

Mineola Village
Façade Improvement Program 2016+

Presented by ***Vision Accomplished, Inc.***,
Community Development Coordinator for
Mineola Village

Board of Trustees February 3, 2016

Mineola Village Downtown Façade Improvement Program. Offering to use CDBG funds to cover up to 75% of certain approved improvements to the exterior façade of eligible commercial buildings up to the maximum of \$15,000 for new signs, lights, awnings and related accessories (SLA Projects) and to \$30,000 for projects approved for more extensive work requiring construction labor or improvements requiring the payment of prevailing wage pursuant to Davis-Bacon regulations (SLA Plus Exterior Projects). SLA Plus Exterior Projects' apply to added items such as painting exterior walls, installing EIFS system wall covering, new windows, doors, etc. The Village does not envision a significant number of these applications.

Tom Savino, ***Vision Accomplished, Inc.***,
www.visionaccomplishedinc.com

BACKGROUND

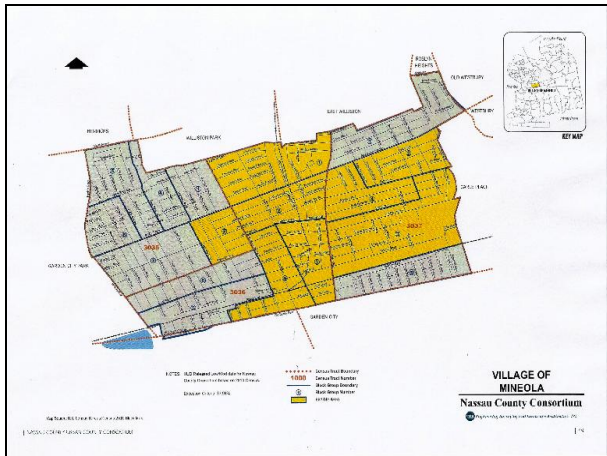
Tom transitioned from business-management to become an attorney and enter public service with local governments. After serving as Deputy Clerk in Mineola, Westbury Village appointed Tom as Administrator-Clerk/Treasurer where he served about ten years.

One of Tom's functions was heading community development where, with the mayor and board and local Business Improvement District members, he led a downtown revitalization recognized Island-wide. Most significantly, accomplishments included streetscape and many facade improvements along Post Ave.

In late 2008, Tom formed ***Vision Accomplished, Inc.*** to help other municipalities, agencies and developers accomplish their development visions.

PROGRAM FUNDING SOURCES

- ✓ **Federal HUD CDBG - Commercial Rehabilitation:**
 - ✓ Allocated to the Village through Nassau County Department of Community Development;
- ✓ **Other Grants that may become available in the future (e.g., NYS Main Street);**
- ✓ **Owner (Building Owner\Tenant) Contribution:**
 - ✓ Minimum 25% of covered costs of improvements.



COMMERCIAL REHABILITATION

Block Grant Funded

- Although still plenty of regulations, the federal government does not specifically mandate a standard procedure to be carried out by all recipients.

Many community development agencies (CDA's)\municipalities offer a 50-50 matching grant to business and building owners who facilitate and implement the process themselves following the advised regulations and approvals:

Result - minimal and sporadic improvements that are not generally cohesive and harmonious, nor substantially within the community's vision and master plan.

Instead, through analysis of regulations, knowledge of the law, municipal and community development experience Vision Accomplished created a system that has proven successful.

Mineola Village

Façade Improvement Program 2016+

- ✓ Village Awards Up to 75% Cost Subsidy to Eligible Commercial Building Owners\Tenants Throughout Village Downtowns for Exterior Façade Improvements;
- ✓ Provide Planning, Guidance and Implementation for Owners\Tenants;
- ✓ Waive Permit Fees for Covered Improvements;

Funded Through CDBG

Mineola Village

Façade Improvement Program 2016+

- ✓ Village is Contracting Party with Procured Façade Improvement Contractors;
- ✓ Upon Contract with Building Owner, Village Engages Contractors to Perform and Pays According Contractor Agreement;
- ✓ Property Owner Repays Village at a Rate of 1/3 Estimate Cost Up Front, 1/3 Upon Work Completion and Remainder Within 6 Months;

ACCOMPLISHMENTS

Proactive planning, initiation and persistent follow through will encourage, guide and help private downtown building and business owners to:

- ✓ Harmoniously improve exterior buildings,
- ✓ Reduce “visual noise” and,
- ✓ Create a cohesive aesthetic continuity throughout project areas.

