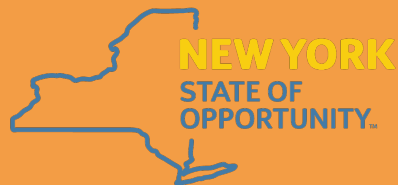


# Village of Mineola NY Forward (NYF) Local Planning Committee Meeting #2 June 17, 2024



NY Forward

# Welcome!

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## Mineola NYF LPC Meeting Ground Rules

**LPC Meetings are meant to be working sessions of the LPC.**

- These meetings are open to the public but are not intended as interactive public workshops.
- The public is welcome to observe, and there will be an opportunity for public comments.

### **How to get involved:**

- We want to hear from you! There are many ways for community members to get involved.
- Visit the Mineola NYF website to send comments: [www.MineolaNYF.com](http://www.MineolaNYF.com)
  - Visioning Survey is live!
- Public Workshop #2 will take place this fall and additional online opportunities to provide feedback. Keep an eye on the website for more details.

# Agenda

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- 1** **Introductions and NYF Code of Conduct**
- 2** **Planning Process and Engagement Updates**
- 3** **Past Plans & Recent Investments**
- 4** **State Evaluation Criteria**
- 5** **Discussion: Mineola Public Projects**
  - *What makes a strong project for Mineola?*
- 6** **Open Call for Projects**
- 7** **Next Steps & Public Comment**

# Introductions

# Local Planning Committee

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## 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

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## 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*

# LPC Code of Conduct Preamble

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*Each Local Planning Committee Member is reminded of their obligation to disclose potential conflicts of interest with respect to projects that may be discussed at today's meeting. If you have a potential conflict of interest regarding a project you believe will be discussed during the meeting, please disclose it now and recuse yourself from any discussion or vote on that project. For example, you may state that you, or a family member, have a financial interest in the project, or you are on the board of the organization proposing the project.*

*Do any LPC members need to make a disclosure to the Committee?*

*Please inform the LPC co-chairs during the meeting if the need to disclose a conflict arises unexpectedly, and then recuse yourself from discussion or voting on the project.*



