



Downtown Hicksville Revitalization Action Plan

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Introduction



The Process

In January of 2010, the Hicksville Chamber of Commerce, the Hicksville Community Council and Vision Long Island held a visioning meeting in the Hicksville VFW to plan for the future of downtown Hicksville. Over 200 community members attended and helped generate many ideas during the meeting.

A “hopes and horrors” exercise was conducted and we learned that the greatest hopes for the future of Hicksville are for increased walkability within the downtown, more cultural arts, a farmers market and to fill vacant businesses. The greatest horrors for the future included concerns that Hicksville doesn’t control its own zoning, that it will be difficult to coordinate all of the different



jurisdictions that exist within the downtown and also that the cost of this revitalization will burden existing homeowners within the area. Table design sessions generated plans for mixed use development, senior housing, green planted boulevards, a restaurant row and a farmers market, among other ideas.

Based upon the ideas and concepts identified during the January meeting, the design team put together a general plan to incorporate these recommendations into the revitalization of downtown Hicksville. The plan was presented to the community at a meeting that March at the Community Center. It involved a phased strategy to implement simple improvements quickly while tackling expensive and more challenging improvements later. Overall, it got a favorable reception, though there were some concerns about implementation, traffic and the impact of housing within the downtown.

During the spring through fall of 2010, the Chamber and Community Council organized three committees to focus on the major issues that came out of the meetings. There was a Farmers Market Committee



to get a market up and running since that was one of the top hopes for the area; a Beautification, Walkability and Code Enforcement Committee to deal with immediate improvements to the area; and a Parking, Housing and Economic Development Committee to look at the longer term, more difficult issues that the downtown faces. During this time, Vision also attended multiple civic group meetings to help share the plan that was generated at the initial meetings to those who did not attend as well as gather additional input from a broader group of local residents.

As a result of the hard work of the Farmers Market Committee, a farmers market run by local market manager started in late June 2010 and ran through November. It had a second season this past year. The Beautification, Walkability and Code Enforcement Committee developed a list of recommended improvements to the sidewalks and streetscaping of the downtown area and the Town of Oyster Bay has pledged three million dollars towards its implementation.

Between October 2010 and March 2011 a survey was conducted to gather additional input from both residents and business owners and employees. Surveys were distributed door to door as well as through community organizations. Approximately 30% of respondents were business owners or employees and about 70% were residents. The majority of business owners do not live in Hicksville (79%) and the majority of residents do not work in Hicksville (84%).

While the majority of business respondents spent money within the downtown daily or more than once a week while the majority of residents spent money downtown less than once a week. Most respondents of both groups spent the majority of money between 9-5, but that may be influenced by current store hours. Respondants from both groups (particularly the businesses) would like to see more social establishments and centers of activity including, theaters, bars, restaurants, clubs or music venues. Both groups would also like to see a combination of green businesses, high tech, medical and professional services. Most respondents (75% of residents and 96% of businesses) favored some form of housing within the downtown and both see sidewalk/pedestrian improvements as the most important infrastructure needed. Both groups viewed a lack of parking and litter as a problem and residents were also very concerned about illegal housing.

Finally when asked how they would like to see Hicksville changed, respondents gave many suggestions involving more pedestrian safety/friendliness, more greenery, greater variety of businesses, more activities, better maintenance of storefronts and sidewalks.

On May 21, 2011 a public meeting was held to release the results of this report. Most of the hundred people in attendance were in favor of the plan.



The Revitalization Action Plan

The underlying premise of the plan is to encourage the many commuters who drive to and through Hicksville everyday to stop by and support local businesses. There is such a high number of people who use the Hicksville train station or pass through en route to the parkways that there is no need to try to attract more. The goal is to create an environment where commuters want to get out, walk around and stop at local stores or restaurants- perhaps stop and have a drink after getting off the train or pick up dinner on their way home.

Since the historic “Main Street” of Hicksville is along Broadway from Newbridge to Nicholai, the environment between the train station

and Broadway must be improved in order to entice commuters to walk to Broadway. The elevated tracks provide shelter from the elements, but the space underneath is dimly lit and dirty. In order to make this space more of a connection between parts of the downtown rather than a divider of the northern and southern areas, enhanced lighting, as well as public art and music, should be used to enliven the space and make it feel safer and more attractive.

The lots immediately north and south of the tracks should be developed as mixed use buildings with retail or restaurant uses on the first floor and either offices or residences above to create an interesting walk to Broadway. The west side of Broadway, which was torn down when the road was widened, should be built as mixed use buildings between three and four stories tall to mirror the older buildings on the east side, but with additional height to balance the increased width of the road. The buildings on the east side should remain, but be renovated to restore the historic quality to their facades.

Marie Street currently has the most walkable elements within the downtown area. Since it already has several qualities in its favor, for example: narrower road width, street trees and less traffic, along with several restaurants, it should be used as a showcase where improvements can have the most immediate impact. Making improvements here can create a model which can be emulated along other commercial streets in Hicksville.

The JFK Memorial Park has become a central focal point within the community and should remain a focus of the revitalization. The park is nicely landscaped and contains several attractive features, but it is difficult to access due to busy roads and a lack of crosswalks surrounding the park. Expanding this park into the MTA parking lot to the south as well as removing or reorienting the road that divides it in half, will increase the amount of usable space within the park while also helping to increase its value and usefulness for the surrounding community.

Senior or “empty nester” housing and young professional housing would work well in downtowns. There is a lack of housing available for both groups and these demographics tend to prefer to live in walkable neighborhoods with access to transit. In addition, these groups do not place a burden on the school system with many school-aged children. A mix of ownership and rental units managed by a professional company would attract a desirable mix of tenants that would help contribute to the revitalization of the downtown.