For the Benefit of the Community

WARNINGS\NOTATIONS:

Creating a harmonious and consistently cohesive aesthetic commercial appeal in your downtown is very achievable, but an organized process must remain efficient and enticing, and unencumbered with ad-hoc redirection and over-reaching burdens. Encourage participation and let the “snowball” grow.

Remain aware of property rights. Without justifiable or even compelling reasons, local governments cannot generally mandate compliance with all aesthetic desires. We can use the “stick” to enforce the code and mandate requirements that protect the health, safety or well-being of the community, but often need to dangle the carrot to achieve exterior harmony among many diverging interests.

EFFICIENCY\MINIMAL DISTURBANCE:

Process inherently entails delays from planning, adjustments, RFPs, research, communications, commitments and others, and most importantly, scheduling coordination of multiple parties.

When implementing signs, lights, awnings and accessories, the goal is to sign owner\tenant into the vision, meeting all regulatory requirements, and coordinate a renewal of their exterior building facade to start and finish within seven business days. Scheduling is coordinated around sign creation (longest lead time). Work will generally include existing items removed, signs and accessories installed, lighting installation and finally awnings.

Where work evolves to add painting, re-surfacing or other structural construction, we will separately arrange two project events to coordinate together as seamlessly as possible.

EFFICIENCY\TIMELY CDBG EXPENDITURE:

For the project to remain organized and proficient, considering multiple parties involved to schedule, coordinate and rely on, the Village's role needs to remain fluent, flexible and as unencumbered as possible.

With those concerns, a major consideration also includes remaining timely within CDBG expenditure regulations so that future funding does not decline and, in fact, is increased.

Success in this regard can be gleaned from experiences in both Westbury and Farmingdale villages. While in Westbury, annual funding increased by about 500%, while it went up more than 600% in Farmingdale to allow that village to become the most successful recipient of CDBG funding per resident on Long Island in 2014.

While several other factors were relevant, so is no guarantee that similar results will occur in Mineola, it is fact that when there is greater competition for less funding, inefficiency does not score well.



FACADE IMPROVEMENTS

Two Project Types:

1. SLA - Signs, lights, awnings and accessories;
2. SLA-Plus - Add exterior\structural construction and\or labor requiring Davis-Bacon Prevailing Wage.

INTRODUCTORY PROCESS

- √ Phase-1 Target Area:
 - √ Cluster Storefronts;
- √ Compile Data, Photo Each Eligible Building;
- √ Acquire Qualified Planner Renderings with Suggested Improvements\Guides to Accomplish Community "Vision" for Each;
- √ Issue RFP's and Gather Item\Production Costs:
 - √ Form Multi-year Contracts as Needed;
- √ Give Objective "Storefront Credits" for Each Eligible Building to Set Potential Funding Allotment;
- √ Calculate Estimate Costs for Improvements;
- √ Present\Sell\Negotiate\Persuade.

RFQ out to Known Qualified and WBE/MBE Architects for Review Return in Two-Weeks.

Architectural drawing of a building facade with the following callouts:

- CLEAN EXISTING CORNICE
- CLEAN EXISTING FASCIA
- CLEAN EXISTING FASCIA AND REPAIR TRACES OF FORMER CHIMNEY BAND
- REPAIR GROUND TO WORKING ORDER
- CLEAN EXISTING FASCIA AND CORNICE
- EXISTING WINDOW (EXISTENT)
- EXISTING BRICKWORK (EXISTENT AND FOLDED)
- ADD MORE PLANTS TO MATCH EXISTING
- NEW ENTRY DOOR WITH GLASS AND SIDE DOORS AND TRANSOM

RFP's To Come

***RFPs to be Issued to Qualified Sign Makers;
Awning Companies;
Electricians:
Two-Year Contract w/ Option to Extend 1-
Year, Twice***

***Based on Standard Supply and Installation
for Comparison;***

Reach Out to MBE\WBE

Wall Signs

- High Density Urethane Backing with Carved 23K Gold-Leafed Letters;
- Benjamin Moore, Sherwin Williams, DuPont or Matthews Paint for Backing;
- More Points for Hand Carved vs Router;
- More Points for Longer Warranty Periods;

Awnings

- Sunbrella Non-Retractable w/ Painted Frame. Color Burgundy or Charcoal Grey.