# Planning Process & Engagement Updates



# 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	10/14		
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

# Engagement Updates

## Outreach Meetings:

- Mineola Chamber of Commerce - 5/21
- Golden Age Club - 5/23

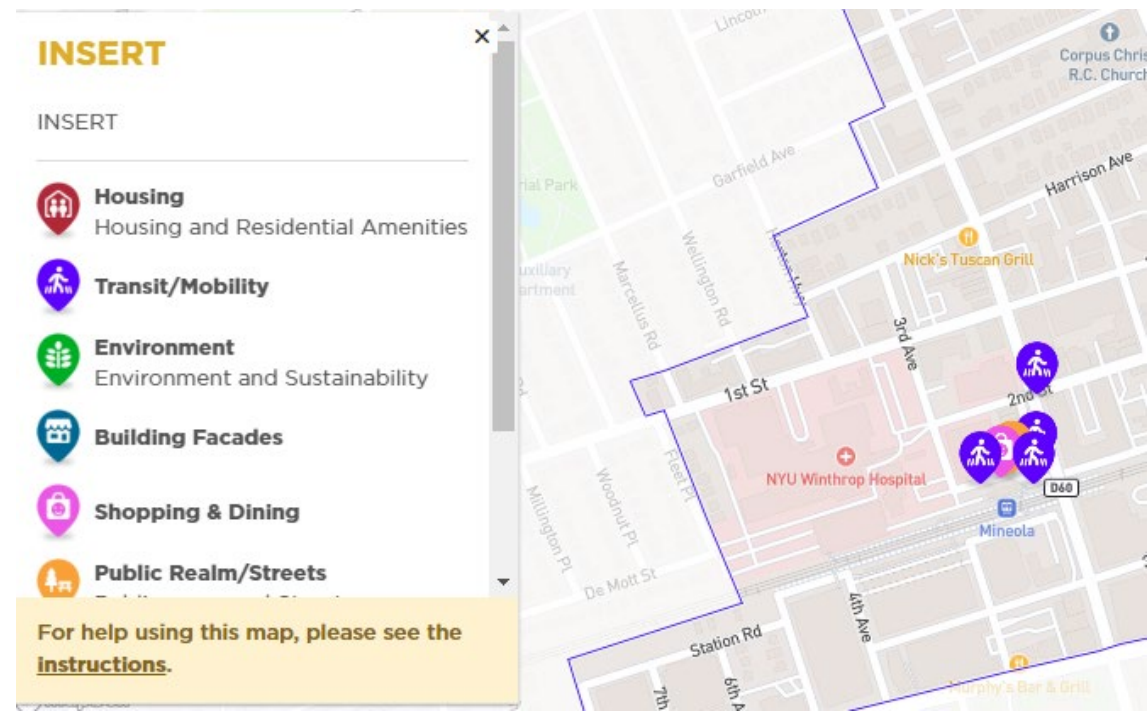
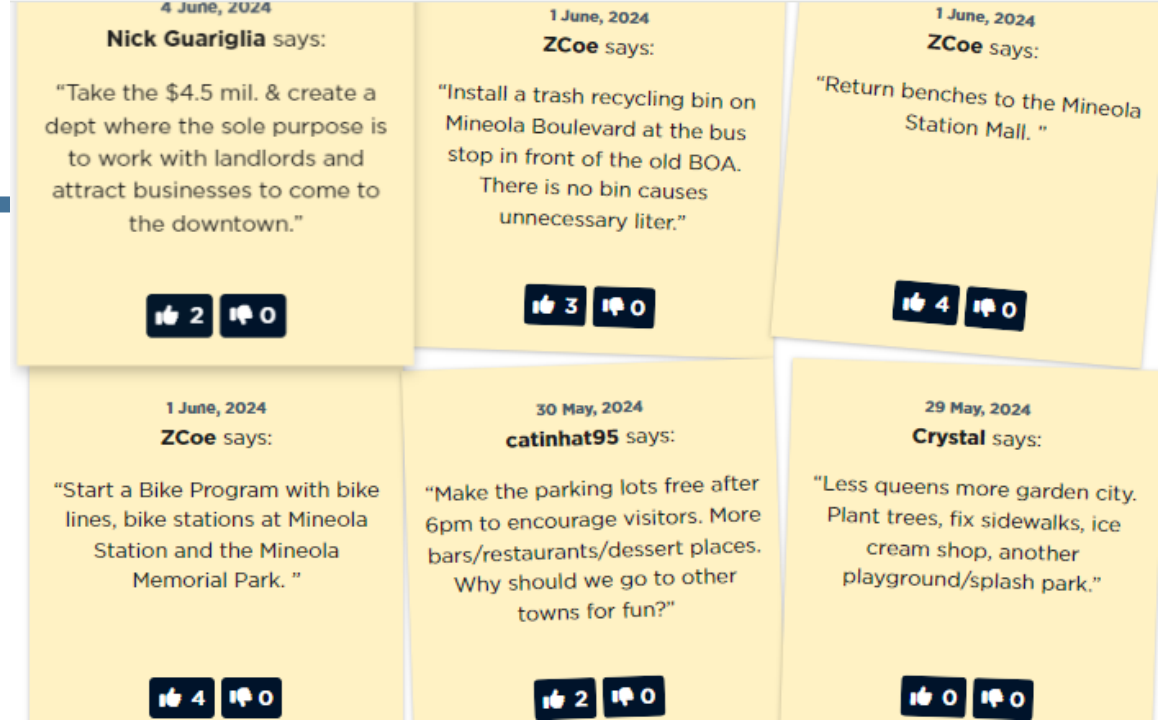
## Public Workshop #1 – 5/23

