



Village of Mineola, NY
**New York Forward
Grant Application**

SEPTEMBER 2023



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1 APPLICATION COVER PAGE

Regional Economic Development Council (REDC) Region

Long Island Region

Program Application

NY Forward

Municipality Name

Village of Mineola

Downtown Name

Downtown-TOD: Mineola Village

County

Nassau

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2 GEOGRAPHIC AREA AND JUSTIFICATION

Mineola Village is centrally located in Nassau County and since 1898 has been the official Seat of Nassau County government. Ideally situated at the nexus of some of Long Island's busiest state, county and local roadways, the area proposed for this NY Forward application is generally defined by Old Country Road to the south, Jericho Turnpike north, Marcellus Boulevard to the west, and east to Roslyn Road. This area covers about 0.7 square miles, centered around a core, transit-oriented village downtown (TOD) with key north-south commercial corridors. As further detailed, this collectively defines Mineola Village' Core Downtown.

Mineola's northeast corner is formed by the convergence of the Northern State and Meadowbrook parkways, while one of its two state highways (24B, Hillside Ave.) joins a county road (Herricks) to form its northwest. A multi-modal transit center lies in its core and contains the Nassau Inter-County Express (NICE) bus center and continuous taxi services with local dispatch. This transit center also houses the LIRR's east-west mainline central axis point in one of the biggest and busiest train stations on Long Island, where tracks merge in from the north in the middle of Nassau County. Another state highway (25, Jericho Turnpike), traverses Mineola's north quadrant, running roughly parallel to this

LIRR mainline while high-volume county roads Mineola Blvd., Willis Ave. and Roslyn Rd., cut north-south down the center of the Village.

Besides this abundance of daily commerce, Mineola has also actively promoted downtown housing for more than the last decade and residential developments continue to sprout. Almost 1,400 new downtown residential units have been smartly created since 2010 to result in a more than 29% population density increase, according to U.S. Census data. North Hempstead's most populated village, Mineola is the sixth largest in Nassau County. After adding a projected 723 units from the list of proposed developments now planned or underway, Mineola will move to fifth in population with more downtown residents than most towns and small cities in the State.

Mineola has one of the most visible and busiest downtowns during daytime hours on Long Island. However, despite that continued daily bustle, this downtown is generally quiet most evenings.

Figure 1: Downtown Mineola Study Area



3 VISION STATEMENT

Mineola is uniquely poised to have the most vibrant, thriving downtown on Long Island. Consider that as the Seat of Nassau County government, Mineola has: an esteemed world-class teaching hospital with a recently opened medical school; unparalleled access to mass transit; a multitude of diverse downtown multi-family housing solutions; a plethora of both government and professional services offering a wealth of employment opportunities. Add that this is all in a walkable geography with a varied mix of ethnic restaurants and retail shops. Creating an anchor destination spot; revitalizing more storefronts, upgrading downtown lighting, developing a green space and adding charming quaint signage, will make this central Long Island downtown the “go to” place, where residents live, work, dine, shop, and relax, while visitors enjoy a safe, pleasant and welcoming community.

4 Past Investment and Future Potential

After a 2016 parking study that recommended construction of an additional public parking garage to relieve daytime congestion, Mineola adjusted long-term plans and coordinated operations with the LIRR and NYU Langone to build a parking garage in its core downtown. That garage is near a central Nassau County Multi-Modal Transit Center that includes a mainline core LIRR station, a NICE Bus terminal, NYU Langone-Winthrop Teaching Hospital, NYU LI School of Medicine, multiple government offices and many nearby shopping opportunities.

“YIMBY” Acceptability/Accessibility

To make good things happen, generate private investment in strategic areas, particularly for new housing within its TOD, the Village enacted creative and timely overlay zones with an incentive zone component in 2010 (the Development Incentive Bonus Overlay District). Embracing smart development of multi-unit downtown housing was a transformative success and achieved its anticipated influx of investment and return. So, to continue encouraging what has been recognized as impressive results, the Board recently enacted new overlay zones in the core downtown along Jericho Tpk. and Mineola Blvd. between First and Front streets.

The Village administration’s willingness to collectively “think outside the box” and afford developers options so that smart development is thoughtful, both ways, means that within a few years, Mineola will have realized nearly 1,400 new residential units in a little more than a decade. Plus, with projects underway or coming soon, it will add about

725 more. Therein, Mineola will have engineered about 215 affordable, first-generation, workforce, first-responder or senior housing units in one of Long Island’s most vibrant and sought after downtown communities.

Infrastructure

Often, in exchange for incentive relief, developers have provided infrastructure improvements in and around their downtown projects. Furthermore, the Village continued to invest what is now millions for public drainage, sewer, and other infrastructure improvements, including but not limited to: Main Street Sewer Replacement of a transport trunk line sanitary sewer main within the target area; construction of a \$3 million Packed Tower Aeration System and Treatment Building for a well; Phase II Construction of a Granular Activated Carbon (GAC) treatment system to remove PFOS/PFAS contaminants; install of an interconnected drainage/drywell system; and footings and a building foundation for a future GAC vessels equipment pad.

Likewise, in partnership with multiple layers of government and the LIRR, Mineola engineered and re-constructed major north-south thoroughfares to eliminate grade crossings that regularly tied up traffic and enable uninterrupted traffic flow. For two (Roslyn Rd, Willis Ave.), it created an underpass for traffic to flow beneath the tracks, while Main St. was dead-ended and Mineola Blvd. added a bridge over LIRR tracks. These improvements significantly reduced daily air, noise, and visual pollution to help the environment, public peace of mind, and encourage rather than discourage traffic flow within these borders



New NYU-Langone Long Island School of Medicine on Second Street

5 Recent and Impending Job Growth

Population and job growth has been and continues to be positively and materially influenced from Mineola's "user-friendly" smart development policy that incentivizes and encourages large downtown mixed-use residential developments. Thus, the Village successfully replaced vacant or underutilized lots, or those that could not generate an economic ripple effect multiplier, with downtown residential buildings that have each provided many employment opportunities.

Multiple Nassau County government offices have been moved into Mineola to join the offices of the County Executive, County Clerk, County Legislature and County

District Attorney. Moreover, Mineola houses the NY Supreme Court; and County, Matrimonial and Surrogate's courts, and the judicial systems Court Information Center.

Similarly, in 2019, NYU-Langone acquired Winthrop Hospital and its state-of-the-art birthing center. This 591-bed medical facility continues to grow and recently opened an NYU School of Medicine LI satellite, several professional medical care offices, to expand its Mineola campus. Selected as No. 1 in NY in the Best Hospital category, the Village anticipates that NYU-Langone's record of success and employment growth will continue.

