



Incorporated Village of Floral Park

NY Forward (NYF)
Round 2 Application
September 29, 2023

REDC REGION

Long Island

MUNICIPALITY NAME

Incorporated Village of Floral Park

DOWNTOWN NAME

Tulip Avenue Business District

County Name

Nassau County

Applicant Contacts

Mayor: Kevin M Fitzgerald, kfitzgerald@fpvillage.org

Deputy Mayor: Dr. Lynn Pombonyo, lpombonyo@fpvillage.org

Village Administrator: Gerard M Bambrick, gbambrick@fpvillage.org

Superintendent of Buildings: Renee Marcus, rmarcus@fpvillage.org



Geographic Area and Justification

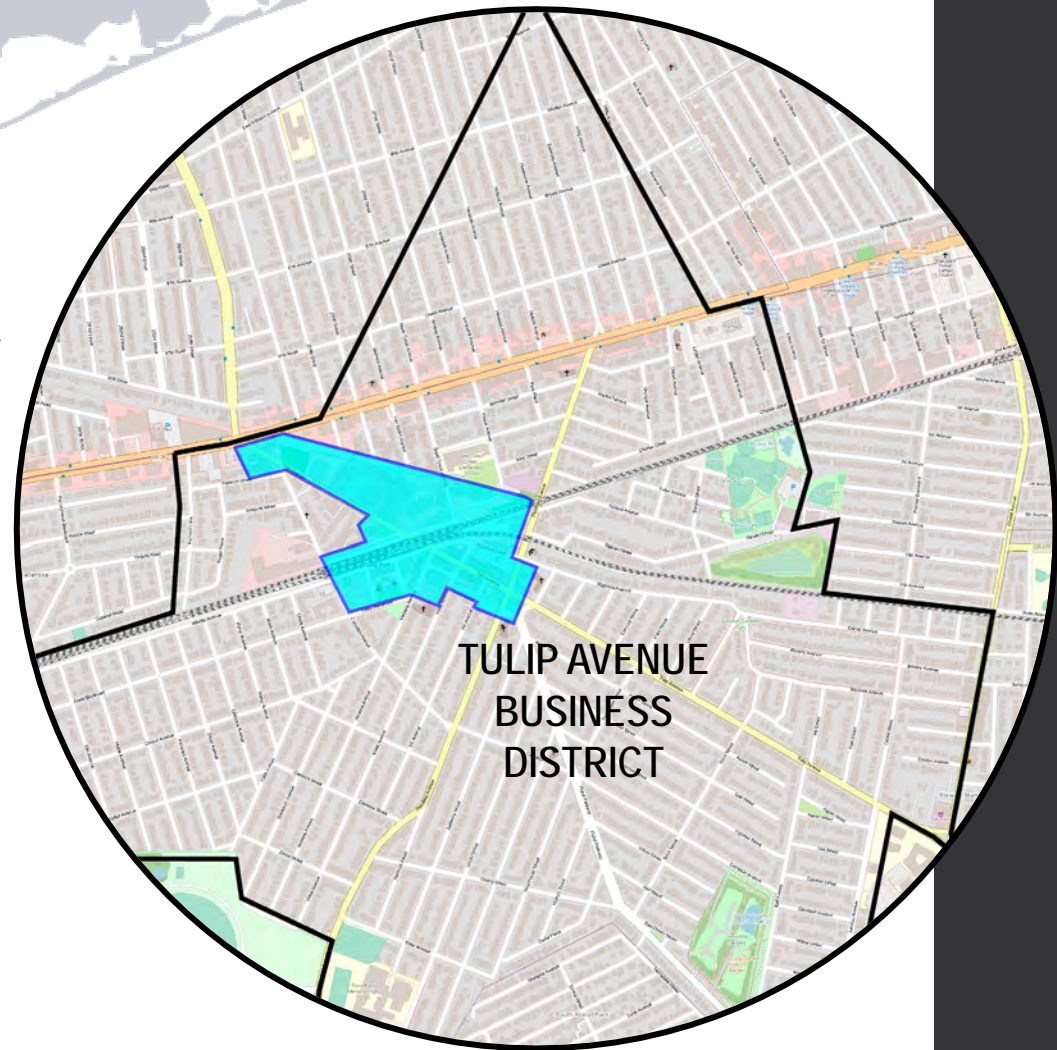


FLORAL PARK

The Incorporated Village of Floral Park is located in the western-central section of Nassau County, just east of New York City, and covers an area of approximately 1.5 square miles.

The Tulip Avenue Business District is located at the center of the Village, concentrated along Tulip Avenue, starting at Jericho Turnpike expanding south through the avenue and connecting branch streets. Within this area and the other business districts, there are over 300 businesses servicing the Village's 16,000+ residents and adjacent communities.

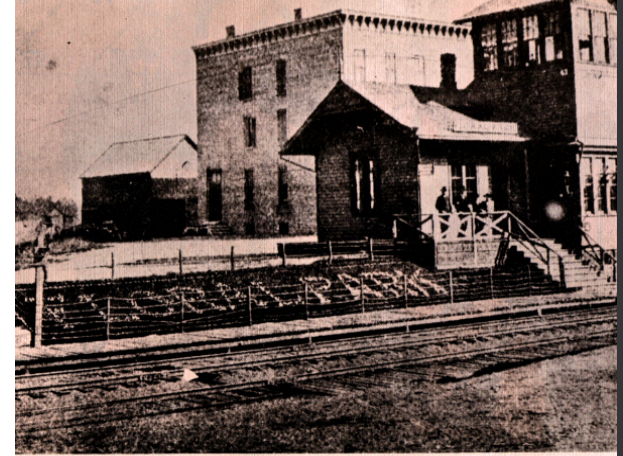
The defined area encompasses a broad depth of residential and commercial mixed use buildings. The streetscapes and infrastructure of this District are dated and have outlived their useful life. During the last decade there has been major development of new apartments and subdivisions of larger lots increasing the population density. The Business District is ready for revitalization to proactively support the growth of the community; embrace more modern uses and codes; and strengthen residential and business capacity, community and visitor engagement, and the local economy.



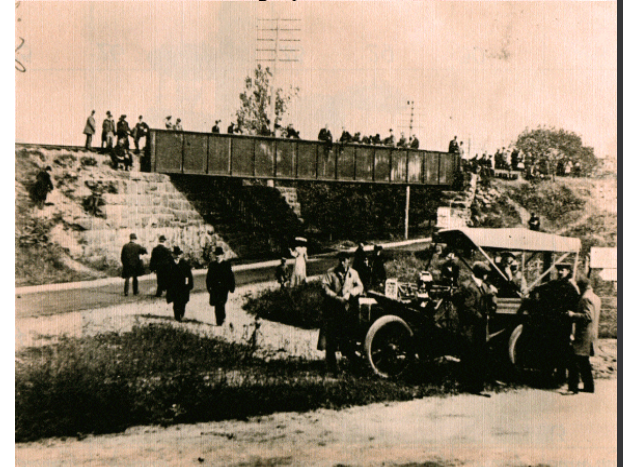
Floral Park

A Great Place to Live

- The history of Floral Park begins in 1874, when 17 year old John Lewis Childs came to the area known as East Hinsdale. The community, then a part of Queens County, consisted of a small group of houses, one store, the Hinsdale Post Office and a railroad station. In 1899 the County of Nassau was formed and Floral Park became a part of it.
- The Village of Floral Park was incorporated in 1908. With population increasing in 1910 to almost 800 people, a proposition was submitted to Village voters recommending the addition of two trustees. It was voted down until 1922, when it was again submitted and passed. The title of President was changed to Mayor in 1927.
- In 1926, Floral Park was classified a Village of the First Class with a population of more than 5,000. A bond was issued in 1921 for paving Village streets, a project that took many years to complete. The Village now has approximately 37 miles of paved roads.
- In the late 40's, the Village saw the need for parking due to the great increase of automobiles and construction of four municipal parking fields was begun to alleviate this problem.
- Storm sewers and sanitary sewers were installed between 1954 and 1957 and kept the Village in a disrupted state for three years. Parking meters appeared on major streets in the mid 50's.
- A major change took place in the early 60's with the New York State widening of Jericho Turnpike. Land and buildings were condemned on the north side of the Turnpike and the project was not completed until late in 1962.
- As our Village matured over the years, from several hundred residents at the time of incorporation to the present it continues to be "a great place to live."
- The infrastructure of the Village, due to the age of when it was established, is due for a large scale revitalization. The community has benefited from increased patronage and business ownership. It is now time for the Village to revitalize the infrastructure to provide safety and universal access, all while maintaining the look and feel of a historic downtown business district.