## Online Visioning Survey – open through summer

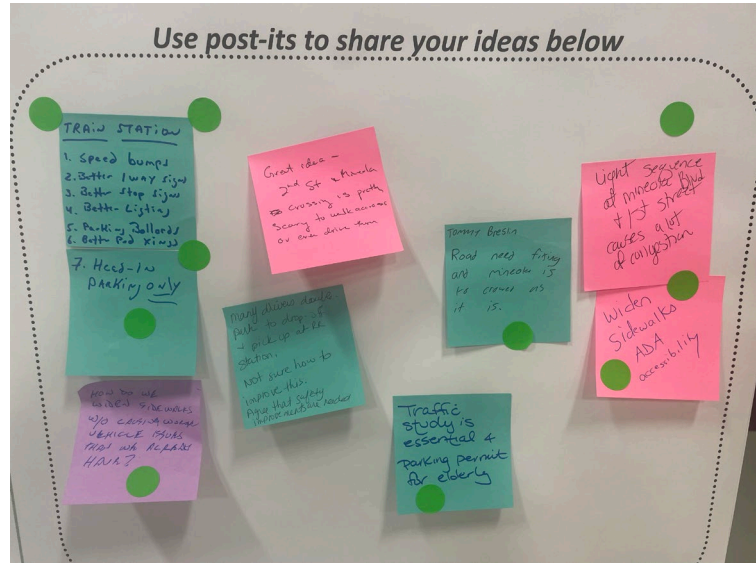
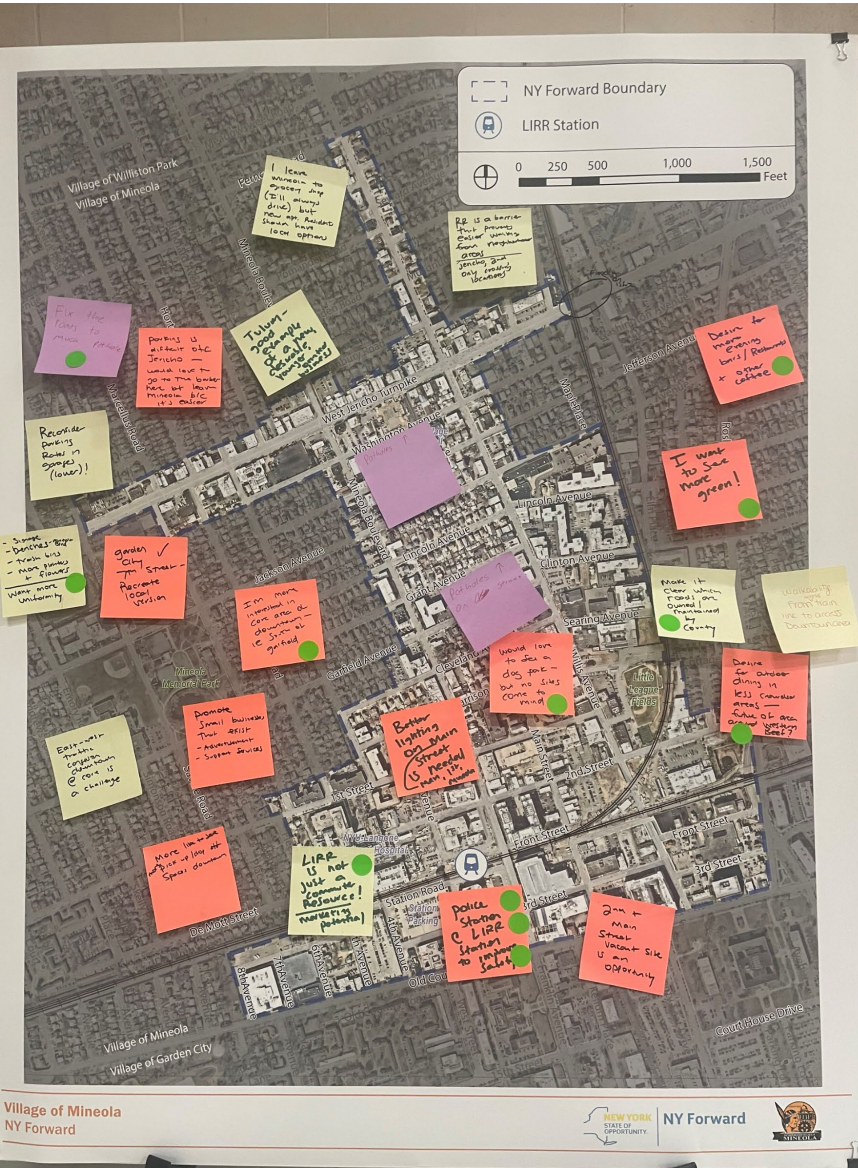
- [www.MineolaNYF.com](http://www.MineolaNYF.com)

