VILLAGE OF FLORAL PARK
BUSINESS DISTRICT IMPROVEMENT PROJECT

BACKGROUND

- Creation of Business District Advancement Committee
  - Multiple Committee Meetings in 2019 and forward
    - Outside Engineering Consultant – NV5
  - Committee meetings with Consultant to discuss Areas for Study
    - Consultant recommendations
- Submitted For Round 5 of NYS Downtown Revitalization Grant Sept 2021

REQUIRED INFORMATION IN APPLICATION

- Vision for Downtown
- Justification
- Boundaries of Area
- Past Investment and Future Potential
- Quality of Life
- Supportive of Local Policies
- Public Support
- Administrative Capacity

DRAFT VISION STATEMENT

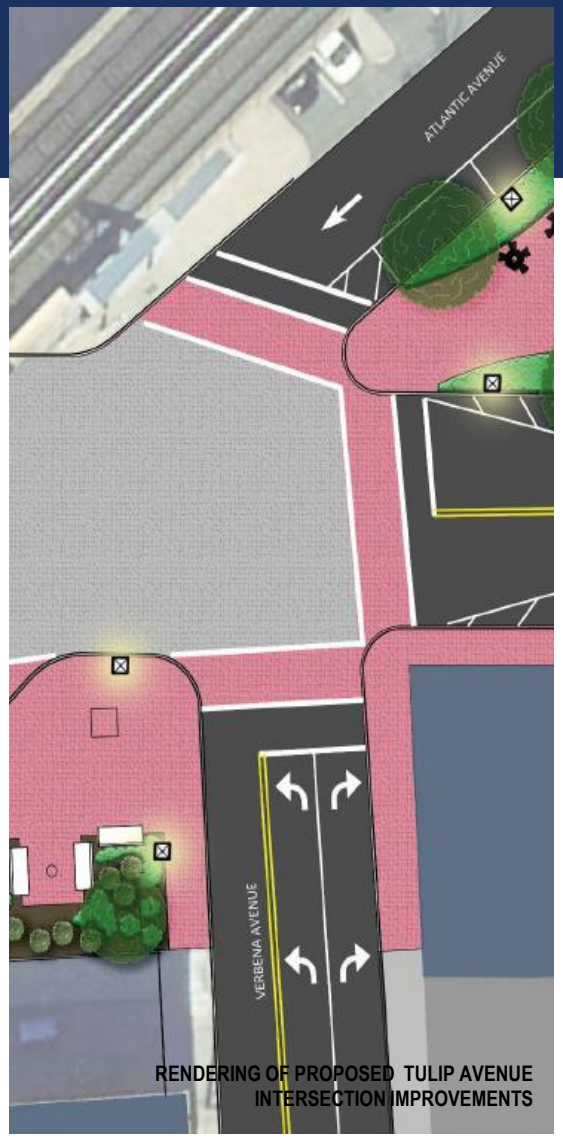
To provide a beautified Business District with enhanced unity amongst the three separate areas, with improved access and wayfinding in order to attract new commerce, workforce and patrons as well as assisting in existing businesses continued success while providing a centralized hub for quality dining, shopping, leisure arts and culture.

BASIC INFORMATION

EXISTING FLORAL PARK LIBRARY

REDC Region	Long Island
Municipality Name	Incorporated Village of Floral Park
Downtown Name	Tulip Avenue Business District Jericho Turnpike Business District Covert Avenue Business District
County Name	Nassau County
Applicant Contacts	Mayor: Kevin M Fitzgerald Village Administrator: Gerard M Bambrick Superintendent of Buildings: Renee Marcus, AIA