Old Floral Park Railroad Station - 1890



*Vanderbilt Cup Races - October 8, 1904
Jericho Turnpike at Bridge*



*Floral Park Village Hall and Fire House -
Violet Avenue - 1923*

Geographic Area and Justification



Improvements in this defined area, especially façade renovations, adaptive reuse of buildings, streetscape aesthetic and safety measures, wayfinding signage and improved access, will lead to attracting new and sustainable businesses with increased patronage from local residents and neighboring communities.



Vision Statement

The Village of Floral Park will capitalize on the strong community and regional consumer, business and economic success generated by the Tulip Avenue Business District to create the Village's future. Vast opportunities in further asset development encompassing streetscape, facade and greenspace design, repurposing, accessibility, branding, marketing, wayfinding, and other key business drivers will create an inviting, centralized hub for quality shopping, dining, fine arts, culture and leisure. The Village will solidify its brand as a destination, while optimizing economic capacity and long-term potential.

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 pathways 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 aids in air quality; parks and outdoor dining promote human interaction. Generally the beautification of downtown areas leads to increased maintenance of personal property and the safety and welfare of all. Proposed initiatives will improve the aesthetics, functionality, safety and visual cohesiveness of the Business District.

The objectives of the overall project include:

- Provide a beautified, unified and robust vision for the revitalization of the Business District
- Create opportunities for the adaptive reuse of existing vacant or underutilized buildings
- Improve pedestrian safety and ADA compliance
- Maintain high occupancy for businesses and attract new businesses
- Introduce a centralized parking meter system
- Implement wayfinding signage and branding
- Enhance greenery and public spaces
- Integrate public art work
- Upgrade aging streetscapes and those not conducive to expansion
- Improve access to parking lots and add aesthetically pleasing boundaries to the lots



Past Investment and Future Potential

Local Partners

The Board of Trustees and the Building Department have been working with property owners who apply for new development projects to contribute to improving adjacent areas to their project sites. Large businesses have been cooperative and generous enough to extend the scope of work and make suggested improvements to beautify the surrounding areas. Current partnerships include:

1 Carnation Avenue, New Apartment Building - The Friedman Group: This developer is now building a new apartment building in the center of the Village replacing a former masonic temple. The developer will be limiting the size of the building to ensure that there will be green space along the corner of the property and will replace all of the sidewalks along the property line to conform with the new Village standards.

Tulip Avenue Crosswalk, Nassau County Inter-Municipal Agreement: The County of Nassau recently entered into an Inter-Municipal Agreement with the Village pursuant to which the County will fund an ADA compliant pedestrian walkway across a county recharge basin. This pedestrian walkway will more conveniently and safely tie portions of the Tulip Avenue Business District and planned and existing multi-family residential development to an existing underutilized municipal parking facility. Improved access to available parking will spur future business development.



Village Funded Projects

Floral Park Library Front Entrance ADA Improvements: A new front entrance project was recently constructed at the Village Library. This project included an ADA compliant ramp, steps and entrance doors.

Pocket Park Improvements: 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 after 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.



Green Initiatives: The Village has signed on for an Energy Performance Project with Johnson Controls that is providing capital improvement upgrades based on the energy cost savings. Projects include a photovoltaic system, interior lighting upgrades, HVAC controls, replacement of inefficient motors, insulation, and weatherization. A Village-wide streetlighting replacement project was completed recently. These new street lights utilize energy efficient LED technology and provide a crisper more reliable light to aid in safety and a comprehensive lighting scheme for the Village.



Past Investment and Future Potential Private Investments

Within the last year, there have been significant private investments made for new and expanded commerce within the Tulip Avenue Business District.

- A: Proposed Restaurant
- B: 27 New Rental Apartments
- C: Restaurant Expansion, Construction Phase
- D: New Business, Pediatric Dental Office
- E: Office Conversion, Rental to Business Condominium
- F: New Non Profit Business and Expanded Housing Units
- G: New Restaurant, Construction Phase
- H: New Restaurant, Construction Phase
- I: New Restaurant
- J: Proposed Ice Cream Shop
- K: New Business, Cleaning Service
- L: New Business, Dental Office
- M: New Business, Physical Therapy Office



Two sites have been identified as Future Potential projects where the owners of the property will partner with the Village to make façade and other building improvements that will transform the building to a style and use that is congruent with the existing neighborhood attracting and maintaining businesses.

1. 170 Tulip Avenue
2. 51 Atlantic Avenue

Recent and Impending Job Growth

Recent and Impending Job Growth			
Recent Job Growth			
	Address	Description	Estimated Job Growth
1	130 Tulip Avenue	Non-Profit Organization Office/Meeting Space	5
2	144 Tulip Avenue	Restaurant	7
3	144A Tulip Avenue	Restaurant	40
4	143 Tullip Avenue	Restaurant	20
5	173 Tulip Avenue	Physical Therapy Office	5
6	5 Verbena Avenue	Hair Salon	8
7	15 Verbena Avenue	Pediatric Dentist	10
8	48-52 Woodbine Court	Dental Office	10
9	40 Woodbine Court	Commercial Cleaning Company	15
Impending Job Growth			
	Address	Description	Estimated Job Growth
1	6-8 Verbena Avenue	Expanded Restaurant/Party Room	4
2	153 Tulip Avenue	Proposed Ice Cream Shop	8
3	1 Carnation Avenue	Proposed Apartment Building (Construction Phase)	50
4.1	170 Tulip Avenue	Proposed Façade Improvements (Construction Phase)	25
4.2	170 Tulip Avenue	Impending Business Use Once Occupied	150
5.1	51 Atlantic Avenue	Proposed Façade Improvements (Construction Phase)	15
5.2	51 Atlantic Avenue	Impending Business Use Once Occupied	50
TOTAL ESTIMATED JOB GROWTH			417

Recent Job Growth

There were at least 8 businesses that opened within the last year within the Tulip Avenue Business District. Each one of these businesses and building owners invested capital on renovations, both interior and exterior, with locally employed construction companies. Now with the businesses in operation, the opportunities for new part-time and full-time employment have been created.

Impending Job Growth

The proposed apartment building development located at 1 Carnation Avenue will commence full construction shortly and employ industry tradespeople for the 18-24 month build timeline.

The proposed adaptive reuse projects as mentioned in the Future Potential Private Investments category will enable the addition of businesses creating additional jobs in the retail, hospitality and medical industry along with the construction jobs created during the physical revitalization.

Continuous Job Growth

The two local School Districts also serve as a continuous source for job growth. With the new residential developments and generational turnover of existing homes, the student enrollment numbers may turn in an upward trend creating opportunities for additional staff positions.

The Village is consistently looking to add jobs in the Recreation Department and Library as required for the increasing user population to accommodate the greater participation and development of new programs. The increased revitalization in the Village requires additional staff on the Public Works team.



Quality of Life

Initiatives to improve quality of life include the improvements to the local parks to allow for residents and visitors to enjoy the outdoors and a plan for the incorporation of permanent and revolving art installations in public areas that will promote beauty and culture.

There is an array of cultural events around the Village that include:

- *The Tulip Avenue Street Fair*
- *Village sponsored concerts and holiday events in the Business District parks*
- *Library events including speakers, authors, cooking lessons, book clubs, children's STEM and entertainment programs, senior events, defensive driving, etc. ([Link](#))*
 - *The Junior Women's Club art shows*
 - *Conservation Society garden parties, events for children, bird watching and walking tours*
- *Village Recreation Center senior events, sports leagues, exercise, competitive sports, tennis, volleyball, swimming, basketball, roller hockey,*
- *Knights of Columbus and American Legion also regularly host community events*

The Floral Park Conservation Society volunteers dedicate thousands of work hours each year at Centennial Gardens to undertake the long, but rewarding, process of transforming the formerly neglected recharge basin site into a landmark garden and bird sanctuary which will be enjoyed by generations of residents.

A new multiple dwelling rental building is currently under development on a formerly Village owned property that was previously used as a Masonic Temple. Collectively the Village Administrator and Board reviewed a Master Plan and obtained public opinion on the potential uses for the vacant building. The resolution led the Village to seek a commercial real estate consultant who assisted in selecting a developer to purchase the property. This developer is now transforming the building to 24 one and two bedroom rental apartments. The property location allows for walkable access to the train station and is located in the Business District. See prior page for conceptual rendering.



