of Mineola
Project Type: Public Project
Location: Exact Location TBD, focus on Downtown Core, Willis Ave, Mineola Boulevard

Project Description:

- Add wayfinding and gateway signage at key locations to promote Village identity, create a sense of arrival, and provide directional guidance to destinations and parking.
- Identify a package of sign types to be created and installed based on the specific needs and strategy of each location.
- Allocate funding for general streetscape enhancements, including adding trees, planters, and seating; removing cluttered poles; and potentially resurfacing sidewalks in certain areas.

Cost Estimate:
NYF Request: \$750,000
Other Funding: N/A
Total: \$750,000 (100% NYF Funding)

Comments?

Which areas should be prioritized for this project? What do you want to see improved?

Streetscape Enhancement Areas

- General Streetscape Project
- 2nd St. / Main St. Redesign
- Station Connectivity Improvements

Wayfinding Elements

- Gateway Sign
- Information Kiosk

NY Forward Boundary
LIRR Station

0 250 500 1,000 1,500 Feet

Handwritten notes on map:

- These are important!
- Address parking too!
- People can park at the Harrison Parking Garage!
- Information kiosks should be electronic for easy updates.
- Should focus on perimeters to draw people in!
- Love the look of the kiosks!

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Comments:

- Keep loading spaces on 2nd + Main St!
- These are important!
- Address parking too!
- This is needed and welcome
- People can park at the Harrison Parking Garage
- Information kiosks should be electronic for easy updates
- Should focus on perimeters (of NY Forward area) to draw people in!
- Love the look of the kiosks!

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Preliminary Public Projects: Public Mural on The Pavilion Parking Garage Wall

How should Mineola spend NY Forward Funding?

PRELIMINARY PUBLIC PROJECTS

4 Public Mural on The Pavilion Parking Garage Wall

Goal 4: Improve Awareness of Mineola

Project Sponsor: Village of Mineola
Project Type: Public Project
Location: The Pavilion Parking Garage
Cost Estimate: NYF Request: \$300,000
Other Funding: N/A
Total: \$300,000

Project 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 the surrounding ground area with landscaping and public amenities such as seating, lighting, and a shade structure or gazebo.
- The area also has potential for activation and future programming by the Village.

Comments?

Handwritten notes on sticky notes:

- Yellow: "If art will be going here, would love to see the schools involved - all grade levels"
- Orange: "Would like to see something not too abstract"
- Pink: "This area is desolate late at night (I pick up my son quite late sometimes). I would be concerned having benches here"

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Comments:

- If art will be going here, would love to see the schools involved – all grade levels
- Would like to see something not too abstract
- This area is desolate late at night (I pick up my son quite late sometimes). I would be concerned having benches here
- [Having an artist like] Wyland (painter/artist) would draw people into Mineola

Preliminary Public Projects: Village of Mineola Marketing & Branding Study

5 Village of Mineola Marketing & Branding Study

Goal 4: Improve Awareness of Mineola

Project Sponsor: Village of Mineola
Project Type: Public Project
Location: Primarily Web-Based
Cost Estimate: NYF Request: \$75,000
Other Funding: N/A
Total: \$75,000

Project 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.

Comments?

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No Comments Received

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The Bridge – Century Lounge

How should Mineola spend NY Forward Funding?

6 The Bridge - Century Lounge



Goal 1: Transform Underutilized Properties

Project Sponsor:
Ross Levine
(212-213 Third St. Associates)

Project Type:
Private Project

Location:
212-214 Third Street

Cost Estimate:
NYF Request: \$920,000
Other Funding: \$3,700,000
Total: \$4,600,000 (20% NYF Funding)

Project Description:

- The Century Lounge would be a 13,000 SF multi-function event venue and entertainment space on the ground floor of the already approved The Bridge project. The Century Lounge would be owned separately from The Bridge. The project would fund an interior fit-out of the ground-floor space for the project envisioned.
- Project aims to create 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.
- Century Lounge would host a certain number of community events each year at no cost. Otherwise, space would primarily be utilized by third-party promoted events and corporate events.

Comments?

Handwritten notes on sticky paper:

- Don't think of parking garage
- Love the entertainment space!
- Great idea
- People can park in garages especially the Harrison Parking Garage


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Comments:

- Parking? This area is already quite congested
- Love the entertainment space!
- People can park in garages especially the Harrison Parking Garage?
- Great idea

94 Main Street – Creations de Belle

7 94 Main Street Renovations - Creations de Belle



Goal 1: Transform Underutilized Properties

Project Sponsor:
Isabel Garcia

Project Type:
Private Project

Location:
94 Main Street

Cost Estimate:
NYF Request: \$101,250
Other Funding: \$33,850
Total: \$135,100 (75% NYF Funding)

Project Description:

- Improvements to a mixed-use building with an active small business on the ground floor and two apartments on the upper stories.
- Facade enhancements: Install new windows, door, brick on the front, and new vinyl siding on the sides and back.
- Interior upgrades: New flooring and drop ceiling in the retail space, along with new central AC, electrical, and commercial lighting.
- Install a new roof.

