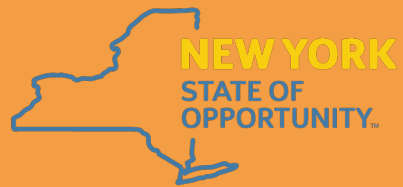


Village of Mineola NY Forward (NYF) Public Workshop #1 May 23, 2024



NY Forward

Agenda

1. Welcome
2. NY Forward (NYF) Program Overview
3. Preliminary Mineola Vision and Goals
Challenges & Opportunities
4. Opportunities for Public Input
5. Open House

Welcome + 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*
- **Fatima Carlos**, *Laffey International Realty*
- **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**, *ESD*
- **Stevens Martinez**, *Governor's Office*

BFJ Planning

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



NYF Program Overview

What is NYF?

- 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.



Mineola

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 Program from Start to Finish



APPLY

**September 2023 –
March 2024**

- Communities prepared and submitted applications to REDCs
- REDCs nominated communities
- State announced winners



PLAN

April – December 2024

- **Local Planning Committees are established**
- **Community vision and goals are refined**
- **Projects are identified and refined**
- **LPC recommends projects to State**

YOUR FOCUS IS HERE!



IMPLEMENT

2025 - 2030

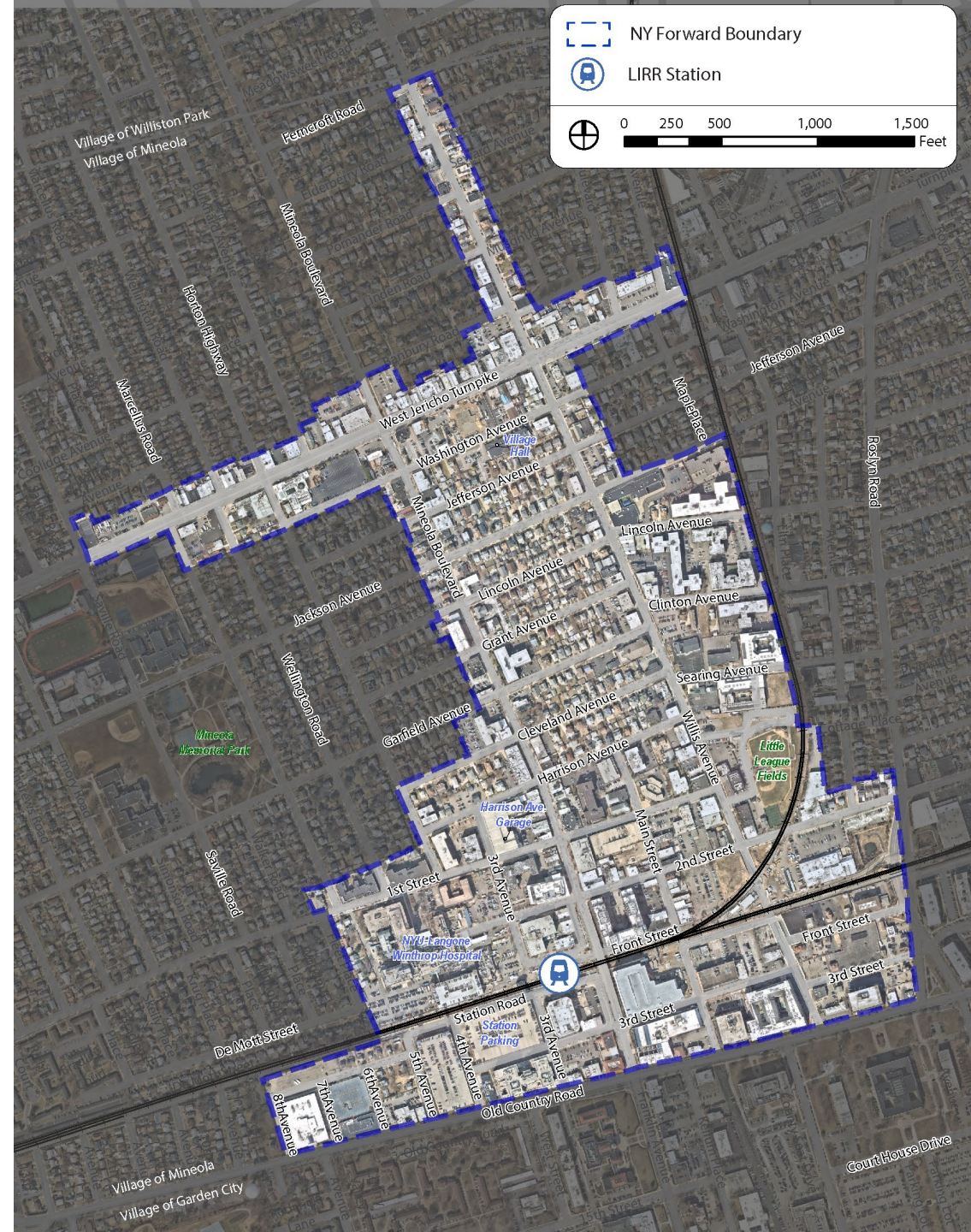
- Final plans are submitted to the State
- Projects are selected and awarded

