

Comprehensive Master Plan for the Village of Mineola



Prepared for The Village of Mineola by the Mineola Community Planning Committee

with Phillips Preiss Shapiro Associates, Inc., Planning and Real Estate Consultants

November 2005

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Village of Mineola Nassau County, New York

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Phillips Preiss Shapiro Associates, Inc.
Planning and Real Estate Consultants
434 Sixth Avenue
New York, New York 10011

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The Mayor and Trustees of the Village acknowledge with gratitude the more than seventy five residents, business owners, organizations, public officials and Village staff who gave of their time and talents on the Community Planning Committee in order to help develop a vision for the future of Mineola.



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Executive Summary



Process

The Mineola Comprehensive Master Plan was born out of community spirit. It was made possible by the multi-year efforts of the Village's residents, elected officials, business community and institutional leaders. The process was guided by the Mineola Community Planning Committee, chaired by former mayor Robert W. Hinck, which also included four topical subcommittees: traffic

circulation and parking, neighborhoods and corridors, heritage, and downtown revitalization. In planning for the future of the entire community, the Committee coordinated its activities with a number of downtown revitalization efforts spearheaded by the Village government and State Senator Michael Balboni.

- ➔ Major Roads
- ⊗ Key Gateways & Arrival Points
- Parks/Open Space
- Major Institutions
- Commercial Areas
- Industrial Areas
- Residential Areas



Village-Wide Planning Framework

Village of Mineola, Nassau County, NY

Planning Process: Drafting and Approval, Inc. 2007





The best of both worlds: Mineola is a mature suburb and has excellent public transportation.

Goals for Neighborhoods and Community Design:

Protect and enhance the basic building blocks of

Mineola's stability and value as a mature suburb: residence, block, neighborhood and community.



Objectives

- Continue to provide a variety of recreational amenities and community services
- Improve the pedestrian experience
- Preserve the handsome design quality of Mineola
- Protect against intrusions (such as traffic overflow and commercial creep)
- Address on-street parking problems
- Provide a variety of housing types in appropriate locations

Goal for Heritage

Acknowledge and build upon the rich history of the Village.

Objectives

- Encourage historic preservation
- Incorporate the heritage theme into future development when appropriate
- Foster heritage awareness

Goal for Corridors and Transportation:

Create a safe and efficient transportation network that also reinforces the value and attractiveness of the corridors, as well as downtown and community.

Objectives

- Maintain vehicular efficiency by reducing "friction" along the commercial corridors
- Promote the "greening" of the corridors (and parking areas)
- Promote the visual upgrade of the corridors
- Promote pedestrian safety and enjoyment along the corridors
- Create new zoning districts and design district overlays for each of the corridors
- Enhance the gateways to and key arrival places within the village
- Partner with adjacent communities on shared corridors
- Enhance the appeal of Downtown

Goal For Downtown

Create a vibrant, walkable, and accessible downtown that is a community and visitor focal point.

Objectives

- Improve the appearance and form of development
- Improve the pedestrian experience
- Improve circulation, parking, and connections
- Support the business community



Overall Theme

This plan builds upon the strong sense of community among Mineola's residents, and envisions the Village as an even more desirable, safe and attractive place in which to live, work and raise a family. The strategy is to protect what's best about Mineola while tapping the Village's potential.

1

Introduction

Mineola's residents and business community have many reasons to feel positive about their Village. It is home to stable residential neighborhoods, with attractive homes on tree-lined streets. The Village's community facilities and programs are top-notch, such as its well-maintained parks and extensive senior citizen programs. Mineola has commercial areas that serve the Village and surrounding areas. It is well served by public transportation and convenient to major roads.

But most of all, Mineola's strength is in its people: its residents, merchants, business owners, employees and institutional leaders. Mineola has a wide array of civic and cultural associations, volunteer organizations, religious institutions and community events, all of which are made possible by the efforts of many members of the community. This plan builds upon Mineola's community spirit as it looks to the future.



Village Overview

The Village of Mineola is located on New York's Long Island in the heart of Nassau County. Since its incorporation in 1906, it has grown to become a mature suburban community that is almost fully developed, with a wide mix of land uses relative to its small size. Mineola has a compact downtown, a major commercial corridor, industrial uses and various institutional uses, such as Winthrop-University Hospital and Chaminade High School. It is the address for the seat of Nassau County, though County facilities are located in adjoining



Garden City. Due in large part to its status as a transit hub, Mineola has been designated by the Regional Plan Association as one of eleven regional downtowns in the New York-New Jersey-Connecticut metropolitan area.

Mineola is located just over fifteen miles east of midtown Manhattan. The total area of the Village is 2.2 square miles. The majority of the Village is located in the Town of North Hempstead, with a slim portion of the Village's southern edge located in the Town of Hempstead. The population of Mineola in 2000 was 19,234, according to the United States Census. This figure is a slight increase over the Village's 1990 population, although somewhat less than its largest decennial census count of 21,845 in 1970.

The Village's Long Island Railroad station predated the incorporation of Mineola, and the railroad still is central to the Village and its transportation



Mineola's parks and monuments on tree-lined residential streets make it an attractive place to live.

system. The Mineola railroad station serves commuters from the Village and surrounding communities, and is also well used by employees of and visitors to County offices, Winthrop-University Hospital and other employers in the area. It will only grow in significance if current transit plans are carried out. Long Island Bus serves Mineola with a number of bus routes as well. In terms of vehicular transportation, the Village is located a short distance from the Long Island Expressway, Northern State Parkway and Meadowbrook State Parkway. Jericho Turnpike and Hillside Avenue are major east-west roads that run through the



Downtown's anchors and historic character give it the potential to be a destination.



northern portion of Mineola, Old Country Road runs along its southern edge, and Herricks Road, Mineola Boulevard, Willis Avenue and Roslyn Road are major north-south roads in the Village.

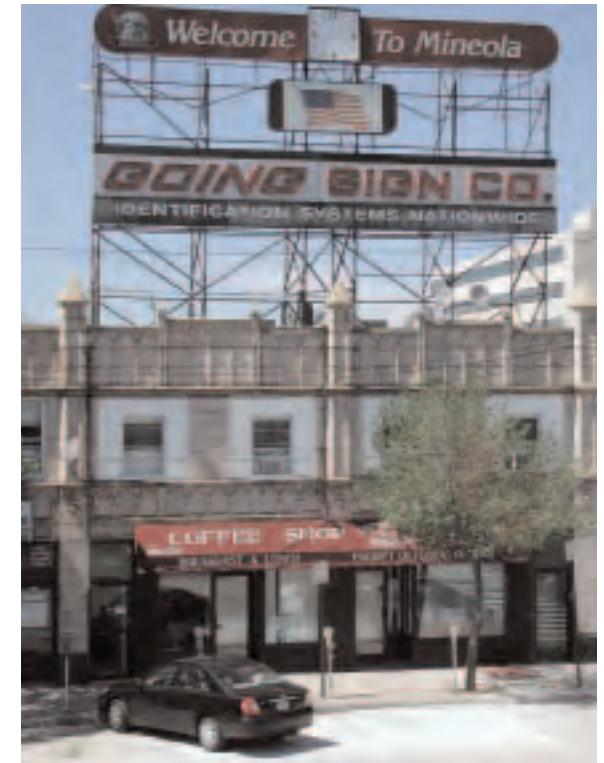
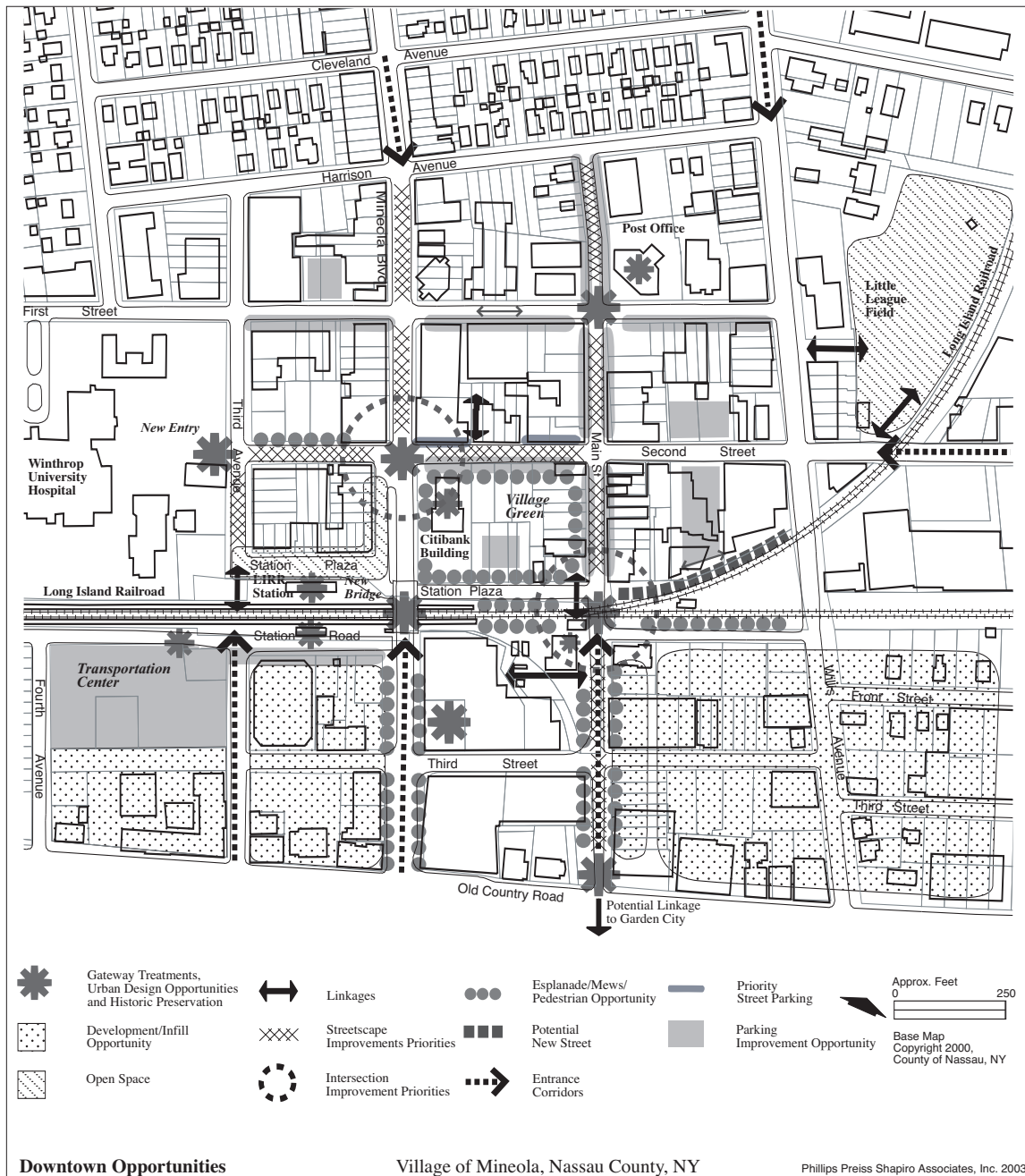
Mineola is characterized by well-maintained homes on compact lots, an active civic community, good schools, and high-quality parks and recreation amenities. But as is the case in many older suburban communities, Mineola is facing issues such as a traffic congestion, unattractive corridors, a changing retail base and a traditional downtown in need of further definition. The Village is looking to ensure that it can maintain the stability of its neighborhoods, while promoting improvements



in its downtown, business districts and corridors. It is in this context that the Mineola Comprehensive Plan is written.

Process

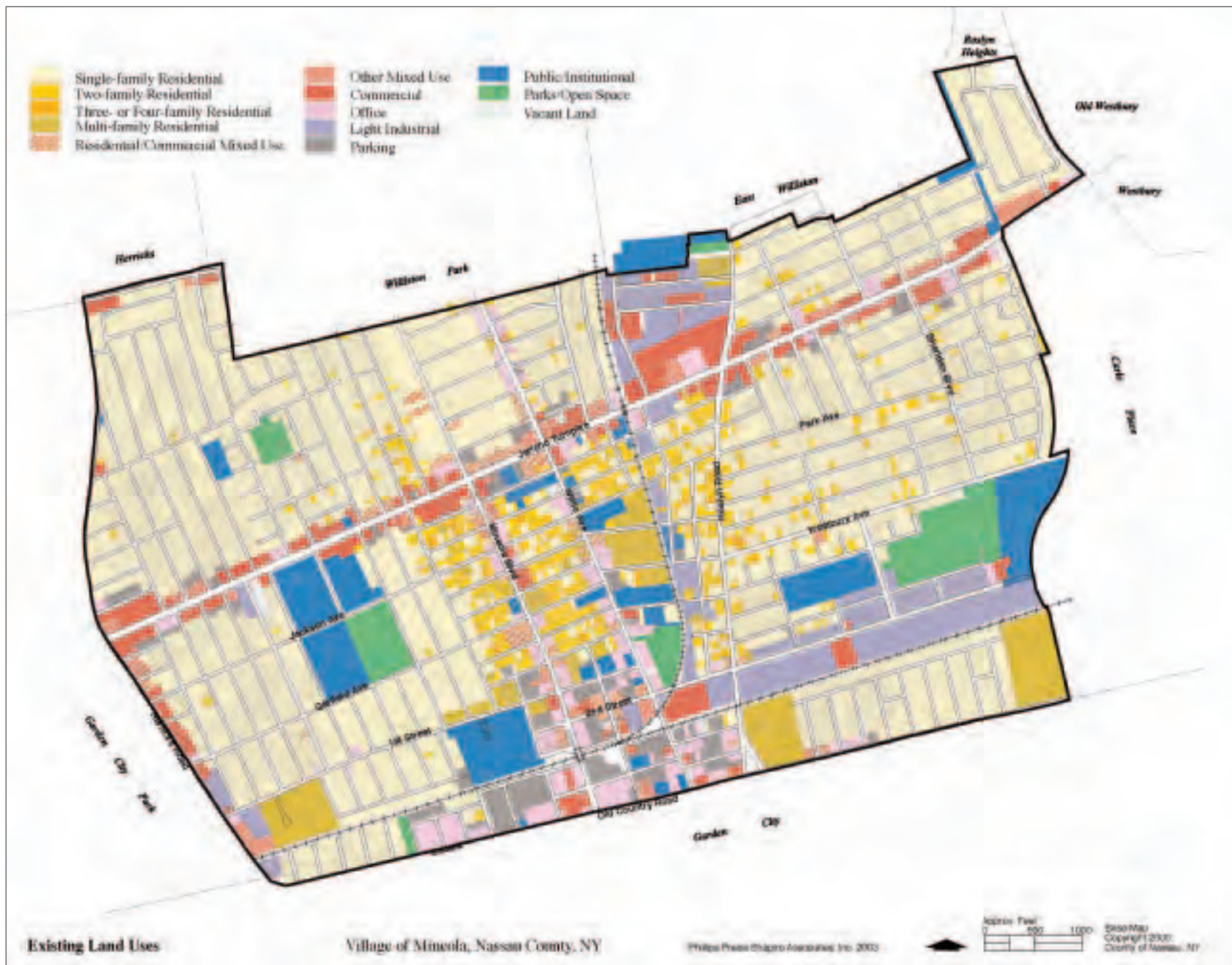
A few years ago, the Village of Mineola formed the Mineola Community Planning Committee to undertake the preparation of a comprehensive plan. The Committee is chaired by former mayor Robert W. Hinck, and is comprised of a spectrum of residents and business leaders. An executive committee was created from this larger group to guide the process. Four topical subcommittees were created as well: traffic circulation and park-



Mineola's distinct character is defined by many features.

ing, neighborhoods and corridors, heritage, and downtown revitalization. Each of these subcommittees conducted detailed analyses of their specialty areas, leading to the recommendations included in this plan.

Phillips Preiss Shapiro Associates, Inc. (PPSA) was selected by the Village Board of Trustees in 2000 to serve as its planning consultant. A Village base map was prepared using data from the Nassau County Department of Planning's geographic information system. A survey of existing land uses



Mineola has a special sense of community which this plan recognizes and builds on.

in Mineola was completed and mapped. Demographic and economic information was obtained for the Village. PPSA also met with the Village Clerk and Building Department as well as members of the Mineola Historical Society. Several site visits were conducted with Village staff and committee members. Interviews were conducted as well. A “SWOT” (Strengths, Weaknesses, Opportunities and Threats) workshop was held with all of the Master Plan committees at the culmination of this research.

Mineola has a special sense of community which this plan recognizes and builds on. It is truly a co-venture between the consultants (as out-of-towners) and the residents (as the true experts). The goal has been to draft a plan that captures the community spirit of Mineola, and which can enrich the future of the Village.

Initial Focus on Downtown

Early on in this process, it was realized that downtown Mineola was an area of importance both to the Village as well as the larger region. There was also recognition that Mineola had an emerging opportunity to harness outside funding and expertise to improve this area. Thus, it was decided that the comprehensive plan process for the Village should initially address downtown.

Therefore, when these enhancement efforts began for downtown Mineola, with significant support

provided through grants obtained by New York State Senator Michael A.L. Balboni, the Village was able to coordinate them to achieve its objectives. These have included the following, to date:

- A major redevelopment and redesign study for the Long Island Railroad (LIRR) station area
- Grants for downtown streetscape improvements
- Downtown improvements through Nassau County’s Operation Downtown and community development programs
- New construction and design improvements by Winthrop-University Hospital
- Redesign and replacement by the NYS Department of Transportation of the Mineola Boulevard Bridge
- Plans for an underpass to replace the Roslyn Road grade crossing of the LIRR tracks
- Plans for the Mineola Intermodal Center, a downtown parking garage and bus terminal at the train station.

The Long Island Railroad study in particular dovetailed with this plan. The lead consultant for that project was Vollmer Associates, who provided transportation planning and engineering expertise. Their subconsultants included specialists in urban design (Cooper, Robertson & Partners), economic development (Hamilton, Rabinovitz & Alschuler), and community outreach (Zetlin Strategic Communications).



Downtown streetscape improvements are well underway.

Opposite: Like all Master Plans, this plan emphasizes land uses and the built environment, but it also addresses quality of life, community resources, and the Village’s sense of pride.

The Community Planning Committee provided input on these improvements and facilitated connectivity between these various entities, with the assistance of PPSA, EDAW (landscape and streetscape designers), Norman Mintz Associates (storefront designer and retail advisor), and John

Displays make downtown an interesting place.



M. Spellman, Esq. (legal advisor). Now that significant progress has been made with regard to planning and project implementation for downtown Mineola, the focus has been turned to the preparation of a comprehensive plan for the entire Village.



Downtown is defined by interesting buildings new and old in great proximity to public transportation.

2

Neighborhoods and Community Design



The Village of Mineola is distinguished by its sense of community. While comprised of various distinct neighborhoods, Mineola is home to volunteer organizations, special events, and public amenities that unite the Village's residents. It is in this spirit that the Mineola Comprehensive Plan is written.

A variety of activities and amenities make Mineola a desirable place to live and work.

This chapter provides a detailed portrait of Mineola as it is today. It also includes a series of recommendations for the overall Village and its residential neighborhoods to preserve what is best about Mineola, and to make it an even better community in the future.

Existing Conditions

Land Use

Mineola is an attractive and mature suburban community. The natural setting of the Village was long ago altered by development. The Village's most striking natural features are its canopies of mature trees, manicured lawns and landscaped parks.

The Village is generally arranged in a grid pattern, which is broken up in places by large properties featuring schools and parks, as well as by larger scale developments such as Winthrop-University Hospital and multifamily residential complexes. Major roads and the LIRR tracks also segment areas of the community. These divisions have helped to create comfortable neighborhoods comprised of generally similar lot sizes and housing styles.