## Upcoming Engagement:

- **Downtown Canvassing** – Thursday, 6/20
- **Visibility at Village Events**



# Engagement Updates – Public Workshop #1



### PRELIMINARY GOALS FOR MINEOLA NYF

## Goal 3

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

#### WHAT DO YOU THINK ABOUT THIS GOAL?

Share your comments and/or place dots below

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#### CHALLENGES AND 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).

#### WHAT PROJECT IDEAS DO YOU HAVE?

Use post-its to share your ideas below

GREEN DOT = I LIKE IT  
RED DOT = HMM, IT NEEDS WORK

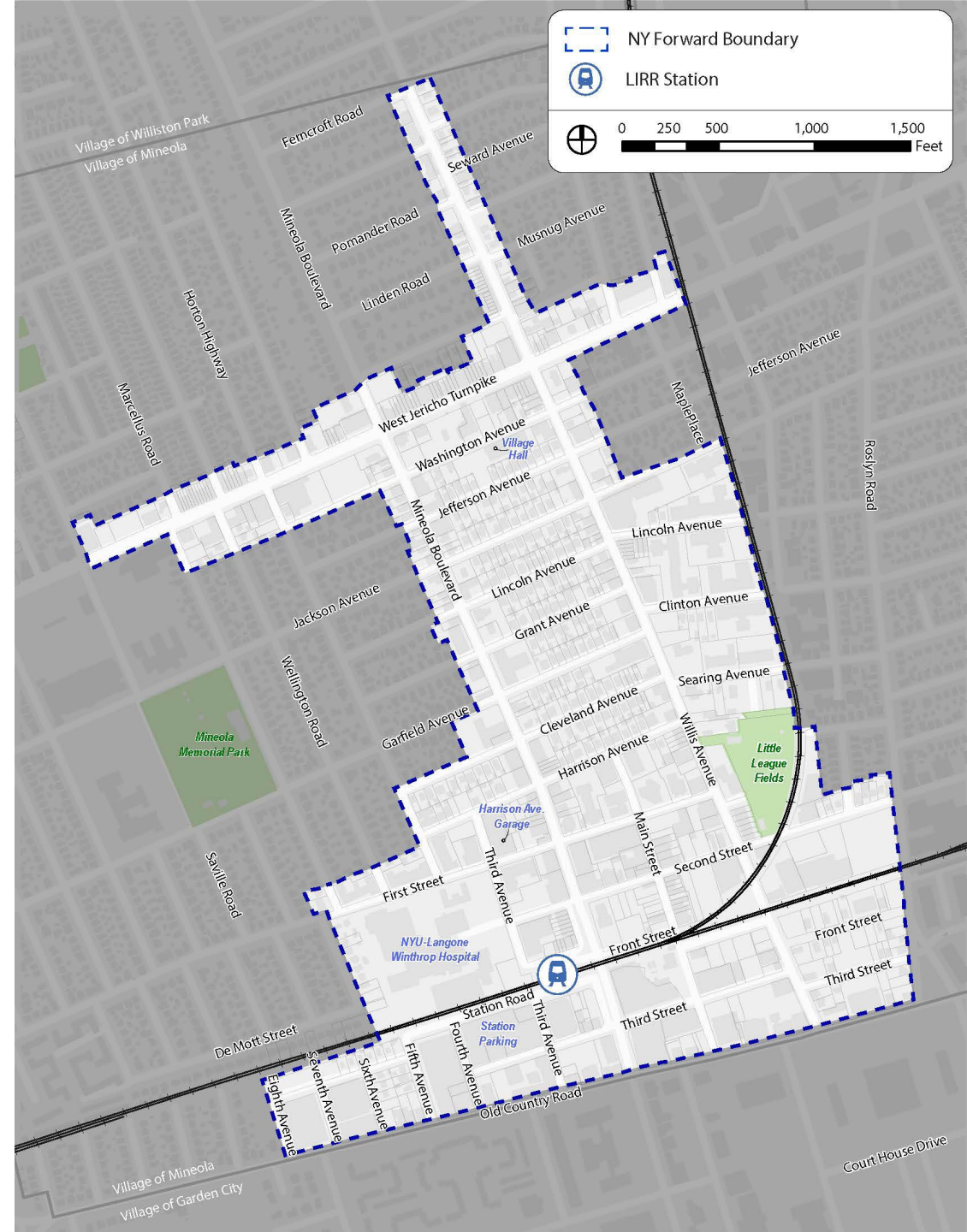
Visible post-it notes on the board include:

- "Be careful with public works/clean up appearance"
- "Create public spaces for events"
- "Add seating and environmental sustainability at open gathering spaces"
- "Use of public spaces for community events"
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# Study Area and Vision

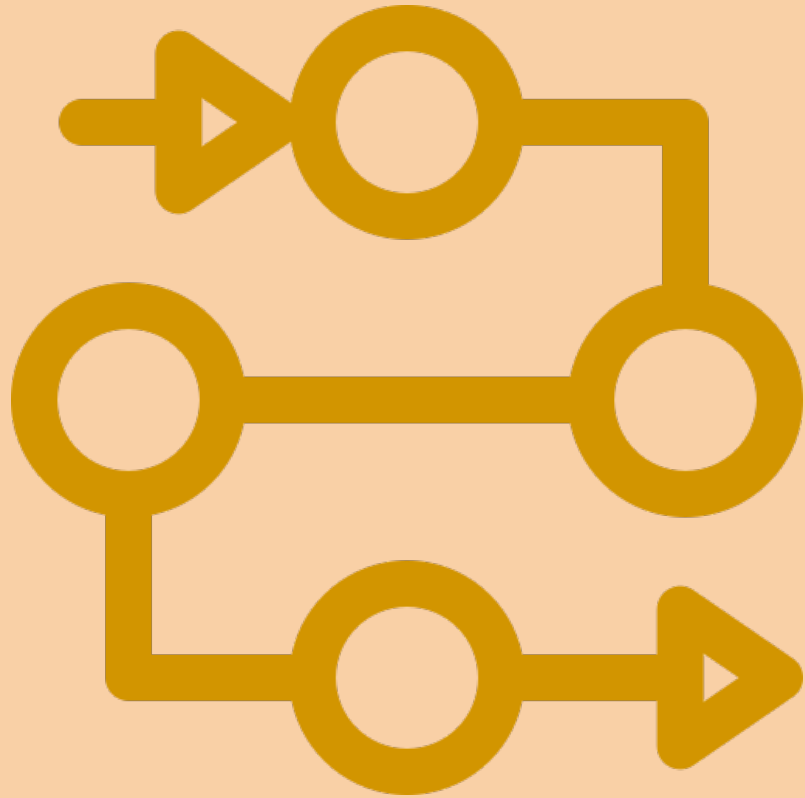
*Mineola will be a thriving downtown destination for residents, workers, and guests, with vibrant shops, restaurants, and unique spaces to gather for entertainment and community events. As the official Seat of Nassau County, and a central Long Island hub for employment and transit, downtown Mineola is 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

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- 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.