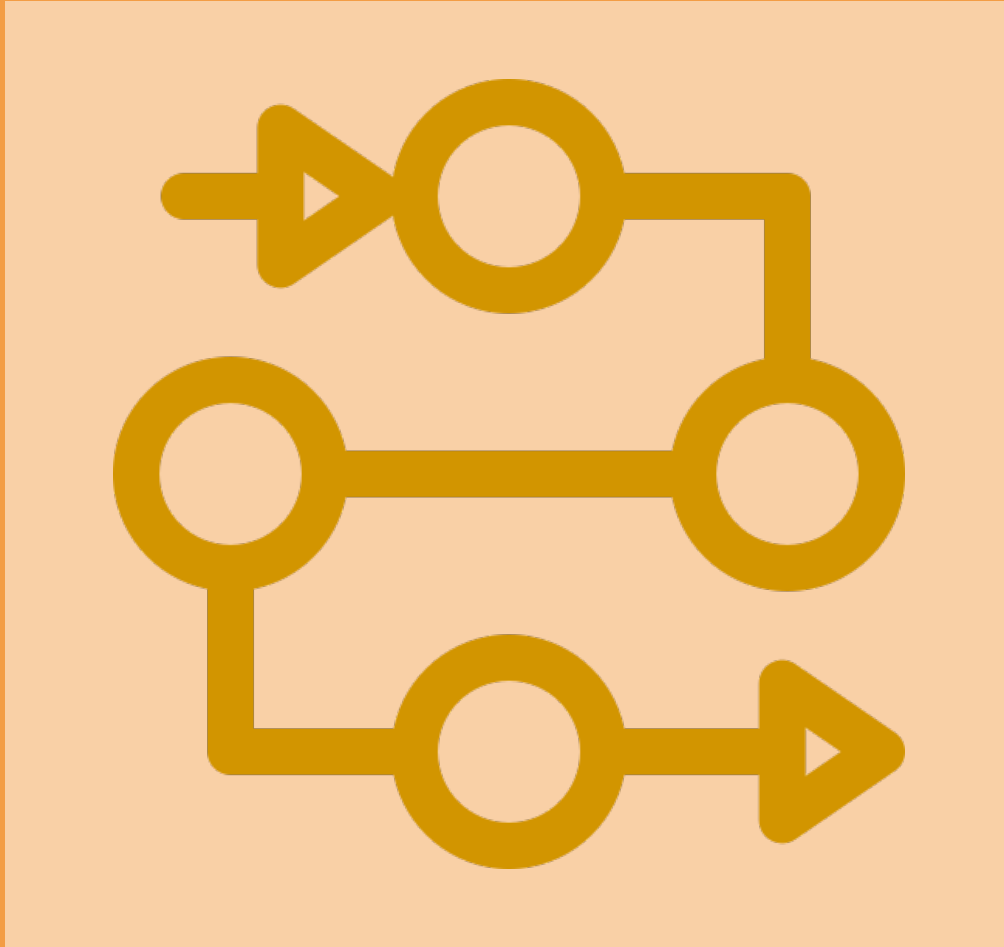
Mineola NYF Boundary

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





Mineola NYF Planning Process

Planning Process



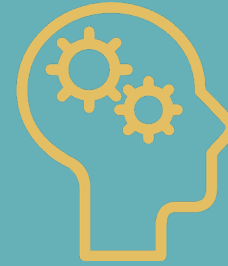
Visioning

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



Opportunities + Challenges

Understand the community's unique characteristics and key opportunities



Project Development + Evaluation

Identify, develop, and evaluate potential projects



Project Recommendations

Recommend projects that align with the community's goals

8-9 Month Timeframe (April – December 2024)



- 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.

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 Timeline

Key Steps	May	June	July	August	September	October	November	December
Local Planning Committee (LPC) Coordination	5/6	6/17		8/5	9/9			
Community Engagement	Public Workshop #1 & Initial Outreach	Vision Survey	Open Call "Office Hours"	Stakeholder Engagement	Public Workshop #2	Public Survey		
Downtown Profile and Assessment								
Community Vision, Goals, and Revitalization Strategies								
Project Development								
Strategic Investment Plan Compilation								

-  LPC Meetings
-  Community Engagement Events

What are the eligible project types?



Public Improvement Projects

Streetscape and transportation improvements, recreational trails, new and upgraded parks, plazas, public art, green infrastructure, and other public realm projects.



New Development and/or Rehabilitation of Existing Downtown Buildings

Development and redevelopment of real property for mixed-use, commercial, residential, not for profit, or public uses. Development / redevelopment should result in employment opportunities, housing choices or other community services.



Small Project Grant Fund

A locally managed matching small project fund (up to \$600,000) for small downtown projects, such as façade improvements, building renovations, business assistance, or public art.