Residential properties are generally well maintained in the Village, and neighborhood streets are pedestrian friendly overall. Most of the Village's homes are small in scale, and are located on relatively small lots. This compact development pattern adds to the walkable character of Mineola. In recent years, there have been a number of home expansions throughout the community. These additions and improvements speak to the desirable character of Mineola's neighborhoods. But there is concern that some home expansions and the tearing down of existing houses threaten the character of the neighborhoods. There are also some concerns about illegal housing (described later).

Table 1: Population Change, 1980-2000

Year	Village of Mineola		County of Nassau	
	Number	Change	Number	Change
1980	20,705	--	1,321,582	--
1990	18,994	-8.3%	1,287,348	-2.6%
2000	19,234	1.3%	1,334,544	3.7%

Source: US Census Bureau

Table 2: Village of Mineola Population, 1960 to 2000

Year	Population	Change	
		Number	Percent
1960	20,519		
1970	21,845	1,326	6.1%
1980	20,705	-1,140	-5.5%
1990	18,994	-1,711	-9.0%
2000	19,234	240	1.2%

Sources: Nassau County Databook, US Census Bureau

Top: Mineola's population count is basically stable, with some changes in age distribution due to both turnover of housing and aging in place.

Right: Residents are proud of their Village and their homes are well-maintained.

The land use mix in Mineola also includes some commercial and industrial areas. Some of these areas are almost uniform in land use character, such as the cluster of industrial uses at the east end of Second Street or the cluster of office buildings on Old Country Road. But in many areas, commercial uses are located proximate to residential neighborhoods, resulting in varying degrees of use conflict. These land use conflicts are particularly acute along commercial strips, especially adjacent to auto-oriented uses and restaurants (discussed in detail in the next chapter).



Table 3: Population by Race and Origin, 1990 and 2000

	1990		2000		Change	
	Number	Percent	Number	Percent	Number	Percent
Total Mineola population	18,994	100.0%	19,234	100.0%	240	1.3%
White	18,058	95.1%	16,617	86.4%	-1,441	-8.0%
Black/African-American	190	1.0%	199	1.0%	9	4.7%
Asian/Pacific Islander	476	2.5%	878	4.5%	402	84.5%
Other races	270	1.4%	811	4.2%	541	____%
Two or more races	NA	NA	729	3.8%	--	--
Hispanic or Latino (of any race)	1,547	8.1%	2,507	13.0%	960	62.1%

NOTE: The category "two or more races" was not available prior to the 2000 Census. As a result, those who were listed in one racial category in 1990 may have selected this new category in 2000.

Source: US Census Bureau

Table 4: Population by Age Group, 1990 and 2000

	1990		2000		Change	
	Number	Percent	Number	Percent	Number	Percent
Total population	18,994	100.0%	19,234	100.0%	240	1.3%
SEX						
Male	9,152	48.2%	9,244	48.1%	92	1.0%
Female	9,842	51.8%	9,990	51.9%	148	1.5%
AGE						
Under 5 years	1,044	5.5%	1,162	6.0%	118	11.3%
5 to 17 years	2,489	13.1%	2,722	14.2%	233	9.4%
18 to 24 years	1,741	9.2%	1,431	7.4%	-310	-17.8%
25 to 34 years	3,832	20.2%	3,168	16.5%	-664	-17.3%
35 to 44 years	2,852	15.0%	3,383	17.6%	531	18.6%
45 to 54 years	1,873	9.9%	2,620	13.6%	747	39.9%
55 to 64 years	2,010	10.6%	1,726	9.0%	-284	-14.1%
65 to 74 years	2,024	10.7%	1,499	7.8%	-525	-25.9%
75 to 84 years	887	4.7%	1,256	6.5%	369	41.6%
85 years and over	242	1.3%	267	1.4%	25	10.3%

Source: US Census Bureau

Table 5: Occupied Housing Units by Tenancy, 2000

	Mineola		Nassau County	
	Number	Percent	Number	Percent
Owner-Occupied	4,689	62.7%	359,264	80.3%
Renter-Occupied	2,784	37.3%	88,123	19.7%
Vacant Units	177	2.3%	10,764	2.3%

Source: US Census Bureau



Population

Mineola is home to a wide cross-section of residents: laborers and lawyers, small business owners and corporate executives. Many who grow up in Mineola decide to stay, or often decide to move back to the Village after living elsewhere. The Village's population is relatively diverse in terms of religion, ethnicity, race, and income.

Mineola's population was 19,200 in 2000 according to the United States Census, representing a 1.3 percent increase from the 1990 population of 19,000. This modest growth contrasts with the drop experienced in the 1980s. Major fluctuations are limited at this point by the fact that, like the rest of Nassau County, Mineola is largely built-out. As shown in Table 1, the populations of both Mineola and the county decreased in the 1980s, and increased in the 1990s.

As shown in Table 2, Mineola's population had essentially stabilized by 1960. Mineola only had 2,000 residents in 1910, increasing to 8,200 by 1930 and 10,100 residents in 1940. Most of the Village's population growth occurred between 1940 and 1960.

The large majority of Mineola's residents are white. The Hispanic population in Mineola increased in the 1990s, during which time the number of Asian residents also grew. Comparative figures are shown in Table 3.

In terms of age, Mineola's population is concentrated in the 35 to 44 years age group, which comprised 18 percent of the Village's 2000 population. This age bracket comprised around 16 percent of Nassau County and New York State's 2000 popu-





lations. Mineola's median age in 2000 was 38 years, which is about the same as the county figure but above the 2000 state median age of 36 years. The age group with the largest percentage increase from 1990 to 2000 was residents aged 75 to 84, while the group with the largest decline was residents aged 65 to 74 years, followed by 18 to 24 year olds. Comparative figures are listed in Table 4. The growth of young families and senior citizens will have an impact on the community, with challenges such as changing park needs, emphasis on pedestrian-friendly design, and increasing numbers of schoolchildren.

Mineola's average household size was 2.6 in 2000, which was lower than Nassau County (2.9) but the same as the state average (2.61).

Over two-thirds (69 percent) of Village residents lived in the same dwelling five years earlier. This figure is about the same as the Nassau County average, and exceeds the New York State figure of 62 percent.

In 2000, 30 percent of Mineola's population had a bachelor's degree or higher and 82 percent of residents were high school graduates or higher. The state averages were 27 percent with a bachelor's degree or higher and 79 percent for high school graduate or higher.

Housing

There were 7,650 housing units in Mineola in 2000, an increase of 1.8 percent from the 1990 Census figure of 7,510 (as shown in Table 5). Of occupied housing units in the Village, 63 percent were owner-occupied in 2000, while the other 37 percent of the units were renter-occupied. This is surpris-

ing given Mineola's single-family landscape, and can be attributed to a handful of apartment buildings concentrated near downtown and along the Willis Avenue corridor and on Old Country Road.

The median value of specified owner-occupied homes increased from \$212,000 in 1990 to \$247,000 in 2000. The median rent increased by 54 percent from \$630 in 1990 to \$970 in 2000, while the number of dwelling units with contract rents of \$1,000 or more increased by over 500 percent. When adjusted for inflation, the increase in median rent was 17 percent, while housing values dropped slightly. However, housing prices have increased dramatically in recent years.

While these figures demonstrate the continued desirability of the Village as a residential location, there have been some concerns about illegal hous-

Table 6: 1999 Household Income Distribution

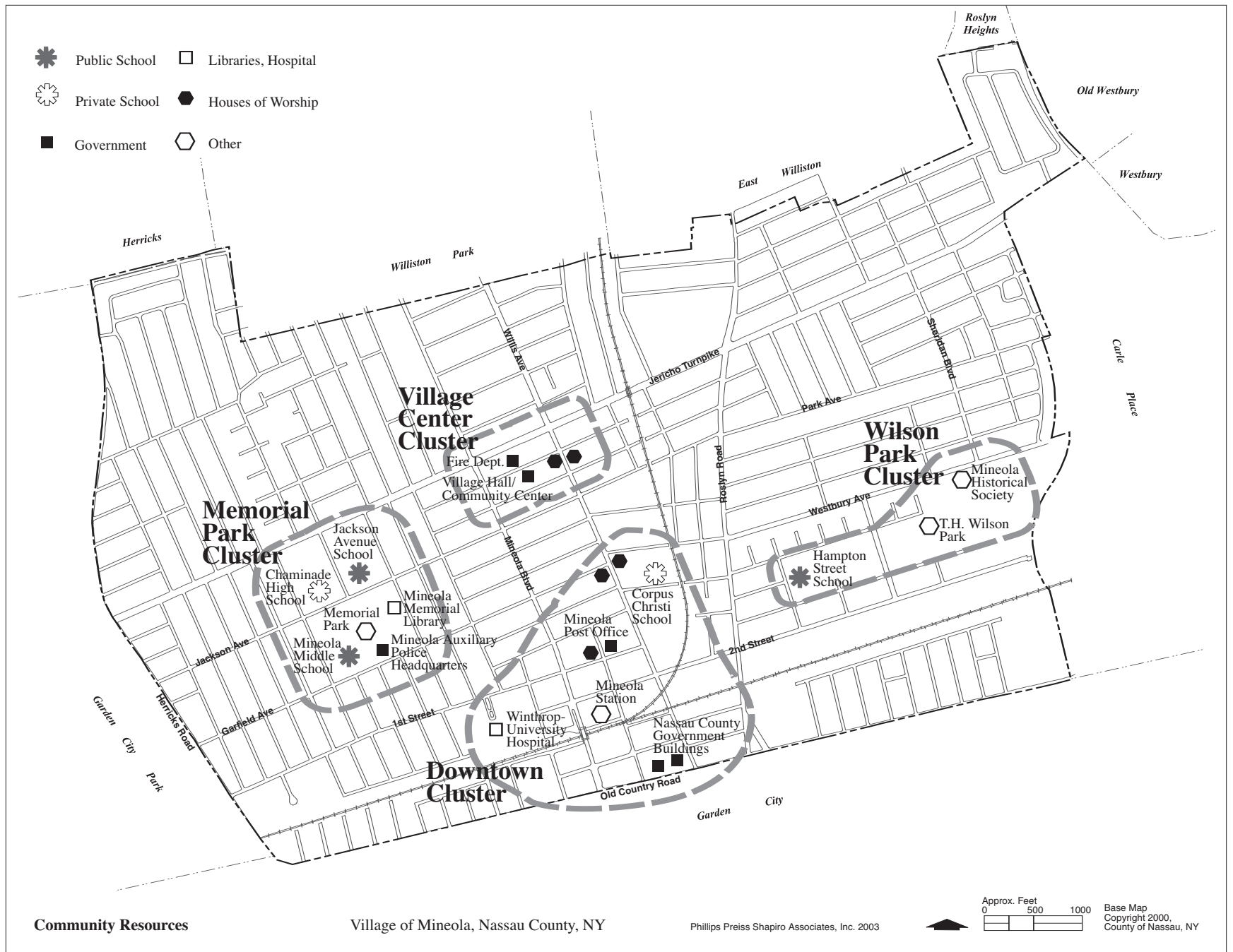
Category	Mineola		Nassau	New York
	Number	Percent	County	York State
Less than \$10,000	356	4.8%	4.5%	11.5%
\$10,000 to \$14,999	279	3.7%	3.3%	6.4%
\$15,000 to \$24,999	577	7.7%	6.6%	11.7%
\$25,000 to \$34,999	607	8.1%	7.0%	11.4%
\$35,000 to \$49,999	1,009	13.5%	11.3%	14.8%
\$50,000 to \$74,999	1,772	23.6%	19.3%	18.4%
\$75,000 to \$99,999	1,272	17.0%	15.7%	10.6%
\$100,000 to \$149,999	1,108	14.8%	17.9%	9.1%
\$150,000 to \$199,999	318	4.2%	6.8%	2.9%
\$200,000 or more	196	2.6%	7.6%	3.3%
TOTAL	7,494	100.0%	100.0%	100.0%

Source: US Census Bureau

Above: Mineola is a solid middle class community.

Below: Great open space and facilities accommodate the Village's active population.





ing in Mineola in recent years. Particular complaints include (1) conversions of one-family dwellings to two-family or multifamily dwellings, and (2) occupancy of apartments in excess of the permitted number of tenants. Although there are larger concentrations of illegal housing in some areas, the problem affects all parts of the community.

Income and Employment

Per capita income in Mineola in 1999 was \$28,900, compared to \$19,900 in 1989, an increase of 10 percent when adjusted for inflation. Inflation-adjusted median household income increased 3 percent in the past decade to \$60,700 in 1999. The 1999 income figures for Mineola exceeded the state averages, but were slightly lower than those of Nassau County.

In 2000, 38 percent of Mineola's employed civilian population worked in management, professional, and related occupations. The industry sector with the highest concentration among Mineola residents is educational, health, and social services, accounting for over 20 percent of the Village's employed civilian population. Remember, Winthrop University Hospital is the single major employer in the Village.

Community Facilities

The Village has a well-developed park and recreation system. It includes two large parks (Memorial and Wilson Parks) as well as a number of smaller facilities scattered throughout the Village.

Memorial Park, located on Marcellus Road between Jackson and Garfield Avenues, has tennis

courts, play equipment, a gazebo, monuments, and open areas. This park is defined by its numerous large old-growth trees as well as two historic structures, the gazebo and the Auxiliary Police Headquarters. The library is located on its eastern edge and three schools are located adjacent to Memorial Park. The park is home to the new 9/11 monument and the handsome Veteran's Monument. Memorial Park is also a defining characteristic of nearby neighborhoods.

Wilson Park is located on Westbury Avenue near the eastern border of the Village, and includes tennis and basketball courts, athletic fields, and a roller hockey rink. The Mineola Community Swimming Pool complex is located within the rear of Wilson Park. Recent improvements to the park have made it an even more popular destination for Village residents from all parts of the community.

Other recreational facilities in the Village include (1) the new Little League baseball field just north of Second Street east of Willis Avenue, as well as (2) Mineola School District and Chaminade High School fields and other facilities.

The Mineola Library is located on Marcellus Road on the east side of Memorial Park. It was established in 1957 and was renovated in 2000. This renovation included the expansion of the building, upgrade of the library facilities, and installation of additional computer terminals with Internet access. The library's holdings include approximately 80,000 volumes, with total circulation of over 120,000 volumes.

The Village of Mineola is part of a regional school district known as the Mineola Union Free School



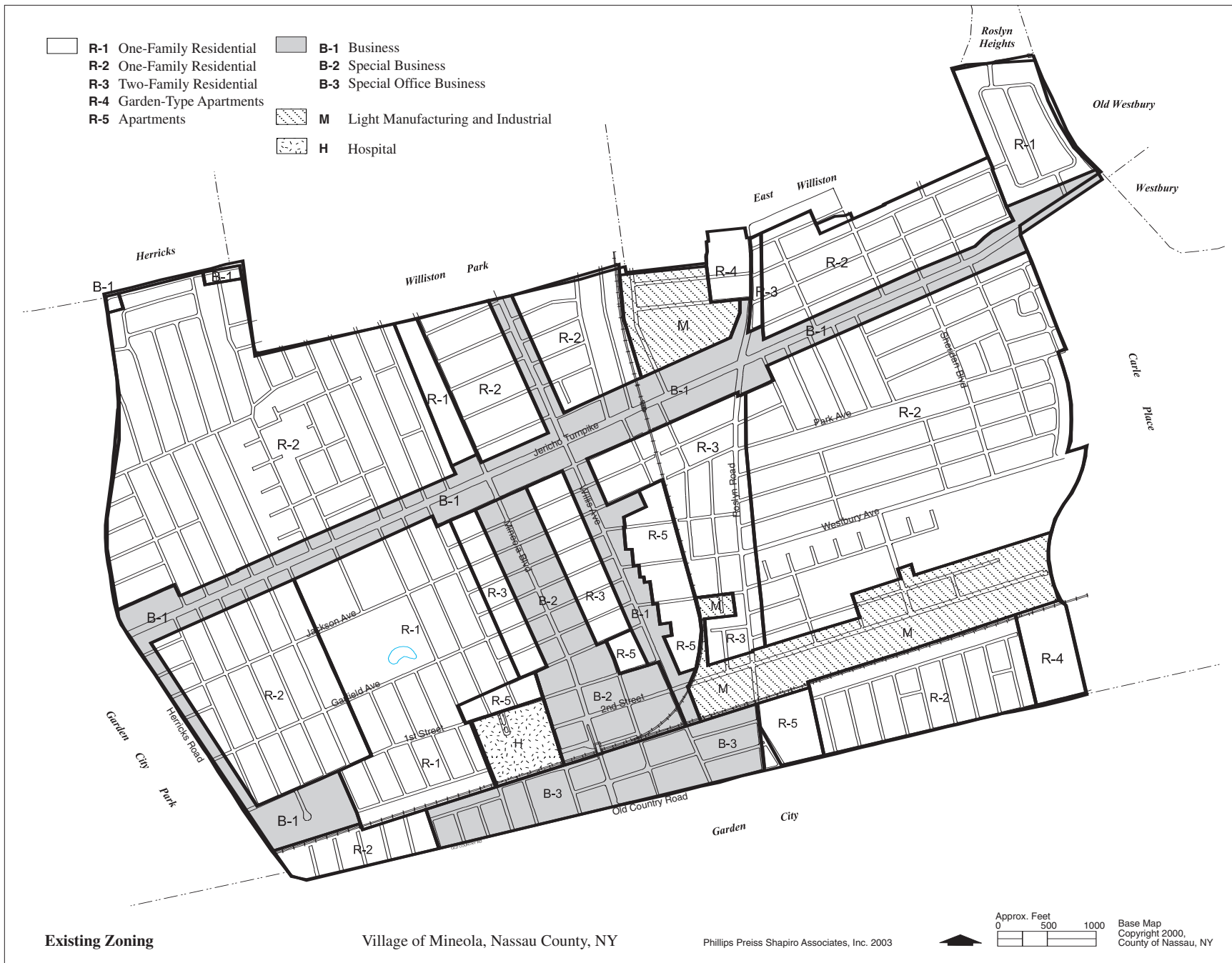
Mineola spirit!



Schools and other community facilities are located in beautiful surroundings.



Mineola residents and workers have access to a variety of housing options and other important resources.





Opposite: Zoning today reflects the predominant residential character of the Village, with non-residential corridors.

This page: Stable retail corridors and residential neighborhoods make Mineola a dynamic community.

District, which encompasses the following communities: Mineola, Garden City Park, Williston Park, Albertson, and Roslyn Heights. The district currently has four elementary schools (Cross Street, Hampton Street, Jackson Avenue, and



Meadow Drive) serving students in kindergarten through fifth grade, Mineola Middle School for students in sixth through eighth grades, and Mineola High School for students in ninth through twelfth grades.

Two private schools are located in Mineola. Chaminade High School, located on Jackson Avenue, is a distinguished Catholic boys' high school, enrolling 1,600 students from Mineola and many other communities all over Long Island and

Queens. Corpus Christi School, located on Searing Avenue, is a Catholic elementary school serving students in Mineola and neighboring communities.

Winthrop-University Hospital is located on the western edge of downtown south of First Street. Founded in 1896, Winthrop currently has nearly 600 beds and a staff of approximately 3,500 doctors, nurses, and other employees. It is a Level 1 Regional Trauma Center and a regional referral

center offering acute, specialized services. The Hospital has been undergoing expansion and design improvements, including the recent construction of a 500-space parking garage on the south side of the Long Island Railroad.

Among the numerous active civic groups in the Village are the Mineola Chamber of Commerce, the Mineola Historical Society, the Garden City/Mineola Rotary Club, the Mineola Lions Club, the Kiwanis Club, the Long Island Portuguese Lions Club, the Golden Age Club, AARP, Leisure Club, Mineola Civic Association, two Portuguese-American clubs, the Italian American Civic Association, the Irish American Society of Nassau, Suffolk and Queens, the Mineola Athletic Association, and the Police Activities Association. There are also various houses of worship located in the Village representing a diversity of faiths. A number of popular community events are held in the Village, including the Mineola Fair, the Mustang Run, and the Portuguese/American Fair. Mineola has a Choral Society and is the home base of the Nassau Pops Orchestra.