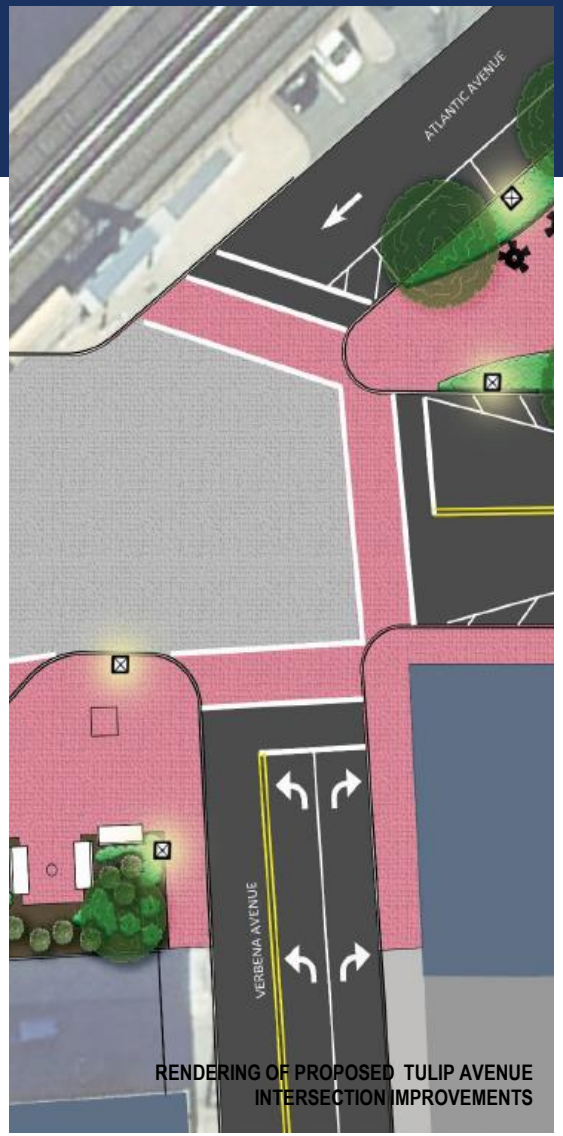
VISION FOR DOWNTOWN



RENDERING OF PROPOSED TULIP AVENUE INTERSECTION IMPROVEMENTS

Revitalization of downtown areas is essential for the vitality, economic health and quality of life in a Village. Promotion of small businesses is important for the local economy; improved parking and access to transportation give residents access to job opportunities; sidewalk improvements and wayfinding signage lead to reduced use of private transportation and lessen the reliance on fossil fuels; public art displays enhance lifestyle and culture; the addition of landscaping and plantings aid in air quality; parks and outdoor dining promote human interaction and generally, the beautification of downtown areas leads to increased maintenance of personal property and the safety and welfare for all.

VISION FOR DOWNTOWN



RENDERING OF PROPOSED TULIP AVENUE INTERSECTION IMPROVEMENTS

Proposed initiatives will improve the aesthetics, functionality, safety and visual cohesiveness of the Downtown areas. The objectives of the overall project include:

- Provide a beautified and unified vision for Business Districts
- Improve pedestrian safety and ADA compliance
- Implement centralized parking system management
- Maintain high occupancy for businesses and attract new businesses
- Addition of greenery and public spaces
- Integration of artwork
- Redesign various pocket parks including “Gateway to the Village” parks within the business districts
- Creation of outdoor dining areas
- Implementation of wayfinding signage and branding
- Strategies for continued maintenance and upkeep
- Considerations for traffic and speed control
- Improve traffic flow by changing various intersections while potentially creating new pocket park/green space
- Upgrade aging streetscape and streetscapes not conducive to expansion
- Future expansion of business areas or re-zoning
- Redesign various parking lots to increase parking spots while adding more aesthetically pleasing boundaries
- Expanded current and future parking areas
- Controlled public event management
- Transform business districts to destinations

PAST INVESTMENT, FUTURE INVESTMENT POTENTIAL

CONCEPTUAL RENDERING OF POCKET PARK

The Village recently redesigned and relandscaped Rotary Park in the Tulip Avenue Business District and has since seen an increase in the number of persons sitting in this pocket park while visiting the local stores (e.g. deli, bakery, coffee shop). DPW maintains this park and other pocket parks around the Village year-round so they can be occupied at all times.

The Board of Trustees and the Building Department have been working with property owners who apply for new development projects to contribute by improving adjacent areas to their project sites. Large businesses, such as Taco Bell, 7-11, and Wendy's, have been cooperative and generous enough to extend the scope of work and make suggested improvements to beautify the surrounding areas.