6 Quality of Life

Mineola's incomparable location contributes to this community's sense of place and community pride while enhancing quality of life for residents, visitors and local businesses. To widen spirit and enjoyment, the Village holds many free events in its fantastic parks where free concerts and shows are regular. Similarly for the

downtown, Mineola closes off Second St to host "Sounds on Second" where it holds free concerts and gatherings for visitors. It also opens a weekly Farmers' Market off Jericho Tpk., near Village Hall/Community Center to showcase local fresh grown pickings and culinary delights. Mineola's TOD also houses NYU-Langone-Winthrop Teaching Hospital,

ranked as the No. 1 in Best Hospital category in NY, including Long Island, and No. 3 nationally (U.S. News & World Report). The hospital center also opened NYU LI School of Medicine satellite here on Second Street.

Mineola Village has been actively improving its downtown and thus, quality of life factors for its residents and visitors, for well more than a decade. It seeks to further enhance and accelerate those efforts with the aid of NY Forward funds. Ready to perfect and build new projects on the solid foundation that it has labored to secure, the Village is committed to continuing its well-received storefront Facade Improvement Program. These storefront improvements have helped create harmonious aesthetic appeal within some of its built fabric, by reducing "visual noise" and creating a more pedestrian-friendly environment. These improvements not only aid local business development, they provide for future success by, in effect, marketing a more inviting and enticing downtown business atmosphere.

Likewise, Mineola seeks to expand on its downtown housing successes by focusing primarily on assisting substantive redevelopment and transformation of still existing vacancies, to turn them into downtown attractions that compliment ongoing revitalization within this core.

There have been ongoing discussions with owners of key downtown properties, with one group who experienced fire damage and will need demolition of three remaining buildings on nearly 31,000 SF of contiguous lot spaces. Owners and the Village know that remaining buildings thereon, located within walking distance of the multi-modal transit center, LIRR station and NYU-Langone hospital, are ready to be demolished. Considerations include redevelopment of anchor properties into a new hotel, local farmers' market, perhaps the combination of the two and a village green? A local art gallery is envisioned off the lobby, as part of the open space green or in both. With simple but effective planning, that location can be transformed into a centerpiece for Mineola, Nassau County and Long Island.

Supplementing this effort are proposals to improve quality of life through new attractive custom way-finding signs, lighting, and streetscape improvements, including creation of a new village green. Given Mineola's strong economic base, high level infrastructures, still growing downtown residential population and an unparalleled transit center, that higher quality of life for Village inhabitants will be achieved by improving the core downtown's, built environment. While the Village has enabled the creation of an abundance of job opportunities and new housing units since 2010, and it has completed several infrastructure improvements, significant work still remains to reach full potential and become the truly walkable, sustainable, and vital downtown that is so clearly attainable.

Wilson Park Pool



7 Supportive Local Policies

The Village has an extensive track record of planning and implementing long-term downtown revitalization goals. With great foresight, Mineola thoughtfully initiated a proactive approach, nearly 20 years ago. In revising its master plan in 2004, Mineola sought to accommodate future growth with its foreseeable infrastructure demands. Likewise, it recognized the importance of downtown revitalization and conducted multiple public meetings/discussions, followed up with concrete actions to continue re-invention of the Mineola Village core downtown.

Then, around 2010, Mineola was a table setter and became one of the first Long Island local governments to create and use overlay zones and enact incentive zoning. Leaders recognized the struggle, reluctance, and inability of developers to initiate projects on Long Island, particularly in Nassau County. Often, despite higher costs in this location and added time and expense from multiple layers of review, developers were still told to materially reduce the scope of their project. Thus, many proposals, especially those to create downtown mixed-use residential, were dropped because they could not meet overhead. Studying these effects, Mineola resolved to enact an incentive zoning

policy, essentially a "quid-pro-quo" to encourage smart mixed-use development in exchange for a more efficient, "user-friendly" and less expensive processing. Mineola created overlay districts, leaving underlying zoning in each the same, but affording the Village Board the flexibility to provide relief to enable residential development.

In effect, the Village allows applicants to petition the Board directly for expedited review and use the Board's authority to apply an overlay zone when the proposal is mutually beneficial, like downtown mixed-use buildings. Thus, the Board is empowered to vary downtown codes for community benefit. In exchange, through an expedited process, the developer provides amenities like infrastructure improvements, open space or a financial equivalent that compensates for the added burden from this larger scope. From these practices, Village population grew from 18,800 in 2016 to more than 22,500 per U.S. Census data to approach its 1970 historical high. Mineola's population will further increase by adding about 725 more new units from projects currently in planning or known to be coming soon.

Recent Village of Mineola Mixed-Use Application



8 Public Support and Outreach

In undoubtedly one of the most active communities in the state for the last 20 years, local leaders proactively and continuously engaged and collaborated with fellow community members. Mineola’s Master Plan, was revised as a community-based living document. Mineola holds Village Hall meetings with residents and stakeholders, broadcast on public access television, to discuss concepts and intentions for accomplishing core downtown improvements. Sessions are often scheduled as public hearings (to maximize attendance). In recent years, officials have also conducted Village-wide surveys to gather rankings and opinions on downtown issues, priorities, directions and what the community wants to see as its focus for the future.

Moreover, since there has been an abundance of downtown residential developments, and each one requires public hearings, that primary subject evokes public opinion. The community largely agreed that seeking and encouraging development of mixed-use buildings (including multi-family dwellings) in the downtown, outweighed perceived

detriment and thus, enabled the Village to grow out of stagnation to capture a thriving central downtown business district that benefits the entire Village.

Likewise, Mineola’s downtown revitalization programs, like Facade Improvements, are well-advertised and publicly discussed. Annually, a public hearing is held to review an application for HUD Block Grant funding. Each includes requests for downtown improvements, Preferences and desires for the downtown are often evaluated. In addition, when Mineola introduced its Facade Improvement Program, not only was a public hearing held, but the Community Development Director held multiple public discussions with boards and community organizations, including with Trustees, the Architectural Review Board and Chamber of Commerce. The Village Board is in frequent dialogue with Mineola residents, business owners, and stakeholders, with its doors open and its proverbial finger on the pulse of its burgeoning downtown vision. (See Figure X.)