The Mineola Fire Department provides fire protection for the Village. Its recently renovated headquarters are located on Washington Avenue. Another fire station is located on Elm Place. The Mineola Volunteer Ambulance Corps provides emergency medical services for the Village from its headquarters on Elm Place.

Police services for Mineola are provided by the Third Precinct of the Nassau County Police Department, which also covers a large portion of the County. The nearest police station is located in

Williston Park, although there is a small police booth on Jericho Turnpike between Willis Avenue and Mineola Boulevard that is used by three patrol cars. The Mineola Auxiliary Police Department, a volunteer organization, provides additional security within the Village.

The Mineola Water Department provides water service to the Village. Sewer service is provided by the Nassau County Sewer District, while the Village is responsible for maintaining the sewer systems. Stormwater runoff in Mineola is collected through a separate system.

Historic and Cultural Resources

The 100-year anniversary of the Village of Mineola's incorporation will be in 2006. The Village has a rich history, which includes connections to the early days of aviation, the growth of Long Island, Nassau County's government, as well as buildings constructed in the early twentieth century.

In recent years, increased attention has been paid to the Village's heritage. A Village historic preservation law was enacted, leading to the designation of several historic sites. An additional historic preservation resource in the Village is the Mineola Historical Society.

Zoning

Mineola has had a zoning code since at least the mid-Twentieth Century. It is a well-written zoning law, and a relatively simple one at that: five residential districts, three business districts, one manufacturing district, and one hospital district. The existing zone districts are detailed below.



Above and opposite: The strategy emphasizes linkages and investments to enhance existing parks and community facilities.

Residential Zones:

There are two one-family residential zones in the Village: the R-1 and R-2 Zones. The vast majority of the Village's residential areas are located in the R-2 Zone. The only permitted uses in these zones are single-family detached dwellings and accessory structures and uses.

The R-3 Two-family Residential Zone permits both one- and two-family detached dwellings, as well as accessory structures and uses.



Parks and Open Space

Village of Mineola, Nassau County, NY

The Village's multifamily residential zones are the R-4 and R-5 Zones. These zones allow all the uses permitted in the R-1, R-2, and R-3 Zones. In addition, the R-4 Zone permits a group of multifamily dwellings on a single lot, subject to certain design regulations. The R-5 Zone also permits a group of attached one-family or two-family dwellings up to six dwelling units as well as multifamily dwellings with a maximum density of fifteen units per acre.

Commercial Zones:

The B-1 Business Zone encompasses numerous properties located along Jericho Turnpike, Willis Avenue, Herricks Road, and a small portion of Roslyn Road. The B-2 Special Business Zone includes most of downtown Mineola north of the Long Island Railroad, as well as properties on Mineola Boulevard south of Washington Avenue. The B-1 zone permits certain retail, office, and service commercial uses. The B-2 Zone's permitted uses also include office buildings and multiple dwellings facing on certain streets. Multifamily residential uses may have office uses located on the ground floor as long as specified conditions are met.

The B-3 Special Office Use Zone includes the entire area south of the Long Island Railroad from Eighth Avenue to Roslyn Road. It encompasses most of the large-scale office buildings in downtown Mineola. Permitted uses in the B-3 Zone include office buildings, banks, and brokerage houses, as well as a number of other commercial uses permitted by special use permit.

Other Zones:

There are two areas in the Village located in the M Light Manufacturing and Industrial District. The



first is generally centered on East Second Street between the Long Island Railroad Oyster Bay Branch and the eastern Village boundary. The second area is located in the north central section of the Village east of the Oyster Bay Branch and north of Jericho Turnpike. Permitted uses in this zone include those allowed in the B-1 and B-2 Districts as well as those devoted to the manufacture of clothing, electrical appliances, machinery parts and accessories, and cold storage warehouses.

The H Hospital Zone is located along the western edge of downtown. This district is comprised entirely of the main campus of Winthrop-University Hospital. Permitted uses in the H Zone are public or private hospitals and accessory uses customarily incidental to the operation of a hospital.





Chaminade High School and Winthrop-University Hospital and open spaces are important community anchors and resources.



Recommendations

Goal: Protect and enhance the basic building blocks of Mineola's stability and value as an older suburb: home, block, neighborhood and community.

The following more specific objectives and related strategies are intended to help achieve this goal. They deal with the following challenges (in the order discussed):

- A. *Continue to provide a variety of recreational amenities and community services:* Mineola features a terrific range and quality of community facilities, no less than neighboring communities, and more than the typical village of its size and wealth. These facilities are also clustered in a way that helps to bolster community identity, sharing and unity.

- B. *Improve the pedestrian experience:* Mineola's small size, grid, relatively high density, social cohesiveness, clear boundaries and flat terrain all promote walking and bicycling. These activities are hampered by barriers created by roads (especially Jericho Turnpike) and the Long Island Railroad (LIRR) tracks; limited sidewalks in some areas; and transportation and development planning that are only now putting pedestrians ahead of vehicles. Creative solutions are needed. Mineola can especially learn from innovations in traffic calming.
- C. *Preserve the heritage and handsome design quality of Mineola:* Unlike the majority of Long Island's suburbs, Mineola features the design qualities of a traditional neighborhood design: a fairly uniform scale of small houses on small lots, often sharing common design features, oriented to streets that are laid out on a grid, and dating to the middle of the last century. It's time now to protect these features, which are central to Mineola's pride in place.
- D. *Protect against intrusions:* Certain blocks are confronting commercial encroachments: better transitions and buffers are needed. Many blocks are confronting high volumes of speeding traffic: traffic calming is needed. (Both are elaborated upon in the corridors chapter.)
- E. *Address on-street parking problems.* Confusion reigns when it comes to the Village's on-street parking regulations. Some areas further contend with parking demand created by neighboring commercial, institutional and transit uses. The Village's on-street parking regula-

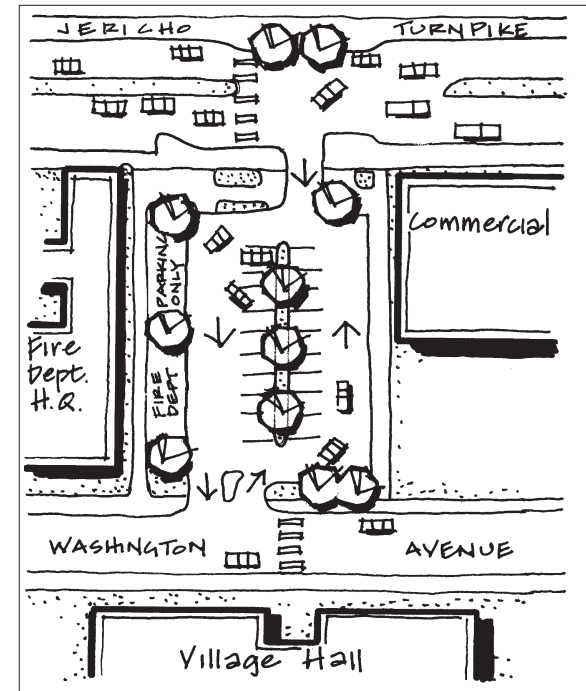
tions should be revisited on a Village-wide basis (rather than the presently confusing block-by-block basis).

- F. *Provide a variety of housing types in appropriate locations:* Mineola's (like America's) demographics no longer feature the prototypical young married couple with two children. Like other older suburbs, Mineola faces the challenge of how to provide housing variety without creating intrusions on neighborhood cohesion. Appropriate application of this policy includes upstairs living in downtown and selective higher-density housing along Old Country Road. (Two-family homes should not be expanded, as they erode the single-family landscape.)

The quality of life in Mineola matches great amenities with a safe and attractive community and reasonable housing prices. The intent of this Comprehensive Plan is to keep these basic assets intact. This includes protecting and enhancing the Village's tax base.

A. Community: Continue to provide a variety of services

1. *Enhance and expand upon the Village's existing parks and recreation.* One of Mineola's primary amenities is its well-developed parks and recreation system. Attention should be paid to enhancing existing offerings and creating new recreation opportunities for Village residents. Each park design and program change needs to be crafted with the involvement of park users and advocates. Some ideas to be tested



There is an opportunity to link Village Hall to Jericho Turnpike (one plan is illustrated above).

Opposite: it is essential that the Village safeguards its historic and design assets.

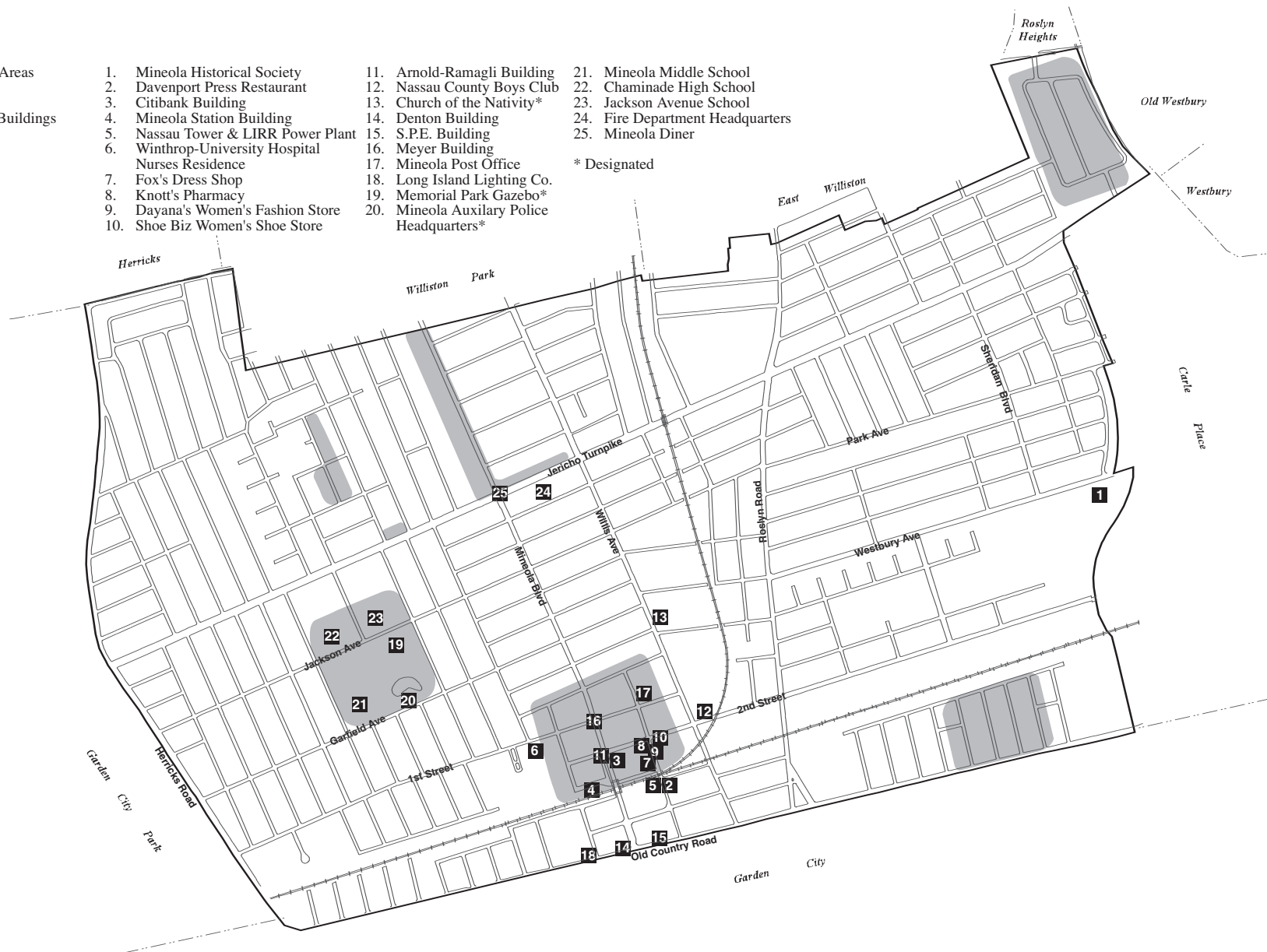


Areas



Buildings

- | | | |
|--|--|----------------------------------|
| 1. Mineola Historical Society | 11. Arnold-Ramagli Building | 21. Mineola Middle School |
| 2. Davenport Press Restaurant | 12. Nassau County Boys Club | 22. Chaminade High School |
| 3. Citibank Building | 13. Church of the Nativity* | 23. Jackson Avenue School |
| 4. Mineola Station Building | 14. Denton Building | 24. Fire Department Headquarters |
| 5. Nassau Tower & LIRR Power Plant | 15. S.P.E. Building | 25. Mineola Diner |
| 6. Winthrop-University Hospital Nurses Residence | 16. Meyer Building | |
| 7. Fox's Dress Shop | 17. Mineola Post Office | * Designated |
| 8. Knott's Pharmacy | 18. Long Island Lighting Co. | |
| 9. Dayana's Women's Fashion Store | 19. Memorial Park Gazebo* | |
| 10. Shoe Biz Women's Shoe Store | 20. Mineola Auxiliary Police Headquarters* | |



Heritage Buildings and Design Districts

Village of Mineola, Nassau County, NY

Phillips Preiss Shapiro Associates, Inc. 2003



Approx. Feet
0 500 1000

Base Map
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County of Nassau, NY

include the following recommendations.

2. *Enhance the T.H. Wilson Park campus:* Thanks to recent improvements, this park is now the Village's primary recreational resource. One key idea involves expanding T.H. Wilson Park to the east. A private/public partnership could then be explored to provide an ice skating, indoor soccer or other facility in this vicinity, with shared parking for the existing Village swimming pool. Other ideas to be tested include: using traffic-calming and landscaping on Union Street to create a crosswalk and green linkage to the Hampton Street School; and providing shared parking for park users (on weekends) and local businesses (on weekdays). Such parking revenues could also generate some additional revenue for the park.
3. *Enhance the Memorial Park campus:* This handsome park features old-growth trees, lawns and walkways, anchored by the Mineola Memorial Library on the east, the Mineola Auxiliary Police Headquarters on the south, Mineola Middle School on the west, and the Chaminade High School and Jackson Avenue School on the north. The park's old growth trees and surrounding historic buildings create a special ambiance that should be protected through district designation. The fence between the Middle School and the park should be removed. The perimeter of the recharge basin in the Park is being developed into an aviary by the students of Chaminade. The various users should cooperate on future planning and programming for the park. Competitive



efforts (such as the aviary/Chaminade project) should be continued.

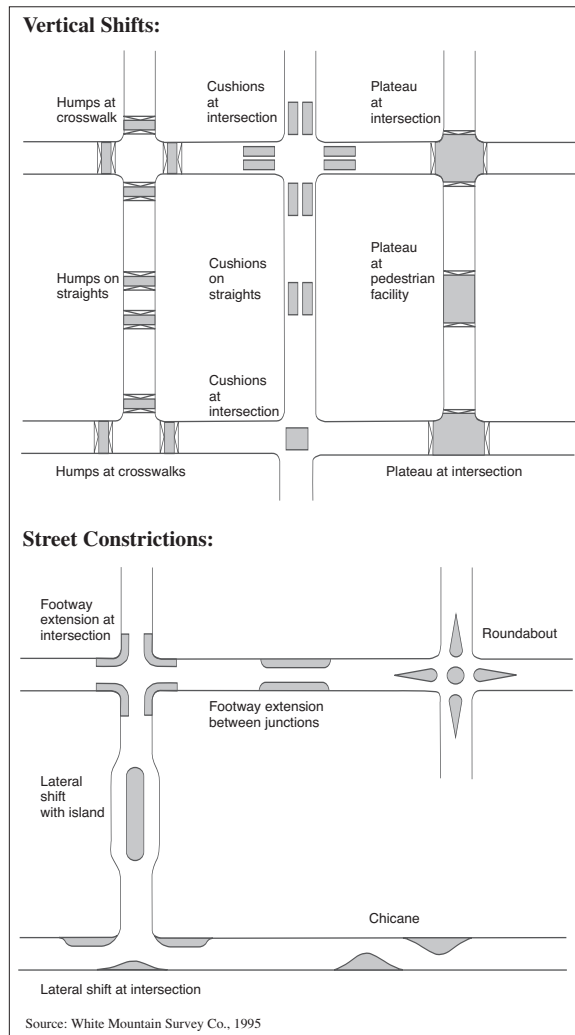
4. *Create a larger and more attractive Little League park:* The new Little League Field is by all accounts a major success. The Village should join with the Corpus Christi School and others to explore possible expansion of the park and civic uses surrounding the park. Ideally, the park would encompass the entire block, with shared school/public recreation playgrounds



The scenic resources to be protected include tree-lined streets, historic buildings, and the consistent scale of development.



and fields. As a fallback, civic uses (such as day care, senior citizen center, etc.) can be encouraged to locate in the buildings remaining on this block.

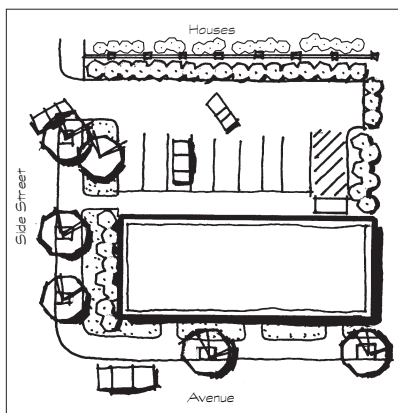


Traffic calming tools should be used to moderate through-traffic on local streets.

5. *Protect private open spaces:* Several parks and open spaces are associated with private and public schools. Though unlikely, it is possible that these schools will go through changes in the uncertain future whereby they might seek to build on or sell these open space resources. The Village should aggressively promote the preservation of these park amenities – ideally by making them Village parks, as a fallback by protecting their open space features, or by pursuing some compromise, such as establishing scenic easements and /or transfer of development rights. As warranted, the Village should inventory these spaces, identify those most at risk, evaluate the costs of acquisition and maintenance, and identify alternative strategies if this is not the practical or preferred strategy.
6. *Create mini-parks geared to the particular needs of their immediate environs:* Village-oriented open spaces on Emory Road and at the far eastern end of Jericho Turnpike are existing opportunities. Another opportunity lies in the redevelopment of an industrial site near the Village’s southeast corner (formerly Jackson Street) into commercial or housing uses. A park in the rear could be shared with existing rental housing to the east, and would serve as a buffer along the Long Island Railroad. As these improvements directly affect neighborhood residents, they should be designed with their input.
7. *Increase coordination with schools:* The Village should work with the Mineola School District to ensure that adequate facilities are provided for its students in general, and in particular to

ensure that the impacts of school facilities construction and improvements in the Village are complementary to the community’s character and desires. Given the recent growth in young couples moving into Mineola, the Village should discourage any further division of school property, lest tempting a shortage of space. The Village is largely built-out, and finding new school sites would be problematic.

8. *Encourage a partnership between Chaminade High School and the Village:* Chaminade High School is a resource for the Village that provides benefits to the community. However, the school also has impacts on the area in which it is located, particularly with regard to traffic at the beginning and end of the school day. Chaminade has attempted to mitigate traffic and parking impacts – the Village should encourage this positive trend.
9. *Continue cooperation with Winthrop-University Hospital:* Winthrop-University Hospital is an important resource in the Village and all-important to the vitality of downtown (refer to Chapter 4). There are, however, intermittent issues associated with the Hospital’s ongoing need to align its facilities with changing medical and economic conditions. The Village should continue to work with the Hospital to ensure that its plans are harmonious with those of the Village. The current policy is well reasoned: (1) support the Hospital’s efforts to upgrade its downtown campus, including cohesive on- and off-site pedestrian enhancements (discussed later); (2) preserve the double row of houses flanking Fleet Place as the



Design guidelines can improve the transition between residential and commercial development.

transition from the Hospital to the adjoining residential area; (3) promote new hospital construction on the north side of Second Street between Third Avenue and Mineola Boulevard, consistent with downtown design guidelines (also discussed later); (4) support placement of parking and other Hospital uses on the south side of the Long Island Railroad with safe pedestrian crossings; (5) monitor the Hospital's parking situation to ensure that it does not negatively impact adjacent neighborhoods; and (6) develop a long-term plan for the parking garage at the northeast corner of First Street and Third Avenue.