The Board has worked closely with private investors on recent projects that include the conversion of industrial property to a large residential subdivision in walking distance of the Tulip Avenue Business District, a proposed conversion of multiple adjacent vacant retail spaces to a large-scale medical suite building and the expansion of several existing restaurants to name a few.

A Village-wide streetlighting replacement project is currently underway. These new streetlights utilize energy efficient LED technology and provide a crisper more reliable light to aid in safety and a comprehensive lighting scheme for the Village.

The Village's most recent green initiative includes an Energy Performance evaluation that will provide capital improvement upgrades leveraged from the energy cost savings. Projects will include items such as photovoltaic systems, centralized parking payment systems to replace individual meters, and electric vehicle charging stations.

PUBLIC SUPPORT

CONCEPTUAL RENDIERING OF POCKET PARK IMPROVEMENTS

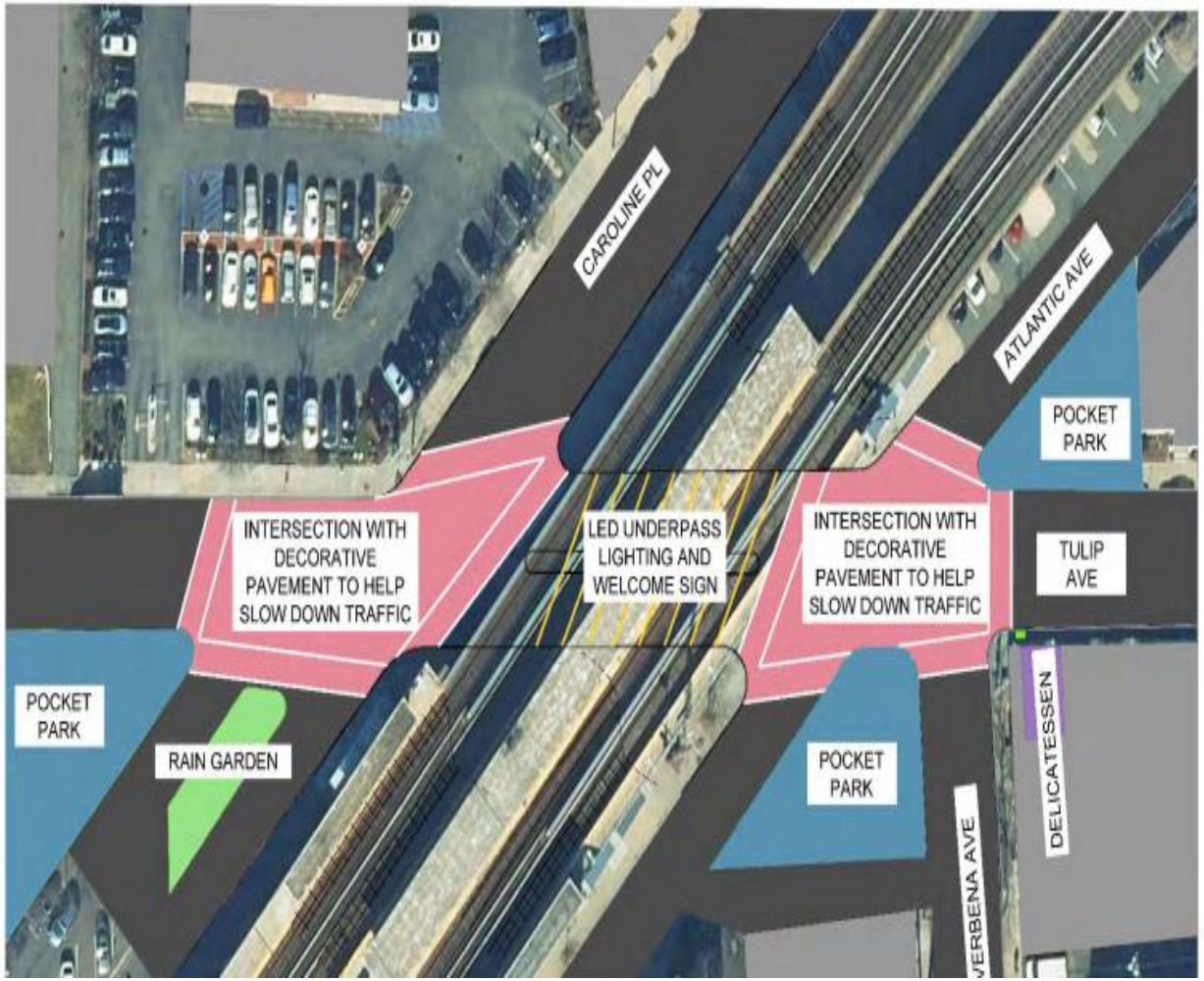
The Village has organized a Business District Advancement Committee which consists of local residents and business owners to aid in the maintenance and revitalization of the downtown areas. This committee meets regularly and brings ideas and feedback from the public to the Board for review and implementation. With the assistance of this Committee, the Board commissioned the development of a Master Plan with the engineering firm NV5 which consists of a grand scheme and phasing plan to commence improvements such as clear access to public transportation, parking management and efficiency, sidewalk replacements for aesthetic and code requirements, upgrades to pocket parks, village-wide signage for branding and wayfinding purposes, public art installations and traffic calming initiatives.