# Mineola Past Plans and Recent Investments

# Past Studies / Plans

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- **Comprehensive Plan (2005)**
  - Development Incentive Bonus Overlay District (2010)
- **Mineola Parking Study (2016)**
- **Downtown Overlay Districts (2022)**
  - Jericho Turnpike (between Willis Ave. and Marcellus Rd.)
  - Downtown Historic Overlay District (Mineola Blvd. between First and Front Streets)

**NYF provides an important opportunity to build a community vision for the future of downtown Mineola!**

# Recent Investments (*Public*)

- **LIRR**
  - Third Track project & related roadway upgrades
  - Station upgrades (2023)
- **Façade Improvement Program** (Ongoing)
- **Parking Meters & Harrison Avenue Garage** (2022)
- **New Fire Department Headquarters** (2023)
- **Main Street Sewer Replacement** (2022)
- **Downtown lighting – LED Cobra Heads Fixtures** (Ongoing)





# Recent Investments (*Private*)

- **NYU Long Island School of Medicine (2019)**
- **Over 1,000 new residential units since 2010; Nearly 1,000 more on the way (*under construction or anticipated*)**



# State Evaluation Criteria

# Projects for NYF Funding

## ELIGIBLE PROJECTS



**Public Improvement  
Projects**



**Small Project Grant  
Fund**



**Branding and  
Marketing**



**New Development and/or  
Rehabilitation of Existing  
Downtown Buildings**

## INELIGIBLE PROJECTS

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

# Considerations for Project Evaluation

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## For all potential NYF projects

- Mineola has a limited amount of funding through the NYF program- not every project will be funded.
- Some related projects may be combined.
- Project details will be refined in coordination with project sponsor.

## Potential Proposals by LPC Members

- During discussion of projects, LPC members with conflicts of interest may provide factual information, but otherwise must not advocate on behalf of their own projects.
- Must recuse themselves from the project selection process with regard to their own projects.

# 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.

# Project Match Requirements

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- **Project Match:** Private project sponsors must contribute a minimum of 25% of total project costs. **(LPC can consider a larger required match.)**
  - The sponsor should demonstrate a “gap” in funding (i.e., the project would not occur without NYF funding)
- **Project Size:** Standalone NYF projects must be a minimum of \$75,000 total cost.
- **Small Project Fund:** Separate solicitation process will occur concurrently with the Open Call (projects < \$75,000).
  - LPC can vote to increase the size of the Small Project Fund from \$300,000 up to \$600,000, with demonstrated demand.

# Other Project Cost Considerations

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- Projects should have financing commitments largely secured or be able to demonstrate a clear path to securing sufficient financing.
- It is strongly encouraged that all projects, especially private projects, use non-DRI/NYF funds that leverage requested public funding.
- Projects that maximize other funding sources will be more competitive for funding awards.

# **Early-Stage Public Project Ideas**



# Streetscape Enhancements

- Project could target various street locations (as a package) or a more robust vision for a targeted area.
- Consider amenities such as lighting, benches, signage.
- Locations for new trees or plantings?
- Bold vision for Second Street?
  - Widened sidewalk
  - Retractable bollards for temporary road closures?



# Second Street Pocket Park

- Future development potential/plans are unclear.
- Opportunity for a privately owned public space?
  - Potential solution to provide more gathering places downtown
  - Could reinforce Second Street streetscape improvements



# Station Area Enhancements

- Opportunity to bolster recent investment with more amenities and/or art
  - Seating options – community feedback is mixed!
- Activate area underneath Mineola Blvd. Bridge?
  - Needs consistent programming to ensure positive use.
- Support this area as a community gateway - signage, small business activity, etc.