Figure X: Opinion Categories for Downtown Revitalization

No. of Times Ranked (1, 2 or 3)	Total Votes	% of Total Surveys	Category of Improvement	Average Ranking
53	56	75%	Continue Commercial Storefront Facade Improvements	2.3
37	41	55%	Redevelopment of Vacant or Underutilized Downtown Commercial Properties	2.9
38	40	53%	* Streetscape Enhancements for Greater Lighting	3.1
26	35	47%	Create Downtown Open Space Plaza/Village Green	3.3
16	25	33%	Downtown Marketing/Business Promotion Campaign	3.8
18	24	32%	Pedestrian Enhancements for Downtown Intersections	3.6
10	<u>20</u>	27%	* Streetscape Sign Enhancement Program	4.1
241		Downtown Category Votes		
75		Percentage of Surveys Returned Having Expressed Some Category Votes		91%
48	60	80%	* Note Weight of Streetscape Category if the 2 Categories Were Combined	

Figure 2: Downtown Mineola Existing Conditions

OPPORTUNITY SITES IN THE MIDDLE OF THE VILLAGE AND TOD AREA

Municipal Parking Garage



UNDERUTILIZED SITES CAN PROVIDE NEW PUBLIC SPACES



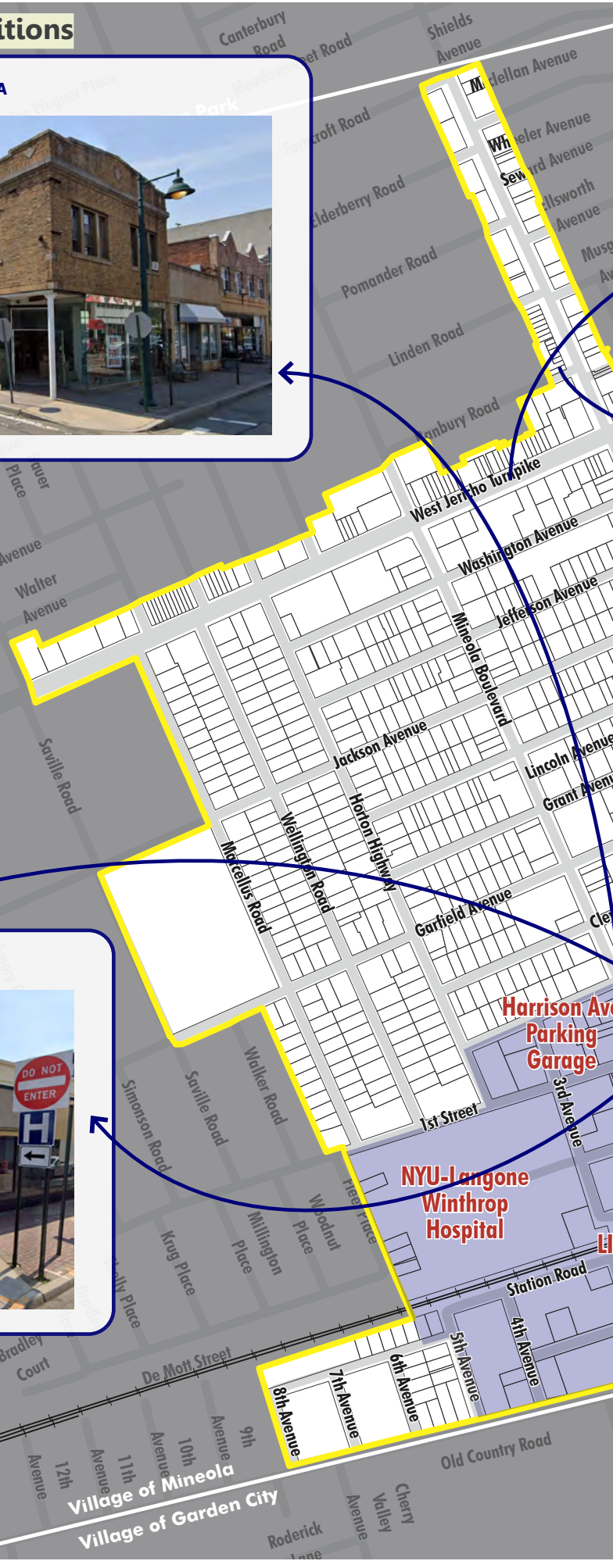
Second Street - Mineola, NY

Willis Avenue - Mineola, NY

CORNER-BLOCK COMMERCIAL VACANCIES



Village of Mineola
Existing Conditions



OPPORTUNITIES FOR FACADE IMPROVEMENT ALONG JERICO TURNPIKE AND WILLIS AVE



170-172 Jericho Turnpike



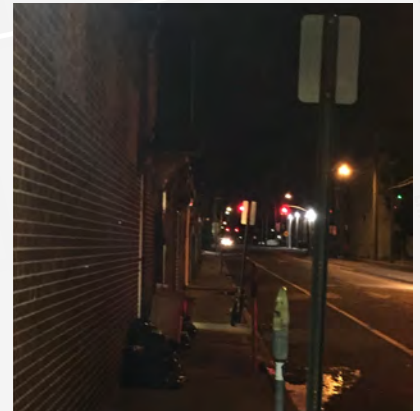
301-305 Willis Avenue

INCONSISTENT SIGNAGE AND POOR WAYFINDING



Mineola
TOD Area

POORLY ILLUMINATED 2ND STREET



9 Transformative Project Opportunities

As indicated, for many years, Mineola has embraced a “Yes-In-My-Backyard” viewpoint and maintained a proactive approach for smart downtown residential development plans. In that regard, Mineola also submitted its letter of intent to be designated as a Pro-Housing Community by NYS. Mineola understands that it should encourage and assist productive and beneficial residential growth and development for its downtown community by expediting bureaucracy. It was one of the first municipalities to resolve overlay districts and implement incentives as part of its zoning management to attract and provide the flexibility to enable downtown residential developments. As a result, it has fostered conversion of previously empty or underutilized properties into mutually beneficial mixed-use, multi-family developments which have added more than \$200Mil in value since 2010. Another \$150Mil is already planned for the next few years.

Nonetheless, while more people reside in downtown Mineola, they often choose to leave and frequent other destinations for shopping and nightlife activities. There are several streetscape improvements that could help reverse that trend, to help make downtown Mineola a more attractive place to live, stay, and enjoy. The goal here is to create a truly active people-oriented environment with excellent sidewalks, lighting and commercial offerings (restaurants and shops). NY Forward will enable Mineola to continue its efforts to advance, encourage, and enhance pedestrian walkability and community identity, in ways that stand as attractions themselves, while the Village continues to seek ways to further enable residents to live, work, dine, shop, and play in Mineola’s downtown. With this in mind, we identified six (6) transformative projects/programs in this NY Forward Application to implement for downtown Mineola (see below and Figure -- “Recent Investment and Proposed Projects”).

(1) Encourage Redevelopment of Vacant, Non-Conforming/Underutilized Commercial Properties in the Downtown

Notwithstanding Mineola’s boom in development of downtown housing, there remains a few vacant and underutilized sites, one of which is critical. As briefly described, a tremendous transformation will be accomplished if Mineola can make this happen. The property is the target of this NY Forward application because: 1) redevelopment at this site is a natural catalyst for this downtown to take final steps toward inevitable revitalization; 2) proper redevelopment here will create a downtown anchor; 3) this site is ready for redevelopment so when NY Forward funding is ready, plan review can be complete; 4) the site is ideally located in the heart of a TOD downtown; and, 5) considering development costs and return on investment, it is not likely possible to achieve a mutually agreeable project size without financial assistance and relief.