In connection with this, the Board meets regularly with the Chamber of Commerce and Civic Associations in public meeting settings to obtain feedback for revitalization plans.

The Architectural Review Board monthly meetings are also held in a public setting. During these meetings, the ARB expands upon ideas to innovate and beautify private and municipal projects including initiatives such as public transportation and public utility infrastructure upgrades.

SUGGESTIONS FROM NV5 CONSULTING ENGINEER

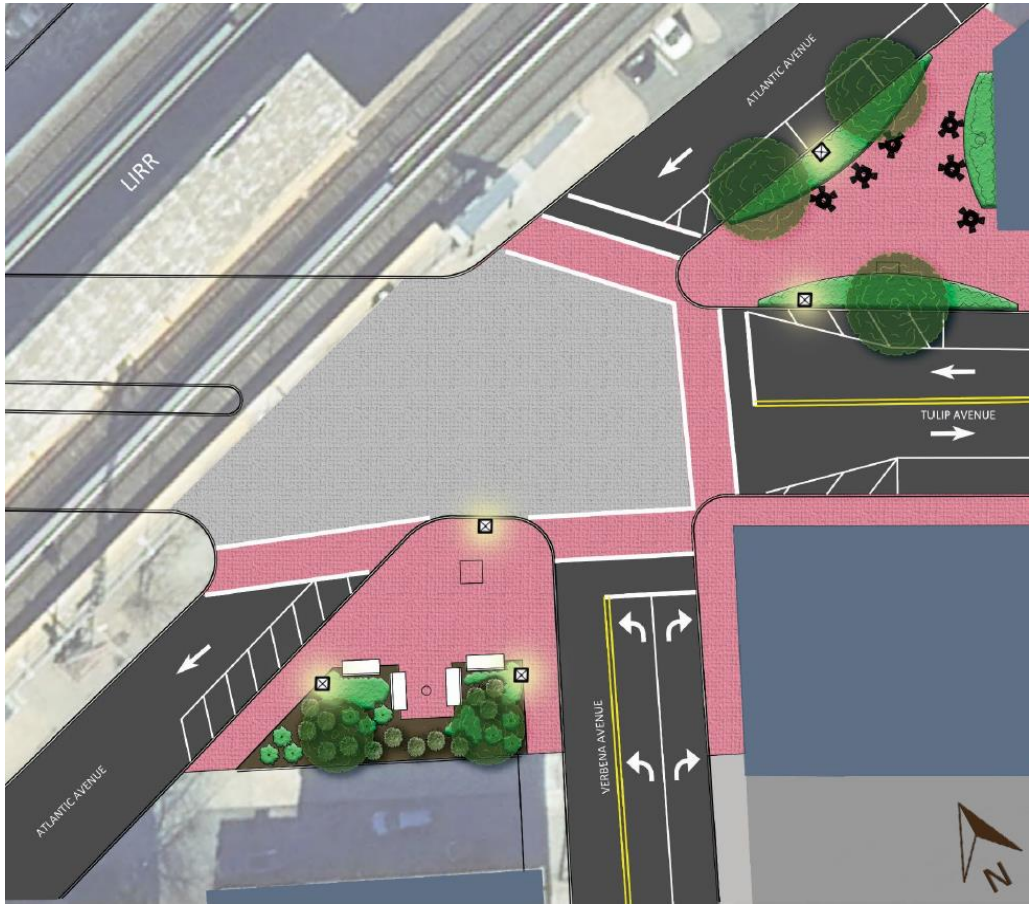
TULIP AVENUE