Electrician

- Selected Goose Neck; Wall Sconce;
Installation and Per Foot Wiring Supply

RFP To Come

***RFPs to be Issued to Qualified Façade
Improvement Contractors.***

***Seek to Engage On-Call Contractor to
Move in Swiftly Where Building Owner
Adds Exterior Improvements, Paint or
Repair Needed, or Removal Discovers
Structural Issue Needing Attention
Before Project May Continue:
Davis-Bacon Prevailing Rate Applicable***

SAMPLE PHOTOS OF IMPROVEMENTS

SLA Projects - Before\After Photos

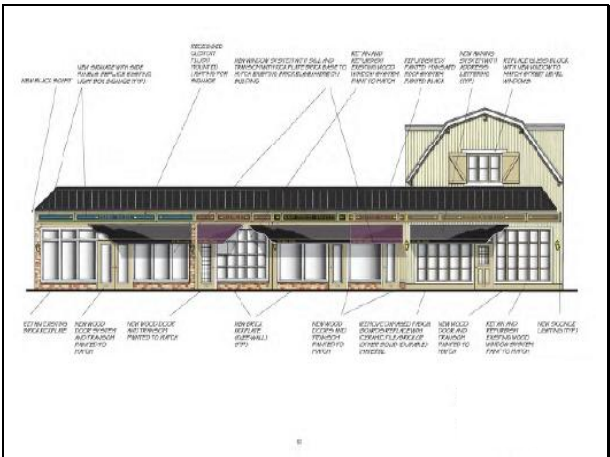
*Signs; Lights; Awnings; Accessories;
Moldings; Colors; Styles
Private additions, including
painting, stucco, stone, brick
cleaning, windows, etc.*

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**REQUIRE BOTH TOTAL AND INDIVIDUAL
RENDERING GUIDES FOR MULTIPLE
STOREFRONT BUILDINGS**

*RFQ to known and WBE\MBE
qualified architects out for return
for review within two-weeks.*

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**STAY FLEXIBLE YET
COMPLIMENTARY IN DESIGN**

The same recommended improvements or materials, even carved gold-leaf signs and/or Sunbrella awnings may not always be best solution for all building architecture. Although limited, architectural designer may recommend alternative approaches to highlight unique, historical or special architectural features. These recommendations should be considered.

NOTE and BEWARE of COSTS



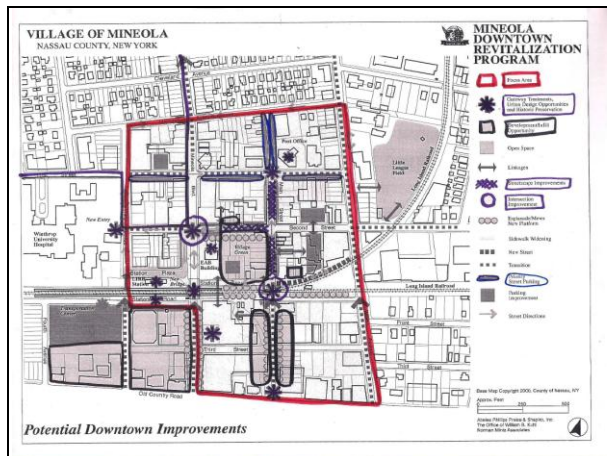
SAMPLE PHOTOS OF IMPROVEMENTS

SLA-PLUS Projects

SLA Plus Added Surface Improvements. For Example: Paint; EIFS; Brick-it; Windows; Doors; Wash Lights; etc.

COMMITTEE SELECTIONS

- ✓ **Phase-1 Target Area - About 48 Storefronts:**
 - ✓ Mineola Blvd., Station Plaza to Harrison Ave.;
- ✓ **Approved Sign and Awning Colors;**
- ✓ **Approved Exterior Sign Lighting;**
- ✓ **Approved Wall Sconce Lights**

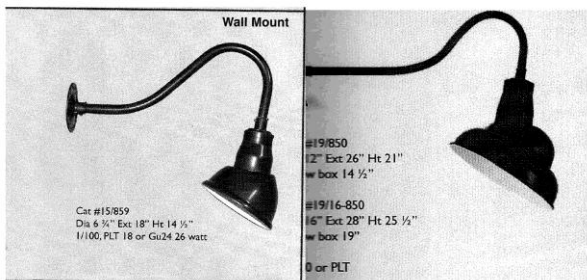


First Groups of Storefronts to Gather Data and Renderings:

<u>West Side</u>						<u>West Side</u>					
	<u>Store Name</u>	<u>24</u>	<u>Sec</u>	<u>Inv</u>	<u>Unit</u>		<u>24</u>	<u>Sec</u>	<u>Inv</u>	<u>Unit</u>	
1	Minneapolis Mini Mart	204	Station Plaza II	4	422 7	25	Franklin Farmhouse	127	Minneapolis Blvd	9 414 5	
2	Coffee Shop	206-208	Station Plaza II	9	422 8	27	Periwinkle Kids Barber Shop	129	Minneapolis Blvd	9 414 5	
3	Convenience Store	210	Station Plaza II	9	422 9	28	Black & White	131	Minneapolis Blvd	9 414 5	
4	David Edward Photography	212	Station Plaza II	9	422 9	29	Eleanor Rigby	133	Minneapolis Blvd	9 414 3	
5	O'Carroll's Fine Food & Spirit	216	Station Plaza II	6	421 211	30	LI Women's Health Care	135	Minneapolis Blvd	9 414 2	
						31	Kuck's Deli-Togaret	139	Minneapolis Blvd	9 414 201	
7	Checker Cab	79	Minneapolis Blvd	9	422 7	32	Minneapolis Florist	143	Minneapolis Blvd	9 414 19	
8	Shoe Repair	81	Minneapolis Blvd	9	422 7	33	20/20 Eye Care	145	Minneapolis Blvd	9 414 119	
9	Watch Doctor	83	Minneapolis Blvd	9	422 7	34	Vinco Vase Hair	147	Minneapolis Blvd	9 414 119	
10	Gourmet Grill #5	85	Minneapolis Blvd	9	422 7	35	Hick's Tacosen Grill	149	Minneapolis Blvd	12 9 414 107	
11	Marchese	87	Minneapolis Blvd	9	422 7						
12	Britt Firm	89	Minneapolis Blvd	9	422 4						
13	Douglas H Pub	91	Minneapolis Blvd	9	422 3						
14	Holly's Hair	93	Minneapolis Blvd	9	422 3						
15	The Chef's Corner	95	Minneapolis Blvd	10	422 1						
						36	Summit	150	Minneapolis Blvd	9 419 140	
						40	Cordial Vines & Liquor's	102	Minneapolis Blvd	9 419 140	
						41	Cardinal's	106	Minneapolis Blvd	5 9 419 140	
17	The Hole in the Wall	211	Second St.	9	421 1						
18	Snowski (Cafe & Deli)	115	Minneapolis Blvd	9	418 19						
20	Subway		Minneapolis Blvd		422 1	42	Hal Salad	148A	Minneapolis Blvd	9 415 157	
21	Bakery, Cafe & Deli	115	Minneapolis Blvd	9	418 19	43	The Valentine Agency	148	Minneapolis Blvd	9 415 157	
22	Emp	115	Minneapolis Blvd	9	418 19	45	Central Care	146	Minneapolis Blvd	9 415 152	
23	Hill Jani Fusion	115	Minneapolis Blvd	9	418 19	46	Empty	144	Minneapolis Blvd	9 415 102	
24	Hill Jani Fusion	119	Minneapolis Blvd	8	418 19	47	Family Cosmetic Dentistry	140	Minneapolis Blvd	9 415 102	
						48	Coltins, McDonald & Gann	138	Minneapolis Blvd	7 9 415 104	

4

Michelle Carmon Confirmed and approved





STREETSCAPE IMPROVEMENTS

Complimentary\Harmonious Storefronts

- Sign Band to Reduce Visual Noise, Add Appeal;
- Pocket Parks; Kiosk; Way-Finder Signs; Planters;
- Decorative Street Name Signs\Poles; Pole Banners

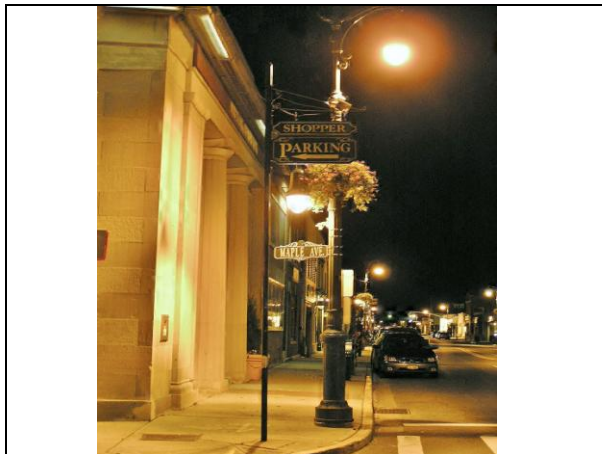


***Reduce Streetscape Visual “Noise”
Building Sign Band Alignment and Complimentary Look***

Create a Pocket Park - Village Green



Street-Side Community Kiosk



Small Sample of
Positive Recognition



Best Downtown on Long Island

2015: Long Islanders Voted Farmingdale Best Downtown on Long Island!