Redevelopment of this target will be a truly transformative downtown achievement. This site is comprised of 5 adjoining lots totaling about 31,000 SF, with one common owner. Interrupted by public shutdowns, discussions between Village officials and the property owner resumed. The owner pledged commitment to work with the Village and to find a mutually beneficial smart redevelopment that can convey productive benefits for the greater community. NY Forward assistance can make this work.

This property is adjacent to a large Village-owned public downtown parking garage. Not only encircled by government, legal and medical professional buildings, the site is also only half a block from the post office, an equally short walk to one of Long Island’s biggest and busiest LIRR and multi-modal transit centers, and a couple blocks away from a world-class teaching hospital with a medical school next door. Add Mineola’s central location in Nassau County, easy access to state parkways and highways, and several county roads cutting through, and it not hard to recognize the potential of this site to become a true downtown destination.

Three Vacant Buildings on Five Unkempt Lots in the Heart of TOD **Downtown Mineola Village**



Redevelopment Opportunity Conversion of Vacant Property to a Downtown Anchor - Design Concept



Draft Concept Rendering: The Second St. Hotel at Main St.- New Downtown Hotel: Propose 4 stories above Small Main Street Farmer’s Market with Meeting Spaces all next to an open space Village Green.

(1) Encourage Redevelopment of Vacant, Non-Conforming/Underutilized Commercial Properties in the Downtown (cont'd)

Community feedback has cried out for renewal here with ideas like a theater or local food market, while some floated the image of a boutique hotel. Many agree that part of the site could become an open village green. With that, creating a local art gallery or house a small Mineola history Museum. As part of its Master Plan, a village green or small local plaza fits in this section of a bustling central business district now occupied by hundreds of apartment dwellers within walking distance, with a daily business and visitor count of more than 25,000 persons at peak.

Nonetheless, understanding costs are reduced with increased building size, developers propose to build what is more than allowed in the code. Since the project is in an aforementioned overlay zone, the Village Board will have some flexibility.

However, reaching an economy of scales to bring an adequate return on investment, means a building size that is too out of character for this location. So, development costs must be reduced to merit a compromise.

Perfect timing for this NY Forward application.

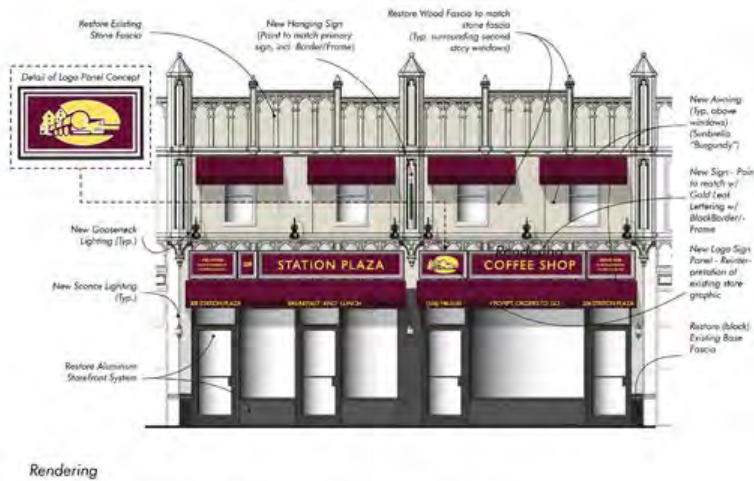
Conversion of this key vacant site into a hotel or one of the other possible improvements, will be transformative, as this location occupies approximately half of the block frontage along Second Street between Mineola Boulevard and Main Street, and about the same along its Main Street frontage. A portion of the lots therein, which formerly housed a mixed-use structure with two active storefronts and residents above, was damaged by fire and vacant ever since. There are 3 remaining vacant buildings housed here and while still under review for permitting considerations, should be demolished with land excavated soon. Perfect timing. The Village seeks financial assistance in this collaboration to help convert private lots into a Long Island Downtown anchor destination.

(2) Continue and Expand Commercial Façade Rehabilitation Program in Downtown Mineola

Mineola seeks funding to continue and accelerate its very popular and successful commercial façade rehabilitation program. This program has been ongoing for several years, and prior to COVID shutdowns, generated increasing excitement, trust and interest in participation from property owners and storefront tenants. Program results gained public attention, including positive news coverage, with public opinion hoping for a program acceleration. To date, except for some interruptions during pandemic shutdowns and resultant loss of business, about 40 commercial storefronts have been rehabilitated along the Village's business corridors and downtown (see Figure 3 for examples of completed projects). Presently, thirteen storefronts are in progress with more in the queue. Several federal census tracts within Mineola qualify for HUD CDBG funding, including downtown areas, and the Village has received annual CDBG allocations for many years. In that regard, downtown revitalization remains a main theme of annual funding requests, with a primary focus on commercial rehabilitation. The Village estimates that at least ±150 more storefronts can be rehabilitated. This very popular program with its rising level of interest in participation would be poised for notable acceleration with this NY Forward funding.

Administered by the Village, the program forms a public-private partnership, where federal funding subsidizes property owner expenses. Mineola acquires funding and its authority through receipt of federal HUD CDBG funds. Typically, the Village funds 75 percent of the cost for rehabilitation, with building owners or tenants funding 25 percent. These services are provided by the Village's Community Development director, who engages a professional architectural planner to artistically present renderings of suggested storefront improvements based on protocol and direction from this director. The director calculates estimate costs and reviews suggestions with owners to form contracts. He then coordinates trade professionals to execute. The director developed this protocol to accomplish the Village vision conveyed through a Village-created Façade Improvement Committee made up of local members. They remain available for questions and directions as needed while the process continues.

Figure 3: Examples of Completed Facade Improvements



Rendering
Village of Mineola Facade Improvement Program
 Before / After - 206-208 Station Plaza North



Before



After

Consider that, with the number and size of Mineola's commercial districts, many storefronts lie outside CDBG-qualified zones. Mineola anticipates at least 150 qualified for façade improvements. Thus, together with increased costs and a few years for continuation at an accelerated pace, Mineola seeks \$650,000 to make substantial progress on facade improvements in the next few years.

That calculation anticipates 75 percent funding for trade professional crafting (sign maker, electrician and awning company) to deliver and install custom orders. Likewise, to fund the same 75 percent up to a max for exterior façade contractor expenses as needed. The Village anticipates that both would be funded through NY Forward if awarded to significantly increase productivity and accomplishment.