Elements such as a small to medium size hotel and additional cultural facilities can encourage people to visit the downtown area and patronize local businesses. Relocation of the post office to a location walkable to Broadway can also serve as an anchor in the downtown.

Much of the area surrounding the train station is covered with surface parking. While this meets much, though not all of the need for parking for the train, it doesn’t create the attractive environment that Hicksville residents want to see in the downtown. It does, however, provide an opportunity for redevelopment that can consolidate parking within garages to free up land for more attractive and beneficial uses. Many of these lots are large enough to allow for redevelopment into any of the commercial or residential uses previously listed with the parking relocated into garages or an intermodal facility that also accommodates buses.

Many of the roads through Hicksville carry large volumes of traffic, particularly the state roads. This deters potential shoppers from the area, hurting many local businesses. To make the roads more comfortable for potential patrons of local businesses, traffic calming measures should be taken to slow drivers to a safe speed and make the surrounding areas more comfortable. Street trees and trees in the median, buildings that front the sidewalk, and curb extensions at crosswalks can help slow drivers and encourage them to drive more cautiously. This also makes crossing the street less dangerous, encouraging more people to walk to and around the area.

The following chapters describe the revitalization plan in greater detail explaining the important features of various aspects of the plan.

History

Early Settlement of Hicksville

“Hicksville,” comments local writer Fred Noeth “was purchased from the Indians by a Welshman, named for a Quaker, and settled by German immigrants.” Prior to European settlement, the Matinecocks, as well as other Algonquian tribes, had long inhabited lands on Long Island’s North Shore extending from present day Flushing eastward to Huntington. Hicksville’s recorded history, however, begins with its purchase from the local Matinecocks by the Welsh settler Robert Williams on May 20, 1648. He then set up Williams Plantation on his newly purchased lands that today encompass parts of Jericho, Woodbury, Hicksville, Plainview, and Bethpage. While nothing remains his settlement today, Jericho’s Milleridge Inn includes the original two-room structure built by his sister-in-law Mary Washburn Willets in 1672.

In the next two centuries, the Hicks family quickly established themselves as a prominent family in the region. Although not originally Quakers, Elias Hicks’ (a well-known preacher and abolitionist) conversion in the late 1700s steered the family towards this faith and the Meeting House, built by his followers in 1788, remains as a house of worship today.

In the 1830s, Elias’ son-in-law Valentine Hicks, from whom the town derives its name, joined with other investors in chartering the Long Island Railroad. Although the Panic of 1837 put an end to his ambitions for extending the line from Hicksville, through his landholdings, to a New England ferry in Greenport, his decision to

extend the LIRR to the town nevertheless played a central role in Hicksville’s early success. As the railroad brought new residents into the town, including scores of German immigrants after the 1850s, and connected it to New York City and the rest of the region, the town blossomed into a small, but prosperous middle class community.

The expansion of farming on Long Island brought new success to Hicksville. As the regional agricultural economy developed, local transit centers acquired special facilities to process the crops for market. In 1898, the H.J. Heinz Company built a large pickle works to process locally grown crops and ship them to Pittsburgh for final processing and national distribution. Although the appearance of blight in the 1920s ended the industry, potatoes remained an important crop in Nassau County until the mid twentieth century.

Twentieth century development, like in much of Nassau County, irreversibly altered Hicksville’s rural agricultural roots. The town once known as the “Sweet Auburn of the Plain” gradually transformed as farms disappeared and industry, housing developments and shopping centers emerged in their places. Change first came early in the century with the emergence of the nascent American aircraft industry. The county’s long expanses of flat and mostly undeveloped land were ideal for experimentation with the new technology. After World War I, however, aviation became a major part of the County’s economy and remained so until the decades following World War II. Although the industry has since declined, it left an indelible impact on the county as it brought a major industry in and set aside thousands of acres of valuable land for future development.

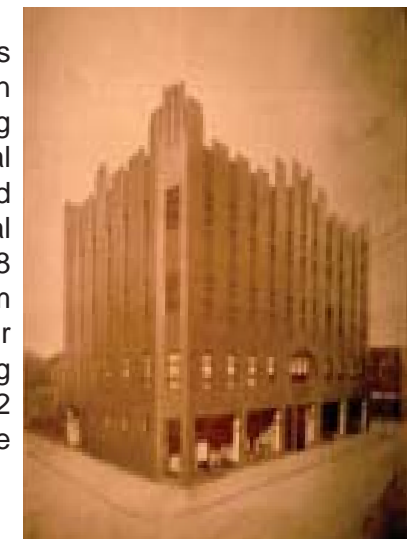
In years after World War II, Hicksville, again like much of Nassau County expanded dramatically. Because there was little new residential development in the 1930s and 40s, this left a major



Broadway and Marie

shortage in housing for returning veterans and their families after the war. Their demand quickly transformed thousands of acres of undeveloped lands into new housing developments built along the precedent set by William Levitt’s Levittown. Centered upon inexpensive mass-produced housing, this created a new sort of community for Long Island that emphasized random street layouts (avoiding four-way intersections) and well-manicured lawns. Although critics worried that inexpensive mass-produced housing would degenerate into slums, the project was wildly successful and other more established communities like Hicksville quickly embraced the Levittown model. For instance, one development created between 1949 and 1950, the Hicksville Gables, offered roomy Cape Cod style homes for \$10,000 on top of what was once farmland. The birth of the American shopping mall followed the development of suburban residential areas. The Mid-Island Shopping Plaza (today’s Broadway Mall), one of the first of its kind in the United States, set a tone for commercial development that transformed Hicksville’s retail life.