Farmingdale

An eclectic mix of restaurants, pubs, and shops, downtown Farmingdale is the place to go for live music, entertainment, fun, food and drinks. The bustling Main Street is a slice of good old-fashioned Hometown, USA and exactly what you picture when you consider what a downtown should be. Take a trip to Long Island's newest Downtown Destination to find out for yourself why the Village of Farmingdale was voted Best Downtown on Long Island!

Displaced Huntington Annually Voted as Best Downtown on Long Island!

LIbiz.com | APRIL 27-MAY 3, 2015 | LONG ISLAND BUSINESS NEWS 204

Westbury's revitalization a model for LI

Warren TACKENBERG

In villages across Long Island, local mayors and trustees, residents and businesses are working together to stem the exodus of young people from Long Island. One of the more inspiring and successful examples of this effort is occurring in the Village of Westbury.

In the Village of Westbury, location is a prime asset. Centrally located in Nassau County, the village is close to two major parkways as well as outstanding restaurants, colleges, cultural, athletic and recreational facilities. Plus, a main line of the Long Island Rail Road runs through the heart of the village. For residents living in the village and traveling to Manhattan, the mean travel time is just 32.5 minutes.

For its 15,000 residents, Westbury is a melting pot of different cultures and reflects Long Island's changing demographics: 66 percent of village residents are Caucasian, 25 percent African American and 20 percent Hispanic. The village is attracting a younger population: 31 percent of its residents are single, 55 percent married and 13 percent are widowed, separated or divorced. The male-to-female ratio is evenly divided and the average age is 37.3 years.

By capitalizing on its prime location and diverse population, the Village of Westbury embarked on an ambitious, long-range plan to revitalize its downtown business district and create affordable housing for residents of all ages.

Under the direction of former Mayor Ernest Strada, current Mayor Peter Cavallaro and the board of trustees, the village created a master plan, focusing on improving the appearance of its business district. It began with a multiphase effort to replace the facades of existing businesses along Post Avenue, the village's main thoroughfare. Then the village, in partnership with Nassau County, implemented a traffic-calming and road resurfacing project on Post Avenue. In addition, new crosswalks and turning lanes created a safer environment for motorists and pedestrians.

To continue the transformation, the village eliminated a major eyesore by acquiring an abandoned gas station and transforming it to a tranquil village piazza.

When the landmark Piping Rock Restaurant was destroyed by fire, the village approved a zoning change to allow construction of 92 up-scale condominium units directly across from the LIRR station. But this was not an isolated effort. During its downtown revitalization initiative, the Village of Westbury has approved and completed 808 units of residential housing in its downtown business district, all within walking distance of the LIRR station, including 408 condominium units, 38 co-ops, 165 rentals and 140 assisted living units.

The most recent significant development in the village resulted from a partnership with Lowe Properties to transform the 90-year-old Highland cinema on Post Avenue into a new performing arts center and plaza. The project, which is nearing completion, includes retail shops on the ground floor and apartments above.

Lowe purchased the theater in 2004 for \$1.65 million. But renovations stalled because the plans failed to meet the village's off-street parking requirements. Since the fate of the project relied on providing more parking, the village pitched in by granting a parking variance and also allowing Lowe to lease 150 parking spots in two nearby village-owned lots.

This true public/private partnership saved Lowe and the Village of Westbury the distinction of Long Island Business News Best Public/Private Partnership in Nassau County in 2011. Last year, CNN Money recognized the village as one of the top places in America for young, single, affluent professionals to live.

When asked for his take on progress, Oliver Wendell Holmes once said, "The great thing in the world is not so much where we stand, as in what direction we are moving." It looks as if the Village of Westbury clearly is moving in the right direction.

Tackenberg is executive director of the Nassau County Village Officials Association.

NY Times Photo - Westbury Village Downtown (JAN. 14, 2015)





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