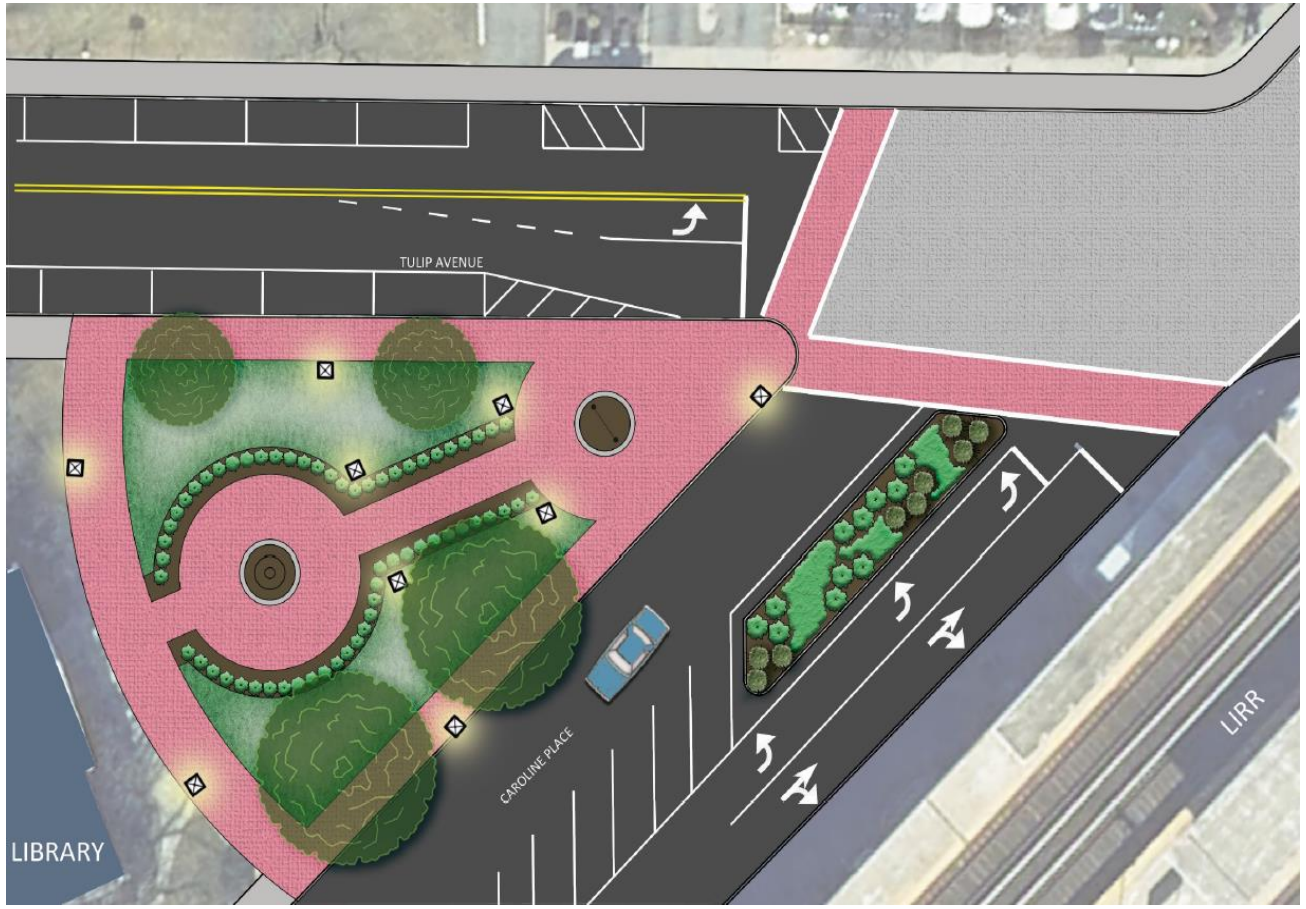


- Develop **design standards** for a beautified and unified vision for the downtown area
- Improve **pedestrian safety** around the LIRR station.
- Improve pedestrian safety by **enhancing and unifying crossings**.
- **Increase**/maintain existing **urban forest.**
- Introduce **additional planting pockets** where possible.
- Identify areas for **temporary outdoor dining**.
- Identify spaces for **public artwork**.
- Aesthetically **tie together pocket parks** around LIRR station.
- Create a **gateway to the Village for the Downtown** area.