Overall, the late 1940s and 50s witnessed a major transformation of Hicksville and its surrounding communities. Because of natural growth, an influx of war workers and suburban inflow, the County’s total population expanded from 406,748 in 1940 to 1,300,171 in 1960. From 1950 to 1960, the Town of Oyster Bay grew by 282 percent, going from 82,060 residents to 313,872 in 1960. Hicksville saw an increase from 8,000 to 50,000.



Former American Dental Building



Former Hicksville Railroad Station



Broadway and Herzog



Construction of the elevated train tracks in 1963

Previous Initiatives of Redevelopment

Community decline in Hicksville began post-1963. With the elevation of the railroad and the destruction of many historic buildings on the west side of Broadway, the community was split in half. Traffic and commerce was redirected to new development north of the downtown area specifically the Mid-Island Shopping Center. Parking was limited because of the high-service train station and the businesses struggled along Broadway because of their inaccessibility.

The elevated tracks built between 1962 and 1964 were intended to reduce traffic fatalities and congestion. From 1949 to 1954, 52 accidents occurred resulting in 4 deaths. From 1954 to 1963, 58 collisions occurred resulting in 9 deaths and 20 injuries. Because the population increased by close to 42,000 during the post WWII housing boom, traffic was backing up behind the crossing gates and emergency vehicles were delayed. The 11-mile reconstruction of the railroad also included a relocated freight station on Charlotte Avenue. After completion, the seven railroad street crossings in Hicksville were reduced to two.



Demolition of the west side of Broadway

The 1966 widening of Broadway was a 2-year, \$2,000,000 project. A 1966 article mentions problems with the elevated railroad, saying downtown storeowners were suffering because of a lack of parking for their businesses, in favor of commuter parking. Hicksville was and still is one of the busiest train stations on Long Island, being within a 2-mile radius of six major roadways in Nassau County (Northern State, LIE, Oyster Bay Expy, Jericho Turnpike or 25-A, Newbridge Road, Wantagh State Expy). An original plan in 1952 was to make Broadway northbound and Jerusalem Avenue southbound. That plan never materialized, so the official widening of Broadway and destruction of the buildings on the west side of Broadway was announced in 1964.

In 1967, the Long Island Association acknowledged downtown Hicksville's worthiness of a high-priority redevelopment plan. In 1968, Hicksville won the title of the "fastest growing commercial office area on Long Island." During this time, many ad hoc committees were brought together to yield plans and ideas, yet no significant changes were made. In 1969, a survey and analysis, Hicksville: A Frame Work For The Future was completed by the NCPC (Nassau County Planning Commission). The next step would have been specific recommendations to the Town Board for the redevelopment of the Broadway/Newbridge Road area. The report emphasized certain key points:

- A. Hicksville's unique position in the County as a central suburban downtown area.
- B. Economic and transportation forces have interrupted Hicksville's development.
- C. Little residential construction has taken place since 1950.
- D. 20% of the structures in the downtown are considered "unsound".



Penn Station Eagle

- E. Traffic volumes are among the heaviest in Nassau, with the railroad bringing in the most commuters on LI.
- F. Construction of immediate area shopping centers caused the decline in downtown commerce.

G. A narrow strip of parcels left from the demolition of the west side of Broadway leaves little room for potential growth. The report came out with several different volumes, along with an eight-part series in the Mid-Island Herald.

1969 Hicksville: A Framework For The Future leads to the Triangle Plan

The Triangle Plan was prepared by the TOB Planning Advisory Board with technical assistance of Raymond, Parish & Pine Inc, Planning Consultants. The general area of study was from Old Country Road; a line parallel and west of Newbridge Rd; Mid-Island Plaza and Sears: Bay Avenue and the Farmingdale branch of the LIRR and focused on Hicksville as a major business and transportation center.

The triangle, during this study, was primarily low-density scattered commercial and industrial development.

Hicksville's central area yielded high potential. The construction along Newbridge Road and Broadway left small remainders of parcels not large enough for redevelopment. To accommodate the balance of this transportation hub and community center, the Triangle plan recommended the following changes:

- Improvement of east-west traffic flow by connecting Duffy Avenue and East Marie Street
- Improvement of east-west traffic flow by connecting East John Street to Woodbury Road at Bay Ave.

- Improvement of north-south traffic flow by grade separating (overpass) the intersections of Old Country Road with Newbridge Road and Broadway.
- Zoning Changes- Permitting office structures to be built along Broadway and in the station area to the height of up to 8 stories, if a proportionally larger portion of the lot is left open and landscaped.
- Providing municipal off-street parking to meet the needs of new office buildings as well as existing uses and commuters.
- Permitting a variety of dwelling types in the southwestern part of the triangle (Duffy & Newbridge), at a density sufficient to enable developers to meet the high cost of land.
- Forming a Special Benefit District to allow the assessment of the cost of acquiring strategically located parcels for parking to be levied against the properties which would gain therefrom.
- Public parking structures only when, and as, needed to serve new development.

The housing density would equal 9% of Hicksville or 1,800 units. The parking plan would be a 5-story facility north of Duffy, west of Newbridge that would accommodate 12,500 vehicles.

G-1 Zoning Plan and Now

The G-1 Zoning Plan amended the Triangle Plan, restricting office buildings from 8 to 5 stories and eliminating apartment buildings. The triangle area was decreased and more municipal parking was recommended, with 90% underground. Theatres and auditoriums would be permitted, as well as a strict rules concerning blight.