(3) Improve Lighting in Downtown Mineola

STREET LIGHTING

Another material improvement proposed for downtown Mineola is to address poorly illuminated public accommodations within the target area, while creating aesthetically appealing and attractive lines of sight to highlight downtown Mineola features and enhance a sense of place. Presently, many streets are (a) poorly lit by antiquated, energy-inefficient fixtures, and (b) employ a range of lighting styles (see Figure --). Illumination is important for increased safety, while lighting style is one of design and identity. This project is intended to make downtown Mineola more conducive to walking and safer and more attractive for pedestrians in evening hours. Figure --- provides examples of attractive LED street lighting suitable for downtown Mineola.

Mineola's Public Works Department analyzed and concluded that it is most beneficial for the community, passerby, and the environment, as well as for government operations, to have the Village's streetlight fixtures converted to LED fixtures to the greatest extent as financially possible. Thus, the Village has embarked on a slower annual pace of replacement in HUD-qualified CDBG areas as funding is awarded and as general fund budget allocations allow. A NY Forward grant would allow the Village to expand that improvement program to cover more areas in the downtown.

In seeking to expand and expedite this lighting transformation, Mineola notes the following identified environmental benefits:

- Energy costs would be reduced by 50-70 percent;
- Energy consumption would be decreased by 60-70 percent for an improved environment;
- Brighter light may be produced with more uniform distribution; and
- CO2 emissions would be reduced with lower wattage requirements.

With the goals of re-creating a core downtown ambiance and to advance, encourage and enhance pedestrian walkability, comfort and safety, the Village will enhance and customize its TOD target zone by creating sight lines with new curb and street lighting. Improving illumination of pedestrian pathways, coordinated with other core downtown aesthetic improvements. Moreover, this enhancement will create a visual connection to nearby businesses, attractions, transit and parking, while uniquely showcasing downtown properties.

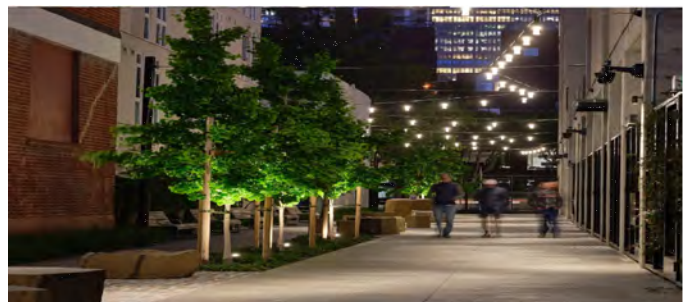
In addition, Mineola will plan, introduce and coordinate new downtown European style Catenary lighting. This will uniquely highlight and emphasize new TOD improvements and create a special downtown ambiance that will quickly identify this TOD. The Village has already secured funding to undertake engineering, planning and facilitation of these improvements. NY Forward funding will enormously contribute to creating this exciting visual showcase and downtown improvement.

Figure 4: Existing Lighting in Downtown Mineola



Example of Poorly Illuminated Streetscapes in Downtown Mineola

Figure 5: Examples of Improved Lighting and Bollards



(4) Improve Walkability and the Public Realm in Downtown Mineola

Mineola has also identified two additional strategies to improve walkability in downtown Mineola. The first is to realize sidewalk improvements and second to create a downtown civic space (village green). The downtown core has an existing pedestrian circulation network of sidewalks. While some improvements have been made in recent years, most sidewalks remain narrow and lack street furnishings (see Figure 6). This discourages walking and lessens the availability for people-attracting activities, such as outdoor dining. Re-visioning sidewalks and streetscape in downtown Mineola could include widening the sidewalks and providing bulb outs to improve pedestrian safety and walkability

Further, as the existing infrastructure was constructed years ago, sidewalks in downtown Mineola could be improved to include Low Impact Development (LID) standards, to enhance sustainability. A streetscape environment that includes stormwater control and disbursement devices, such as bioswales, rain gardens, and tree pits for stormwater management, will not only help minimize water and debris runoff from flooding and pollution, but also creates a more comfortable and attractive pedestrian environment. Figure 7 shows potential applications of these principles. Improvements, such as reduced travel lane widths, can provide safer crossings for pedestrians, and will also reduce the total amount of impervious surface and thereby, the amount of stormwater runoff flowing to the sewer/stormwater system. In turn, areas that are reclaimed by reducing the street pavement can be made green and used for stormwater management as rain gardens and bioswales. These principles could also be applied to parking areas (see Figure 7). As part of this NY Forward grant, we seek funding to widen sidewalks in key areas and install, where possible, furnishings such as lighting and LID features to create a more hospitable pedestrian environment. We feel these improvements will in turn support the local business environment by attracting more visitors and encouraging residents to shop and eat locally.

In addition to improving walkability and sustainability through modernizing Mineola's sidewalk conditions, the Village seeks to create a small downtown civic space (e.g., a village plaza or green). While a precise location has yet to be determined, this concept has been a part of Mineola's Downtown Revitalization Plan, initiated as far back as 2004. At that time, the Village had initially focused on a site on Second Street, where there now sits a large, mixed-use, apartment building. More recently, attention has focused on a vacant property on one of the downtown's primary corners: Second Street and Main Street (see Figure 2 and 10). This is a commercial property that recently became vacant, a victim of pandemic shut downs. The Village began preliminary discussions with the property's owner on ways to assist its redevelopment and/or conversion to public space. We envision that other potential sites would be identified in the NY Forward planning process, should we be awarded this grant.

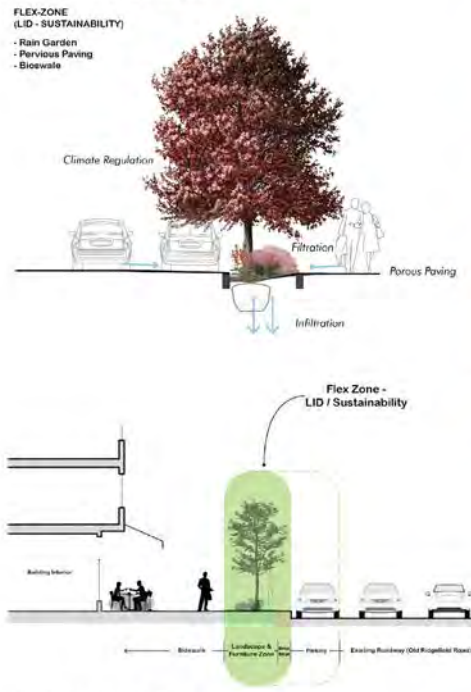
There exists true capacity to create a village green or open plaza to celebrate Village diversity (e.g., higher than average foreign-born population of about 34 percent of residents, including Hispanic and Asian persons). Planning could assemble the acquisition of funding through a combination of federal CDBG funds, NY Forward, incentive zone payment-in-lieu and other private sources. Should Mineola be awarded, officials would expedite exploration to leverage sources toward creation of a downtown Village Green. If not required for parking, ingress and egress for the suggested redevelopment, the Village could acquire one of the vacant lots, which is ideally situated to convert to a green space, with use NY Forward funds to compliment that creation with the intent to customize this new green for display of local art as well. So, in effect this could create an outdoor green space art museum (partially covered as needed).