Branding and Marketing

Downtown branding and marketing projects that target residents, tourists, investors, developers and visitors.

Ineligible Project Types/Activities

- **Planning Activities.** All DRI/NYF funds must be used to implement projects.
- **Operations and Maintenance.** Funds cannot be used for on-going or routine expenses, such as staff salaries and wages, rent, utilities, and property up-keep.
- **Pre-award Costs.** Reimbursement for costs incurred before the completion of the Strategic Investment Plan and the announcement of funding awards is not permitted.
- **Property Acquisition.** DRI/NYF funds cannot be used for property acquisition.
- **Training and Other Program Expenses.** DRI/NYF funds cannot be used to cover continuous costs, such as training costs and expenses related to existing programs.
- **Expenses related to Existing Programs.** DRI/NYF funds cannot supplement existing programs or replace existing resources.

Project Match Requirements

- **Project Match:** Private project sponsors must contribute a minimum of 25% of total project costs
- **Project Size:** Standalone NYF projects must be a minimum of \$75,000 total cost
- **Small Project Fund:** Separate solicitation process would occur that would run concurrently with the Open Call.
 - NYF communities can increase the size of the Small Project Fund from \$300,000 up to \$600,000, with demonstrated demand.

-

Open Call for Projects

- The Open Call for Projects provides an opportunity for community members, property owners, and business owners to submit projects for consideration
- Submission period will be open to the public for at least 4 weeks
- Applicants must complete a submission form with required information (available online or in hard copy)

We are looking for projects that are ready to be implemented in the near-term, are transformational, and are feasible!

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.