The parking garage was completed in 1972 and yielded 1,200 additional parking stalls. The Hicksville Chamber of Commerce Beautification Committee made positive achievements as early as 1975, though the economic recession in the 70s and 80s affected further development. Revisions to the G-1 plan were put off until 1979, when the Hicksville Memorial Fountain in John F. Kennedy Park was publicly financed, built and dedicated by the Kiwanis Club. Along the lines of the G-1 plan, many redevelopments were made along Old Country, West John Street and Duffy Avenue. Broadway was halted and ignored.

Hicksville Hamlet Plan (2001)

The Oyster Bay Town Board initiated a planning process for a framework of future development in Hicksville in 2001. Development and transportation proposals were being submitted to the Town, so they needed a basis in which to make future decisions. The plan included studies and analysis on pedestrians, traffic, parking and

housing.

The initiatives of the Hamlet Plan include the following:

- Initiating a Sponser-A-Spot Program to initiate an on-going removal of trash and debris along roadways
- Evaluating zoning codes to help protect residential neighborhoods and enhance quality of life
- Enforcement of regulations relating to physical appearance, functionality and use of buildings, sites and roadways, including historic preservation- Town Code Enforcement, Zoning, Building codes.
- Have the County, State and Long Island Business groups coordinate with the Chamber of Commerce develop a diverse market, or a niche market: considering product aims, production quality, and demographics.
- Physical improvements to facades, streetscapes, parking lots, and built environment.
- New cultural facilities, museums, and entertainment establishments.
- Include a Farmers Market to draw activity into the downtown during the weekends.
- The Town and Chamber of Commerce should coordinate it's public outreach; inspire the public to make a concerted effort to shop locally and increase economic flow in the downtown area.
- Encourage mixed-use residential/office/commercial downtown uses.
- Integrate the Broadway Mall businesses to compliment the downtown shopping, rather than cause competition.
- The Town and Chamber should coordinate with the Police Department and the Transit police in ensuring resident and consumer safety. (Speed limits, crosswalk safety, patrol officers, etc.)
- Keep a focus on historic preservation coordinating with the Hicksville Historical Society, New York State Preservation League, Community Development Block Grant, Parks & Recreation (establish sense of community history).
- Incorporate importance of community health and medical services for the public into redevelopment.