10. *Encourage the provision of the best possible emergency services:* Mineola has fine volunteer fire, ambulance, and auxiliary police forces, providing services to residents, workers, and visitors. However, the Nassau County Police Department provides services to many other communities in addition to Mineola, and often has limited resources deployed in the Village. The Village should work with the County to ensure that adequate protection is provided or

should evaluate other options for upgrading police service. The Village should continue to encourage the role that its volunteer agencies play in supporting protection of Mineola. One idea to test is location of an auxiliary police station at a site along Willis Avenue, and community reuse of the existing station in Memorial Park. The Village boasts a low crime rate and a safe image, which are essential to its continued stability as well as quality of life.

11. *Support community events:* Mineola is home to a number of community events and organizations, which should be supported as a way of increasing community spirit. Events range from the Mineola Fair to the Portuguese/American Fair; organizations range from the Choral Society to Nassau Pops to the Chamber of Commerce. These events can also bring additional visitors to Mineola, and help improve the image of and business in downtown and along Jericho Turnpike. An annual calendar should be produced twice a year. The calendar can also feature photos of historic places, past events and other sources of pride. Kiosks could be created at Wilson Park, the library, and LIRR station (on its north side, where more people wait for trains), so that publicity for events can be highlighted.
12. *Promote concentrations of community facilities:* There are four logical places in which to focus attention: Village Hall, Memorial Park, Wilson Park, and downtown. Each could have its own particular identity. The Village Hall complex adjoining Jericho Turnpike is the logical place to concentrate municipal and govern-

ment services, including volunteer services. Memorial Park is the logical place for expansion of library-related activities (e.g., an outdoor reading garden); and/or shared use or reuse of any school space (e.g., for night school). Wilson Park is the logical place to concentrate active recreation and recreation programs, and other large space uses. Downtown is the logical place to concentrate more transit-dependent and storefront types of uses (e.g., police auxiliary, historical museum, post office, etc.). Each should feature its own coordinated landscape/building plan, as illustrated for Village Hall (in this chapter) and for downtown (in Chapter 4).

B. Neighborhood: Improve the pedestrian experience

1. *Provide safe and attractive sidewalks wherever possible, with standards for adequate width and design:* Most areas of Mineola have adequate sidewalks, which enhances the Village by making it more walkable. Any existing sub-standard sidewalks should be improved throughout the Village as funding is available, particularly in areas with high pedestrian volumes and parks, schools and other facilities used by children. Standards for sidewalk should have criteria for width, materials, location etc.
2. *Provide adequate street and sidewalk lighting with minimal impacts on adjoining residences:* The perception of an area being unsafe is increased by the provision of inadequate lighting for the street, and particularly for pedestri-



ans. Any new street lighting should provide adequate light for the sidewalk but have limited impact on neighboring homes. Lower mounted light fixtures and different types of light standards can improve this situation.

3. *Provide additional street trees:* The beauty of many of Mineola's neighborhoods is due in part to its tree-lined streets. Canopies of trees over residential streets can greatly improve the appearance of an area, provide increased shade in warmer months and increase safety and reduce traffic speeds by narrowing the perception of a road's width.
4. *Promote bicycle transportation:* Bicycling is having a comeback with people of all ages, both for the freedom it confers on youth, and the good health it confers on adults. Mineola's flat topography, safe neighborhoods and grid of relatively traffic-free side streets already create a favorable biking environment. These assets can be enhanced through dedicated bikeways on wide streets, as well as the provision of bike racks in school and public parking lots and parks.



5. *Forestall use of neighborhood roads for through-traffic:* Mineola benefits from what is called an "offset grid." While laid out in a rectilinear grid, small jogs and many stop signs discourage through-traffic. Local drivers and pedestrians benefit from the direct and simple street pattern; non-local residents are easily confused and put off. This pattern should continue to be employed, even when filling in gaps in the present street network.
6. *Use traffic calming to protect adjoining residential areas from the negative impacts of traffic congestion:* Traffic calming should be used to reduce traffic speeds on local streets used as cut-throughs from major roads, and to improve pedestrian safety around schools, parks and Winthrop-University Hospital. Traffic calming includes additional signage, on-street parking, continued two-way streets, and sidewalks and bike lanes to narrow the vehicular lanes. It also includes additional stop signs, road etching, and lateral shifts to frustrate drivers so that they take other routes. The best combination of traffic calming tools varies widely from street to street, and should

Left: LIRR's plans for a third track need to be sensitive to the concerns of its neighbors.

Right: Part of Mineola's strength is its variety of housing.

be designed with the full involvement of local residents. Ideas presented later are only by way of initiating this conversation.

7. *Prohibit bus routes and truck routes through neighborhoods.* Other than for jitneys and local deliveries, buses and trucks should be allowed only on (north/south) Harrison Street, Herricks Road, Mineola Boulevard, Willis Avenue and Roslyn Road, and on (east/west) Jericho Turnpike, Second Street and Old Country Road.

C. Neighborhood: Preserve the handsome design quality of the Village

1. *Provide incentives for preservation of heritage:* The Village has recognized the importance of highlighting its heritage as a matter of civic pride. This effort was bolstered by the efforts of concerned citizens, and has resulted in the designation of five historic properties to date: the MAA building on Willis Avenue, the gazebo and the Auxiliary Police Headquarters in Memorial Park, the refreshment stand in Wilson Park and the Church of the Nativity on Willis Avenue. The Village should promote the listing of Village landmarks on the National Register of Historic Places. Listing confers significant tax benefits on any commercial or rental use, with the only restraint being that State and Federally funded expenditures on these buildings must go through



Conflicts between commercial activity and residential areas need to be reduced.

extra review at the State level; private and Village investment is not so encumbered. Also, the historic features of these landmarks should be exempt from the height, setback and similar Village controls. The list and map on the next page indicate some of the buildings that could be considered for designation. As this list indicates, the building types are eclectic, ranging from an art deco diner to grand school structure.

2. *Promote compatibility in scale, density, building line and orientation between new and existing development:* Village-wide, zoning regulations should require new buildings to face the street, which would promote the front yard orientation of Mineola's neighborhoods. Similarly, residential garages should be prohibited from projecting in front of dwellings. This requirement would prevent the development of "snout houses" in the Village. Zoning

regulations also should be carefully reviewed to ensure that the existing scale of neighborhoods is not overwhelmed by the replacement of smaller homes with much larger, out-of-scale homes, or "McMansions."

3. *Create overlay "Design Districts":* In specific neighborhoods and areas, there are similar housing styles, with appropriate modifications added over time. The establishment of design districts in such areas would help maintain the distinctive character of neighborhoods. Standards for these districts could include regulations permitting alterations within certain limits. Examples of the types of areas and design features to be targeted include protection of: (1) historic character and setbacks along Mineola Boulevard north of Jericho Turnpike; (2) the cohesive character of the Tudor architecture along Croyden Road, Weybridge Road, Kennelworth Road, Berkley Road and Wisteria Avenue; (3) the concentration of Cape-style houses in the northeast corner of the Village; and (4) setbacks, rooflines, and porch features in the northwest corner of the Village. These four provide examples of how small and large subdivisions have created consistent design features. While property owners should continue to be allowed to individualize their properties, the Village can still promulgate design guidelines that protect their neighbors from a loss of overall design character. To assure public education as well as respect homeowner/property owner concerns, the Design Districts might emulate the National Register policy of requiring some sort of vote before an area is designated.

4. *Create design guidelines for specific areas:* As the key features will vary from area to area, so too must the regulations. That is why a kit of tools has been recommended, rather than either only discretionary reviews or one-size-fits-all guidelines. Possible techniques that could be used include varied floor area ratio or setback requirements for particular areas, types of preferred home design elements, or a combination of these and other regulations. The idea is to provide flexibility and predictability.
5. *Better define the role and procedures of the "Architectural Review Board":* Architectural Review Boards (ARBs) are more and more commonplace throughout the region. The Village's Planning Board currently serves as the ARB for Mineola. Its role should be reexamined to ensure that its efforts are having a beneficial impact on the appearance of the community. If necessary, the procedures of the ARB should be modified. While charged with commenting on various matters of design, the ARB's emphasis should be directed to the design guidelines embodied in the zoning, Master Plan, supplemental plans, and formal design guidelines. This way, there will be predictability to the design review process; and property owners can be assured that they need not go through unnecessary hurdles so long as they work within the design policies already put down on paper. Note that design review should remain advisory.

D. Block: Protect against intrusions

1. *Continue to limit intrusive uses into single-family residential neighborhoods:* There are a variety of housing types located in Mineola. However one of the Village's greatest strengths is its many neighborhoods that are uniformly comprised of single-family homes. Non-compatible commercial and higher density residential uses should be excluded from these areas. New two-family homes should be limited to those areas so designated, and existing non-conforming non-single-family homes should be brought into conformance over time.
2. *Require buffer areas between commercial and residential development, as well as between other possibly non-compatible land uses:* Mineola is densely—and almost fully—developed. Many of its single-family residential neighborhoods are located proximate to more intense land uses, such as commercial corridors and industrial areas. Buffer regulations should be enhanced to minimize the impacts of non-compatible land uses adjacent to residential areas through separation requirements, where possible, as well as screening by plantings and fences. (This is discussed in the next chapter as well.)
3. *Also protect adjoining residential areas from the negative impacts of noise, light pollution, and commercial creep:* These problems are acute along commercial strips, especially adjacent to auto-oriented uses and restaurants. Part of the problem is the limited depth of some properties that front on commercial corridors. The

requirements for buffers, parking location and lighting should be strengthened. Buffers should include opaque plantings and fencing. Noise and vehicle exhaust are more difficult to control, as they vary based on proximity of adjacent uses. Parking lots and loading areas should be designed to have the least possible impact on adjacent residential uses and side streets.

4. *Modify zoning in most areas to control out-of-scale development and character:* Most of Mineola's homes are located on relatively compact lots. As discussed earlier, contextual guidelines should be created to ensure that setbacks, rooflines, and building height are somewhat similar on blocks with common design features. Variances for building height should be linked to increases in setbacks and open space. These standards should include criteria for the Architectural Review Board to use in conducting design review.
5. *Ensure that adequate mitigation measures are provided for any adverse impacts resulting from Long Island Railroad improvements:* There is the potential that the LIRR will be expanded to include a third track on the Main Line through Mineola at some point in the coming years. The Village should be prepared for this expansion to occur at some point, and should continue to work with the LIRR to minimize and mitigate impacts on Mineola from any expansion. Particular measures could range from wider buffer areas next to the railroad and additional sound barriers to other, more indirect mitigation measures such as improved intra-village transit service and parking.

6. *Proactively deal with cell tower intrusions:* There have been growing concerns in Mineola in recent years about the proliferation of wireless telecommunications facilities, due in part to health concerns as well as aesthetic considerations. Unfortunately, the Telecommunications Act of 1996 preempts local governments from considering the health effects of radio frequency (RF) emissions in regulating the location of antennas. Therefore federal law limits the ability of local governments to completely “zone out” these types of facilities. However, it does permit municipalities to guide telecommunications antennas to appropriate locations and provide reasonable design guidelines. The Village should do all possible to limit new facilities and to obtain benefits in return for accommodating them. Such facilities should be limited to non-residential areas if possible, and Village-owned properties so that direct compensation is provided to offset any negative impacts.

E. Block: Address on-street parking problems

1. *Adopt a simple Village-wide policy.* A general rule should be adopted, along the lines of alternate-side parking. At present, parking rules are decided upon block-by-block, with all sorts of confusion and imbalances. The simplest approach would be weekday (except for snowstorms and holidays) alternate-side parking, with parking allowed on the “even” street address side of the street on “even” calendar days, and on the “odd” street address side of the street on “odd” calendar dates.

2. *Make area-specific adjustments.* Once a simple rule is established, modifications should be entertained, based on resident surveys or appeals. For example, employee (permit) parking could be allowed on side streets within 200 feet of business zones to free up parking in front of stores. The more vexing and complicated parking problems posed at Chaminade High School and Winthrop-University Hospital should be studied in cooperation with local residents as well as those institutions.

F. Home: Provide a range of housing types in appropriate locations

1. *Continue to provide a range of housing types:* Mineola is first and foremost comprised of single-family neighborhoods. There is a need for other types of residential uses, such as senior housing and limited multifamily residential uses. Consideration should be given to the provision of other types of housing only along selected corridors and in downtown, where adequate access, transit and infrastructure exist. Consistent with regional and national trends, consideration should also be given to providing new housing options, such as assisted living, nursing homes, and independent living, to provide opportunities for older residents to stay in Mineola as they age. All such increases in density should be by special permit, also contingent on demonstration of additional public benefits. These could include public parks, significant environmental remediation, mixed-income housing, senior citizen housing, on- and off-site pedestrian

enhancements, and community facilities. Construction of other types of housing may also contribute to the stability of the Village’s real estate base.

2. *Target the Jackson Steel site at Herricks Road and First Street for senior citizen apartments.* This former industrial site is Village-owned. The federal Environmental Protection Agency has approved its cleanup. It is located on a major corridor within walking distance of downtown’s medical, shopping and transit services, as well as Memorial Park and the library. It is ideal for senior housing.

3. *Provide minimum average unit size, to prevent SRO (single-room occupancy) development:* Although smaller housing units can be useful for providing affordable housing, there are significant negative impacts associated with buildings containing clusters of SRO housing. Zoning regulations should provide for minimum average unit sizes in new multi-family residential development, which can allow a mix of unit types and sizes.

4. *Improve regulatory capacity of the Village to deal with illegal accessory units and other housing infractions:* The illegal conversion of existing residences into multiple dwelling units is a continuing concern. A program requiring the registration and inspection of rental units will assist in controlling this problem.

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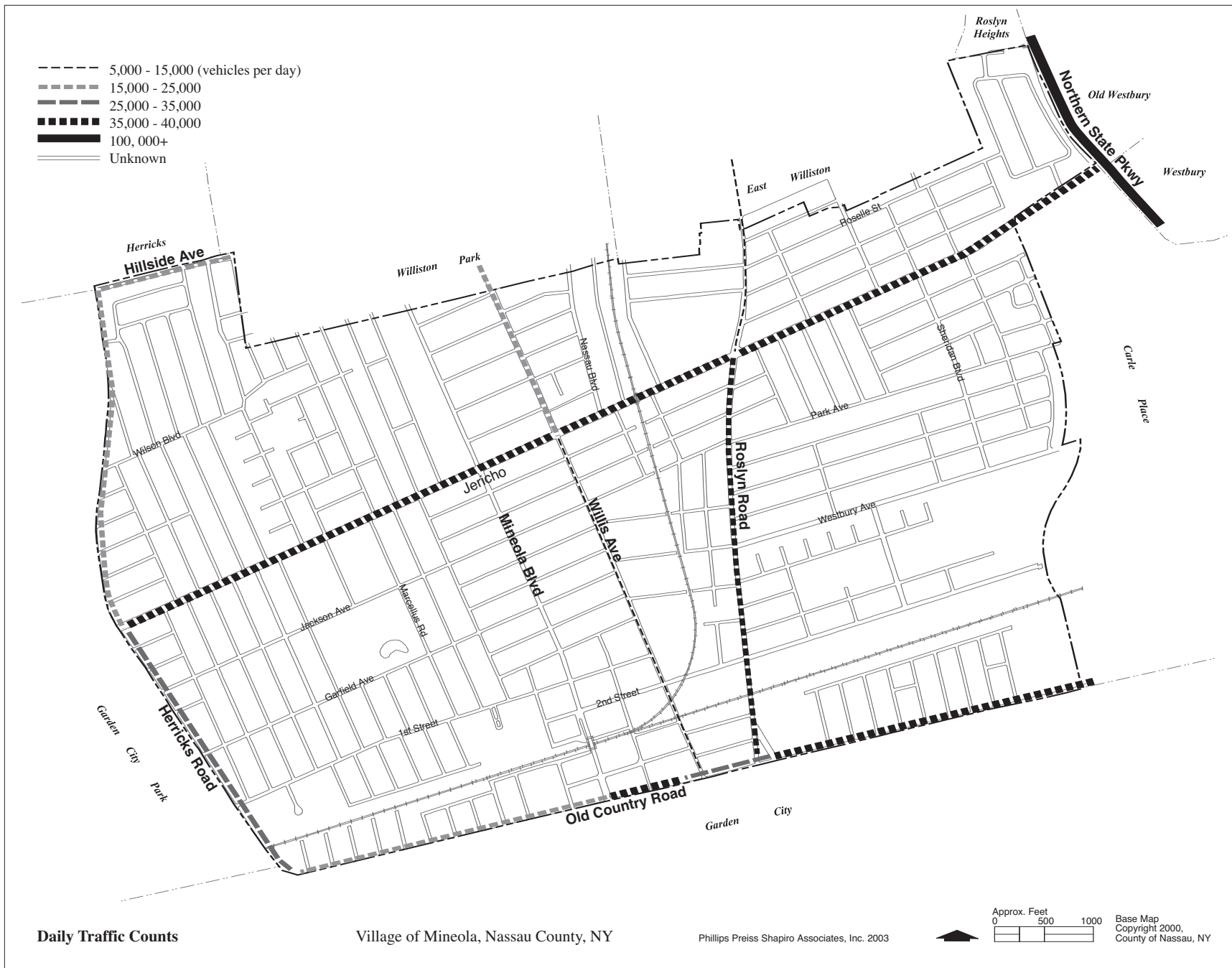
Corridors and Transportation



Residents of Mineola have access to a wide variety of transportation options. Vehicular circulation is provided through a semi-regular grid of local neighborhood streets, which is traversed by several north-south and east-west arterial roadways. Although no expressways are located within the municipal limits of the Village, the Northern State and Meadowbrook Parkways have an interchange with Jericho Turnpike just east of the Village limits, and the Long Island Expressway is located a short distance to the north. In addition to its roadways,

Mineola also enjoys superb commuter rail service to New York City via the Long Island Railroad (LIRR), and is well-served by several Long Island Bus routes.

These transportation routes and modes provide for more than the movement of people and goods—they also function as organizing structures for land use and development. Many of Mineola's arterial roadways are heavily developed with commercial uses, since the high vehicular





Opposite: Traffic is concentrated on a few arterials, especially Jericho Turnpike.

volumes on corridors such as Jericho Turnpike create visibility and value for retail and service uses. The LIRR station and adjoining bus terminal are a busy transit hub providing connections with New York City and other parts of Long Island; it serves as a focus for some of Mineola's more intensive office developments. By contrast, Mineola's grid of narrow residential streets both disperses and calms traffic, providing a quiet and safe environment that fosters and preserves stable neighborhoods.

From a strictly transportation point of view, Mineola is very well served. But roads and transit also shape land use and quality of life; land use shapes the experience of the roads and use of transit; and in these respects, there is room for improvement. To highlight: The major corridors are difficult to

cross by pedestrians, isolating neighborhoods. Gateways and key arrival points are often unattractive. Strip development creates safety problems along thoroughfares, and diminishes the image of the community. Neighborhood entries go unmarked. Congestion along the corridors leads to inappropriate use of local streets for through-traffic. Downtown (and transit) is not centrally located. While the train station is being strengthened as a transit hub, nearby land uses remain at lower densities (along Old Country Road) or at lower values (along Willis Avenue) than might otherwise be expected.

The Master Plan should address these land use and quality of life issues, even as it assures that Mineola remains a convenient place for all of its residents.

Major corridors are difficult to cross by pedestrians, isolating neighborhoods.