# *Other Public Project Ideas*

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- Branding / Marketing Campaign – consider digital and other elements such as uniformity in signage
- Activation of Hinck Way behind Western Beef – pedestrian walkway/park?
- Public Art; Focus on murals
- Mineola Historical Society Museum
- Potential upgrades to PAL and MAA buildings
- Potential replacement of Memorial Park gazebo?
- Informational kiosks

# *What makes a strong slate of Projects?*

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- The project team and LPC will establish a single slate of projects – at the final meeting, the LPC will vote on a slate– *not individual projects*.
- The slate of projects should:
  - Include a mix of both public and private projects
  - Align with the State’s and locally established goals
  - Have positive transformational impact; Catalyze additional investments
  - Be informed by public input (Workshop #2)!

# *What makes a strong project for Mineola?*

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## **What are examples of efforts that promote downtown revitalization?**

- Mixed-use Development
- Public-Private Partnerships
- Infrastructure Improvements
- Historic Preservation
- Small Business Support
- Enhancing the public realm (parks and streets)
- Tourism Development
- Community Events
- Sustainability Measures
- Integrating Technology

**1. What public project ideas do you have?**

**2. What are the most significant community challenges that ALL projects should address?**

**Open Call for Projects**

# Open Call for Projects

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- The **Open Call for Projects** will be the main tool to solicit projects from public, non-profit and private project sponsors.
  - Ensures all business and property owners have 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 period will be open Thursday, **June 20th through Friday, July 26<sup>th</sup>** (roughly five weeks).

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



# 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

**Submissions accepted in-person at Village Hall or electronically at: MineolaNYF@gmail.com**



Mineola

## **NYF Project Form**

The Mineola 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 Mineola'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:

**July 26th, 2024**

Have Questions? Learn more about the Open Call for Projects & receive NYF Project Form application assistance:

**Monday, July 8th, 2024**

Virtual Office Hours: 3:00-7:00 PM

*Sessions via Zoom*

Email the project team to schedule a time:

**MineolaNYF@gmail.com**

Can't make this date? Email the project team to suggest another time to meet.

# Small Project Fund Interest Form

- State requirement – tool to assesses local demand for the fund
- Same submission period as the Open Call
- Specifically for projects **less than \$75,000**
- Small projects are typically building façade/storefront renovations, signage & awnings, interior upgrades, & public art
- Project sponsors must match at least 25% of total project cost

NEW YORK STATE OF OPPORTUNITY | Department of State | Downtown Revitalization Initiative | NY Forward

Mineola

## Small Project Fund Interest Form

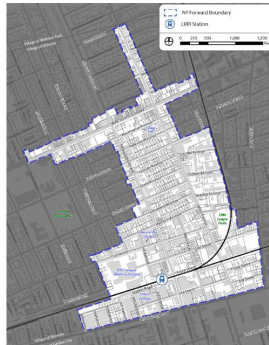
Do you own a business or property in the Mineola NY Forward (NYF) boundary (below)?

Do you have a building or business in need of smaller-scale improvements such as interior and exterior renovations or permanent equipment acquisition?

The Small Project Fund is a type of NYF project that could help fund a range of improvements in the downtown, such as building improvements (e.g., facades, interior fit-out, HVAC, etc.), business assistance (e.g., permanent equipment acquisition), or public art.