Centennial Gardens



Public Library

A plan was implemented wherein a 27 unit rental apartment building was built on a vacant lot within one block of the train station on South Tyson Avenue. This location is also within the heart of the Business District.

The addition of these apartments brings a more affordable living option for young professionals and/or seniors seeking to downsize all while contributing to the Village tax base and promotion of local businesses.



Supportive Local Policies

Mixed Use Zoning Codes

The existing Village zoning codes allow for mixed use occupancy in all B-1 and B-2 areas which make up 95% of the Business District. These occupancies also allow for residential and commercial uses in the same building thereby further creating areas that promote business growth and sustainability. The Tulip Avenue Business District has the capacity to increase the housing units by approximately 25% within the existing zoning capacity.

Streamlined Permitting Process

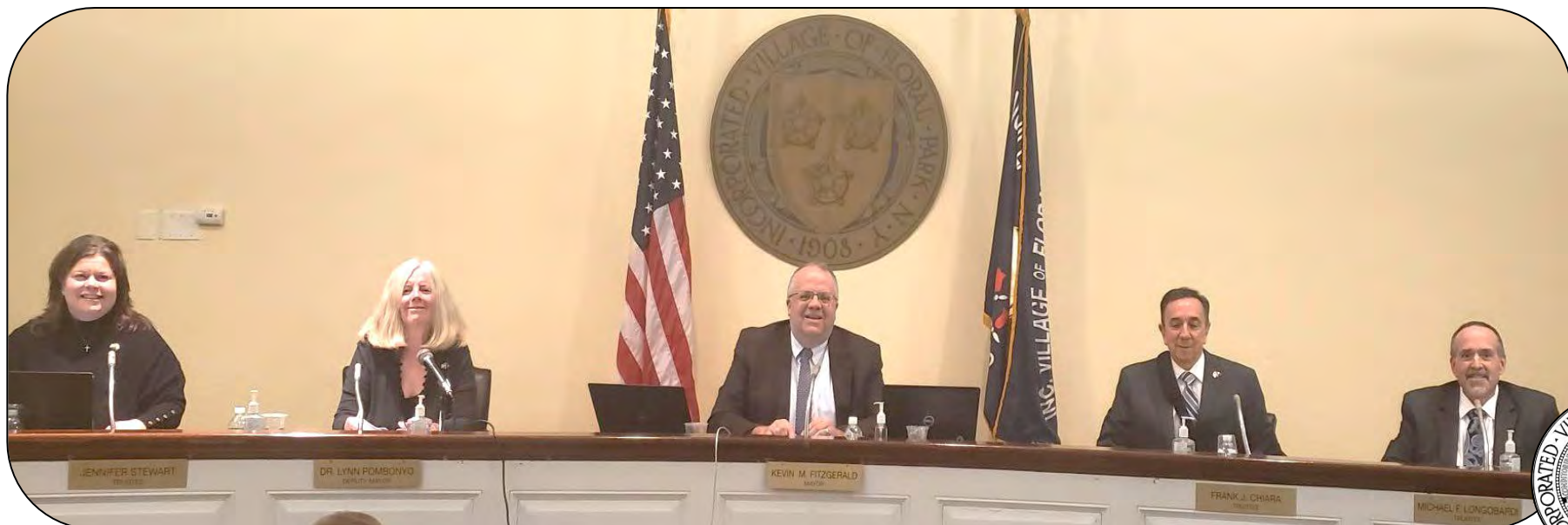
The Village recently updated all of the permit, variance and special use applications to include refined processes and clear instructions for the procedures and digital forms for ease of use. The Superintendent of Buildings personally collaborates with current and potential developers to ensure that all projects run smoothly through the system towards approvals.

Public Communication

Twice a month, a Village e-newsletter is sent to residents which provides the latest information gathered from the various public meetings. This gives the residents and business owners an opportunity to be involved with the processes and be informed of any new projects in development. ([Link](#))

Local Laws

The Village adopted a new local law that will require vacant storefronts to display artwork in the windows showcasing vintage local images instead of brown paper. The Board has developed this initiative to assist in keeping the retail areas appearance vibrant, maintain property values and attract new business.



Public Support

A public symposium was held on September 26, 2023 in Village Hall where the Mayor shared the plan to apply for the NY Forward grant. This public forum allowed for the local residents and businesses to share their ideas on what projects would have the most impact to the Business District. The Mayor, Deputy Mayor and Superintendent of Buildings collaborated on a video with Four Village Studio to discuss the grant process and survey from last year ([Link](#)) which was made public in preparation for this current application.

The Business District Advancement Committee, organized by the Village, consists of local residents and businesses who volunteer and contribute to strategies that 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.

The Village executed a Business District Enhancement survey for residents and businesses in Fall 2022 regarding the quality of the existing Business District to provide an opportunity for input and suggestions for potential projects. There were nearly 1,000 responses to the survey. ([Link](#)) The Mayor also held a public symposium to discuss the proposed projects.

The Civic Associations and two Chambers of Commerce are greatly involved with the current events of the Village. These meetings are well attended and always include the Mayor and/or Trustees as participants. These and other town hall type meetings are held regularly and provide platforms for administration and developers to discuss projects and gain feedback from the Community.



Mayor Fitzgerald



When it comes to retail and shopping options in the Village, would you prefer to see more locally-owned boutiques and small shops or more national retailers and department stores?
936 responses



Transformative Project Opportunities

Proposed Projects		Location	Construction Timeline	Funding Source	Estimated Cost
Category - Public Improvement Projects					
1	Streetscape Improvements				
1.1	Sidewalk ADA Improvements - Sidewalk Replacements	Tulip Avenue from Plainfield Avenue to Vernon Street	Can be implemented immediately - 12 month construction period	NYF Grant + Village Sidewalk Maintenance Budget	\$500,000
1.2	Crosswalk ADA and Pedestrian Safety Improvements	Tulip Avenue from Plainfield Avenue to Vernon Street	Can be implemented immediately - 12 month construction period	NYF Grant + Village Sidewalk Maintenance Budget	\$500,000
1.3	Municipal Parking Lot Access Improvements	Woodbine Municipal Parking Lot	Can be implemented within 6 months - 12 month construction period	NYF Grant + Village Roadway Maintenance and Tree Program Budget	\$650,000
1.4	Centralized Parking Meter Implementation	Tulip Avenue from Plainfield Avenue to Vernon Street	Can be implemented within 6 months - 2 month construction period	NYF Grant + Village Capital Budget	\$100,000
1.5	Streetscape Beautification, Trees and Plantings	Tulip Avenue from Plainfield Avenue to Vernon Street	Can be implemented immediately - 6 month construction period	NYF Grant + Village Tree Program Budget	\$50,000
2	LIRR Walkability and Safety Improvements	Tulip Avenue from Verbena Avenue to Vernon Street	Can be implemented within 6 months - 12 month construction period	NYF Grant + Village Sidewalk Maintenance Budget	\$500,000
3	Pocket Park Refurbishments	Lions Park, Rotary Park, Corners of Tulip Avenue and Verbena Avenue	Can be implemented immediately - 6 month construction period	NYF Grant + Village Capital and Tree Program Budget	\$250,000
4	Public Art Enhancements	Lions Park, Rotary Park, Corners of Tulip Avenue and Verbena Avenue	Can be implemented within 6 months - 6 month construction period	NYF Grant + Chamber of Commerce Partnership	\$150,000
Category - Rehabilitation of Existing Downtown Buildings					
5	Vacant/Underutilized Building Rehabilitation	170 Tulip Avenue, 51 Atlantic Avenue	Can be implemented within 12 months - 12 month construction period	NYF Grant + Private Partnership	\$1,000,000
6	Historical Society Museum Relocation	170 Tulip Avenue	Can be implemented within 12 months - 12 month construction period	NYF Grant + Private Partnership	\$250,000
Category - Small Project Fund					
7	Building Façade Enhancements (Matching Fund)	Tulip Avenue Businesses	Can be implemented within 12 months - 12 month construction period	NYF Grant + Private Partnership	\$300,000
Category - Branding and Marketing					
8	Wayfinding Signage and Branding	Tulip Avenue, Woodbine Court, Plainfield Avenue, Carnation Avenue	Can be implemented within 6 months - 9 month construction period	NYF Grant + Village Capital Budget	\$250,000
Total Cost Estimate - Request for Funding					\$4,500,000





The conceptual design plan has been developed preliminarily and is ready to be implemented. The Village has identified contractors on County or local contracts that are eligible to meet procurement requirements and commence construction within a period of less than 2 years.