Comments?

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No Comments Received

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The Saint James Façade Renovation

How should Mineola spend NY Forward Funding?

10 The Saint James Façade Renovation

Goal 1: Transform Underutilized Properties

Project Sponsor:
Peter Viscardi, General Manager
Willy Evert, Owner/Landlord

Project Type:
Private Project

Location:
190 Second Street

Cost Estimate:
NYF Request: \$116,250
Other Funding: \$38,750
Total: \$155,000 (75% NYF Funding)

Project Description:

- Renovate the front façade of The St. James, focusing on windows and doors that open directly to the sidewalk, such as "French doors."
- Enhance other façade elements, including improved lighting, awnings, and other surface treatments.
- Project aims to contribute to the desire for increased activity and offerings on Second Street.

This aligns with community priority which will improve the area and create jobs. The project will be a great addition to the village and will help to revitalize the area.

Comments?

Love the French doors!

Loves great! Love the outdoor dining!

Wish to make sure dining doesn't extend too far into sidewalk.

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Comments

- Love the French doors
- Looks great! Love the outdoor dining
- This ties into eliminating parking. Where is it proposed for cars to park instead? Not everyone can walk to this area – depends on many factors (where they live in the Village, ability, etc.)
- Want to make sure that dining doesn't extend far into sidewalk

199 Jericho: Mixed-Use Development

11 199 Jericho: Mixed-Use Development

Goal 1: Transform Underutilized Properties

Project Sponsor:
Adam Mann & Scott Burman
Mineola 199 LLC

Project Type:
Private Project

Location:
199 Jericho Turnpike

Cost Estimate:
NYF Request: \$1,000,000
Other Funding: \$12,000,000
Total: \$13,000,000 (8% NYF Funding)

Project 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 the preservation of the historic bank building facade. Project might be required to bury powerlines (T&D) – this could drive up overall project costs.
- 30 residential units, including 15 affordable units, and 2,400 SF of retail space.
- Anticipated public realm improvements include new sidewalk pavers and street trees.
- Applicant plans to submit designs to the Village within the next ~2 months.

Comments?

Would love to see this project happen!

Where is the retail space?

Concern of affordable spaces & at-market (sizes of units, where would commercial use be)

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Comments:


- Would love to see this project happen!
- Where is the retail space?
- Concern of affordable spaces & at-market (sizes of units, where would commercial use be)

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Small Project Fund

How should Mineola spend NY Forward Funding?

12 Small Project Fund



Goal 1: Transform Underutilized Properties

Project Sponsor:
Village of Mineola

Project Type:
Public Project (Fund Administered by Village);
Private Sponsor Applicants

Location:
NYF Area

Cost Estimate:
NYF Request: \$300,000 - \$600,000
Other Funding: 25% project match per project
Total: \$375,000+

Letter of Interest Submissions

- Oak and Orange (91 Mineola Boulevard)
- Tsontos Furs (224-226 Jericho Turnpike)
- Kucks Deli (141 Mineola Boulevard)
- 159 Jericho Turnpike
- 223-225 Willis Avenue
- 262 Jericho Turnpike
- Spaghettini (106 Mineola Boulevard)
- PS Burger (198 Second Street)
- Mineola Diner (138 Jericho Turnpike)
- 210-212 Willis Avenue

Project Description:
The Small Project Fund would be established to support a range of downtown projects such as:

- Façade enhancements
- Signage and building lighting
- Building renovation improvements to commercial or mixed-use spaces
- Business assistance (equipment or machinery)
- Accessibility Improvements
- Sustainability Improvements

This is a separate application process that would be open in early 2024 for project sponsors such as small business owners, building owners, and non-profits.

• The Local Planning Committee has agreed to initially set a 25% matching requirement for project sponsors.

• **The LPC can vote to increase size of the Small Project Fund from \$300,000 up to \$600,000 but demand must be demonstrated.**

• Initial guideline: Target projects with a total maximum cost of ~\$75,000 (could be slightly higher).

• The Village would be the local program administrator of the fund.

Comments?

Maintain overall aesthetic of Mineola Diner!

Check to see what is actually historic

Accessibility is important!

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Comments:

- Maintain overall aesthetic of Minola diner!
- Most of these are in historic buildings. Interested in preserving the look and the history.
- Check to see what actually is historic
- Accessibility is important!