Existing Conditions

Public Transportation

Mineola is well served by public transportation, both commuter rail and bus. The Village originally served as a railroad station, one of the "new" settlements in the interior of Long Island. Today it is still a key station on the Long Island Railroad's Main Line: the Oyster Bay Branch veers off just east of the station, with other branches splitting off further to the east. Because of its position on the Main Line, Mineola enjoys a greater frequency of service than many stations in neighboring communities, and the time to Penn Station in Manhattan is a swift 35 to 40 minutes. Residents of many nearby communities use the Mineola station instead of their own stations that, while closer, provide slower and less frequent service.

A total of seven Long Island Bus lines also serve Mineola: N22/22A, N23, N24, N40, N41, N78, and N79. The bus system converges at the Long Island Bus terminal at Third Avenue and Third Street, just south and west of the LIRR station. The location of this bus terminal provides a convenient transfer point between the LIRR and the bus system. Unfortunately, the uninitiated may not be aware of these extra transportation options, as there are no signs directing LIRR riders to the transfer point, and no bus schedules or maps posted at the LIRR

station. Providing this information would help encourage LIRR riders to use the bus network. Moreover, the bus terminal itself consists of a couple of standard bus shelters. Larger and better-equipped waiting and seating areas would be appropriate for this heavily used facility. The proposed Mineola Intermodal Center should alleviate this condition.

Vehicular Corridors

For most trips other than commuting to New York City or other points on the railroad, the automobile is the transportation mode of choice. The importance of automobiles increased dramatically with the construction of the Northern State Parkway, followed by the Long Island Expressway, which significantly altered development and travel patterns on Long Island.

Vehicular circulation in Mineola is provided by several north-south corridors and a lesser number of east-west corridors. The north-south corridors provide access to the two major highways located north of Mineola—the Northern State Parkway and the Long Island Expressway (I-495). The north-south corridors include (from west to east) Herricks Road, Mineola Boulevard, Willis Avenue and Roslyn Road. The east-west corridors include (from north to south) Hillside Avenue, Jericho Turnpike, and Old Country Road. All of the non-highway corridors mentioned are classified as “minor arterials.”

These corridors are more than just major traffic arteries: a significant portion of the frontage of these roads is developed with commercial uses. Therefore these corridors serve dual purposes of transportation links and business centers. The

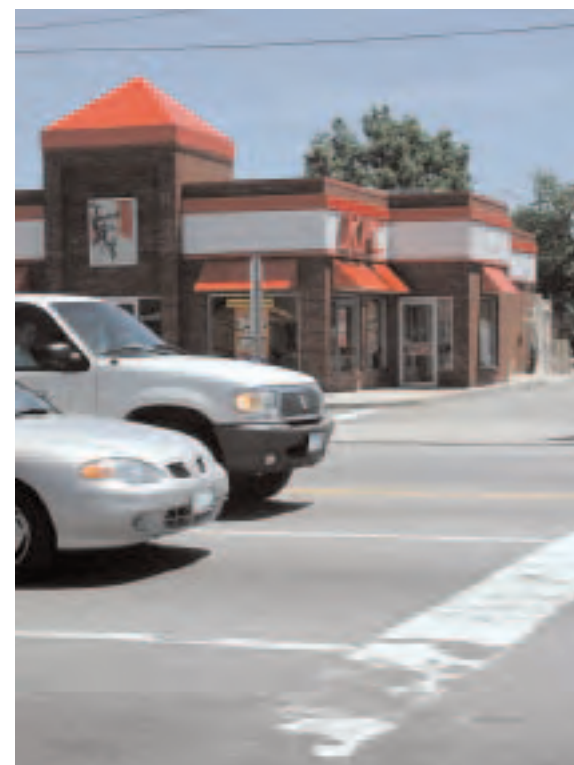
impacts of these roads can be great on nearby neighborhoods.

Each of these primary roads is described in more detail below, roughly in order of the volume of traffic they carry.

Jericho Turnpike

Jericho Turnpike is a State highway (Route 25) that serves as a regional transportation and commercial corridor. It cuts across the northern portion of Mineola, with four travel lanes, two lanes of on-street parallel parking, and a center median that provides turning lanes at most intersections.

Jericho Turnpike has a diverse development character, and contains significant amounts of commercial space. Most of the original commercial buildings were built in the pre-war style with ground level storefronts placed at the front of the lot, and one or two additional stories provided above with either office space or residential apartments. This configuration provides the storefronts with the best visibility from pedestrians and low-speed traffic, yet it tends to provide poorer visibility from high-speed traffic, and it also provides limited opportunities for off-street parking areas. Moreover, the upper floor space has tended to lose value both for offices and apartments, also due to parking issues and the development of more modern office space elsewhere. Because this style of development became increasingly incompatible with auto-oriented shopping patterns, many areas of Jericho Turnpike have been redeveloped at a different scale. Examples of newer development include several one-story retail buildings with off-street parking located at the western end of Jericho Turnpike, and the grocery store-anchored shop-



A variety of roadways offer opportunities for both local and national retail.

ping center at the intersection of Roslyn Road.

While Jericho Turnpike once offered a retail environment that was scaled to the pedestrian and served adjacent neighborhoods, it now functions primarily as an auto-oriented shopping corridor with a heavy concentration of gas stations, free-standing retail, wholesalers, and shopping centers. For these areas to thrive, it is essential that good vehicular access and parking be maintained. The major issue with these areas today is their appearance.



Mineola's roads offer a variety of experiences.



However, there are two areas of Jericho Turnpike that still have the potential to offer a pleasant, pedestrian oriented experience. These two pedestrian nodes are located between Mineola Boulevard and Willis Avenue; and between Marcellus Road and Horton Highway. In contrast to other parts of Jericho Turnpike, where shoppers tend to pull up in front of the one store they wish to visit, conduct their business, and leave, these areas offer the opportunity to stroll and window shop. Their concentrations of small storefronts, appealing architecture and retail continuity encourage window-shopping and provide an environment conducive to specialty shops and restaurant rows. These nodes are also logically placed—the node at Mineola Boulevard is near the municipal offices, and the node at Horton Highway is within an easy walk of several schools.

Old Country Road

Old Country Road runs along the southern border of Mineola. The road starts at the southwest corner of Mineola, connecting to Herricks Road going northbound and Rockaway Avenue going southbound. The road has four travel lanes with two-hour meter parking on the north side, or the Mineola side, between Herricks Road and Holly Avenue. The Nassau County government center is located along or close to this road near downtown Mineola, as are various other office buildings and commercial uses. Residential uses are located along Old Country Road in Mineola to the east and west of the County Seat. To the east of the Village, Old Country Road is a major commercial corridor that includes various regional commercial uses.

Mineola Boulevard

Mineola Boulevard is a major north-south road in the Village, with two travel lanes and two lanes of on-street parallel parking, connecting downtown to Jericho Turnpike and Hillside Avenue. It becomes Franklin Avenue to the south of Mineola, connecting the Village to downtown Garden City. Mineola Boulevard is the most heavily used of the north-south corridors, likely because it connects with both the LIRR station and downtown Garden City, as well as the offices in southern Mineola, Winthrop-University Hospital, and Jericho Turnpike. Mineola Boulevard is projected to host about 45 percent of the north-south traffic in the vicinity of the LIRR tracks by 2005, making it the most used of any north-south corridor.

Mineola Boulevard has two distinct land use characters. South of Jericho Turnpike, where traffic volumes are highest, Mineola Boulevard is a mixed-use commercial corridor with a combination of retail, office and residential uses. This commercial development reaches its highest intensity in the vicinity of the LIRR station. North of Jericho Turnpike, the corridor functions as a broad residential boulevard.

Willis Avenue

Willis Avenue is a major north-south road, running parallel to Mineola Boulevard one long block to the east. From Jericho Turnpike, it offers the most direct connection with the Long Island Expressway and Northern State Parkway. To the north of Jericho Turnpike, there are four lanes with on-street parking on both sides of the street. To the south of Jericho Turnpike, the road narrows down to two travel lanes and two-hour meter parking on both sides of the street. Willis Avenue traffic vol-



umes fall away proximate to downtown, as drivers must contend with two at-grade railroad crossings just before the avenue terminates at Old Country Road. Once the at-grade crossing at Roslyn Road is replaced by a free-flowing underpass, traffic volumes on lower Willis Avenue should fall further.

Roslyn Road

Roslyn Road is another major north-south road. It begins at Old Country Road east of downtown



Strategies combine roadway enhancements and continued streetscape improvements. Landscaped parking areas are a positive contribution to the Village.

Mineola, and continues north to the Long Island Expressway and Northern State Parkway as well as communities to the north of the Village. There are two travel lanes and no parking on the portion of Roslyn Road north of Jericho Turnpike. South of Jericho Turnpike there are two northbound travel lanes and one southbound travel lane. There is on-street parking on the west side of the street south of Jericho Turnpike. Once the underpass is built, it is likely that traffic volumes on lower Roslyn Road will surpass those on Willis Avenue.

Herricks Road

Herricks Road is located along the western border of Mineola. It has four travel lanes and two lanes of on-street parallel parking. Herricks Roads turns into Old Country Road at the southwest corner of Mineola. Portions of Herricks Road in the Village are commercial, while there are residential uses located along it in other areas.

Hillside Avenue

Like Jericho Turnpike, Hillside Avenue is a State highway (Route 25B) that serves as a regional transportation and commercial corridor. It runs along Mineola's northern border for a short dis-





Village entries and key gateways should be celebrated.

Next two pages: The transportation plan seeks to reinforce the economic value of the corridor, the centrality of downtown and the quiet of the residential neighborhoods.

tance in the northwest corner of the Village. This road has a center median and four travel lanes.

Other Roads

Most of the other roads in the Village are secondary in nature, providing access only to residential neighborhoods and enclaves. Some roads provide access to localized employment clusters. For example, Second Street serves the industrial area to the east of downtown; and Sagamore Avenue

serves the industrial area to the north of Mineola Boulevard. Other roads experience more significant traffic volumes because of their uninterrupted length or extra width. These roads include Jackson Avenue, First Street, Sheridan Boulevard, and Westbury Avenue.

Recommendations

Goal: Create a safe and efficient transportation net-

work that also reinforces the value and attractiveness

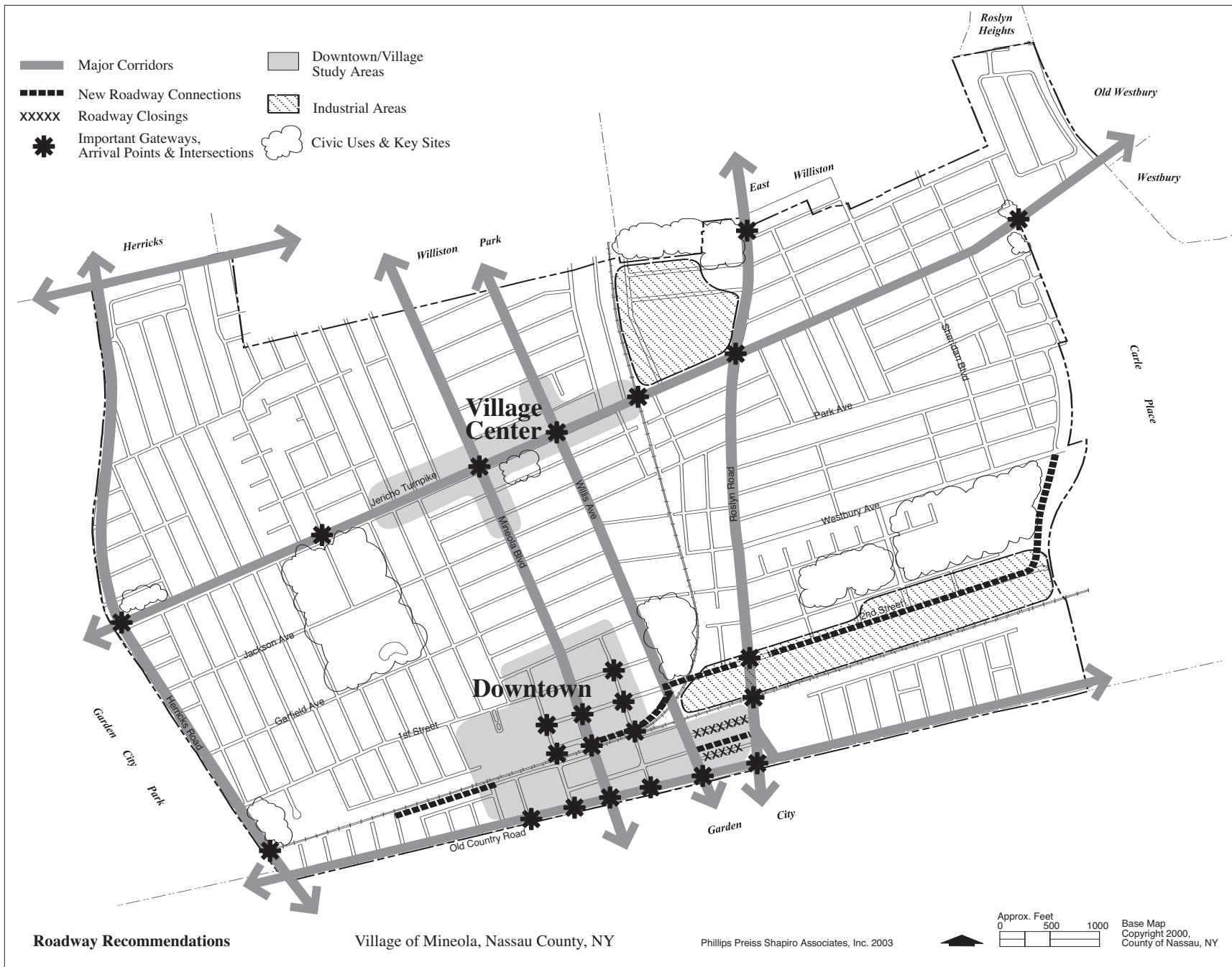
of the corridors, as well as downtown and community.

The strategies presented later are organized by corridor. Emphasis is placed on Jericho Turnpike, Willis Avenue and Old Country Road — which pose the greatest need and opportunity for upgrades. The other corridors are then grouped. The strategies build upon the following village-wide objectives and tools.

- *Maintain vehicular efficiency by reducing “friction” along the commercial corridors:* The major corridors are essential for accommodating through-traffic and collecting local traffic. Frequent curb cuts and inadequate parking exasperate congestion problems, by creating “friction” due to chaotic vehicular movements, double-parking and loading. Median strips, left turning lanes, and additional traffic signals are some of the roadway improvements that can be used to reduce friction. Complementary regulatory actions include incentives to consolidate parking, access and egress (e.g., higher building heights and lower

parking requirements), as well as siting requirements for curb cuts (e.g., minimum distances from other curb cuts and corners). These “carrots and sticks” should be combined as “access management plans” in which transportation enhancements are linked to regulatory changes.

- *Promote the “greening” of the corridors (and parking areas):* Trees alongside roads can greatly improve the appearance of a corridor, provide shade in warmer months, and reduce traffic speeds by narrowing the perception of a road’s width. The requirements should vary, with, for example, denser tree planting required in front of blank walls and non-commercial uses. But however varied, the canopy should be continuous. Parking lot landscaping requirements should also be significantly strengthened with regard to the interior portion of the lots, the frontage on the corridor, the buffers for adjoining residential property, and very importantly, any portion of the lot facing residential side streets. There should be a requirement for decorative fencing and/or shrubbery along the sidewalk in front of all parking lots and places where buildings are set back. And most important, the Village should continue its award-winning tree planting program.
- *Promote the visual upgrade of the corridors:* This is essential in the commercial corridors, where the tools should again combine carrots and sticks. Tax incentives and technical assistance should be provided for landscaping, façade and storefront improvements, subject to the approval of both the Village Board and



Roadway Recommendations

Village of Mineola, Nassau County, NY

Phillips Preiss Shapiro Associates, Inc. 2003

AUTOMOTIVE-ORIENTED COMMERCIAL

Purpose: to promote pedestrian safety, improved traffic circulation, and aesthetic improvements on automotive-oriented corridors.

Preferred Land Uses

- Retail stores
- Personal services
- Restaurants (including fast food)
- Offices and Banks
- Service stations and Automotive
- Health clubs

Design concepts

- Freestanding businesses or small shopping centers
- Landscaping requirements for parking lots and buffer areas
- Minimization of off-site impacts through site and building design
- Shared parking and access encouraged
- Cross-access agreements, wherever possible
- Sidewalks, street trees, and pedestrian improvements
- Improved signage
- Design impact from ACB with focus on aesthetics and possible nuisance to nearby residents

PEDESTRIAN-ORIENTED COMMERCIAL

Purpose: to enhance the existing areas with walkable clusters of commercial uses by promoting compact, pedestrian-oriented design.

Preferred Land Uses

- Retail stores
- Personal services
- Restaurants and cafes (excluding fast food)
- Office and banks
- Mixed uses
- Apartments above street level

Design concepts

- Small stores grouped in a small area
- Sidewalk-oriented entrances, window displays, and signs
- On-street parking in front of buildings
- Off-street parking behind buildings, not in front
- No drive-throughs or new driveways for individual commercial properties
- Historic preservation
- Tree-lined sidewalks with pedestrian-scaled lighting

CORRIDOR TRANSITION AREAS

Purpose: to provide for appropriate land uses and design in areas between commercial and residential areas along corridors.

Preferred Land Uses

- Offices
- Multi-family housing
- Public facilities
- Institutional uses

Design concepts

- Landscaping requirements for parking lots and buffer areas
- Minimization of off-site impacts through site and building design
- Shared parking and access encouraged
- Sidewalks, street trees, and pedestrian improvements
- Limited signage
- No drive-throughs
- Incentive zoning – wiht flexible, careful and transparent implementation in return for significant public benefits

Architectural Review Board. Design guidelines should be prepared for each of the corridors. Contextual rules can be employed in the interim, calling for buildings to align with the adjoining and prevailing setbacks and building heights, except by a special approval process.

- *Promote pedestrian safety and enjoyment along the corridors:* Both reduced curb cuts and street trees are key elements of this strategy. So are continuous sidewalks, pedestrian-scaled lighting, and frequent pedestrian crossings. New designs are gaining favor for pedestrian crossings. These include bump-outs (also called neck-downs) in which the sidewalk is extended slightly into the street in order to shorten the crossing distance; medians to provide respites and a sense of protection on wide streets; and raised, colored, or striated crossings to alert drivers. Such improvements should be ubiquitous but can be implemented over time. The first order of priority is for places where there are many pedestrians, especially children; e.g., in front of schools.
- *Create new zoning districts and design district overlays for each of the corridors:* At least three corridor districts are called for. The first would deal with auto-oriented strips (the majority of Jericho Turnpike and Herricks Road south of Jericho Turnpike), where the emphasis should be on pedestrian safety, signage and landscaping. The second would deal with more pedestrian-oriented areas (the center part of Jericho Turnpike, Mineola Boulevard in downtown, and parts of Hillside

Avenue), where the emphasis should be on pedestrian amenities, facades, and historic preservation. The third would deal with transition areas where offices and multifamily housing—but not retail—would be allowed.

- *Enhance the gateways to and key arrival places within the village:* Mineola should not be shy to announce itself at its major entries and central locations like the train station and intersection of Mineola Boulevard and Jericho Turnpike. The identifying features can vary. In some cases, land is limited and a sign and small design feature would suffice. In other cases, something more substantial could be created, such as creation of a greenspace. Small-scale features can also be used to mark the entries into distinct areas, like an historic enclave or industrial district.
- *Partner with adjacent communities on shared corridors:* The major corridors are in all cases shared with neighboring municipalities. In all cases, they go from one municipality to another (Jericho Turnpike is especially significant in this regard). In other cases they form the village's boundary, with each side of the road shared by a different municipality (especially Herricks Road and Old Country Road). Wherever possible, common problems and design opportunities should be addressed through regional cooperation. Ideally, regulations for the corridors would align.
- *Enhance the centrality of downtown:* A slew of proposals are discussed in the next chapter on downtown. These deal with transit, pedestrian circulation, parking, facade improvements,



retail mix, streetscape, a village green, housing and more. In this chapter, the recommendations deal with making downtown as convenient as possible to residents of Mineola and its neighbors.