Figure 6: Examples of Existing Sidewalks and Improved Streetscape Conditions



Figure 7: Potential Streetscape Improvements with Low Intensity Design Principles

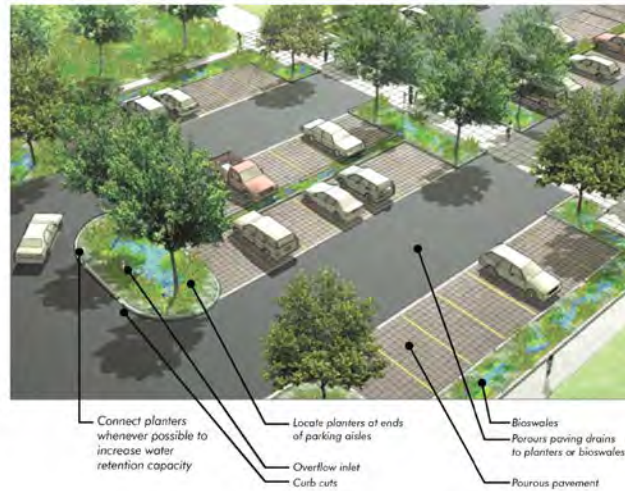
STREETSCAPE APPLICATION



PARKING LOT APPLICATION



PARKING LOT APPLICATION



(5) Improve Public and Way-finding Signage in the Downtown

The Village of Mineola seeks funding to improve public and wayfinding signage in its downtown. The goal here would be to develop a uniform program for all public signage, including street signs and wayfinding signage, with consistency in design vocabulary and materiality to help strengthen sense of place and place identity. An example of a coordinated public and informational signage program is presented in Figure 8.

The Village has begun developing prototypical design options to develop and install custom decorative public parking lot and garage entrance signs, as well as needed wayfinding and traffic directional signs in the proposed NY Forward area, to identify the availability of public parking (see Figure 9). Moreover, should funding be available, the Village hopes to create custom and novel “You Are Here” map signs for pedestrians leaving or walking by parking lots (as shown in Figure 9). These signage programs and improvements have received overwhelming support and positive reviews from the public.

Figure 8: Examples of Consistent Signage



Figure 9: Entrance Signs and Wayfinding Examples



Examples of Recently Installed Municipal Signage - Mineola, NY



Public Signage Concept

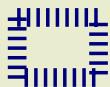


Wayfinding Signage Concept

Figure 11: Recent Investment and Proposed Projects

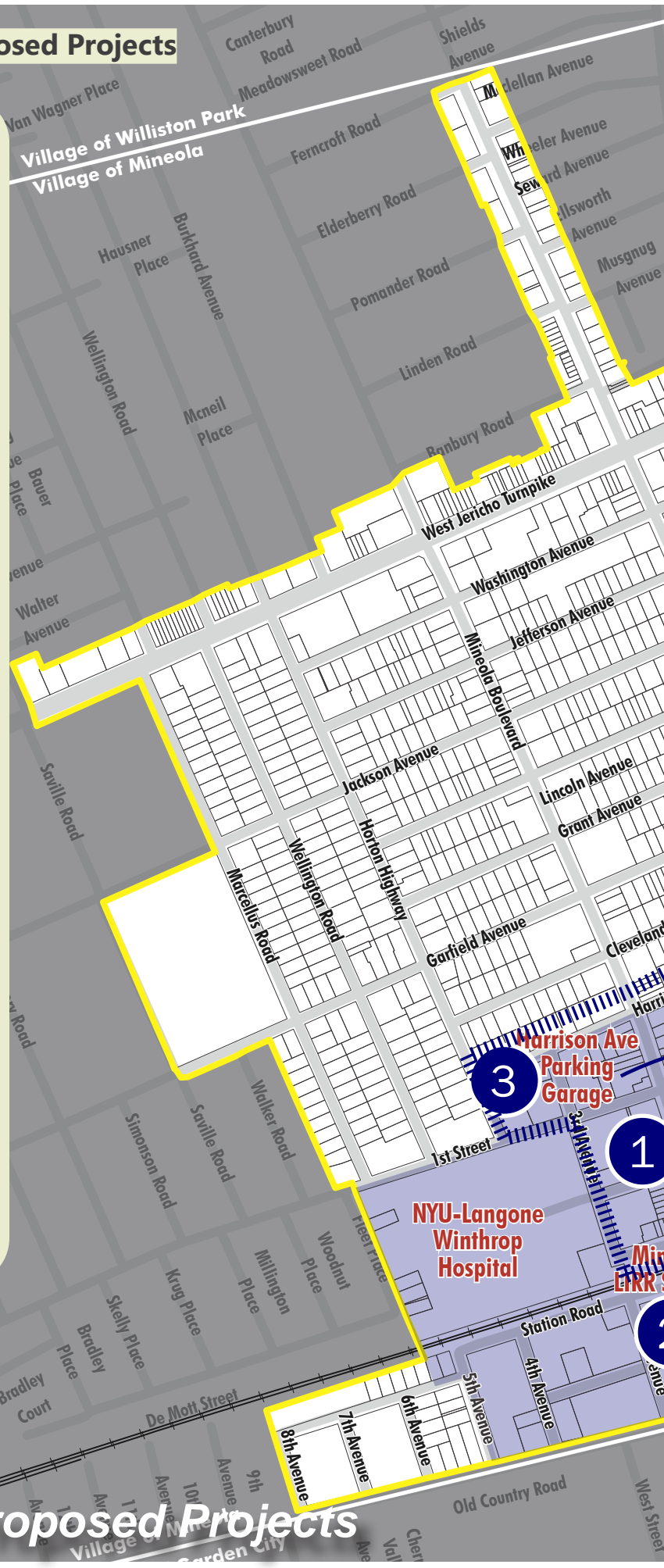
Recent Investment in the Village

- 1 NYU LI School of Medicine (Opened in 2019)
- 2 LIRR Station Improvements (Ribbon Cutting 100th Anniv Sept. 2023)
- 3 New Public Parking Garage (Opened in 2022)
- 4 Multi-Family Downtown Living Development 260+ Units (Completed in 2020)

 Development Incentive Bonus Overlay District (Last amended in 2023)

Commercial Rehabilitation Program Through CDBG Funding (2017 - 2023)

Drainage, Sewer and Other Infrastructure Improvements (Completed 2019)



**Project #2
EXPAND COMMERCIAL
REHABILITATION PROGRAM**



**Project #3
IMPROVE LIGHTING IN
DOWNTOWN**



**Project #4
IMPROVE WALKABILITY AND
THE PUBLIC REALM**



**Project #5
IMPROVE PUBLIC AND
WAYFINDING SIGNAGE**



**Project #1
REDEVELOP KEY VACANT, NON-
CONFORMING PARCEL**





(6) Create And Implement A Downtown Marketing And Business Promotion Campaign

The Village has so much to promote and showcase for its downtown to attract more business and retain its natural customer base to shop in, dine in and enjoy their home village. However, its expertise and time is dedicated to running a village government and providing the highest quality services possible to its constituency. So, it seeks to engage the right professionals to promote and market the abundance of wonderful attributes that this community maintains.