Public Improvement Project Plan and Impact:

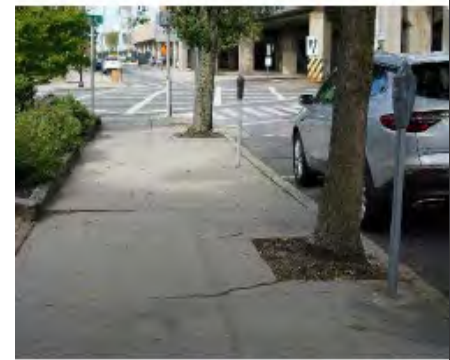
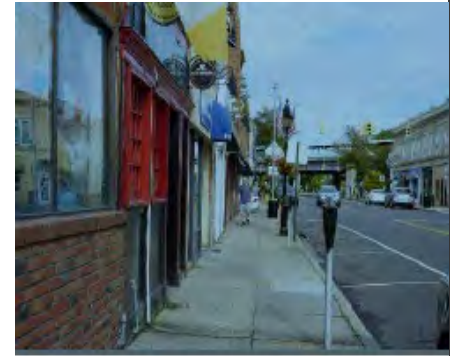
The Village along with its Business District Advancement Committee engaged with NV5, a professional design firm, to identify opportunities for streetscape improvements including a prioritization order, design standards to implement such improvements that will be followed for all upcoming projects and obtain cost estimates for each of the various components of the projects for budgeting purposes.

Individually these projects seem simple, however combined together create a strong impact on the synergy of the Business District. The Village understands that newly attracted businesses, along with the care from existing long standing businesses, create an environment where upkeep and maintenance becomes a standard by way of pride rather than enforcement and contributes to the overall success of the Business District.

**Streetscape Improvements
Sidewalk Replacement, New and Replacement
Crosswalks and Tree Plantings:**

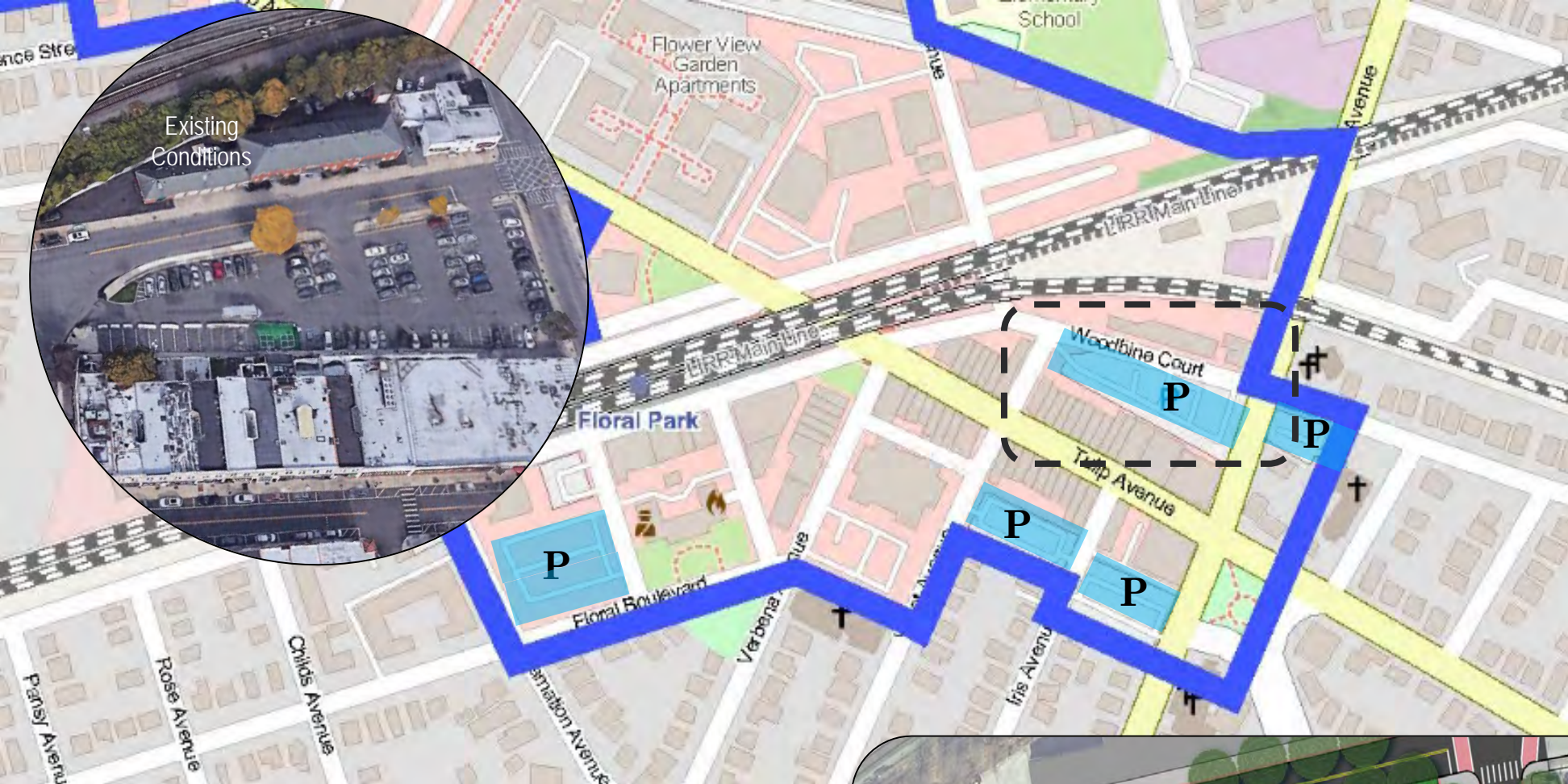
The sidewalks along Tulip Avenue are narrow in width and have obstructions such as overgrown trees and parking meters. The replacement of sidewalks, planting of new trees and implementation of a centralized parking system will allow the Village to improve the accessibility and safe navigation for pedestrians. The replacement of the sidewalks will also give the Village the opportunity to eliminate steps into the business entrances that were built prior to the accessibility code.

All cross walks in the area will be upgraded to new standards creating a safe and easy pathway for pedestrians to traverse between the parking lots, the businesses and the LIRR station. New tree plantings will improve the aesthetics of the streetscape and alleviate the uneven sidewalks caused by overrun root systems.



Public Improvement Projects



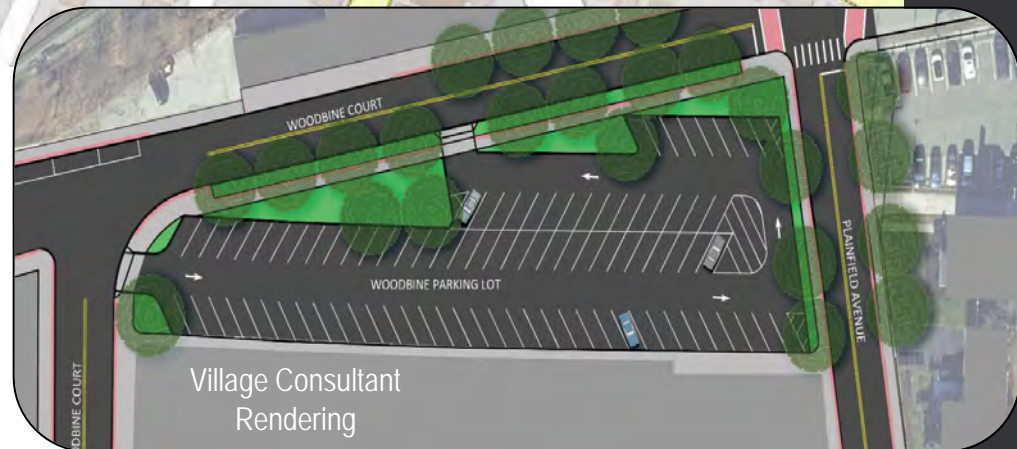


Streetscape Improvements

Municipal Parking Access and Beautification:

Improvements to municipal parking lots that support the Tulip Avenue Business District will better support the area by providing safe and easy access for patrons arriving by motor vehicles. Proposed projects include:

- Enhance ADA compliant walkways and parking areas.
- Implement centralized meter pay parking facilities to reduce sidewalk impediments and for patron friendly use.
- Reconfigure parking to create more parking spots and safer vehicle navigation.