Aerial 1925



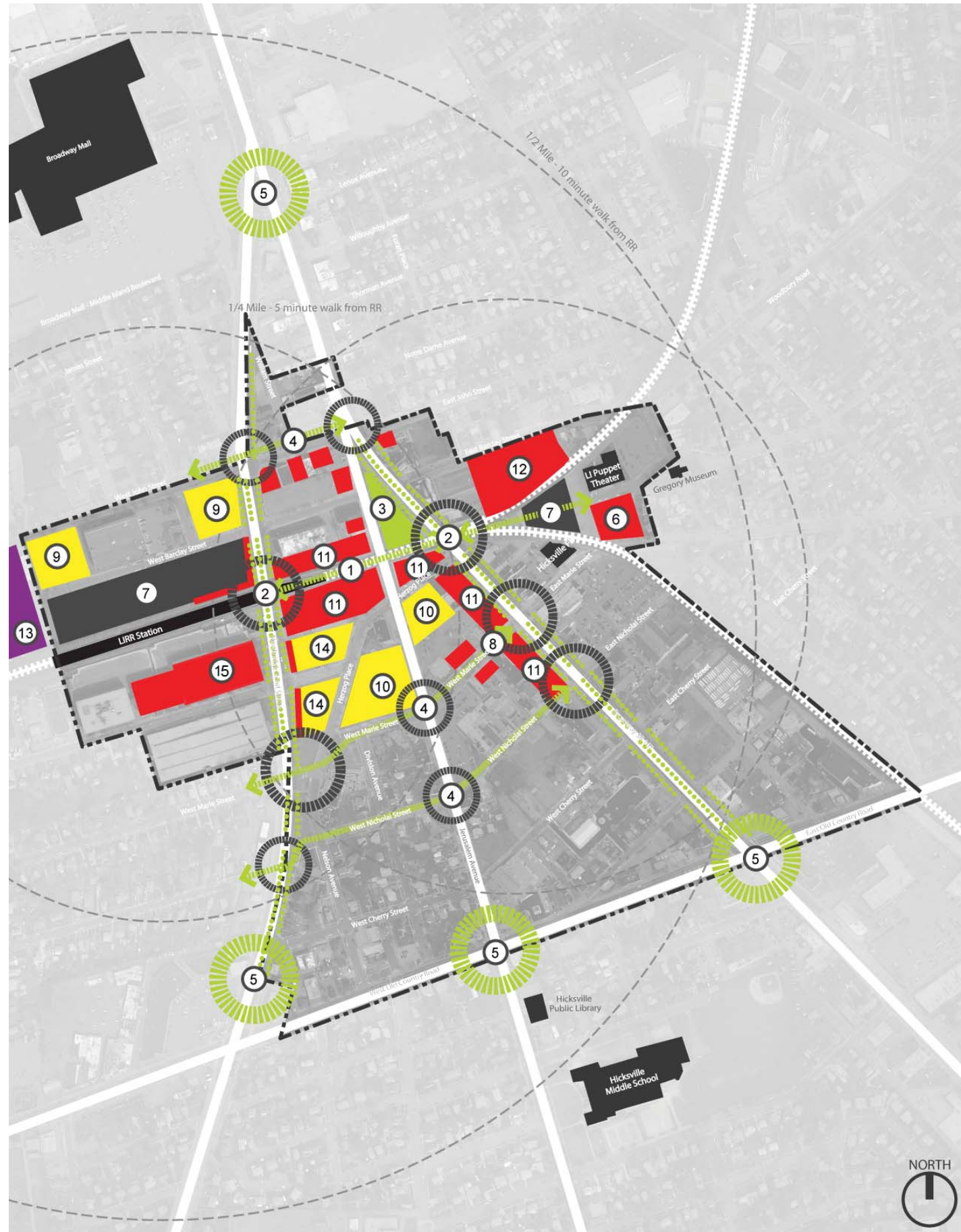
Aerial 1950s



Aerial 2000s

Conceptual Plan





Improvement Key

1. Improvement of the corridor from LIRR Station to Broadway
 - a. Public Arts Lighting Project for Viaduct
2. Improved intersection geometry at Jerusalem and Broadway
3. Removal of Jerusalem through park/ park space improvements
 - a. Develop Farmer's Market
4. Improvements to key pedestrian streets and intersections
5. Development of downtown gateways
6. Relocation of Post Office
7. Consolidation of parking and creation of new parking opportunities
8. Identification of In-fill redevelopment (Restaurant Row)
9. Creation of Senior Housing
10. Development of residential properties
11. Development of large, mixed-use properties including high tech businesses
12. Alternative Post Office relocation
13. Development of hotel property
14. Development of mixed use properties (Professional Office & Residential)
15. "Thought-Box" within 100 Duffy Building

- OPEN SPACE
- TRANSPORTATION
- COMMERCIAL/MIXED USE
- RESIDENTIAL
- HOSPITALITY

The diagram map to the left shows the conceptual plan for improvements within Hicksville. Based on which sites are potentially re-developable and where different uses can best impact the area. It indicates appropriate places for commercial-mixed use development, residential development, locations to consolidate parking, pedestrian safety improvements and locations of "gateways" into the downtown area. The chart below analyzes the size of the various lots and determines a potential buildout based on reasonable parking requirements to allow for marketability without excessive pavement, building sizes that are allowed with the parking provided and recommended setbacks. Most lots do not allow for the full building height allowed by the recommended code changes without providing some sort of underground or structured parking which is substantially more expensive than surface parking lots. The aerial rendering on the previous page show approximately what this

buildout could look like. The buildings are of a similar scale to what already exists and they help to stitch together the portions of the downtown that were cleared for roadway expansion and parking.

Improvement Key	Location	Land Use Category	Product Type	Site Demension Length' X Depth'	Site Area (SQ. FT.)	Gross Developable Area (SQ. FT.)	Residential (SQ. FT.)	Residential (Units)	Commercial (Suites)	Net Commercial (SQ. FT.)	Average Suite (SQ.FT)	Parking (No. Spaces)	Notes/Comments
7	NW at Newbridge/Station	Commerical/Mixed Use	2 level, split, strip frontage	35 x 220	7700	15400			5	15000	3000		
7	NW at Newbridge/Station	Commerical/Mixed Use	2 level, split, strip frontage	35 x 400	14000	21000			10	20000	2000		
9	W. Barclay/Newbridge	Residential	2+ level modified townhouses	200 x 220	44000	40000		18					
9	W.Barclay/W. John Street	Residential	4 pads, 3 story condo apt buildings	316 x 316	100,000	90000	68000	120	3	5000	1667	100	Existing use is circa 2001 public storage building Commerical uses include services, café, worker-office center, laundry Parking is mostly shared - use with nearby consolidated parking locations and garages. 4 condo buildings on 4 pads approx 35 units per building
13	SW Station/Duffy/Barclay/ Newbridge	Commerical/Mixed Use	Ground floor, single level, 3-sided wrap at existing office building	30 x 180	18,000	16200			9	15,000	1667	0	Approx 5,000 SF per side fronting building
13	Marie/Duffy/Newbridge	Commerical/Mixed Use	Ground floor, single level, 3-sided wrap at existing 3 level parking garage	30 x 180	18,000	16200			9	14,000	1556	0	Approx 5,500 SF per side fronting building
11	SE at Newbridge/Station	Commerical/Mixed Use	2 level, commerical, retail, office complex	320 x 500	75,000	135000							
			Diner, grocery store						3	35000	11667	30	Retain and upgrade existing diner, add grocery store and café uses with connection to Jersusalem Ave.
			Medical offices, professional services						8	16000	2000	10	Allocation of parking requirements comprises remainder of net developable area.
			Child care, pre-school, classes						3	40000	13333	30	
			Retail at Jerusalem Ave. frontage						3	25000	8333	10	
11	NE at Newbridge/Jerusalem/Station	Commerical/Mixed Use	2 level, commercial with green roof deck patio		30,000	40500							
			Ground Floor café/food oriented to park						2	20000	10000	10	
			Ground floor retail at station frontage						3	15000	5000	6	
			Retail arcade						1	5000	5000	2	
10	Newbridge/Duffy/Herzog Place	Residential	4 bldgs, 3 level residential condo apartments, rental	160 x 320	45,000	128250	121837.5	150			812	75	courtyard, open space interior, landscaped
10	Newbridge/Herzog Place	Residential	4 bldgs, 2 level residential condo apartments, rental/owner mix	350 x 200	50,000	95000	90250	80			1128	40	
10	West Marie/Herzog Place/Jerusalem	Residential	4 bldgs, 2 level residential condo apartments, rental/owner mix	350 x 350	80,000	152000	144400	120			1203	60	courtyard, open space interior, landscaped
10	Herzog Place/Jerusalem	Residential	4 bldgs, 2 level residential condo apartments, rental/owner mix	300 x 350	60,000	114000	108300	120			903	60	courtyard, open space interior, landscaped
3	Jerusalem/John/Broadway	Open Space	Street geometry and reconfiguration improvement; Farmer's Market	300 x 380	60,000	54000							Street reconfiguration; program as farmer's market area with lateral connection along, abutting and beneath elevated track structure.
12	At Wye Track/E. Barclay	Hospitality	80 key/room hotel	430 x 240	86,000	77400		80	4	15000	3750	180	Challenge to keep hotel within 4 story height threshold; overall the site is very large for hotel; assume 2 level parking structure with basement level
7	Between Wye tracks	Parking	Consolidated parking on MTA property	350 x variable	65,000							325	Hotel café; shops; conference/meeting room center Calc of spaces is average surface with 200 SF per space; or double capacity if decked
7	NW Station/Newbridge	Parking	Consolidated parking on Oyster Bay property	1000 x 180	200,000							1000	Calc of spaces is average surface with 200 SF per space; or double capacity if decked; Utility building in middle of site to be retained or relocated if possible
6	South Wye at East Main Street	Cultural Facilities	Cultural arts district with theatre and ped connection	162 x 180	33,000	28050						100	Program parking requirements on-site and off-site to area to the west
					985700	1023000		688	63	240000	73018	1938	