In that regard, Mineola has noted the success with which other municipalities have used this type of broadened funding to become empowered to promote their community. While this is recognized as a vital marketing necessity, especially given the challenges facing small local retailers with the rise of e-commerce, it is not a function in which many local governments can invest without proper financial assistance. Should NY Forward funds be awarded, the Village proposes to develop an exciting and attractive, professionally designed marketing and branding campaign for its downtown. This would build on and turbo-charge efforts in which the Village's Community Development Director and consultants have worked on previously.

Estimated Budget

The table below summarizes the total estimated budget for transformative projects and programs discussed above.

Village of Mineola NY Forward Grant Application (Round 7) Estimated Budget

Proposed Project Number	Description	Estimated Budget (Item)
1	REDEVELOPMENT OF VACANT, NON-CONFORMING/UNDERUTILIZED COMMERCIAL PROPERTIES	\$ 1,750,000
2	COMMERCIAL FAÇADE REHABILITATION PROGRAM	\$ 650,000
3	IMPROVE LIGHTING IN DOWNTOWN MINEOLA	\$ 550,000
4	IMPROVE WALKABILITY AND THE PUBLIC REALM	\$ 1,200,000
5	IMPROVE PUBLIC AND WAYFINDING SIGNAGE IN THE DOWNTOWN	\$ 200,000
6	CREATE AND IMPLEMENT A DOWNTOWN MARKETING AND BUSINESS PROMOTION CAMPAIGN	\$ 150,000
TOTAL		\$ 4,500,000

10 Administrative Capacity

The Village has sufficient local administrative capacity to manage the planning and implementation initiative, including overseeing contracts awarded.

- Village Clerk Bryan Rivera has more than 10 years senior management experience in municipal government. His major experience lies in strategizing to bring im-provements in services, processes, and efficiencies. He has a proven track record of working well with diverse interest groups and providing services within budget to developing and implementing new capital projects;
- Superintendent of Public Works, Tom Rini has been with Mineola more than 30 years wherein he oversees Sanitation, Highway, Water & Sewer, Parks, and Parking Enforcement departments. He has managed installation of several multi-million-dollar remediation systems, their bonding and working with Village consultants ap-plying and requesting reimbursements of grant monies;
- Village of Mineola has a five-member accounting department headed by a CPA. They manage finances of multimillion dollar budgets and are responsible for bonding and accounting of the Village funds and all of reporting to the Mayor and Board. They ensure that Village funds are spent efficiently and effectively on tax payers' behalf;

- John Gibbons, the Village Attorney, brings decades of historical knowledge of the operations of the Village. Involved in almost all matters of Village government he ensures that the Village abides by contract agreements and NYS mandates. Moreover, his firm reviews all BZA/PB/BOT building applications and plays a key part in advising the Board on land use issues in the Village. They review all legal documents presented to the Board including all grants and ensure that the best interests of the Village are met; and
- The Village engaged the professional services of Vision Accomplished, led by Tom Savino, former administrator of Westbury wherein he spearheads efforts that led to their downtown revitalization and the turn-around which formed the platform for continued, sustainable success. Thereafter, with Vision Accomplished, he has been a leading aid in other local communities like Farmingdale, New Hyde Park, Great Neck Plaza and now Baldwin.

Working together with the Village's very experienced, attentive and active mayor and board, this entire team bring years of experience and knowledge working seamlessly to ensure that all projects in the Village are of the best quality and to the highest standards.



11 Letters of Support



EDWARD P. RAE
Assemblyman 19th District

THE ASSEMBLY
STATE OF NEW YORK
ALBANY

RANKING MINORITY MEMBER
Ways and Means Committee

September 26, 2023

Ms. Cara Longworth, Regional Director
Long Island Regional Economic Development Council
115 Broad Hollow Road, Suite 250
Melville, NY 11747

Re: 2023 NY Forward Round 2 Application
Village of Mineola

Ms. Longworth:

I am writing to express my full support for the Village of Mineola's application for the NY Forward Program, Round Two, of the Downtown Revitalization Initiative. The Village is the heart of Nassau County, not only as its County Seat, but it has a multi-modal hub transportation center with a world-class teaching hospital and a newly opened medical school. For years, Mineola has further benefitted from the addition of diverse mixed-use multi-family buildings which have added more than 1,000 residential units into its downtown since 2016. Combined with its dynamic facade improvement program and other transit-oriented development improvements, Mineola is poised for a downtown renaissance.

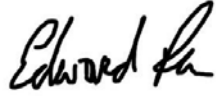
The Village has made downtown revitalization a primary focus of their plan to enliven its charming, safe, and walkable downtown to not only attracts new businesses and visitors, but encourage residents to work, shop and dine where they live. To achieve this goal, Mineola has plans to redevelop vacant, blighted properties through a public-private partnership; continue its revitalization of storefront facades; upgrade lighting and signage for increased safety, wayfinding and visual appeal; and replace urban blight with an attractive, tranquil green space.

Mineola is well-positioned for significant growth and this grant will accelerate the Village's transformation into a vibrant, thriving model downtown which will reflect the diversity of its businesses and residents. As the New York State Assemblyman for District 19, I look forward to continuing to work with Mineola in the pursuit of its transformative vision for its downtown revitalization.

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ALBANY OFFICE: 444 Capitol, Albany, New York 12248 • 518-455-4627, FAX: 518-455-4643
EMAIL: rae@nyassembly.gov

If selected to receive the NY Forward grant, I know that the Village of Mineola will quickly implement its plans to create the premiere mix of residential, commercial, and recreational space on Long Island. I thank you for your time in considering my letter and the Village's application.

Sincerely,

A handwritten signature in black ink that reads "Edward Ra". The signature is written in a cursive style with a large, stylized initial "E".