SUGGESTIONS FROM NV5 CONSULTING ENGINEER

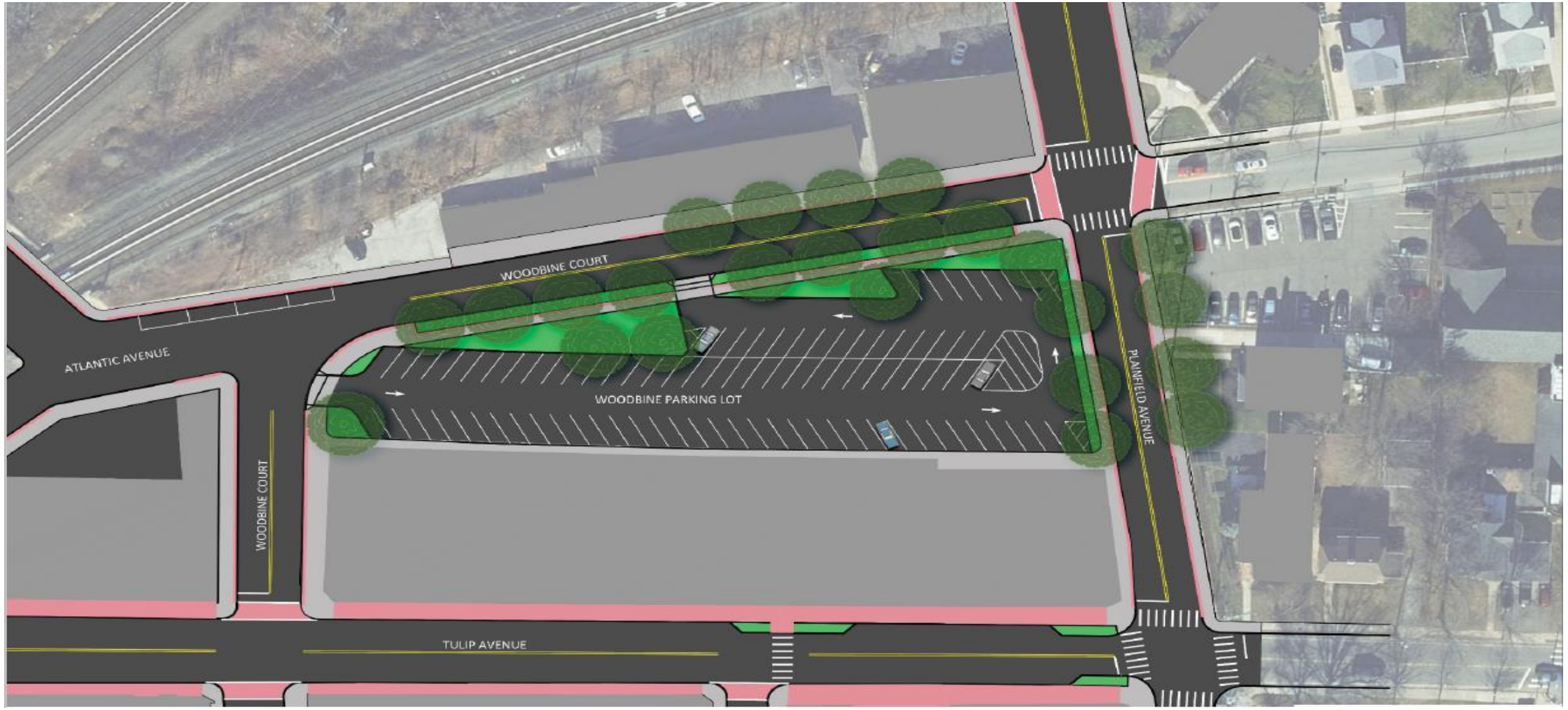
TULIP AVENUE





SUGGESTIONS FROM NV5 CONSULTING ENGINEER

WOODBINE COURT



SUGGESTIONS FROM NV5 CONSULTING ENGINEER

COVERT AVENUE

- Repeat implementation of **design standards developed for the Downtown** area with more available sidewalk space along Covert Ave.
- Improve pedestrian safety by **enhancing and unifying pedestrian crossings**.
- **Increase**/maintain existing **urban forest.**
- Identify areas for **temporary outdoor dining**.
- Create a **gateway to the Village** at the intersection of Covert and Tulip Ave by restructuring the northwest quadrant of the intersection.

SUGGESTIONS FROM NV5 CONSULTING ENGINEER

JERICHO TURNPIKE

- Repeat implementation of **design standards developed for Downtown** but adjust indiviually for this setting.
- Improve pedestrian safety by **enhancing and unifying pedestrian crossings**.
- **Increase**/maintain existing **urban forest.**
- Introduce decorative **pedestrian scaled lighting.**
- **Improve** the existing **gateway to the Village** and **continue the pocket park design standards** developed for Downtown at the park northeast of Tulip Ave and Jericho Turnpike.