Walkability

Encouraging walkability establishes streets as shared public spaces that do not promote driving at the expense of pedestrian safety. Creating complete streets that accommodate all users through sidewalks, footpaths, cross walks and other features that protect pedestrians and calm traffic, incentivizes walking as a viable transportation option and enhances a community's sense of place. This goes with not only making roads safer for pedestrians, but also placing amenities like transit centers, stores, restaurants, offices, and other commercial properties in close and safe proximity (generally less than a mile) to the people who use and rely on them. Because downtowns are by definition areas whose designs incorporate relatively dense residential and commercial uses together, this, along with safer streets, makes walking more conducive as a transportation choice.

Across the United States, people have started to favor walkability as a measure of an area's quality of life. In an age when suburban sprawl has isolated residents from their neighbors and local amenities, enhancing walkability can help bring people together and closer to what they need in their daily lives. According to a 2009 study commissioned by CEO's for Cities that incorporated data from over 90,000 home sales in fifteen different urban areas, walkability has translated into higher home values. Specifically, it detailed that single point difference on the area's Walk Score meant a \$700 to \$3,000 difference in value. This highlights the increased demand for housing in or near walkable downtowns.

With obesity and other health problems on the rise, increased walkability also has the added advantage of creating healthier and more sustainable communities. Complete streets and mixed use development, by design, encourage residents to leave their cars behind by making walking safe and comfortable. In areas where this is possible, this creates an obvious correlation between increased physical activity and walkability. One recent study completed published earlier this year by the Journal of Physical Activity and Health, discovered that over 56% of adults rated neighborhood design as key determinant for their daily levels of physical activity. Alongside the benefits of added physical activity, decreased automobile use also goes hand-in-hand with diminished vehicular emissions and lung irritants.

Making communities less automobile-centric and more walkable promotes sustainability. At a time of spiraling energy costs and worries over CO2 emissions, incentivizing walking over driving is a key towards making growth and development environmentally sustainable. Walking, requires no fossil fuels and leaves no carbon footprint.

Hicksville currently has several barriers to walkability, but these can be overcome through a combination of road design, zoning and enforcement of speed changes and restrictions. Both Broadway and Newbridge Road have high traffic volumes, but it is the speed of the drivers that impacts walkability the most. Roads can still be walkable with high traffic volumes as long as the drivers drive at a moderate speed and in a courteous manner. Creating the proper environment is essential for this. Drivers behave differently in a pedestrian environment versus an auto-dominated one. The key is to create visual cues to inform drivers of the change in environment



Recommendations:

Street Trees

- Plant street trees every 30-35 feet near the curb to provide shade and buffer pedestrians from traffic, plus help to calm traffic
- Trees should be tall enough and with a large enough canopy to provide shade over both the sidewalk and the roadway. Suggested species in the Transportation-Roads chapter.
- Tree canopy should be naturally high enough or be trimmed high enough so that they do not block store signage or street signage after reaching a mature size

Parking

- Add diagonal parking or reverse angle parking along one side of Marie St. to increase parking near shops and restaurants and narrow the overly wide street. Confirm with fire department for adequate turning radii and lane widths.
- On street parking on the west side of Jerusalem near JFK Park and south, reduce to single travel lane

Crosswalks

- Move crosswalk at Broadway and Herzog to north side of the intersection to put it in the path of travel
- Add new crosswalks at Jerusalem and Barclay, RR tracks, Herzog, Marie, & Cherry; and at Newbridge and Marie, Nicholai
- Enhance existing crosswalks with bulb outs and median extensions/ pedestrian refuges at Broadway & John, Barclay, RR tracks/Herzog, Marie, Nicholai, & Cherry and at Newbridge and John, and RR tracks
- Add "Yield to Pedestrians" signs at appropriate intersections and



entry points to the downtown area.

- Curb Extensions or "Bulb-outs" shorten crossing distance for pedestrians, make them more visible to drivers, and also lower the speed of drivers making turns
- Median Extensions or pedestrian refuges provide a place for those who are unable to cross the street within the length of a signal

Sidewalks

- Add new sidewalk to west side of park along Jerusalem, use some of extra space from removal of lane
- Repair sidewalks and curbs throughout the downtown area

Streetlamps

- Install streetlamps along all commercial streets in downtown area

Commercial Streets

- Recommendations to be applied to all commercial streets in the downtown
- All street furniture and street trees should be placed near the curb

so as not to interfere with pedestrian walking space at the center of the sidewalk.