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

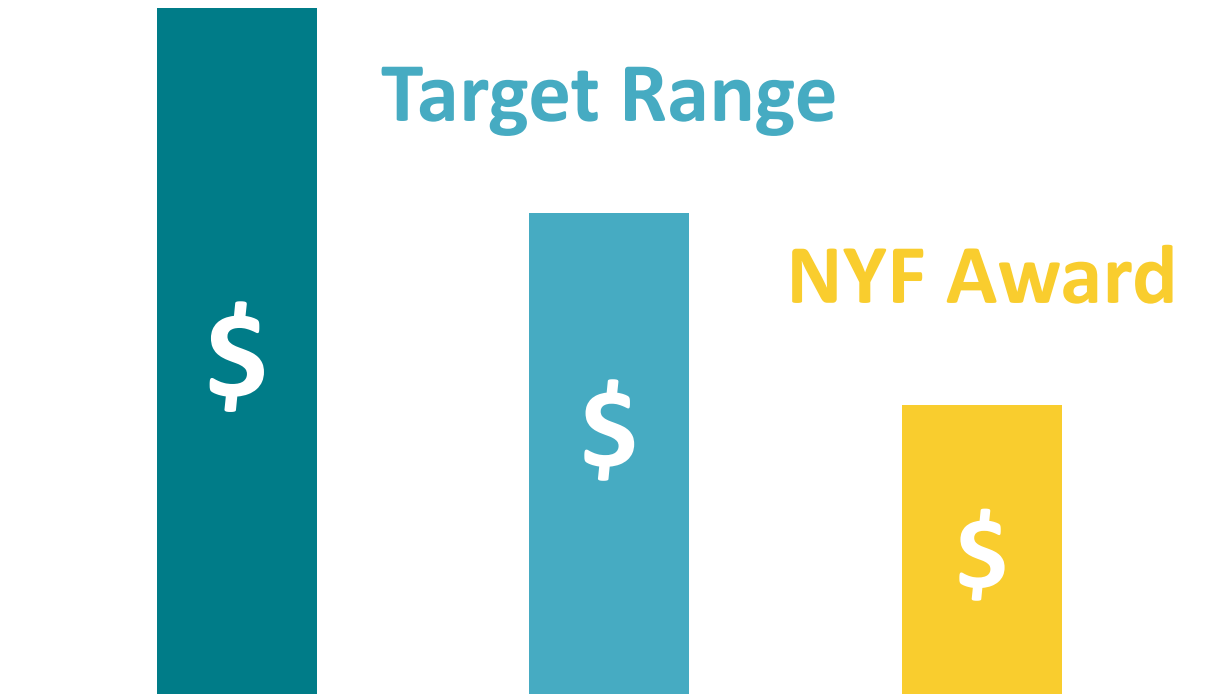


December 2023

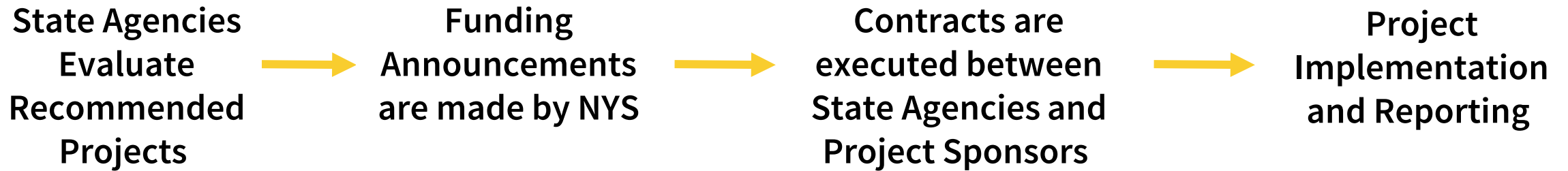
Final Slate of Recommended Projects

- 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

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

Open Call for Projects

Open Call for Projects

- The **Open Call for Projects** will be the main tool to solicit projects from public, non-profit and private project sponsors.
 - Intended to ensure all business and property owners are afforded an opportunity to submit a project, in a uniform format
 - Project should be well-defined and ready to be implemented in the short term
 - Application forms will be available in-person and online
 - Submission timeframe of at least 4 weeks

Submission Form Components

- Project Sponsor Contact Information
- Project Location
- Existing Conditions
- Project Title and Description
- Property Ownership
- Funding Estimate
- Capacity
- Project Readiness & Implementation Timeframe
- Supplemental Information

***The Open Call
will launch
toward the end
of June – Stay
tuned for an
exact date!***

Preliminary Mineola NYF
Vision & Goals –
Challenges and Opportunities

Draft 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.