SUGGESTIONS FROM NV5 CONSULTING ENGINEER

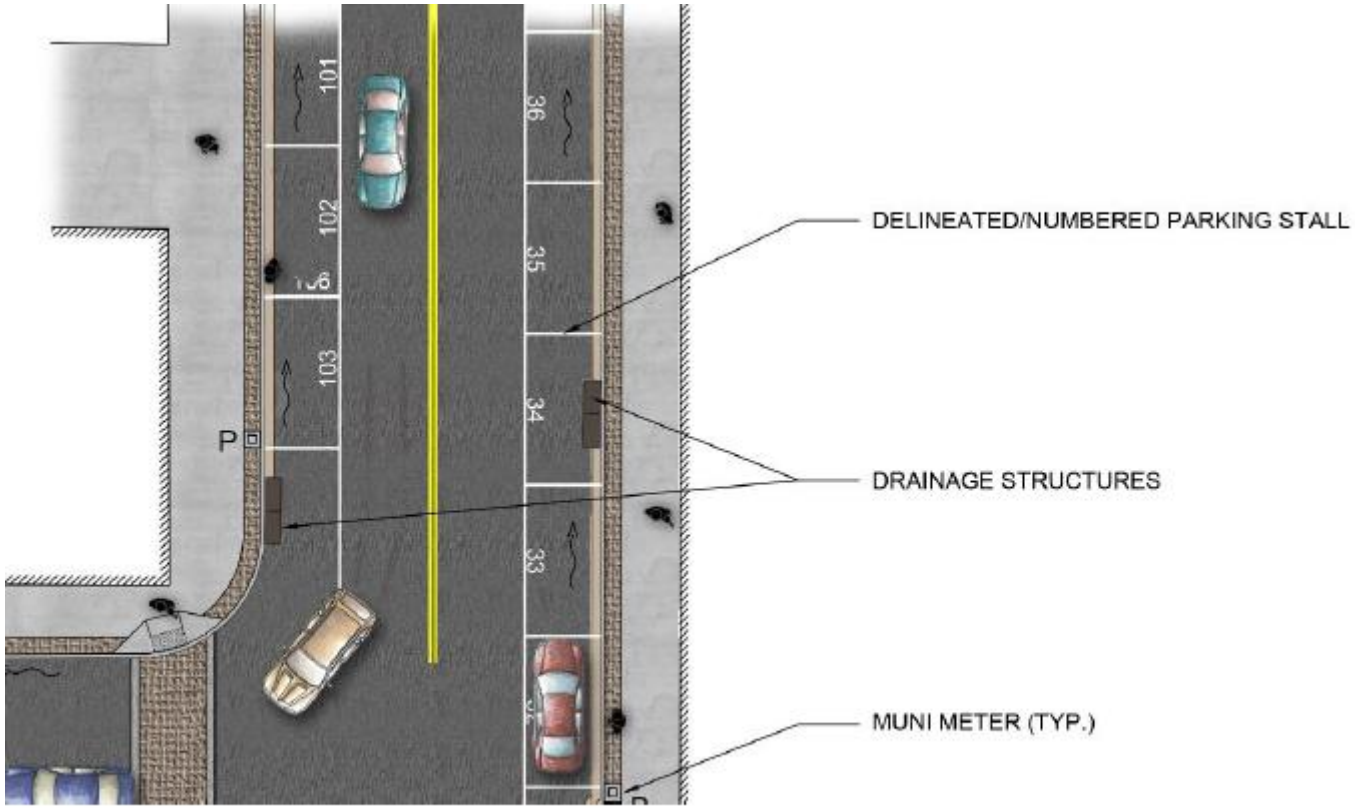
OTHER IDEAS

WAYFINDING SIGNAGE

UNIFIED SITE FURNITURE

SUGGESTIONS FROM NV5 CONSULTING ENGINEER

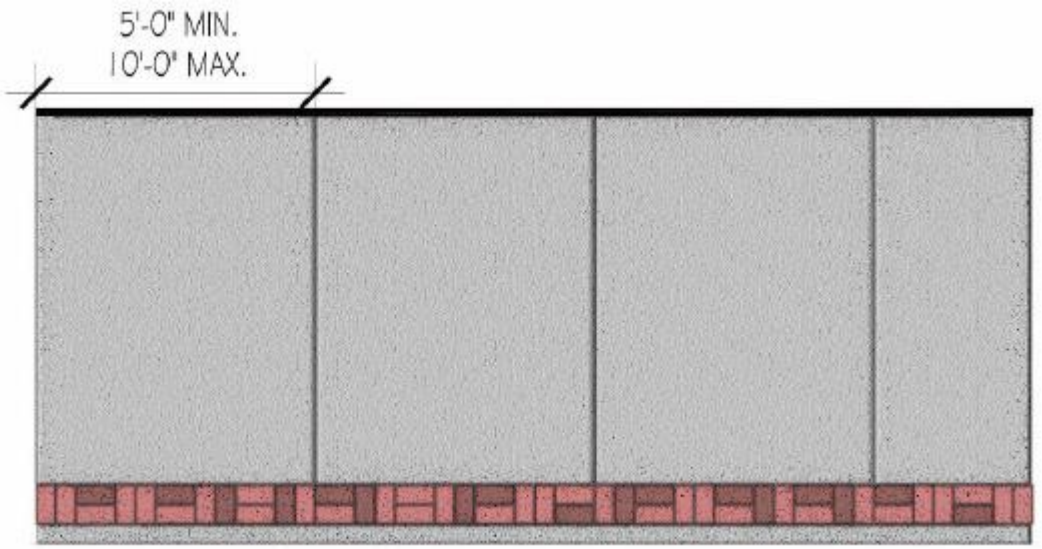
OTHER IDEAS



MUNI METERS

SUGGESTIONS FROM NV5 CONSULTING ENGINEER

OTHER IDEAS



DECORATIVE SIDEWALKS

SEASONAL PLANTINGS

NV5 SUMMARY COMMENTARY

NEXT STEPS

- Implemented where possible some ideas via "in-house" departments
- Submitted Letter of Intent on August 10 to NYS for 2022 Grants
- Online Survey to Village Residents
- Town Meeting on Grant Application
- Meeting with consultant provided by NY State week of 2nd week of September
- Submit Application by September 23 Deadline
- Continue to implement where possible some ideas via "in-house" departments regardless of grant
- Continue to refine application each year until we win a grant
- Separately partake in MTA LIRR First Mile/Last Mile Initiative
- Met with MTA in early August
- Attend Symposium mid-September
- Focus on Walkability initiatives to/from stations