Bike Racks

- Bike racks should be installed at least one per block

Lane Widths

- Reduce lane widths to 11' to reduce speeding

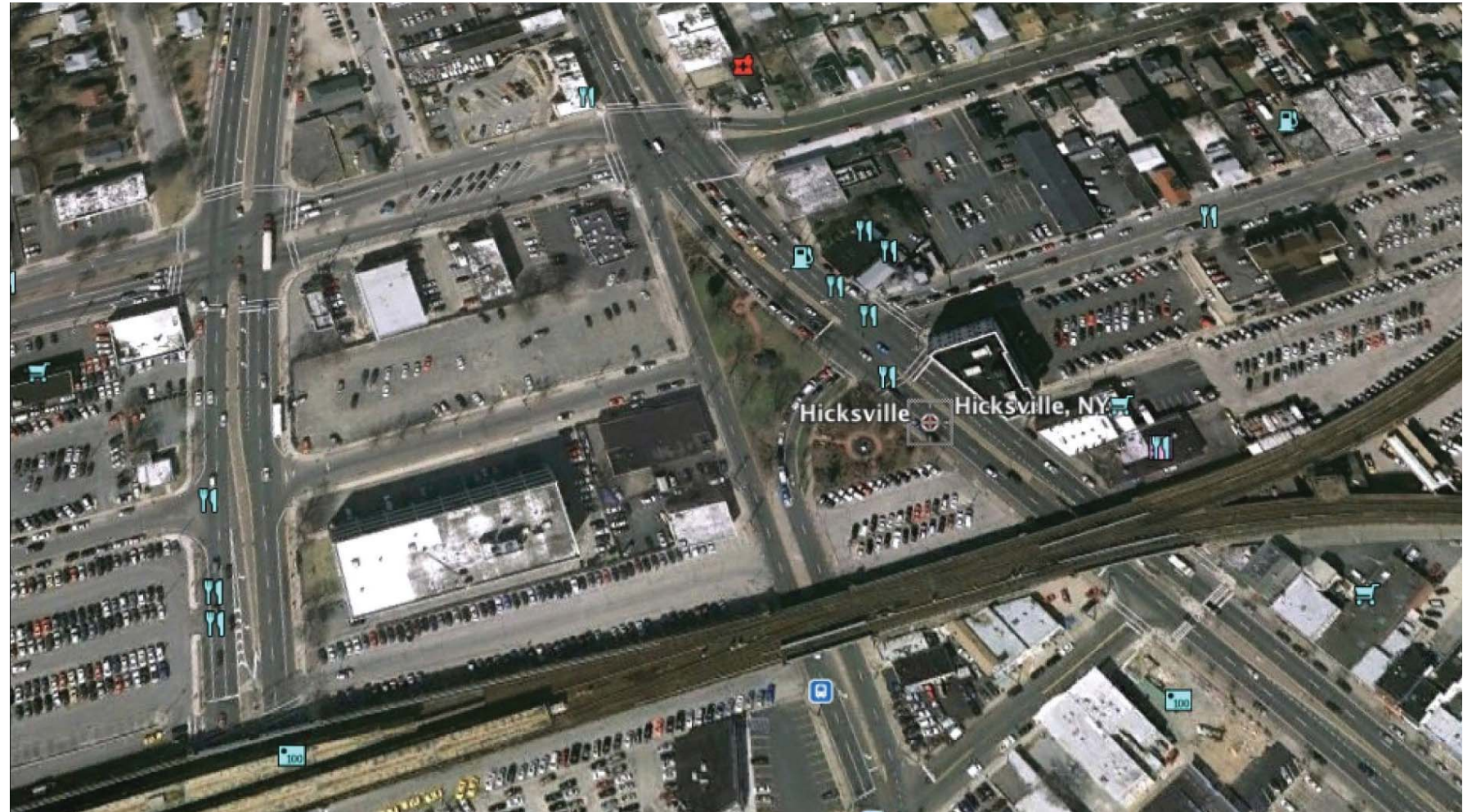
Initial Area of Walkability Improvements



Challenges Walking from Train Station to Broadway

The current pedestrian connection between the Train Station and the Broadway commercial area has many obstacles:

- There is no indication that the Broadway commercial area exists when one exits the train station
- The area surrounding the station is designed for cars and does not accommodate pedestrians
- The eastern train station entrance closest to Broadway is poorly indicated
- The area under the elevated rail line is not a place people want to walk
- The turning lane through JFK Park allows for fast car motions that are challenging and dangerous for pedestrians.



Parking Lot: The current parking lot has limited places for pedestrians and few trees.



Few Crosswalks: Some of the challenges for pedestrians are streets that are difficult to cross.



Turning Lane Impedes Pedestrians: The design of the turning lane makes pedestrian crossing through JFK Memorial Park difficult.

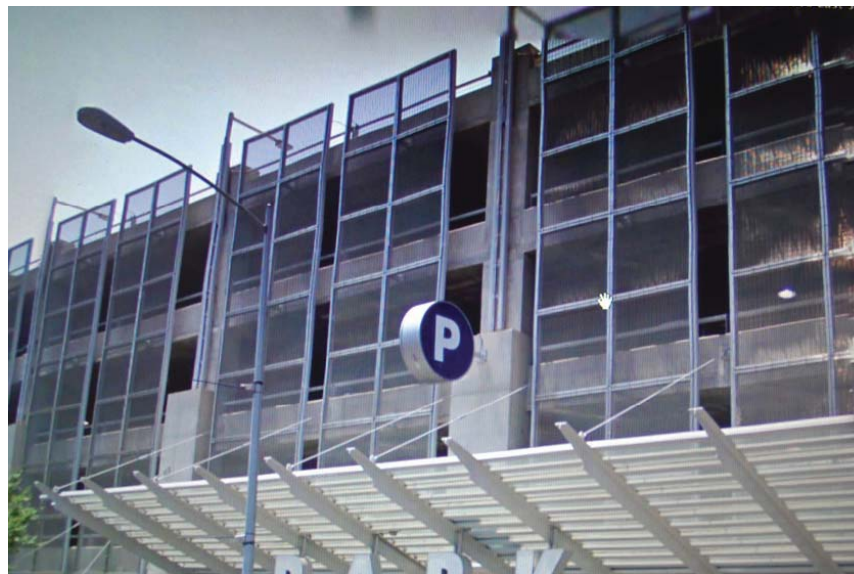
Improvements to Connect Train Station to Broadway Commercial Area