A. Create an attractive commercial boulevard along Jericho Turnpike.

1. *Create a village center focused on the heart of the village:* The village center would run eastward from Marcellus Road to the LIRR overpass. It would also encompass two blocks of Willis Avenue to the north, and three blocks of Mineola Boulevard to the south.
2. *Pursue pedestrian improvements within the village center:* The Mineola Boulevard and Willis Avenue intersections should be prioritized for crosswalk improvements, followed by the Marcellus Road, Horton Highway and Maple Place/Pennsylvania Avenue intersections.
3. *Give the village center a civic identity:* On the core block between Mineola Boulevard and



Along Jericho Turnpike: A village center can be created featuring a link to Village Hall.

Willis Avenue, a mid-block traffic signal should provide entry into the adjoining public parking lot, with also a crosswalk aligned with the landmark Firehouse. That lot should be redesigned and landscaped to take on the character of a village mews, replete with kiosk, sign and north/south sidewalks directing people and passersby to Village Hall, sitting area(s), dedicated parking for firefighters, and appropriate icons (e.g., monument, sculpture, kiosk, flagpole). The intent is to give Village Hall a Jericho Turnpike address, and to give Jericho Turnpike a civic identity. (Refer to the illustration in the prior chapter.)

4. *Also in the village center, carry out zoning incentives for pedestrian-friendly development:* Zoning should call for front-facing buildings, flush with the sidewalk, with plate glass requirements, prohibition of roll-down gates, and allowance for outdoor dining and display of goods. Parking requirements should be waived in this area provided there is sufficient



Mineola's Jericho Turnpike (top) can be upgraded with a median, as has been done in nearby communities (bottom).

on-street, shared and public parking within 400 walking feet. Signage should be respectful of pedestrians, consistent with the downtown regulations. Automotive uses and drive-throughs should be prohibited in this area; while ground floor retail and services should be required. Though existing automotive uses and drive-throughs would be grandfathered, their landscape, façade and signage features should be subject to an amortization clause (discussed later).



The Old Country Road corridor presents an economic development opportunity for the Village.

5. *Further west of Marcellus Road and east of the LIRR overpass, create zoning incentives for assemblages and property upgrades:* Greater latitude should be provided for bulk and height for larger sites, which would promote assemblages and redevelopment. Automotive uses and drive-throughs could be allowed by special permit, contingent on traffic and pedestrian safety mitigation that might be off-site as well as on-site. Ground floor offices would also be allowed.
6. *Explore a unified design treatment for the areas to the west of Marcellus Road and east of the LIRR overpass:* The design treatment could involve a distinct theme with regard to awnings, signage, etc. Its intent is not to put a straitjacket on design, but to provide a semblance of unity. The present visual cacophony saturates the average driver, such that he or she can't wait to move on. Thus more uniform design treatments would provide benefits to

local business as a whole. The design guidelines should still be flexible, and drafted with the cooperation of local property owners and businesses.

7. *Target other important intersections for cross-walk improvements:* In addition to the intersections noted above, targeted intersections include Herricks Road, Simonson Road, Sayville Road (to provide safer access between Chaminade High School and its practice fields further to the north), Roslyn Road, Sheridan Boulevard, and at the Carle Place border (to provide safer access for people traversing the proposed Vanderbilt Greenway).
8. *Employ design guidelines to provide predictability as well as more attractive signage:* The design guidelines should provide a palette of what is acceptable, as of right; with the option of an appeal to the Architectural Review Board. A clear amortization clause will assure that the investment made by new applicants and uses are not put at risk by the intransigence of existing uses. A generous amortization clause (e.g., ten to twenty years) will assure that these existing uses are not asked to make untimely capital investments.
9. *Explore with the State and County a median along the length of Jericho Turnpike:* Jericho Turnpike has a center median on portions of its length, and such improvements are now designed and underway in New Hyde Park to the west. These improvements should be extended to Mineola, where the median could include colored pavement in areas where left turns are to be allowed. One of the benefits of



Institutional uses can be partners in the strategy to further upgrade the Willis Avenue corridor.



a center median is that it creates more incentive for shared parking, access and egress. The median should not be pursued where it would lead to a significant reduction in necessary on-street parking, especially within the village center area. Jericho Turnpike is a State highway; Village leaders must therefore work with the State and County to undertake these improvements.

B. Enhance Willis Avenue's value, especially for residential south of Jericho Turnpike.

1. *Include Willis Avenue to the immediate north of Jericho Turnpike within the village center discussed above:* Linden Road is the logical cut-off point, since traditional storefronts already go this far.
2. *Further to the north, employ the same design guidelines and requirements suggested for downtown and the Jericho Turnpike village center:*

However, the uses need not be as restricted with regard to the mandate for ground floor retail.

3. *Further to the south, reinforce the residential character of the corridor:* Notwithstanding the commercial uses in this area, the emphasis should be on amenities that will bolster adjoining residential blocks and uses. A good amount of housing violations and police actions are reportedly in this area, which does not have a clear direction in terms of its commercial versus its residential character. Capital budget expenditures and zoning should come down in favor of the corridor's residential character. To do otherwise is to create a commercial corridor infringing on one block of housing to the west (since Mineola Boulevard is clearly commercial in character) and one block of housing to the east (since the LIRR tracks comprise a clear boundary, too). The intent is to create one residential neighborhood out of many freestanding residential blocks.

4. *As part of the residential strategy, reinforce and partner with the institutional uses and stakeholders in the corridor:* These include three churches, one synagogue, the Little League, a private school, several cooperative housing associations, and a future senior citizen housing corporation. Areas of cooperation include church-sponsored tree gardens, start-of-the-season Little League parades, availability of school space for events, block watches sponsored by the coop associations, and shared parking between the school, Little League and housing.

5. *As another part of the residential strategy, support roadway improvements that reduce through traffic on Willis Avenue:* To the north is a major exit on the Long Island Expressway and Northern State Parkway. Traffic streams down Willis Avenue into this area. Using pavers at pedestrian crossings, a stop sign or two, and a thick canopy of trees would enhance the pedestrian experience and reduce traffic.
6. *Support roadway and streetscape improvements that strengthen Willis Avenue's connections to downtown:* Downtown is undergoing a significant improvement program funded by the Village, County, Long Island Railroad, and the State. Physical linkages to Willis Avenue include a possible new roadway connecting Willis Avenue to the train station; and extending downtown's program of pedestrian-scaled lighting and other streetscape improvements. The streetscape program should achieve the same high standards but not use the same lighting standards and street furniture, so as to keep downtown's streetscape unique. Programmatic linkages include: assuring that shuttle buses to the train station make stops along Willis Avenue; and including the Willis Avenue area in any effort to promote more up-scale housing oriented to the train station. Note that the Village's highest concentration of two-family and multifamily housing abuts the Willis Avenue corridor.
7. *Support housing redevelopment, more homeownership, and better property maintenance:* Condo and coop conversions are one example. Small multi-story buildings now marginally used

for commercial uses are a potential source of conversions. The Village may want to support graduated tax abatement or increases in property values as an incentive for such conversions. On the side streets, accessory and two-family housing should be allowed, provided that one of the two units is owner-occupied, and consistent with design standards that maintain the attractive single-family image of these blocks. The code compliance (discussed in the prior chapter) should be emphasized in the Willis Avenue corridor, or until problems are fully under control.

8. *Make Village agreement with regard to light-rail or other transit service on the parallel Long Island Railroad (LIRR) elevated tracks contingent on a transit stop:* This stop would logically occur at Lincoln Road, where the existing underpass could be reopened, and near the landmark Mineola water tower. The transit stop and reopened underpass would provide a big boost in value for the adjoining apartment buildings and nearby corner shops.

C. Protect residential uses and upgrade commercial uses in the Old Country Road corridor.

1. *Cooperate with Garden City and the County on making Old Country Road a high-value commercial and residential corridor:* Nassau County is now planning significant changes to its campus in Garden City, as well as new transit ideas connecting the Mineola train station to the Nassau County Hub through Garden City. The Village of Mineola should stay alert to

these efforts, especially with thought to making any new development extend Mineola's plans for a pedestrian-friendly district. As one prime example, a new traffic light and pedestrian crossing could be provided at the foot of Main Street; a pedestrian path or full road could then extend south into Garden City's office district; this would bolster downtown Mineola business.

2. *Carry out an overlay Planned Development District in the area between Eighth Avenue and Roslyn Road:* This area has a mix of mostly low-value uses, despite the fact that it is a high value corridor within walking distance of the train station, along a major corridor, within sight of the County complex, and adjoining high-image Garden City. Expensive commuter-oriented housing, congregate care housing, a hotel, and offices are all conceivable – especially given the opportunity for shared parking. All of these uses would augment the Village's tax base and provide additional support for downtown. The prerequisite is the right zoning, rationalization of the internal road system, and assemblage of property into developable sites. The Village should enact "Planned Development District" zoning, in which density bonuses, height restriction waivers and greater flexibility as to use would be contingent on private investment in the needed roads and pedestrian amenities. Note that the plan map shows realignment of Front Street, Station Road and Third Street to rationalize the roadway system, reduce traffic on Old Country Road, and create meaningful development sites.

3. *Protect the residential area to the east of Roslyn Road and west of Eighth Avenue:* Ideas include design district designation of the Tudor subdivision between Croyden Road and Berkley Road; stone or other markers at each of the residential roads going north from Old Country Road; community gardens along the surplus land acquired by the Long Island Railroad in connection with its third track project; and pedestrian improvements (trees, sidewalks, and marked crosswalks) all along Old Country Road. The last recommendation is the easiest and the most important: with it, little cul-de-sacs and loop roads can become more stable mini-neighborhoods.

4. *Stay alert to changing conditions:* All the same, the narrow band of housing west of Eighth Avenue is wedged between the railroad and Old Country Road, and is under long-term pressure. The Village should stay alert as to any signs of code violations and illegal conversions, etc., in which case upzoning to offices or apartments may prove both viable and desirable as a way to forestall disinvestment.

D. Strengthen Mineola Boulevard, Herricks Road, Roslyn Road and Hillside Avenue as attractive corridors.

1. *Enhance Mineola Boulevard as the scenic spine of the community:* The six blocks at the top of Mineola Boulevard feature stately homes set behind handsome lawns; Design District designation is in order. The three blocks from Jericho Turnpike to Jackson Avenue are

included in the Jericho Turnpike center. From Jackson Avenue south to Harrison Avenue, the Village should employ contextual zoning rules and continue to encourage offices and multifamily housing. Mineola Boulevard, as it passes through downtown, should feature views across a proposed village green to historic Main Street, and a handsome bridge over the LIRR tracks – the village’s equivalent of a river. Traffic calming north of Jericho Turnpike is also called for.

2. *Cooperate with the Town of North Hempstead on making Herricks Road an efficient and attractive north/south corridor:* The top half of Herricks Road should be protected as a residential road, with a heavy canopy of street trees made all the more attractive by the curves of the road. The bottom half of Herricks Road should be enhanced as a commercial corridor, with the same incentives for redevelopment discussed above for Jericho Turnpike west and east of the village center. The Town of North Hempstead should be encouraged to adopt the same or similar zoning as Mineola.

3. *Revisit plans for upgrading the intersection of Herricks Road and Jericho Turnpike:* This is one of the two most important gateways into the village. (The other is the Mineola Boulevard bridge over the LIRR tracks.) A problem-solving approach is suggested on all four corners involving cooperation with the residential neighbors, private property owners and developers.

4. *Cooperate with neighboring Herricks and Williston Park on the greening of Hillside*

Avenue: Williston Park’s portion of Hillside Avenue should be emulated. Commercial design standards would promote small-scale shops in historic-appearing buildings fronting on a sidewalk with pedestrian-scaled lighting. Sidewalks, street trees and green center median should be employed to maintain residential values.

5. *Make Roslyn Road a more attractive and efficient corridor:* The underpass beneath the LIRR tracks is the prime project, here. Modeled on the Herricks Road underpass, and with the design features of the Mineola Boulevard Bridge, it promises to be safe and attractive. Additional parking will be provided for local businesses, and additional open space amenities will be created using surplus right-of-way. The main part of Roslyn Road is residential, and should be reinforced by rigorous tree planting. As an exception, the corner of Roslyn Road and Second Street should remain retail. At the top of Roslyn Road is a small County-owned park, which should be upgraded as a gateway into the village. At the bottom of Roslyn Road, the triangular park should be enlarged as part of a roadway simplification.

6. *Create an “in-place” industrial park to the northwest of Roslyn Road’s intersection with Jericho Turnpike:* This industrial area consists of a hodgepodge of industrial and commercial uses. It is separated from residential neighborhoods by Jericho Turnpike on the south, the LIRR tracks on the west, and parkland on the north; it, nonetheless, adjoins several residential properties to the east along Roslyn

Road. The industrial district would lend itself to “in-place” industrial park improvements. These would involve buffering from its residential neighbors and a formal entry from Roslyn Road (at Windsor Avenue) and Jericho Turnpike (at Sagamore Avenue). It could involve building a connector road between Roselle Street and Windsor Avenue, and turning the eastern end of Roselle into a residential cul-de-sac.

E. Upgrade the Second Street corridor east of downtown.

1. *Upgrade Second Street, with new paving and curb cuts:* Wherever practical, this should include tree planting.
2. *Modify the zoning along Second Street to promote the upgrade of industrial uses to flex space:* Flex space involves the mixing of office and industry. Parking requirements should be more flexible, with an option to use offsite parking (e.g., to use Village lots in the park during weekdays, at a fee). Retail development should be prohibited. (The same zoning changes would apply to all of the Village’s industrially-zoned land.)
3. *Explore a connector between Second Street and Westbury Avenue:* This connector would run north/south, just to the west of the historic Vanderbilt Parkway right-of-way, through Village-owned land.
4. *Conduct the due diligence with neighborhood quality of life held paramount:* Note that this



would entail a traffic study not just as to the viability, cost and impacts of the roadway connection, but also how to assure that this roadway connection does not diminish the quality of life for neighboring residents. The idea is to take traffic off of Westbury Avenue, for instance, not to create through-traffic.

5. *Explore private recreational uses along the new connector:* These might include indoor soccer or tennis, privately run, but with cost discounts for Village residents.



There are many opportunities to improve Second Street.



4

Downtown

Downtown Mineola is an important place, both in the Village and the surrounding region. It is the original home to the Nassau County seat, and it is a major transit hub. Its existing commercial base includes small businesses and large-scale offices, as well as institutional uses such as Winthrop-University Hospital. The downtown is compact, walkable, attractive, and important to the Village's sense of history.

Yet, to some who live or work in Mineola, downtown is a place they rarely visit, and if they do, it is not somewhere where they linger. It is hampered by a non-central location along the Village's southern border. It is also divided by LIRR tracks and major roads. A significant portion of its office space is located south of the LIRR and is considered more part of

Garden City than downtown Mineola. Many of its stores struggle to compete with the ample auto-oriented centers and malls located only a few miles away. Convenient parking for potential shoppers and other visitors is often taken by commuters.



Downtown offers great opportunities for pedestrians.

Fortunately, a great deal of attention has been paid to downtown Mineola in recent years. The Village, County, and State have been actively working to improve portions of downtown. In particular, Winthrop-University Hospital is now undertaking a capital program for its campus; and the Long Island Railroad, with State funding secured



through the efforts of State Senator Michael Balboni, recently sponsored an improvement study for the LIRR station area, prepared by Vollmer Associates. In some cases, these efforts are resulting in substantial changes to downtown, such as the new Mineola Boulevard bridge, parking decks, and an improved railroad station connected to a new transportation center. Smaller scale—but still significant—improvements are also being made, such as the provision of new sidewalks, trees, and streetlights in the downtown core.

These converging efforts in downtown Mineola come at a time when there is renewed emphasis on

older, established centers throughout the New York region and indeed nationwide. Places such as downtown Mineola that are served by adequate infrastructure, most notably public transportation, have been the focus of reinvestment by both the public and private sectors in recent years. With its existing commercial base of businesses, stable institutional anchors, and convenient location, downtown Mineola should have bright prospects for continued investment in coming years. The challenge is to build upon the existing strengths of downtown Mineola, while addressing its perceived and actual problems, to make it a full source of civic pride for residents of the Village.



Access to public transportation is excellent in downtown.

Existing Conditions

Location and Access

The Mineola downtown is generally comprised of the area in the Village bounded by Old Country Road on the south, Eighth Avenue on the west, Harrison Avenue on the north, and Roslyn Road on the east. However, there are no hard boundaries to this area, as areas just beyond these streets are affected by and influence the core downtown area.

Three main north-south roads provide access to



downtown Mineola: Roslyn Road, Willis Avenue, and Mineola Boulevard. Both Roslyn Road and Willis Avenue pass through a number of other communities to the north before entering Mineola. Mineola Boulevard begins at Hillside Avenue in neighboring Williston Park. To the south, Roslyn Road and Mineola Boulevard continue beyond Old Country Road as other streets, with the latter becoming Franklin Avenue, downtown Garden Village's main shopping street. Willis Avenue ends at Old Country Road.

Old Country Road runs along downtown's southern end. It is a major east-west route on Long Island and the primary non-freeway means of access to the nearby Roosevelt Field shopping area. Jericho Turnpike (New York State Route 25), another major east/west route on Long Island, passes through Mineola roughly a half-mile to the

north of the downtown. There are no major east-west arterials into the center of downtown—a liability that this plan seeks to address.

Downtown Mineola is extraordinarily well served by public transportation. The Mineola train station is located on Station Plaza just west of Mineola Boulevard. On weekdays, approximately 135 trains per day stop at Mineola station, while approximately 90 trains per day stop on weekends. According to the New

York State Department of Transportation (NYS-DOT), approximately 2,700 riders use Mineola station during the morning peak hours. Improvements are being planned by the Long Island Railroad for the Mineola station and surrounding area.

The Long Island Bus Mineola terminal is located on Third Avenue near the train station. Seven Long Island Bus routes run through downtown Mineola (N22/22A, N23, N24, N40, N41, N78, and N79), of which five terminate at the bus terminal. According to NYSDOT, the combined seven Long Island Bus routes make 515 daily trips into downtown on weekdays and 465 daily trips on weekends. Downtown is also served by several private bus companies.

Land Use

Downtown Mineola is characterized by a mix of retail, office, residential, and institutional land uses. The most common building type is the classic mixed-use building consisting of ground-floor retail, with offices or apartments on the upper floors. These account for most of the housing units in the downtown, and the majority of the retail space. However, they account for relatively little of downtown's supply of office space, which is instead located in dedicated office buildings generally along Mineola Boulevard and Old Country Road.

The area south of the LIRR tracks is dominated by several large modern office buildings, including a Citibank regional headquarters. Winthrop University Hospital, downtown's largest employer, is located to the northwest of the train station. Non-retail anchors also include the Post Office on Main Street and the LIRR train station. Other land uses in downtown include both surface and structured parking and limited light industrial uses.

Most of downtown Mineola has been built to a human scale, with streets characterized by narrow rights-of-way, on-street parking, small storefronts built to the sidewalk, a continuous street wall, and building heights of no more than three stories. Mineola Boulevard, however, does contain stretches where office buildings and parking lots break up the continuous store frontage on the ground level and create "dead space" that is unwelcoming to the pedestrian. Certain intersections, such as the "V" intersection at Mineola Boulevard and Second Street, are very intimidating to pedestrians. The LIRR tracks also isolate the robust Old Country Road corridor and County Seat from most of downtown.