Public Improvement Projects





Village Consultant
Rendering

LIRR Walkability and Safety Improvements:

The LIRR has seen a loss of ridership since COVID. More and more residents are relying on driving rather than mass transit for their commute to work. By cleaning up the station and creating safe and pleasurable walking paths the Village is expecting to increase the railroad ridership and lessen the amount of vehicles on the road. Work will include updating pedestrian pathways and crossings to the LIRR with identifiable pavement markings and ADA curb cuts, adding measures to limit the bird perching and adding lighting to pedestrian access areas to improve safety and visibility at night.



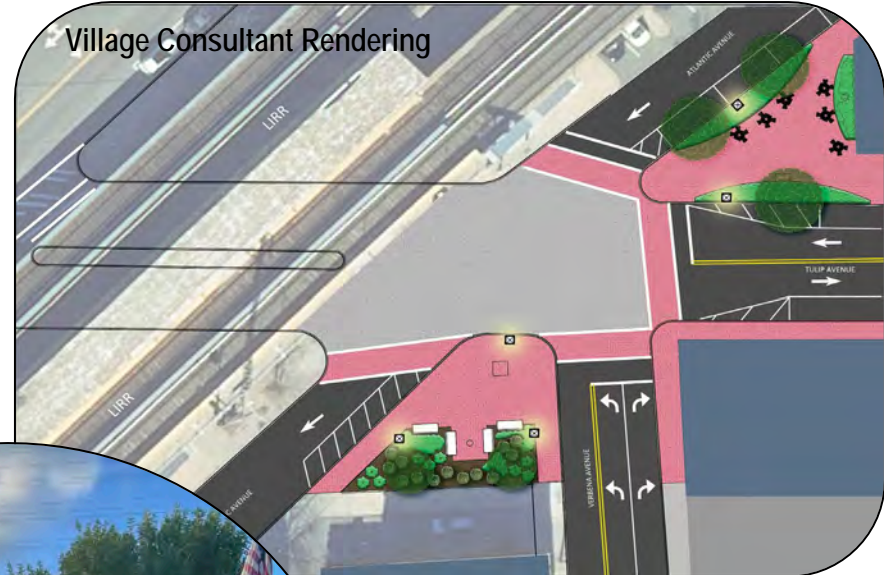
Village Consultant
Rendering



Existing Conditions

Public Improvement Projects





Pocket Park and Plaza Refurbishments:

Based on the Village's experience, the re-design and re-landscaping of Pocket Parks in the Business District make the downtown area more inviting as it provides an appealing place to sit or gather for those patronizing local businesses. The Village's consultant, NV5, has proposed attractive re-designs of the existing pocket parks in the Tulip Avenue Business District.



The existing pocket parks and plazas within the Tulip Avenue Business District were installed 20+ years ago and have been difficult to maintain due to the age of the pavers and the overgrowth of trees that are impacting the walking surfaces making them uneven and difficult to navigate.

A design plan has been developed 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, signage for branding and wayfinding purposes, public art installations and vacant building rehabilitation.

Improvements will include ADA access ramps and crosswalks to the main sidewalks leading to the LIRR and businesses, the replacement or repair of the existing brick pavers and retaining walls, new annual and perennial decorative plantings, benches, trash receptacles, and public art displays.

Public Improvement Projects





Public Art Enhancements

In the Village's Centennial Gardens and Bird Sanctuary, the Village has noticed the dramatic impact that public art can have. A commissioned mural transformed a concrete recharge basin retaining wall into a public attraction and an enhancement to an already beautiful outdoor space. The Village is eager to continue to explore how public art projects can add beauty and vitality, and be a draw to the Tulip Avenue Business District as well. ([Link](#))

The Local Chambers of Commerce have expressed interest in partnering with the Village to commission art installations that will enhance the aesthetics of the District and support local artists.

The public survey and meetings have indicated that this proposed project is highly regarded and wanted by the residents and businesses that surround the areas. Rehabilitation of these parks will contribute greatly to the small town charm in this Downtown area.

Public Improvement Projects



**Self-Guided
Historical Marker Tour**
Visit 12 Floral Park Historic Sites
Walk • Bike • Drive



- 1 FIREMAN'S HALL
Violet Ave. (Public Parking Lot)
- 2 METHODIST EPISCOPAL CHURCH
35 Verdana Avenue
- 3 1779 HOUSE
118 Carrigan Avenue
- 4 TYSON BUILDING
107 South Tyson Avenue
- 5 FLORAL PARK SCHOOL
South Tyson Avenue and Elizabeth Street
- 6 AMERICAN LEGION POST #334
15 Elizabeth Street
- 7 FLORAL THEATRE
Jericho Turnpike and Park Place
- 8 VANDERBILT CUP RACE
Jericho Tpk and Emerson Ave
- 9 MASONIC TEMPLE
26 Tulip Avenue
- 10 JOHN LEWIS CHILDS RESIDENCE & SEEDHOUSE
91 Tulip Avenue
- 11 COVERT HOMESTEAD
Tulip Ave. & Covert Ave

Vacant Building Rehabilitation

Private Property Partnership

A large vacant building at the corner of Tulip and Plainfield Avenues (170 Tulip Avenue [link](#)), a former bank, was recently sold to a local developer who has committed to partnering with the Village to create a destination that will present itself as a cornerstone attraction. The building is located in a mixed-use zone that can accommodate residential and/or commercial uses. This location will also serve nicely as the place for the Floral Park Historical Society office and museum.

The proposed location, 20,000 sf of useable area, would offer a front and center presence in a building that is highly visible and has the potential to house multiple businesses. Renovations would include a façade facelift to create a more appealing aesthetic and a small partial interior renovation for the relocated Historical Society Museum which would be open to the public. Other community uses identified can be considered upon project commencement.

Public Cultural Project

Historical Society Museum Relocation:

The Floral Park Historical Society was established in late 1999 to increase knowledge of and interest in all subjects relating to Floral Park's history. The society promotes historical research and educates village residents as to the history of Floral Park and preserves for posterity places, buildings, landmarks and objects of historical interest in Floral Park.

The current location is imbedded in a second floor office space that is set back from the main business areas which makes it hard to find and inconvenient to the public. The proposed project will relocate the office/museum to a storefront location improving access and interest in the historical sites that are surrounding the Business District. ([Link](#))



Vacant Building
Proposed Rehabilitation
Project

Rehabilitation of Existing Downtown Buildings





Vacant Building Rehabilitation

Private Property Partnership

A second building has been identified as a subject for rehabilitation. 51 Atlantic Avenue ([Link](#)) is conveniently located in the Tulip Avenue Business District and lies directly across from the LIRR train station.