Draft Goals

1

Transform vacant and underutilized properties and storefronts to spur downtown activity and enhance aesthetic conditions.

Challenges & Opportunities

- Visible and active downtown during daytime hours (opportunity), but limited evening foot traffic (*challenge*).
- Need to provide amenities for workers, visitors, and residents alike (*opportunity*).
- Vacant storefronts and sites (*both challenge and opportunity*).
- Residents leaving downtown Mineola for shopping and entertainment (*challenge*).
- Ongoing need for facade upgrades (*challenge and opportunity*).

Draft Goals

2

Foster a walking environment through streetscape improvements that enhance the safety and comfort of all modes of transportation.

Challenges & Opportunities

- Strong access to regional transit and road networks (opportunity).
- Recent investments at the LIRR station and Village parking garages (opportunity).
- Narrow, cluttered sidewalks that limit pedestrian movement, outdoor dining opportunities (challenge).
- Heavily trafficked intersections that can be difficult for pedestrians and drivers alike (challenge).
- County/State jurisdiction of roadways requires coordination for upgrades (challenge and opportunity).

Draft Goals

3

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

Challenges & Opportunities

- Success of new downtown events shows demand for more activity (*opportunity*).
- Few public spaces for residents and visitors to gather, limiting potential for more events (*challenge*).
- Scarcity of public seating and other refuge areas, reducing pedestrian comfort (*challenge*).

Draft Goals

4

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

Challenges & Opportunities

- Village lacks cohesive branding, wayfinding, and downtown signage (*challenge*).
- Inadequate lighting, large utility poles, and sign clutter create visual and physical barriers (*challenge*).
- Opportunities for public art to enhance public spaces and reflect community spirit (*opportunity*).



Opportunities for Public Input

Public Engagement Opportunities

LOCAL PLANNING COMMITTEE MEETINGS

6-8pm @ Village Hall Community Center

- Monday, June 17, 2024
- Monday, August 5, 2024
- Monday, September 9, 2024
- Monday, October 14, 2024

PUBLIC WORKSHOPS

- First Public Workshop (tonight)
- Second Public Workshop (Fall – Date TBD)

OPEN CALL FOR PROJECTS

- Will launch late June (Date TBD)

ONLINE ENGAGEMENT

- Ideas Wall and Interactive Map now on the project website

WEBSITES

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

KEY STAKEHOLDER INTERVIEWS

- Throughout the process

Next Steps

- Open Call for Projects Launch (late June, *exact date TBD*)
- Online Engagement “Ideas Wall” and “Interactive Map”
- Next LPC Meeting:
 - Monday, June 17

Open House

Open House Format

- Stations organized by the four Planning Goals as well as the Vision Statement
- Each station staffed with a facilitator if you have questions
- Please record your comments at each station, as well as ideas for projects
- Sticky notes provided for writing comments – please use these!
 - Use dot stickers to indicate **support** or **concern/disagreement**
- Be sure to visit each station!

Open House Format

- 1 Transform vacant and underutilized properties and storefronts to spur downtown activity and enhance aesthetic conditions.*
 - 2 Foster a walking environment through streetscape improvements that enhance the safety and comfort of all modes of transportation.*
 - 3 Create and enhance public spaces as opportunities for community events and gathering places.*
 - 4 Improve awareness of Mineola's downtown offerings for Village residents, workers, and visitors.*
- + Vision Statement and NYF Area overview*

***Thank you for your
interest in the Mineola
NY Forward!***