Zoning

The majority of the central business district is located in the B-2 Special Business Zone. This zone includes the blocks east and west of Mineola Boulevard from Cleveland Avenue to Front Street, as well as the two blocks bounded by First Street to the north, Willis Avenue to the east, Front Street to the south and Main Street to the west. The B-2 District allows those uses permitted in the B-1 Zone (described below) as well as office buildings and multi-family dwellings. Additionally, a limited form of mixed-use development is permitted in this zone. Maximum building height is two stories or 35 feet. One parking space is required for every 250 square feet of business space and two spaces are required for every residential unit. The required front yard setback is five feet.

The B-1 Business Zone runs along the western side of Willis Avenue from Cleveland Avenue to First Street and along the eastern side from Searing Avenue to Front Street with a small portion fronting on Second Street. This zone permits a number of neighborhood commercial uses such as retail stores, barbershops and beauty parlors, dry cleaners and nurseries. Maximum building height is two stories or 25 feet, and one parking space is required for every 250 square feet of business space. Front yard setback is five feet.

The B-3 Special Office Use Zone includes the entire area south of the LIRR tracks from Eighth Avenue to Roslyn Road. It encompasses most of the large-scale office buildings in downtown Mineola. Permitted uses in the B-3 Zone include office buildings, banks, and brokerage houses. Maximum building height is three stories or 35 feet and parking is required at a ratio of one space



The zoning in the downtown area allows for a variety of resources, including parking facilities.

per 200 square feet of business space. Front yard setback is fifteen feet.

The R-5 Apartment Residential District is located in the northeast part of downtown, as well as additional areas on the downtown fringe. This district permits multi-family residential uses. Maximum building height is three stories with a minimum gross floor area of 1,000 square feet per unit. The minimum number of parking spaces is 2.0 per unit. The R-3 Two-Family Residential District also is located on the downtown fringe. Maximum

building height in this zone is two stories or 32 feet, with minimum gross floor areas of 850 square feet for one-story single-family dwellings, 1,200 square feet for two-story single-family dwellings and 1,700 square feet for two-story two-family dwellings. The minimum number of parking spaces is 2.0 per unit.

The H Hospital Zone is located along the western edge of downtown. This district is comprised entirely of the main campus of Winthrop-University Hospital. Permitted uses in the H Zone are public or private hospitals and accessory uses customarily incidental to the operation of a hospital. Maximum building height is four stories or 50 feet. Required front, side, and rear yard setbacks are 20 feet, except that a 50-foot side yard setback is required along a residential border.

One final zone is the M Light Manufacturing and Industrial District, which is located along the eastern edge of downtown. Permitted uses in this zone include those allowed in the B-1 and B-2 Districts as well as those devoted to the manufacture of clothing, electrical appliances, machinery parts and accessories, and cold storage warehouses. Maximum building height is two stories or 25 feet. Parking is required at a ratio of one space per 500 square feet of building space, subject to additional requirements.

Market Considerations

Downtown Mineola has a relatively small, but stable, retail and service commercial community which nonetheless faces competition from a number of sources. The first of these is the Roosevelt Field area, which is located just over one mile east of downtown Mineola. One of the largest retail concentra-



tions in the northeast United States, some four million square feet of retail space exists in this area roughly centered on Old Country Road and Glen Cove Road. This space is found in retail formats ranging from the traditional enclosed super-regional mall to the more modern specialty retail/entertainment complex and the power center, with retailers of various types ranging from outlets to full-price department stores. The two main commercial attractions in this area are Roosevelt Field Mall and The Mall at the Source.

Other sources of competition for downtown Mineola are Jericho Turnpike and downtown Garden City. A sizable number of convenience



retailers are located on Jericho Turnpike in Mineola, including supermarkets and chain drug stores, as well as other retail and service commercial uses. This area is popular with retailers due to its location on a main road and the ability to provide convenient on-site parking in many cases. Franklin Avenue in Garden City had problems in the last decade such as the loss of some of its anchor stores; but a recently completed streetscape beautification campaign has helped improve the area. Uses in the Franklin Avenue corridor include major department store anchors such as Lord & Taylor and Sears as well as convenience commercial uses.

Notwithstanding the power of its competition,



downtown Mineola does have a number of competitive assets that should not be overlooked. In addition to the institutional anchors mentioned previously, its proximity to the nearby Roosevelt Field shopping area can be used to its advantage by drawing off shoppers headed to the area. It also has developed two successful niches in fashion goods (Fox's) and sit-down dining. Most importantly, it offers a human scale and "Old World" charm that starkly contrasts with the automobile-oriented streetscape so dominant in Long Island.

Some of the existing market groups for goods and services in downtown Mineola include the following:

- *Office workers*, tied to the hospital and government functions and the private office tenants. This market generates demand for fast food (e.g., hospital visitors and workers), sit-down dining (e.g., politicians and bankers), convenience services such as banks, and comparison goods, such as clothing. Government workers, lawyers and bankers are likely to be in downtown during the day on the weekdays, whereas hospital workers and visitors will also be in downtown on weekday evenings and weekends.
- *Commuters* using the Mineola train station. This market generates demand for takeout (for those on the run), sit-down restaurants (on the way home from work), and supra-convenience goods and services (e.g., newspapers, dry cleaners, shoe repair). These shoppers are only in the downtown during the morning and evening rush hours on weekdays.
- *Local residents*, mostly living in apartments on the upper floors of mixed-use buildings as well as in nearby apartment buildings and neighborhoods. The population located immediately in downtown is somewhat small and limited in spending power. However residents living within walking distance of downtown provide an additional market for convenience retailers and service providers.
- *Regional fashion shoppers* drawn to the Fox's on Main Street between the LIRR tracks and Second Street. This market also generates demand for other fashion-oriented merchants (i.e., clothing, shoes, accessories, etc.) as well as synergistic retail (e.g., gourmet food stores and cafes, hair and nail salons). These shoppers tend to be extremely affluent middle-



Mineola attracts regional and local shoppers.



aged and older women. They are in the downtown during the day on both weekdays and weekends.

- *Other regional visitors* living outside the downtown but elsewhere in Mineola and surrounding communities. Presumably, this market is providing critical support for the several sit-down restaurants and bars/entertainment in the downtown, some of which draw a regional clientele. This population is wealthier than the local residents but not as affluent as the comparison retail shoppers, and generally visits downtown in the evening.

Businesses in different sections of downtown cur-

rently are generally focused on certain groups described above. Any downtown improvements should include efforts to continue to serve these groups, as well as to expand the appeal of the area for new consumers and residents.

Recommendations

Goal: Create a vibrant, walkable, and accessible downtown that is a community focal point.

Downtown Mineola cannot and should not compete with the malls on its own terms. The emphasis should instead be on creating niche shopping, taking advantage of the diversity of shoppers (and shopping) times indicated above.

A. *Improve the appearance and form of development:* Downtown cannot hope to compete with the mall or the strip in terms of convenience to automobile drivers or provision of spaces suitable for large format stores and offices. But it can offer an historic character and scale unique to Long Island. Given the growing dominance of big box retailers, catalogues and Internet sales, downtowns have something special to offer in terms of ambiance and

socializing. Downtown Mineola's character as a civic and gathering place can be its ultimate source of strength, and warrants full protection and amplification.

B. *Improve the pedestrian experience:* The pedestrian experience is also central to the downtown "experience." The LIRR station and the major downtown employers are significant sources of pedestrian traffic, bringing thousands of people to downtown Mineola each weekday. Furthermore, while many visitors drive to downtown, once they have parked they will circulate on foot. To encourage this circulation, the experience of pedestrians in downtown should be as comfortable and enjoyable as possible.

C. *Improve circulation, parking, and connections:* The bottom line is that a suburban retail district's potential is often tied to its relative convenience to the automobile. People will tolerate congestion and parking problems in a downtown, up to a point. There is a significant amount of parking, which will soon grow greater in response to particular needs (e.g., at the LIRR station); the issue is how to best man-

age this parking resource. Improvements to local corridors can also enhance downtown's accessibility. So can transit improvements, many of which are already in the works.

D. *Support the business community:* The business of business is business. Merchants and property owners are ultimately concerned about sales volumes and rents. The Village can help to upgrade the physical qualities of downtown. But in the end, much will depend upon an entrepreneurial approach to downtown.

All of the physical improvements indicated above are therefore tied to economic strategies. Given its small size, this has to do with what is known as niche marketing. And given the Village's resources, it also has to do with partnering with other major players.



Left and opposite: Design and streetscape improvements, now underway, can make downtown a far more pleasant place to shop, dine and socialize.

A. Improve the appearance and form of development

1. *Promote the consistent design of lighting, landscaping, and sidewalks throughout downtown's public areas:* The mix of building types and facade styles in downtown are somewhat varied and should continue to be. Any effort to unite downtown should be done through historic streetscape elements, not through rigid application of historic building, facade and signage standards. Efforts are now underway to create a unified appearance for the installation of sidewalk and streetscape improvements. The same streetscape theme should be employed in all of downtown.
2. *Make the axes created by Main Street, Mineola Boulevard and Second Street the focal points:* These are the initial priority areas for streetscape improvements. The image along Main Street should be urban and urbane – akin to SoHo in Manhattan: the denser the better, with activity pouring out onto the street and down to Old Country Road. The image along Mineola Boulevard should be arresting, with plenty of signage about parking; Mineola Boulevard is the major north/south road through Mineola and downtown; it is especially important that passing drivers feel like they are invited to stop in downtown. The image along Second Street should be that of a green corridor, linking the new entry into Winthrop-University Hospital to the Little League park, and crossing Mineola Boulevard and Main Street in the process. As discussed later, streetscape improvements on these three roads are linked to pedestrian circulation



Top: Possible solutions to Village Green (Courtesy of the EDAW).

Bottom and next page: Plan and rendering by Vollmer Associates and Cooper, Robertson & Partners (Courtesy of Long Island Railroad).

variety of stores and services. One key element it lacks is a central gathering place. A small Central Park could provide a place for special events, as well as informal social interaction.

4. *Create Station Plazas:* The areas in front of the two LIRR train stations provide other opportunities for a central gathering place. The Long Island Railroad proposes significant improvements to the rail line and train stations. As part of these plans, on each side of the tracks, they suggest restoration of the historic train station building, articulated pavers in the front drop off area, traffic calming, and creation of a small urban plaza. The plaza on the south side would connect to the proposed Mineola Intermodal Transportation Center; the plaza on the north side would connect to the Winthrop-University Hospital, and would be framed by the newly constructed Mineola Boulevard Bridge and art deco commercial structures. These plans deserve the Village's general support, though attention will have to be paid to the details.

5. *Be proactive and creative about burying and masking utility wires and poles:* Burying above-ground utility wires would vastly enhance downtown's appearance and ease the planting of shade trees. Underground utilities are less prone to disruption than overhead wires. This endeavor is too costly for the Village to do all at once. However it could be tied to major redevelopment as well as incremental public infrastructure investments (e.g., any major sidewalk or street improvements). Until utility lines are buried—or if they cannot



Right and center: Historic preservation is a top priority.

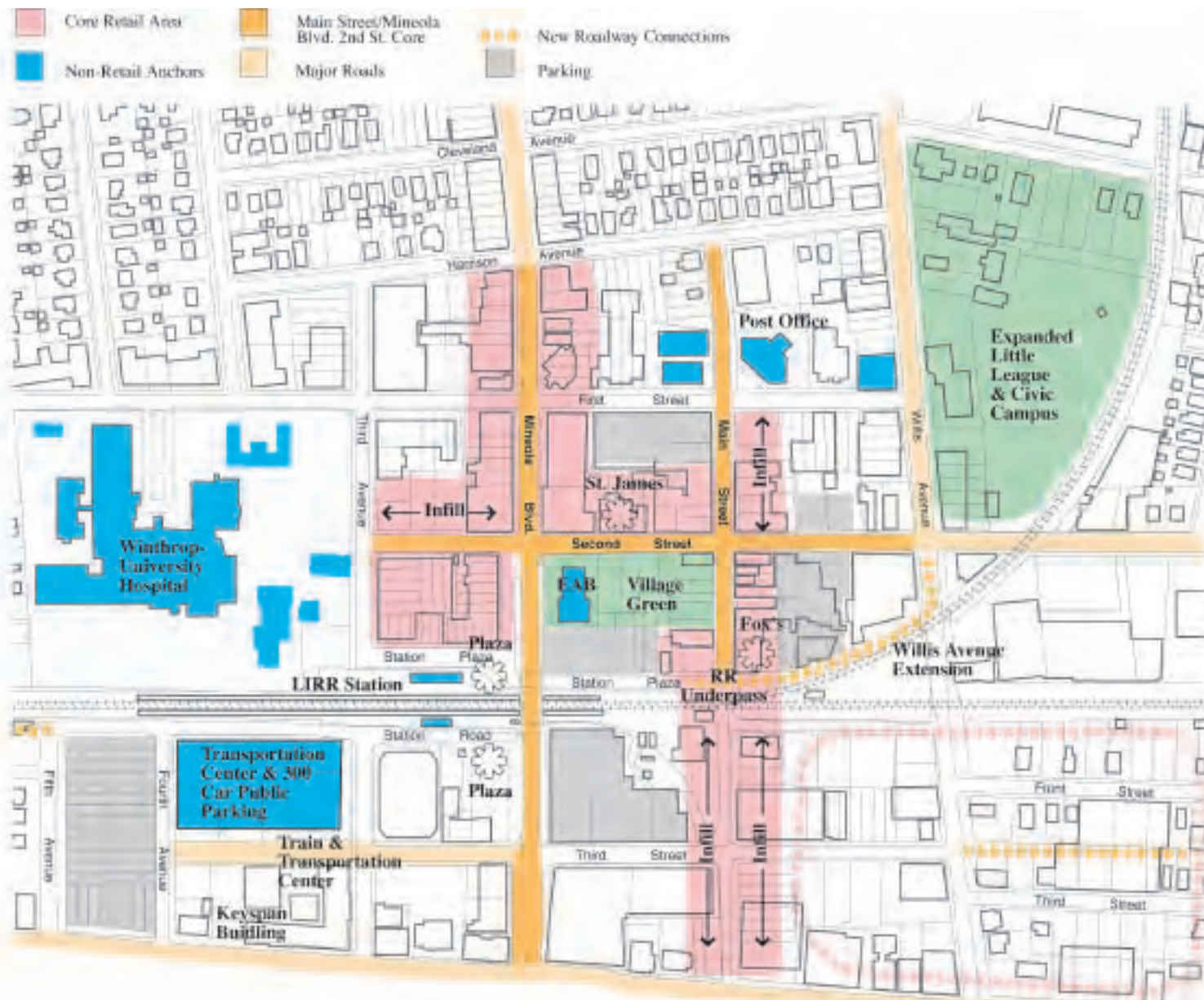


Parking garages can be masked (left), while murals can lessen the impact of blank walls (right). (Photos courtesy of Norman Mintz).



Above: Small improvements can make a big difference in improving downtown's appearance (Lower rendering courtesy of Norman Mintz).





Downtown Planning Framework Village of Mineola, Nassau County, NY

Philip Weiss Shapiro Associates, Inc. 2003

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be buried—there are ways to soften their impact. One possible solution is to consolidate transformers on poles, thus reducing the cluttered appearance throughout downtown. Another is to consider the installation of banners and planters on utility poles. This approach requires an ongoing program to ensure that banners and plants are maintained and periodically replaced.

6. *Encourage historic preservation:* Although downtown has a somewhat varied architectural character, it does feature some older buildings that are worthy of preservation. Zoning guidelines, landmark designation and tax incentives should be combined to promote private renovation of these historic structures (as described in the Chapter 2).
7. *Promote compatibility between new and existing development:* To help enhance the walkable, historic character of downtown, the Village should consider modifying the bulk regulations in the downtown zones. For example, the current required minimum front setbacks are five feet within the B-2 Zone. Contextual zoning requirements would require new downtown construction with no setbacks in areas where this condition is prevalent, thus retaining the existing streetwall. Maximum setback and minimum height requirements should be added to existing requirements, and new buildings should be required to face the street.
8. *Create a Planned Development overlay district:* In some cases, it may be preferable to promote the assemblage of land to enable redevelopment

that provides public benefits. Regulations for this overlay district would permit more flexibility as to use and/or an increased development yield in terms of height, density, or floor area ratio in exchange for amenities such as shared public parking, connections to transit, new roadways, public open space, and/or burying of overhead wires. Design guidelines should also be included to ensure that development is not out of character with the surrounding area. This tool should be employed for the Old Country Road redevelopment area (discussed in the prior chapter). It is especially needed there to promote assemblages and roadway adjustments that will create meaningful and coherent development sites.

9. *Promote infill development:* Vacant lots and breaks in retail frontage detract from the downtown's pedestrian quality and unity. Incentives should therefore be provided to encourage new development on smaller vacant lots. These could include parking waivers; zero-lot-line development; waivers of building height requirements; etc. One particular spot that could benefit from infill is at the Main Street/First Street intersection, opposite the Post Office.
10. *Help existing anchor and magnet stores to stay and flourish in downtown:* Fox's is a particular priority. To stay competitive and keep pace with their other stores, Mineola's Fox's must expand. The most logical area to do so would be to the rear, involving property eventually targeted for Village ownership. This could involve a swap, whereby the Village secures

the Fox's corner building on the Village Green site.

11. *Promote upper-floor living and live/work space:* Adding residents to a downtown adds to the street life, which in turn can increase safety and provide additional customers for businesses. Zoning rules should be adjusted to allow three stories of housing and live/work space above stores. The provision of live/work space, primarily geared towards artists, has become an increasingly popular way to stabilize or revitalize older downtowns and urban areas. Artists generally require large spaces that are affordable, yet have relatively convenient access to the arts market, transportation, and residential amenities such as shopping, schools, and recreation. These are features that downtown Mineola offers, lending credibility to an art center. Artist and other live/work space should be promoted in downtown. Adjustments could be made to zoning to permit live/work layouts, and ancillary sales. Artist live/work space could also be eligible for tax incentives.
12. *Obtain funding from outside sources for technical assistance for storefront and building facade improvements:* There are a number of downtown buildings that could benefit from improvements to their facades. These improvements do not need to be expensive and elaborate—much can be accomplished with low-cost elements such as awnings and paint. However many businesses may require technical assistance to ensure that they implement a design scheme that both helps sales as well as improves the general appearance of

the business district. A program should be established to provide free technical assistance to business and property owners who would undertake such upgrades at their own expense. Fox's on Main Street has come forward to be an early beneficiary of such technical assistance

13. *Encourage better but still varied signage:* A mix of signs can add to the charm of downtown, but must be kept within bounds. Perpendicular signs should be permitted. The internal use of neon signs should be permitted, but they should not be permitted on the exterior of buildings. Signs blocking window displays and views into stores should be discouraged. The size of building mounted signs should be limited, with larger awning signs permitted. Freestanding signs should be prohibited. Signs should employ light lettering on dark backgrounds. In addition, a sign amortization law should be adopted to bring all signs into compliance after ten years. Signs in downtown should be designed primarily to attract pedestrian attention, with visibility from passing cars held secondary.

14. *Reduce the impact of blank spaces:* The downtown streetscape currently is impacted by the presence of some vacant stores. The Village or Chamber of Commerce should contact the building owners and propose that interim displays be put in these empty store windows to maintain visual continuity and interest along the retail frontage in the downtown. Possible displays include historical photos of the Village and displays by local civic and community groups. In addition, landscaping and



plantings should be used to soften the impact of large structures such as office buildings and parking structures. Examples include planting trees on streets with open areas, hanging plantings on the walls of parking garages, and painting of murals on large blank walls. Finally, the Village should explore a mural on the municipal garage wall, perhaps displaying Mineola's heritage, such as its place in aviation history.