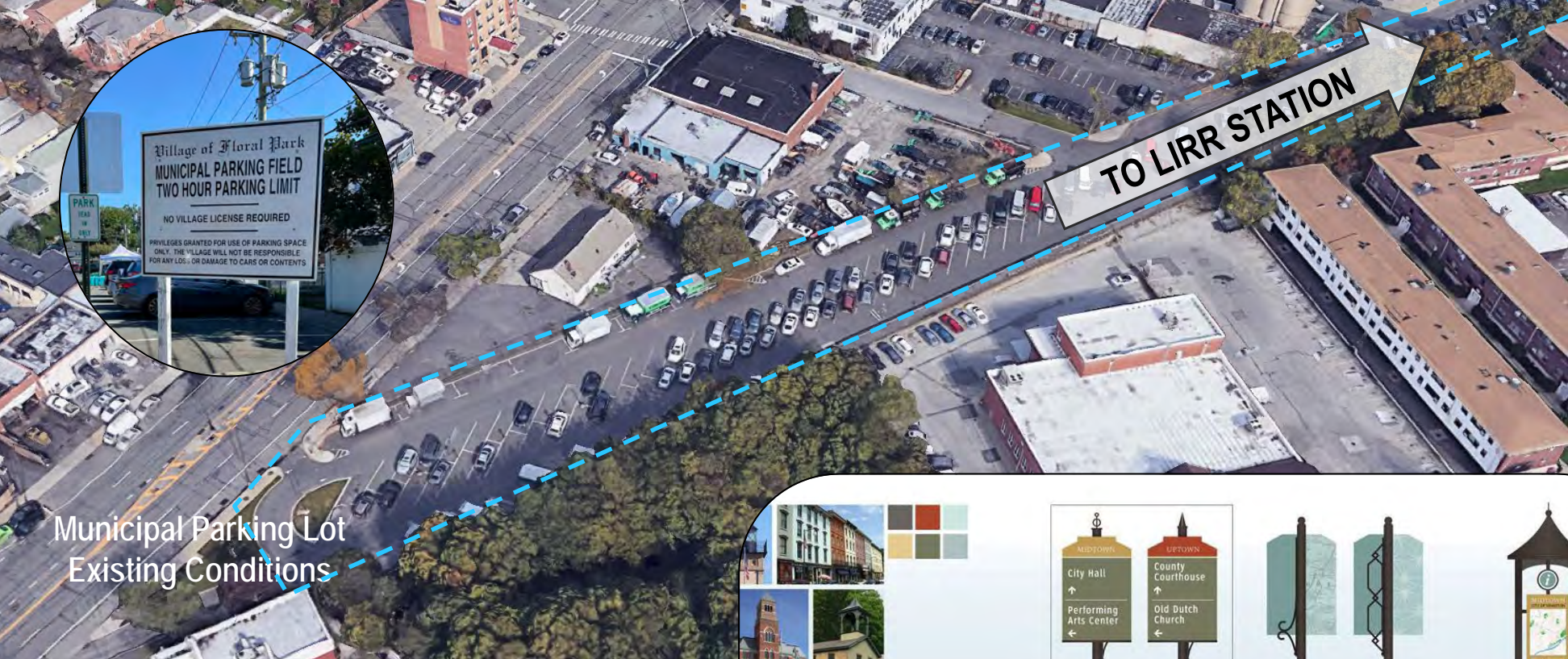
This building, due to the current condition of the façade, remains predominantly vacant. The idea for this location would involve the rehabilitation of the façade to replicate the brick and tudor style that is prominent along Tulip Avenue making it feel more inviting and less industrial looking.

Simple improvements for this 40,000 sf building would involve the enhancement of the existing brick façade to present a more cohesive architectural style. The solid street level walls would be opened up with glass storefront or similar systems creating visual interest and a connection between the inside and outside as well as creating a more desirable human scale to the building.

The location of this building makes it a highly desirable location which would attract more businesses if the aesthetics were more pleasing. The owner of the building will collaborate with the Village to move this project forward.

Rehabilitation of Existing Downtown Buildings



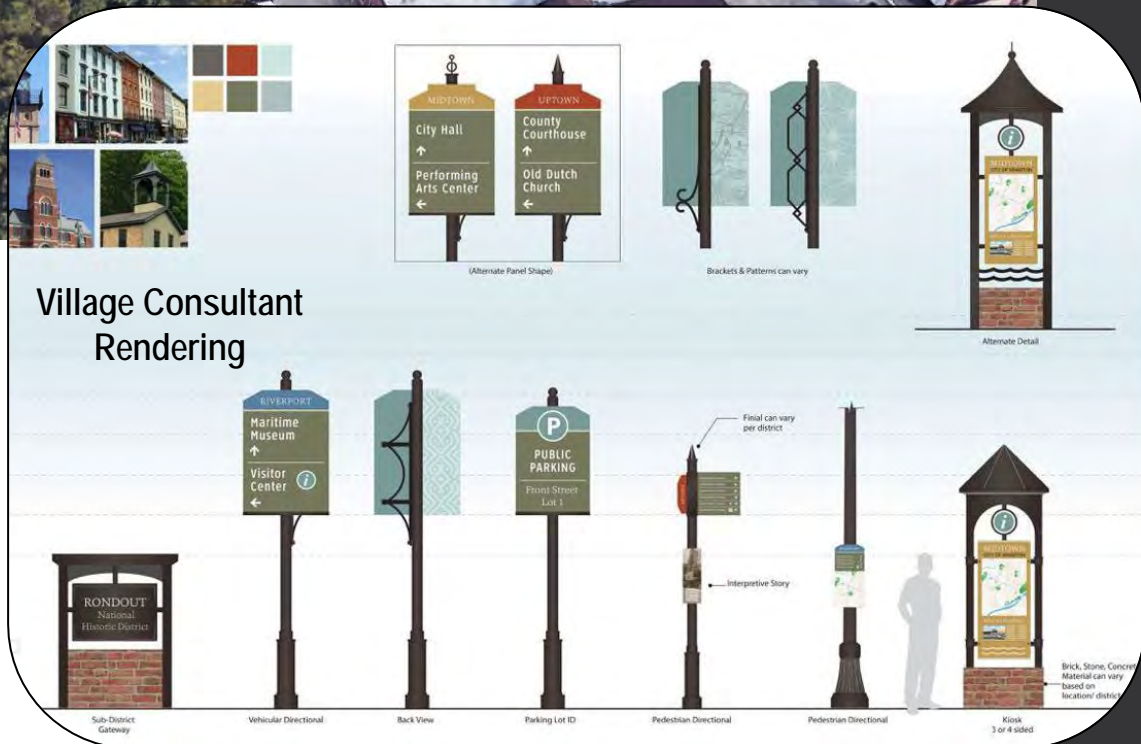


Municipal Parking Lot Existing Conditions

Wayfinding Signage and Branding:

The municipal parking lots that currently serve the Tulip Avenue Business District frequently go unnoticed because they are not easily identifiable. Wayfinding signage would assist patrons locate the parking areas, especially the parking areas that are just off of the main roads, and increase patronage at the businesses.

Additional wayfinding signage gives the Village an opportunity to start a branding campaign to promote a cohesive image and assist visitors to find the areas that contain the retail establishments, restaurants, Village amenities and public transportation.



Village Consultant Rendering

Branding and Marketing



Administrative Capacity

As a full-service entity, the Village handles projects with the employed full-time Department heads who have a long history of experience in managing projects from design phase to implementation. Recent projects, such as the new community pool, playground, baseball field, and major roadway drainage and reconstruction work, amount to approximately \$10M in costs funded by capital budget, community development funds and miscellaneous grants. All Administrators continuously work together and with the Board of Trustees envisioning and implementing future development.

Gerard Bambrick

Village Administrator/Treasurer

An attorney, former Village Trustee, former member/Vice Chairman of the Nassau County Planning Commission manages procurement, reviews contracts and secures funding.