Edward Ra
Member of Assembly
19th District

SENATOR JACK M. MARTINS
7TH DISTRICT
MARTINS@NYSENATE.GOV

VICE CHAIR
SENATE MINORITY CONFERENCE

September 22, 2023

LIREDC@esd.ny.gov

Cara Longworth
Regional Director
Long Island Regional Economic Development Council
115 Broadhollow Road, Ste 250
Melville, NY 11747

Re: 2023 NY Forward Round 2 Application
Village of Mineola

Dear Ms. Longworth:

This letter brings my wholehearted support for the Village of Mineola's application to the 2023 NY Forward Round 2 (NY Forward) program through the Empire State Development and Long Island Regional Economic Development Council. The Village is truly the heart of Nassau County, not only because it is home to the County Seat of government, but because it also boasts a multi-modal hub transportation center that services our entire region. It's no wonder a world-class teaching hospital and the newly opened medical school of NYU Langone call it home. Mineola's location, services, busy downtown, and transportation access make it ideal for both their patients and employees.

For years, Mineola has further benefitted from the development of diverse, mixed-use multi-family buildings which have added more than 1,000 residential units to its downtown since 2016. Combined with its dynamic facade improvement program and other TOD efforts, Mineola is poised for a renaissance. The village's downtown revitalization will enliven its already charming, safe, walkable streets, attract new businesses and visitors, and encourage locals to work, shop and dine where they live. To achieve that goal, Mineola will redevelop vacant or blighted properties through public-private partnership; continue its revitalization of storefront facades; upgrade lighting and signage for increased safety, wayfinding and visual appeal; and replace overall urban blight with an attractive, tranquil, green space.

Mineola is poised for significant growth and this grant will accelerate its transformation into a vibrant, thriving, model downtown which will reflect the diversity of its businesses and residents. Rest assured that as New York State Senator for District 7, I will continue working with Mineola in the pursuit of this transformative vision for its downtown revitalization.

If it receives the NY Forward grant, I am certain Mineola will quickly implement its plans to create a premiere mix of residential, commercial, and recreational space on Long Island. Thank you in advance for giving my hometown your consideration.

Sincerely,



Jack M. Martins
Member of the NYS Senate, District 7

NEW YORK
STATE
SENATE



RANKING MINORITY MEMBER
LABOR
PROCUREMENT AND CONTRACTS

COMMITTEES
FINANCE
HEALTH
HOUSING, CONSTRUCTION AND
COMMUNITY DEVELOPMENT
JUDICIARY

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DISTRICT OFFICE: 173 MINEOLA BLVD., STE. 201, MINEOLA, NY 11501 • TEL (516) 922-1811 • FAX (516) 922-1154

NASSAU COUNTY LEGISLATURE
1550 FRANKLIN AVENUE, MINEOLA, NY 11501

Richard Nicoletto

Presiding Officer
516-571-6209
rnicoletto@nassaucountyny.gov



Committees:

Chair, Rules
Vice Chair, Budget Review

September 26, 2023

Cara Longworth
Regional Director
Long Island Regional Economic Development Council
115 Broadhollow Road, Ste. 250
Melville, NY 11747

Re: 2023 NY Forward Round 2 Application, Village of Mineola

Dear Ms. Longworth:

I am writing to express my full support for the Village of Mineola's application as part of the 2023 NY Forward Round 2 (NY Forward) program through the Empire State Development and Long Island Regional Economic Development Council. The Village is the heart of Nassau County, not only as its *County Seat*, but it has a multi-modal hub transportation center with a world-class teaching hospital and a newly opened medical school. For years, Mineola has further benefitted from the addition of diverse mixed-use multi-family buildings which have added more than 1,000 residential units into its downtown since 2016. Combined with its dynamic facade improvement program and other TOD improvements, Mineola is poised for a downtown renaissance.

The Village has made downtown revitalization a focus of its plan to enliven its charming, safe, walkable downtown to not only attract new businesses and visitors, but encourage residents to work, shop and dine where they live. To achieve that goal, Mineola has plans to redevelop vacant, blighted properties through a public-private partnership; continue its revitalization of storefront facades; upgrade lighting and signage for increased safety, wayfinding and visual appeal; and replace urban blight with an attractive, tranquil green space.

Mineola is poised for significant growth and this grant will accelerate its transformation into a vibrant, thriving model downtown which will reflect the diversity of its businesses and residents.

As the Nassau County Legislator for District 9, I look forward to continuing to work with Mineola in the pursuit of its transformative vision for its downtown revitalization.

If it is chosen to receive the NY Forward grant, I know that the Village of Mineola will quickly implement its plans to create the premiere mix of residential, commercial and recreational space on Long Island. Thank you for your consideration.

Regards,

A handwritten signature in blue ink, appearing to read "R. J. Nicoletto". The signature is stylized and cursive.

Richard J. Nicoletto
Presiding Officer
Nassau County Legislature

CHAIRMAN
CONSUMER PROTECTION

COMMITTEES
AGRICULTURE
FINANCE
HEALTH
JUDICIARY
LOCAL GOVERNMENT
RULES

NEW YORK
STATE
SENATE



KEVIN THOMAS
SENATOR, 6TH DISTRICT

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FAX: 516-747-7430

email:
thomas@nysenate.gov

September 22, 2023

Ms. Cara Longworth
Regional Director, Long Island Regional Economic Development Council
115 Broadhollow Road, Ste. 250
Melville, NY 11747

Re: Village of Mineola 2023 NY Forward Round 2 Application

Dear Ms. Longworth:

I am writing to express my support for the Village of Mineola's application as part of the 2023 NY Forward Round 2 program through the Empire State Development and Long Island Regional Economic Development Council. The Village is the heart of Nassau County, not only as its *County Seat*, but it has a multi-modal hub transportation center with a world-class teaching hospital and a newly opened medical school. For years, Mineola has further benefitted from the addition of diverse mixed-use multi-family buildings which have added more than 1,000 residential units into its downtown since 2016. Combined with its dynamic facade improvement program and other TOD improvements, Mineola is poised for a downtown renaissance.

The Village has made downtown revitalization a focus of its plan to enliven its charming, safe, walkable downtown to not only attract new businesses and visitors, but encourage residents to work, shop and dine where they live. To achieve that goal, Mineola has plans to redevelop vacant, blighted properties through a public-private partnership; continue its revitalization of storefront facades; upgrade lighting and signage for increased safety, wayfinding and visual appeal; and replace urban blight with an attractive, tranquil green space.

I strongly support the Village of Mineola's application, as this grant can help accelerate its transformation into a vibrant, thriving model downtown.

Sincerely,

A handwritten signature in black ink, appearing to be 'K. Thomas', written over a light blue circular stamp.

Kevin Thomas
New York State Senator
6th Senate District