15. *Prohibit solid security gates; promote awnings:* Solid roll-down gates detract from the pedestrian and window-shopping character of downtown, and actually increase the perception of danger; they should be prohibited. Other options — such as see-through mesh gates or increased internal store security — should be promoted. Awnings on the other hand add to the character of downtown, and provide needed shade and shelter in the summer and rain. Discretionary approvals should be linked to awnings, wherever they are appropriate.



The LIRR Station should be improved (left). Congestion on Main Street at the railroad crossing requires creative solutions.

B. Improve the pedestrian experience

1. *Provide safe, shaded and attractive sidewalks throughout downtown:* As noted previously, the streetscape should be relatively consistent throughout downtown. Pedestrian-scaled lighting, awnings and street trees are particular priorities. Tree species that bloom high are preferred, since they are less likely to obscure views of storefronts. (Likewise, clusters of trees should be located in front of open lots and blank walls, with thinner groupings in front of storefronts. In some cases, sidewalks should be widened.) Keeping downtown sidewalks in good repair, well lit, and shaded is not just a matter of civic pride, but also good business.
2. *Discourage new curb cuts in downtown:* The addition of new driveways in the areas with the heaviest pedestrian traffic would have sig-

nificant detrimental impacts on pedestrian safety and comfort. Curb cuts should be strongly discouraged throughout downtown, and prohibited on Main Street, Mineola Boulevard and Second Street from Third Avenue to Willis Avenue, except in connection with public and shared parking.

3. *Mandate ground floor retail uses in appropriate locations:* The pedestrian experience is enhanced by the provision of interesting windows at street level, and is lessened by dead spaces. Therefore ground level retail, including restaurants and realtors, should be required on Main Street along its entire length, Second Street from Third Avenue to Willis Avenue, Mineola Boulevard from Old Country Road to Harrison Avenue, and facing North Station Plaza. Special exceptions should be made for existing multifamily, office and institutional uses.
4. *Encourage merchants to stay open during the evening, or to at least illuminate closed storefronts after dark:* Adding lighted and active storefronts to the evening street scene encourages pedestrian activity and adds to the feeling of safety and security for downtown visitors and residents. Merchants should especially be encouraged to be open during special events and, if the restaurant row idea works, on Friday evenings when they can capture commuters as well as diners. (A related recommendation discussed later involves promoting outdoor dining.)
5. *Enhance pedestrian access and amenities at the LIRR train station and proposed Long Island Bus*



Above: Conceptual designs by Cooper, Robertson & Partners (Courtesy of Long Island Railroad).



Left: Pedestrian link-ages across the LIRR tracks are essential.

terminal: Multiple footbridges should be built. The North and South Station Plazas should provide public open space to support the heavy pedestrian activity at these locations. The LIRR platforms should be easily accessible to Winthrop University Hospital, the Long Island Bus terminal, as well as the North and South Station Plazas. The platforms should also connect to landscaped pathway on both the south and north sides of the LIRR tracks, terminating at Main Street. This pathway should provide easy access to and along both the south and west frontages of the EAB block (the proposed Village Green) on the north and parking on the south. The pedestrian-friendly design features noted earlier (shade trees, ground level retail, safe crossings, etc.) should be employed throughout.

6. *Protect Mineola Boulevard pedestrians in the crosswalk with pavers, bump-outs and signage:* Well-marked crosswalks should be provided at all intersections. In particular, the pedestrian crossing at Mineola Boulevard and Second Street should be redesigned to facilitate and encourage pedestrian circulation at this key intersection. Bollards or other protective devices should be investigated to define and protect pedestrians, here.
7. *Enhance pedestrian access along Main Street:* The Long Island Railroad's third track project will invariably lead to the closing of the at grade crossing at Main Street, which would in any event be closed 45 minutes out of the hour during peaks. The closing off of Main Street is a great problem — not so much because of the diverted traffic, but because of the image of a

Main Street that goes and ends nowhere. Main Street would be cut off from one of its lifelines: the walk-in lunch trade generated by Garden City offices and the County complex. It is essential that an appealing solution be found akin to that put forward by the LIRR consultants. This plan features a gradual recess in Main Street south of the LIRR tracks, leading to the Village Green north of the tracks, with design features inspired by the downtown streetscape plan, and the siting of restaurants and infill retail development to make the walk even more appealing and safer, including a relocated and reused LIRR tower. The Village should rigorously endorse this plan, and press the Long Island Railroad and State Department of Transportation to implement all of its elements, including the Village Green. In addition, Mineola should jointly explore with Garden City and Nassau County the possibility of a signalized pedestrian crossing at Main and Old Country Road (i.e., no turns allowed). This crossing could then connect to a pedestrian route leading through the center of Garden City's office district, employing an abandoned railroad right-of-way.

8. *Create a pedestrian greenway along Second Street:* The greenway would connect the new landscaped entry court at Winthrop-University Hospital through downtown to the new Little League park. The narrow blocks between the Hospital and Main Street see significant pedestrian traffic. Development on the north side of Second Street between Third Avenue and Mineola Boulevard should be eligible for more floor area, parking waivers, and/or higher building heights (using



On-street parking is important for downtown businesses, but should be regulated to limit the duration a vehicle is parked in a space.

Planned Development District zoning) in connection with a setback or canopy to accommodate wider sidewalks and street trees. The dangerous intersection with Mineola Boulevard is a top priority for pedestrian enhancements. The south side of Second Street between Mineola Boulevard and Main Street is earmarked for the Village Green. The parking lots on both sides of Second Street between Main Street and Willis Avenue provide plenty of opportunity for landscape improvements. If the Hospital is downtown's major employer; and Mineola Boulevard is downtown's vehicular spine; Main Street is its historic spine; and Willis Avenue is to become its residential district; then Second Street is its green connector.

9. *Experiment with seasonal time-of-day closure of Main Street:* Main Street bears little vehicular traffic, and is not needed as a through-street. It is lined with a number of popular eateries. The Village should experiment with closing it

to traffic for special events, during weekday lunch hours, and Saturdays in summer.

C. Improve circulation, parking, and connections

1. *Enhance vehicular access to downtown:* As discussed in the prior chapter, this could include improvements to both Willis Avenue and Second Street. It would especially include a loop road running from Willis Avenue to the LIRR train station, alongside of the proposed Kozy Shack parking facility, Village Green and Fox's.
2. *Examine possible modifications to existing traffic patterns:* New roads alignments are recommended south of the LIRR tracks to rationalize development sites and take pressure off of Old Country Road. North of the tracks, in some cases the provision of additional parking or sidewalk space may justify reducing pavement width and converting roads to one-way traffic. One such possible street is Harrison Avenue, which might be converted to one-way eastbound from Horton Highway to Mineola Boulevard and one-way westbound from Willis Avenue to Mineola Boulevard. However, the key axis roads—Second Street, Mineola Boulevard and Main Street—must continue to have two-way vehicular traffic. This both “calms” the streets, and improves the visibility of stores.
3. *Provide additional on-street parking:* There is limited space for parking on the sides of streets, but heavy demand for these spaces. Opportunities for additional on-street spaces



Additional convenience retail should be provided near the railroad station.

should be pursued wherever possible, through physical improvements such as diagonal parking, re-striping, and removal of curb cuts. Throughout downtown, parking regulations should seek to ensure turnover of on-street spaces by making long-term parking (including “meter-feeding”) illegal. A prime downtown parking space can translate into between \$150 and \$300 a day in retail sales for downtown merchants; thus the effective loss of each on-street space potentially costs the business district \$45,000 to \$90,000 a year in forgone sales. Given the limited number of spaces, but the high proportion of restaurants, on-street parking regulations should generally allow up to one-and-a-half hours of parking, but prohibit all-day parking.

4. *Provide additional off-street surface parking lots where appropriate:* After on-street parking, the second best type of parking for downtown merchants is located in at-grade parking lots. (Given opportunities created by a sloping topography, this includes the grade level of parking decks.) The construction of additional

surface parking lots is being pursued on some lots in downtown already, most notably at the Kozy Shack site. New lots should be clearly marked, attractively landscaped, adequately screened, and provided with inviting pedestrian access to and from the shopping area and other attractions. They should ideally be sited to serve major downtown anchors, such as Fox’s. Given the combination of dining and window shopping, grade level parking regulations should generally allow up to two hours of parking.

5. *Maximize the use of structured parking lots for long-term parking:* Parking structures are best reserved not for shoppers, but for commuters, business owners and employees who need to store their cars all day. The daily parking charge in the downtown garages should be reasonable so as not to discourage their use. While shoppers are reluctant to use garages, some may turn to the garage if other alternatives are full. The Village may therefore wish to reserve all or a portion of the ground level of the Main Street garage and other structured parking facilities for shopper parking, at low or no cost, with turnover enforced through time limits.
6. *Provide better connections to existing parking areas:* There is a large supply of existing parking in the downtown, although many lots are not easily accessible from nearby streets and land uses. One example is the parking structure at First Street and Main Street, which could be connected to Second Street by a walkway where an alley already exists adjacent to the St. James restaurant. This would be an

ideal opportunity to promote outdoor dining at the popular St. James, which would enhance security on this path. Another example is the parking structure at Third Street and Mineola Boulevard, which could be reconfigured to provide both stairway and elevator circulation convenient to the South Station Plaza.

7. *Augment the amount of parking at the LIRR station and Long Island Bus terminal:* Studies show that there is a present demand for 1,300 spaces at the transportation center; a supply of 900 spaces; and therefore a shortfall of 400 spaces that is met by cars parking in unsanctioned spaces better used by downtown visitors and workers. This number will likely go up as transit service improves. Current plans for a large parking structure in connection with the bus terminal expansion should be supported in principle by the village, provided that there is agreement on a design that mitigates its impact on its neighbors and complements the historic design themes adopted for downtown. Studies also show that most of the commuters come from the north side of the LIRR tracks, though most of the parking supply will continue to be on the south side. The Long Island Railroad should therefore be encouraged to eventually pursue ideas like bi-level parking at the Kozy Shack site and at the EAB site, with the lower level prioritized for commuters, and the higher level prioritized for shoppers.
8. *Promote public and shared parking:* Downtown has a wide mix of uses, some of which have different times of peak use. Shared parking involving the reduction of the number of total required spaces should be allowed for uses

that have differing peak times of traffic generation. Shared parking should be allowed within 400 feet of the property. Payments in lieu of parking should be allowed, in connection with contributions to a Village parking fund, and valued at the per-space cost of one structured parking space (in today's dollars, roughly \$12,000). Tax incentives should be employed to promote dedication of private spaces to public parking. Such public parking could be provided through a deed restriction, or by turning over the lot(s) to the Village for public use, with a zoning waiver. Where possible, public and shared parking should be combined to create more efficient shared lots. One example is on the north side of Second Street east of Main Street.

9. *Prepare a parking management strategy:* The Long Island Railroad, Village and Winthrop-University Hospital, as follow-ups to their prior studies, should together prepare a joint parking management strategy. This strategy would work out the details of all of the above. It should also consider implementation and funding strategies.
10. *Support a transportation center in downtown:* A number of transportation modes serve downtown, including commuter rails, local buses, taxis, and possibly jitneys. There have been extensive discussions about creating a facility that centralizes transit stops and improves connections between transportation modes in downtown. Locating such a facility on the south side of the LIRR station to the west of Mineola Boulevard would allow this facility to have adequate space for its necessary functions

(which includes bus and vehicular parking), as well as reduce traffic impacts on other more densely developed portions of downtown. Its benefits to Mineola are manifold, and include higher visibility for downtown in addition to increased convenience for residents who use transit. The Village should be vigilant, however, that the transportation center is designed with the pedestrian as well as the automobile driver in mind; that the buildings and the streetscape are consistent with the architectural themes set for downtown in general; and that the Long Island Bus terminal look less like a way station and more like a train station. Studies show that 33 percent of all Long Island Bus activity in Nassau County occurs at the Mineola bus terminal, and this figure is likely to up given planned improvements. A handsome transportation center is no less important a statement for bus riders than it is for the Village.

11. *Support a jitney service to the LIRR station and bus terminal:* There are a number of indicators that a jitney service would succeed in the area encompassing Mineola and Garden City. Train service is frequent. Bus routes would supplement jitney service. There are great many LIRR users who live nearby but drive all the same to the station. The villages have both relatively high residential and office densities in particular corridors. Thousands of people work in the County complex and in Winthrop-University Hospital, supplementing the potential user population. To date, the LIRR has focused on a jitney service centered on the LIRR station. Perhaps this concept should be expanded to take in additional stops at the

County complex, Hospital and downtown; and to operate during non-peak times. In this way, the jitney service would enhance transit access and reduce parking demand in downtown. Note: as a multi-municipal service, the jitney is best operated by the Metropolitan Transit Authority (MTA), LIRR, County, or as a public/private partnership.

12. *Conditionally support light rail or other service centered—not terminating—in downtown:* The County is working on plans for a light rail or dedicated bus service north to Glen Cove (on the existing LIRR right-of-way) or south to the Hub. Both would bolster downtown's centrality, and together are desirable. But only one would increase the demand for commuter parking, and would not be drivable. Such service should also be contingent on the extension of Willis Avenue to the train station, and an attractive and popular pedestrian underpass at Main Street and the mainline of LIRR.
13. *Improve the public's awareness of the downtown district, and downtown attractions and parking:* Old Country Road and Jericho Turnpike are heavily traveled roads that are respectively located on the edge of and a short distance from downtown. Signage should be installed on these roads to direct visitors to downtown. Attractive, common signage within the downtown can direct people to the LIRR station, the Hospital, the Post Office, and Main Street. By providing clear to follow signs that direct visitors to off-street parking, the impression of easy access to parking is created. Intercepting drivers as they approach downtown and drive along Mineola Boulevard would also reduce

congestion. Signs should also adopt a common language in terms of logos, coloring and lettering, to enhance their readability.

D. Support the business community

1. *Focus on “restaurant row” as a retail niche for all of downtown:* Downtown Mineola has what it takes to be a dining destination. From a demand perspective: County and office workers provide a steady weekday lunch and early dinner crowd; local residents (including Garden City and other nearby communities) provide clientele during the weekend; and the Hospital’s 3,000 workers and many visitors provide clientele all through the week. From a supply perspective: the variety of spaces and rents can match up with a variety of establishments, ranging from tapas bars to cafes, from fast food to elegant dining. The St. James Restaurant provides one restaurant anchor for the district, already. What is missing is the critical mass associated with, for instance, a restaurant row. Such synergy can be created in a variety of ways: joint marketing for restaurants; shared takeout menus and delivery to the Hospital; food festivals; sample nights at the train station. Given commuter and hospital clientele, the north Station Plaza is an ideal place to promote a Starbucks (perhaps in the LIRR station building itself, as has been done at the MetroNorth stop in Hartsdale). Zoning could also permit a multi-movie complex and catering facility in connection with the Planned Development Overlay District along Old Country Road, taking advantage of the emptying out of commuter and office parking lots

and garages at night and on weekends.

2. *Provide additional outdoor dining:* Adding dining on the sidewalk can add to the activity on a street, thus increasing the perception of an area as a thriving and safe place. Specific standards must be put in place to direct outdoor dining to appropriate locations and ensure adequate space on the sidewalk. In some cases, additional space could be gained for dining areas by replacing one or two on-street parking spaces and extending the sidewalk into the street. Outdoor dining should also be allowed on the side or rear of restaurants to increase dining spaces and add activity to underutilized areas. Performance standards dealing with late night dining outdoors and noise should be considered, so as not to undermine the housing strategy for downtown.
3. *Promote unique retailing concepts on Main Street:* There is too much inventory of more accessible retail space in the surrounding area for downtown Mineola to be able to compete on a volume basis. On the other hand, downtowns often successfully compete for high-end specialty retailers, as Fox’s has demonstrated. Offering relatively low-rent space in a generally affluent region, Mineola can attract more specialty retailers, such as galleries, antique stores and framing shops. Such retailers are immune to the threats posed by the Roosevelt Field shopping area, which does not focus on such service-oriented categories. They could even, with proper marketing, benefit from the multitudes of potential shoppers that the nearby mega-draw brings to within close proximity to downtown Mineola.

4. *Promote convenience retail in the station area:* The station area largely caters to the needs of commuters and hospital workers, which are narrowly focused on fast food, such as takeout counters and coffee shops, and convenience retail/service, such as dry cleaning, shoe repair, newsstands, and florists. With this sort of target market, station area merchants see a flurry of customers in a few concentrated time periods (morning and evening rush for commuters and lunchtime for workers), and relatively little else during the rest of the day. Success therefore depends on the ability to deliver one’s product very quickly and to achieve maximum “throughput” during those peak traffic intervals. To further enhance their bottom line, merchants could also take advantage of a “concierge” service, which has proved very popular in a number of New Jersey Transit stations, especially Maplewood. With this service, the commuter is able to drop off his/her dry cleaning in the morning, or place orders from local merchants for food and other goods; these are then collected by a “concierge” during the day (for a fee), so that they are waiting for pickup in the early evening when the commuter returns. The proximity of the Hospital may augment the marketability of this idea, by providing another source of clientele not limited to the rush hours.
5. *Promote convenience retail and food services on Mineola Boulevard:* Unlike Main Street, Mineola Boulevard is an important through street in the regional road network. With such visibility, and with its proximity to the train station, it has become Mineola’s main shopping street,

with a number of convenience retailers and service providers. This area should capitalize on the higher volumes of traffic and workers in the vicinity and provide additional options that cater to the impulse customer. As a prime example, several sites along Mineola Boulevard might lend themselves to a major drug store chain, notwithstanding the limitations in parking. These include the northwest corner of Mineola Boulevard and Second Street (which is owned by Winthrop-University Hospital) and the northwest and southeast corners of Mineola Boulevard and First Street (which adjoin parking facilities). All of these sites could involve ground-floor retail with offices above.

6. *Encourage a farmers market and special events in downtown:* Events in the downtown can strengthen its economic base as well as the social character of the Village. However it is important that the primary focus of these events remains authentic and local in nature. There is too much competition from the New York region — and too little space and road capacity in the Village — for Mineola to compete on a regular basis in the larger marketplace. A prime example of a local special event would be a weekly farmers' market. Another example would be food and craft festivals. A third would be something like a "Mineola in Style" fashion show featuring Fox's and downtown's other women's clothing and accessory stores. A fourth could be simple the relocation of the long-time Mineola Fair from Memorial Park to downtown. These would be ideally staged in the proposed Village Green or Station Plaza.



Village activity centers could be an institution, a business or over a playground.



7. *Support key magnets and anchors:* Every effort should be made to retain the U.S. Post Office in downtown. The Village should be generally supportive of the St. James Restaurant, commonly acknowledged to be a downtown success story. This includes help with creating outdoor dining space on the site, or a relocation site should they ever need to relocate (they rent their space). The Village should be generally supportive of Fox's on Main Street, commonly acknowledged to be downtown's retail anchor. This includes help with façade improvements, parking, and perhaps the consolidation and expansion of their store (described earlier). Institutional uses add to the vibrant character of downtown and bring additional visitors to the area. The Village should continue to be involved in discussions about expansion or other improvements of the Hospital, LIRR, Nassau County, and other entities located in or near downtown. In addition to ensuring that impacts on the Village are limited, being involved in the planning process can result in partnerships with these institutions to further benefit the downtown.

8. *Pursue a Business Improvement District(BID) for downtown:* Downtowns throughout the region are taking advantage of state laws that allow business associations elected by property owners to collect revenue from commercial property which is then applied to the common interest. This usually includes funding sanitation and street cleaning; and often includes funding promotion, capital improvements, special events, etc. In Mineola, a possible BID should take in all of downtown, including commercial property on Old Country Road and up

Mineola Boulevard. It might even include the Village Center area proposed for Jericho Turnpike. If interested, Mineola's Chamber of Commerce has the experience and good will to pursue this idea, in cooperation with the Village, which, according to New York State law, must approve the BID formation. Almost all of the downtown retailers are small businesses; absentee landlords own much of the property. This will make formation of a BID difficult, but no less worthwhile.