Renee Marcus

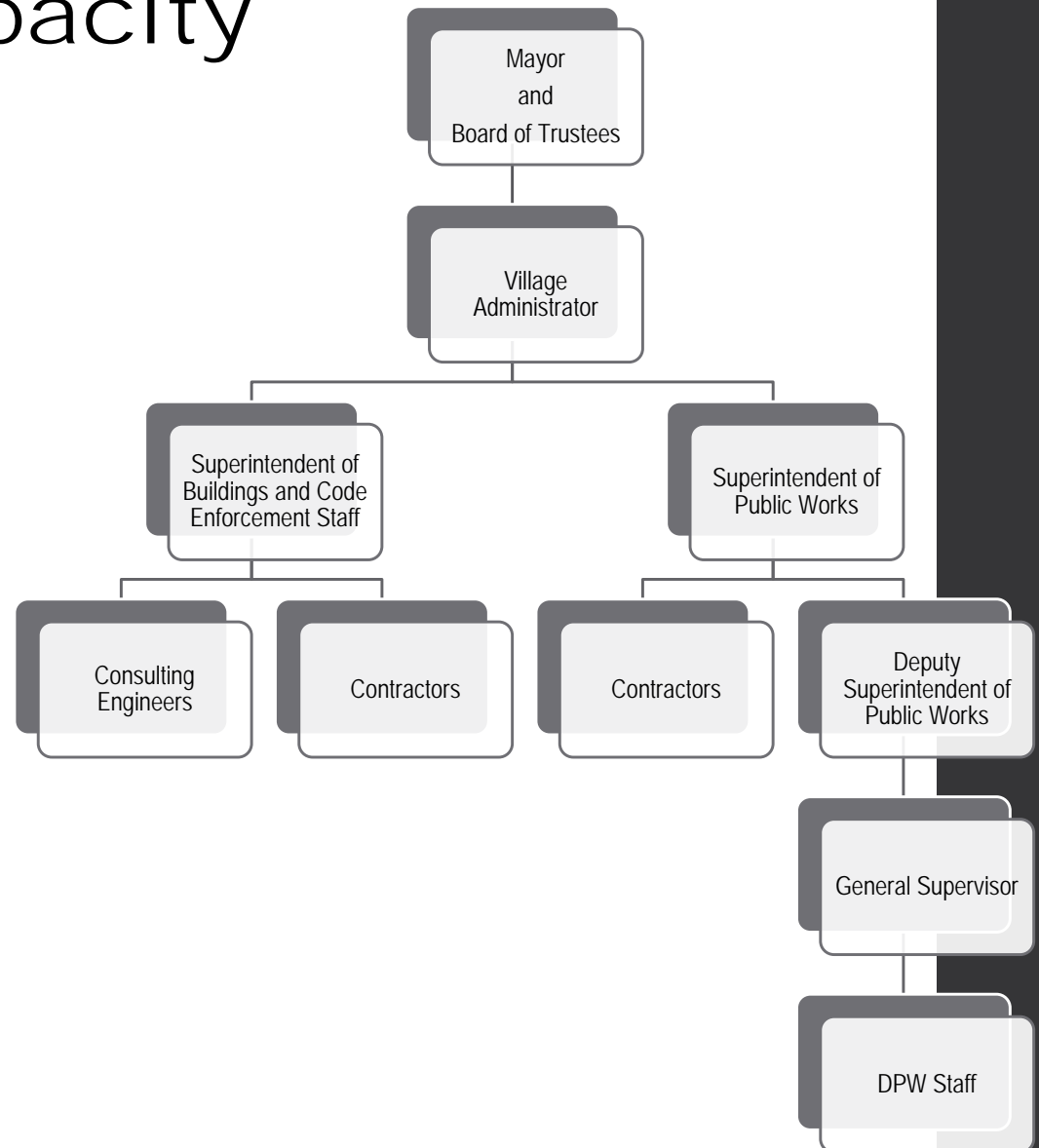
Superintendent of Buildings

An architect and architectural associate professor, acts as the liaison to the Architectural Review and Zoning Boards, reviews construction documents to ensure a project is properly scoped, assists in public bidding or similar procurement, and manages day to day implementation of projects with contractors.

Kevin Ginnane

Superintendent of Public Works

The current President of the American Public Works Association/Metropolitan Chapter, manages day to day execution of construction with contractors along with managing staff who work on minor capital improvement projects completed in-house.



Letters of Support

Hon. Patricia Canzoneri-Fitzpatrick
NYS Senator, Ninth District

Hon. Michaelle Solages
NYS Assemblyperson, Twenty-second District

Hon. Edward Ra
NYS Assemblyperson, Nineteenth District

Hon. John Giuffre
Nassau County Legislator, Eighth District

Hon. Ann Corbett
Former Mayor, Village of Floral Park
President, Floral Park Historical Society

Marie O'Connor-Grant
President, Floral Park Chamber of Commerce

Warren Hance
President, Hance Family Foundation

Thank you for your consideration



RANKING MINORITY MEMBER

CONSUMER PROTECTION
MENTAL HEALTH

COMMITTEE MEMBER

ENVIRONMENTAL CONSERVATION
JUDICIARY
WOMEN'S ISSUES

THE SENATE
STATE OF NEW YORK



SENATOR
PATRICIA M. CANZONERI-FITZPATRICK
9TH SENATE DISTRICT

ALBANY OFFICE
415 LEGISLATIVE OFFICE BUILDING
ALBANY, NEW YORK 12247
TEL (518) 455-2400
FAX (518) 426-6780

DISTRICT OFFICE
265 EAST MERRICK RD., SUITE 101
VALLEY STREAM, NEW YORK 11580
TEL (516) 766-8383
FAX (516) 766-8011

E-MAIL
CANZONERI@NYSENATE.GOV

September 22, 2023

RE: Village of Floral Park's Funding through the NY Forward Program.

Dear Co-Chairs,

I am writing to express my strong support for the Village of Floral Park's application for Round two of the NY Forward program. The Village of Floral Park has consistently demonstrated its commitment to bolstering existing businesses, fostering job growth, and promoting economic growth. The support provided by NYF holds the potential to propel the Village of Floral Park, Tulip Avenue, and the contiguous commercial streets.

As the representative of the Ninth Senate District, which encompasses areas in Nassau County, I have firsthand experience in recognizing the significance of promoting growth within our communities. The Village of Floral Park has a rich history of community engagement and collaboration. Residents, local businesses, and government officials have consistently worked together to address the unique needs and challenges of our community. This spirit of unity and cooperation has allowed us to make significant strides in various areas, from infrastructure improvements to fostering economic development.

I, along with residents in the Village of Floral Park take immense pride in our community and maintain an unwavering commitment to revitalizing streetscapes, facades, greenspaces, marketing, and other essential business components.

Once more, I wholeheartedly endorse this grant application and eagerly anticipate the possibilities that the Downtown Revitalization Initiative and NY Forward will offer. If you require any further information or have any questions, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read 'Patricia M. Canzoneri-Fitzpatrick'.

Patricia M. Canzoneri-Fitzpatrick
State Senator, District 9

MAIN DISTRICT OFFICE:
33 North Central Avenue Valley
Stream, New York 11580
516-599-2972

ALBANY OFFICE:
Room 736
Legislative Office Building
Albany, New York 12248
518-455-4465

solagesm@nyassembly.gov



NEW YORK STATE ASSEMBLY
ASSEMBLY MEMBER MICHAELLE SOLAGES
22nd District

DEPUTY MAJORITY LEADER

CHAIR
Black, Puerto Rican, Hispanic,
and Asian Legislative Caucus

COMMITTEES
Health
Libraries and Education
Technology
Racing and Wagering
Social Services

September 27, 2023

Linda Armyn

Dr. John Nader

The Long Island Regional Economic Development Council (LIREDC)
115 Broadhollow Road, Suite 250
Melville, NY 11747

Dear Linda Armyn and Dr. John Nader,

I am writing to express my support for the Village of Floral Park's application for the NY Forward Program. Their detailed plan will incentivize economic activity and growth for the community while providing for more robust green and pedestrian-friendly spaces.

This \$4.5 million request will revitalize the Business District on Tulip Avenue and its contiguous commercial streets. Beautifying our streetscapes, facades, greenspaces, and adding wayfinding will help our small businesses thrive and attract residents to this area.

As we build back better and stronger, Long Island must prioritize its diverse and growing communities that are seeking support. That is why I strongly support the Village of Floral Park's application for the NY Forward Program.

Sincerely,

A handwritten signature in black ink that reads "Michaelle Solages".

Hon. Michaelle C. Solages
New York State Assemblywoman, 22nd AD



THE ASSEMBLY
STATE OF NEW YORK
ALBANY

RANKING MINORITY MEMBER
Ways and Means Committee

EDWARD P. RA
Assemblyman 19th District

September 26, 2023

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

Ms Longworth:

I write to you today to express my support for the Village of Floral Park's application for the NY Forward Program, Round Two, of the Downtown Revitalization Initiative. The Village is seeking support for revitalization of their Business District on Tulip Avenue and the contiguous commercial streets.

The Incorporated Village of Floral Park began in 1874 when John Lewis Childs, a horticultural businessman later turned State Senator, came to this area once known as East Hinsdale. The Village then consisted of a cluster of small homes, one post office, one store, and a railroad station. Today, Floral Park is home to almost 17,000 people, residential neighborhoods, parks, dozens of small businesses, a rail station, and more. Floral Park is a vibrant community filled with dedicated residents who are committed to maintaining and bolstering the charm of their Village they call home.

Tulip Avenue in Floral Park is one of the most heavily traversed streets, and is home to many of the Village's small businesses and store fronts. They are seeking to update the streetscapes, facades, greenspace, and help drive business in their downtown through branding and marketing. Tulip Avenue and its adjacent streets have numerous busy intersections, and the Village hopes to make pedestrian-friendly updates and make it easier for those traveling through the area to visit and shop. They are requesting \$4.5 million to make the plans they have carefully crafted a reality.

I am in great support of their endeavors and it is my sincere hope they can gain the support and funding needed to accomplish their project. I thank you for your time in considering my letter and the Village's application.

Best regards,

A handwritten signature in black ink that reads "Edward P. Ra".