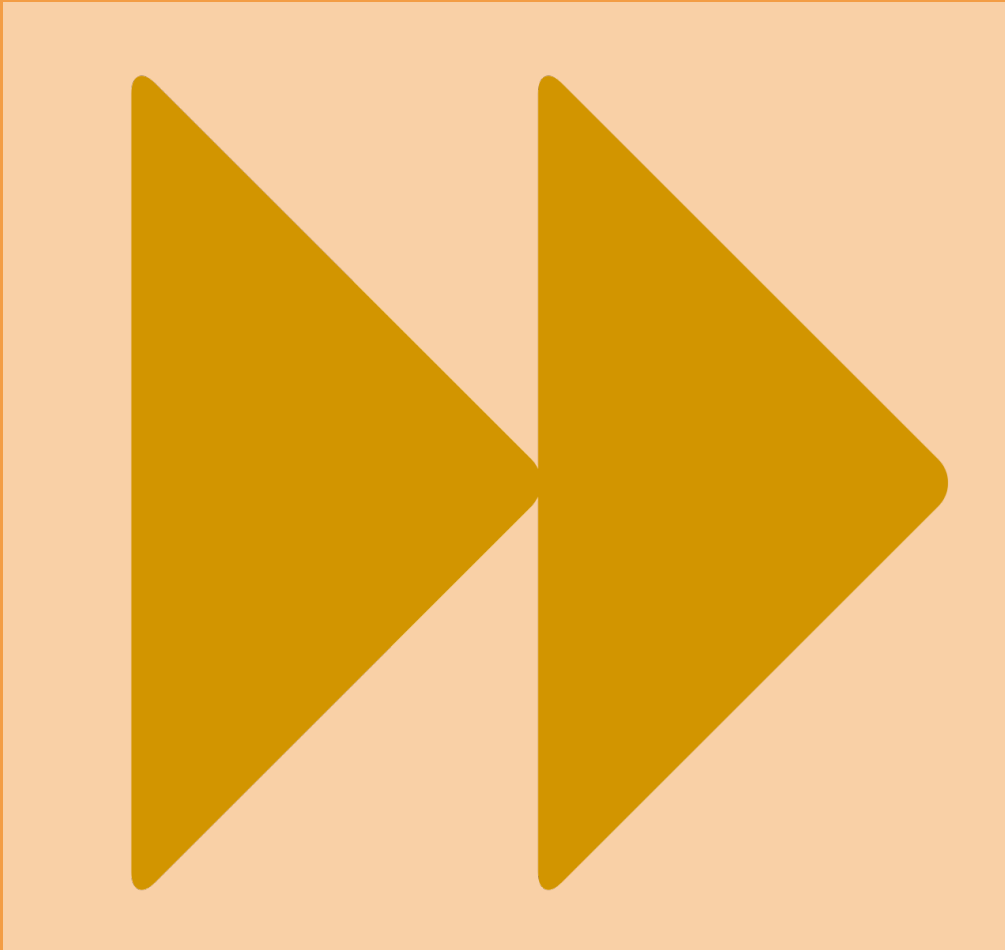
For the Small Project Fund to be included in the slate of proposed Mineola NYF projects submitted to the State, it is important to document interest in it. The NYF Local Planning Committee (LPC) is seeking letters of interest from business and/or property owners to show that there are property and/or business owners interested in participating in this program.

However, submitting a letter of interest does not guarantee that a community will apply for a Small Project Fund as part of NYF. The project sponsor (e.g., the municipality) will also have to demonstrate interest and capacity to implement a Small Project Fund. Additional information about eligibility and requirements for the Small Project Fund can be found on Page 1.



A letter of interest (pages 2-3) must be submitted to the project team at: [MineolaNYF@gmail.com](mailto:MineolaNYF@gmail.com) by

**July 26th, 2024**



**Next Steps**

# Next Steps + Public Engagement Opportunities

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## LOCAL PLANNING COMMITTEE MEETINGS

6-8pm @ Village Hall Community Center

- **Monday, August 5**
  - Open Call Results and Downtown Profile Summary
- Monday, September 9
- Monday, October 14
- Monday, November 4

## PUBLIC WORKSHOPS

- Public Workshop #2 (Fall – Date TBD)

## OPEN CALL FOR PROJECTS

- Will launch Thursday, June 20

## ONLINE ENGAGEMENT

- Ideas Wall and Interactive Map – spread the word!

## OPEN CALL SUPPORT

- “Office Hours” via Zoom on July 8<sup>th</sup>, 3-7pm
- Email project team to sign up: MineolaNYF@gmail.com

## WEBSITES

- [www.MineolaNYF.com](http://www.MineolaNYF.com)
- [www.ny.gov/programs/ny-forward](http://www.ny.gov/programs/ny-forward)

## KEY STAKEHOLDER INTERVIEWS

- Throughout the process

**LPC Questions**  
**+**  
**Public Comments**