Edward Ra
Member of Assembly
19th District



NASSAU COUNTY LEGISLATOR
JOHN J. GIUFFRÉ
8TH LEGISLATIVE DISTRICT

COMMITTEES:
Chairman - SENIOR AFFAIRS
Vice Chairman - PUBLIC WORKS
Vice Chairman - AIRCRAFT NOISE
GOVERNMENT SERVICES & OPERATIONS
PLANNING, DEVELOPMENT & THE ENVIRONMENT
RULES



NASSAU COUNTY LEGISLATURE
THEODORE ROOSEVELT EXECUTIVE AND LEGISLATIVE OFFICE BUILDING
1550 FRANKLIN AVENUE, MINEOLA, NEW YORK 11501
(516) 571-6208 • jgiuffre@nassaucountyny.gov

September 27, 2023

Dr. John Nader & Ms. Linda Armyn Long Island Regional Co-Chairs
Regional Economic Development Council
P.O. Box 3275
Farmingdale, NY 11735

Re: Village of Floral Park, NY Forward Application

Dear Dr. Nader & Ms. Armyn:

As you are aware, economic indicators are on the rise in Nassau County. After a decline in the private sector for more than a decade, new businesses are opening in Nassau County, which is a cause for celebration. A growing Nassau County economy is the direct result of small businesses opening up and working within their respective communities offering a better quality of life for residents and other businesses alike. New business means new jobs, which in turn fosters a strong growing economy.

A critical component of our economic success depends on the revitalization of the Incorporated Village of Floral Park's downtown district. A downtown that makes residents proud to live, shop, work, play and stay in Floral Park, which serves as the gateway from the west to much of Long Island, is an absolute requirement for future economic growth.

Accordingly, I wholeheartedly support the application of the Village of Floral Park NY Forward Application and its effort to transform its downtown neighborhoods into a vibrant community.

In these economic times, the success of every business is an integral part of our overall recovery, and the revitalization of our downtowns, especially the Floral Park downtown, would complement the shopping, recreational and housing opportunities available in the local community. As such, I urge the Long Island Regional Economic Development Council to approve the application submitted by the Incorporated Village of Floral Park.

Very truly yours,



Floral Park Historical Society
P.O. Box 802, Floral Park, NY 11001
www.floralparkhistorical.org
Phone: 516-775-6849

September 26, 2023

To Whom It May Concern:

As a longtime resident of the Inc. Village of Floral Park, president of the Floral Park Historical Society – Museum & Archives and a former mayor of the Village, I am pleased to have this opportunity to submit my thoughts in support of the Village of Floral Park's \$4.5 million NY Forward grant application for the revitalization of Tulip Avenue.

The character of Floral Park is deeply rooted in its history. It is where, in the 1800s, John Lewis Childs, the founder and first president of Floral Park, established his home and businesses. Childs was an extraordinary individual, entrepreneur and community leader. His seed/flower company was huge as was his publishing company. He was a recognized flora-culturalist, ornithologist and naturalist. He was a community leader who was instrumental in the establishment of the school system, the U.S. Post Office, local churches and more. Without doubt, he significantly influenced the overall growth and development of what would become the Inc. Village of Floral Park (1908). The Floral Park Historical Society (FPHS) is dedicated to educating the public about Childs' legacy. The society maintains an archive with a permanent Childs Collection as well as several other important collections pertaining to the history of the many facets of community life.

Currently, the FPHS museum and archives are housed in a storefront facility that is not handicapped accessible. It is located on a street that does not offer the visibility it deserves. Our programs and tours, museum and archives would attract more visitors and volunteers if located in a neighborhood that enjoys more foot traffic. The society would like young children, teens, adults and the disabled to have the opportunity to participate in education and fun activities focused on the over 100-year history of the Village. The archives contain a treasure trove of photos, memorabilia, artifacts and fascinating documents. There is limited room for acquisition and preservation of additional historic items. Space for displays, research and archival work is tight. While we have a small library of books, along with yearbooks, photo albums and printed items, there is not enough room for visitors to review them. There is no space for meetings of the FPHS Board. Also, parking for volunteers and visitors is limited.

I have only touched on a few ways a NY Forward grant would benefit the Village of Floral Park. The Village's competent leadership has strengthened its foundation over its long history. Unlike most Nassau County villages, Floral Park's government administers a full range of resident services: a volunteer fire department, including a rescue unit; police department; public library; recreation center, and buildings and public works departments. As president of the Floral Park Historical Society, I have marveled at the resourcefulness and success of the generations people who have lived, worked and governed in Floral Park. The present vision for revitalization of the downtown can only result in a vibrant economic future for the Village.

Sincerely,

Ann V. Corbett

Ann V. Corbett
President



9-27-2023

To Whom It May Concern:

As the current President of the Floral Park Chamber of Commerce, a Floral Park Realtor for 18 years, and a Floral Park resident for over 38 years, I have a thorough firsthand understanding that Floral Park's Downtown Business Areas of Tulip Avenue and the contiguous business intersections are vital to the strength and survival of our Floral Park Diverse Community. While I believe that Floral Park's motto "A Great Place To Live" is true, the New York Forward Program would provide dire assistance to re-energize these areas to ensure that Floral Park is "A Great Place To Live" for decades to come.

Since Floral Park sits on the Queens/Nassau border, the majority of residents come from Manhattan, Queens and Brooklyn striving for suburban living while still maintaining the convenience of urban living. Familiar walkable access to local shopping and restaurants is crucial to this balance. However, due to factors such as the pandemic and neighboring towns with more enriched business districts attracting our residents, businesses on Tulip Avenue and the contiguous business intersections have struggled drastically; many even being pushed to the point of closing down leaving behind vacant storefronts. We desperately need to provide reasons for our residents to shop locally. Mayor Fitzgerald and the Board of Trustees' New York Forward Program would incentivize business owners to reinvest in our community. The New York Forward program would be a saving grace in the project's effort!

If we do not take action now to enhance, revitalize, and restore the Floral Park Downtown; I fear a day will come that Floral Park will no longer be "A Great Place To Live". I ask you to please strongly consider granting Floral Park this New York Forward Program. Thank you in advance.

Best regards,

Marie C. O'Connor-Grant

Marie C. O'Connor-Grant
President – Floral Park Chamber of Commerce



HANCE FAMILY FOUNDATION

September 27, 2023

To Whom It May Concern:

I am endlessly grateful to have been born and raised in Floral Park. If I was raised one block north of my home, I may not have had the love and protection this community has given me and my family since 2009 when my daughters, Emma, Alyson and Kate, passed away in a tragic car accident. Emma, Aly and Katie loved playing in our parks, competing on our fields, jumping in the Floral Park pool and going to school at Bright Horizons and John Lewis Childs. Now, our Kasey is surrounded by constant kindness and opportunities.

We try to give back to this community in the ways we can. We founded the Emma, Alyson and Kate Hance Family Foundation in 2009, a 501(c)(3) nonprofit organization. Our "Self-Esteem Rising" programs, including our flagship "Beautiful Me" program, engage girls and women of all ages across the tristate area, nationally and abroad with tools that support the development of self-esteem. We honor my daughters with our focus on female empowerment because Emma, Alyson and Katie lived with enthusiastic confidence. I am very proud that to date, more than 175,000 people have participated in our programs.

2022 was an exceptionally important year for the Hance Family Foundation. We opened our brick-and-mortar storefront at 130 Tulip Avenue. We have become an even bigger daily resource to the members of this community and beyond. A repurposed florist, our office is beautiful and our meeting space is state-of-the-art. Above us are two renovated second floor apartments made from one, creating an additional housing unit.

My family, friends and employees are thrilled that successful new restaurants are coming to Tulip Avenue in 2023 and 2024 like Cara Mia, Gyro Village, Pizza Bar and Häagen-Dazs. There is a vacant, multi-story building at 170 Tulip Avenue and an under-utilized, multi-story building at 51 Atlantic Avenue that have great potential for new small businesses. Both buildings are in need of revitalization.

I wholeheartedly support the Village of Floral Park's NY Forward \$4.5 million application to fortify the aging Tulip Avenue Business District, greenspace and flower gardens. If I can answer any questions, please feel free to contact me.

Sincerely,

Warren J. Hance, Jr., SRA
President, Hance Family Foundation
130 Tulip Avenue
Floral Park, New York 11001
(516) 688-0055