The pedestrian link from the Train Station to Broadway can help direct a portion of the 15,000 daily Train Station visitors toward retail establishments on Broadway and on adjacent streets. This provides support for local businesses. Possible means of establishing a pedestrian link include:

- Creating a pedestrian plaza between the station entrance and Jerusalem Avenue
- Improving the appearance of the elevated rail line through low-cost surface improvements such as banners or screens
- Creating clear, well established crosswalks
- Improving the eastern train station entrance
- Relocate turning lane through JFK Memorial Park



Pedestrian Area: Convert portion of parking area to pedestrian area with trees, planters and walking surfaces. Above surface is paint coating.



Surface Improvements: Screening of underside of elevated rail line can be achieved with low cost screens, or banners attached to columns.



Improved Crosswalks: Clearly established crosswalks can improve pedestrian movement. Low-cost painted patterns are in increasing use.

Office and Retail

Commercial development is typically the heart of a downtown area. A mix of retail, restaurant, entertainment and office uses are found together in successful downtowns. A complimentary mix of uses can help the others succeed rather than competing with each other. Restaurants, when grouped together in a walkable area, create a restaurant row, as destination, where the large number of restaurants can attract more customers than they could on their own. Mixing restaurants with destination shopping and more practical, daily needs shopping can help make the downtown area attractive to a wide variety of shoppers helping to increase its viability.



In addition to a restaurants, surveys that were circulated to Hicksville residents and businesses showed a desire for more sidewalk dining, more specialty shops such as a butcher shop, fish store, card stores,



more art galleries and craft stores, music venues and entertainment for all ages in the downtown area. There were requests to bring back the old movie theater and for a beer garden. There were also many responses for store owners to beautify their shops.

In addition to a mix of uses, a mix of local, regional and national businesses can help a downtown thrive. Though “Mom and Pop” stores offer a lot of local flavor and charm to a downtown, they often don’t have enough name recognition to draw people into a downtown from outside the area. Some national chains and local chains have the familiarity that makes new customers comfortable and if chosen well can help rather than hurt the mom and pops.

Seventy percent of shopping is done after 5:00pm. In order for smaller businesses to compete with the 24/7 chain stores, they need to be able to take advantage of some of this market. It may help some of the local businesses to stay open late enough to capture some of this market partially made up with the commuters returning home from the train station.

Shopping malls have made a science out of retail. They know the right mix of shops to keep shoppers shopping and how to arrange shops to make them appealing to customers. Most stores within a mall are narrow enough so that a shopper doesn’t get bored with one shopfront before they reach the next one. Anchor tenants at



the ends of malls draw people past the smaller, lesser known stores that they may not have otherwise seen.

Anchors for a downtown could be a grocery store, post office, or other destination where people would run their daily or weekly errands. Once there they would be more likely to visit some of the other local shops in the area. The future of the Hicksville Post Office is uncertain, however if the post office does decide to sell its



property and relocate to another site within Hicksville, it could serve that function. Finding a site for the post office to relocate to in the downtown would help to draw customers in to support the local shops. Creating a new pedestrian friendly post office similar to the one built in Wyandanch, rather than its current auto-oriented form, or even relocating it into an existing building within the downtown, could help support local businesses within the area.



Another potential anchor would be the addition of a hotel within walking distance of the downtown. The current post office property would be a good site for a hotel, with good access to the train and close to Broadway. Visitors to a hotel, particularly those that came by train, would perhaps be more likely to walk the distance between the site and Broadway, than others might. If the post office does choose to stay in its current location, there are other sites within the

downtown area that could be used instead.

In order to get the appropriate mix of businesses, sometimes a downtown manager is hired to seek out tenants whenever a vacancy arises. They are knowledgeable about retail and know what sorts of businesses will compliment rather than compete with the current mix of businesses. The Chamber of Commerce may be able to fill this role to help maintain a healthy mix of shops in the downtown. Some downtowns on Long Island such as Oyster Bay, Glen Cove and Garden City list available commercial spaces for rent on the Chamber's (or similar organization) website to make it easier for businesses looking to locate within the area. Perhaps a partnership with local realtors can help establish such a page.

In addition to having a good mix of businesses with a downtown, the way the businesses front the sidewalk is also important to the vitality of the downtown. Downtowns thrive on pedestrian traffic as much as or more than they do automobile traffic. Keeping the storefronts engaging and interesting to people on the sidewalk is important to keep pedestrians continuing down the sidewalk rather than turning around to go back to their cars. It takes about 8 seconds to walk past a standard main street storefront. The average person decides in about 1.5 seconds whether to walk in. Restaurants and retail tend to have interesting storefronts. Either showing off their merchandise or allowing those on the sidewalk to see the activity and people inside the restaurant. Sometimes however, stores fill their windows with signage about sale prices and advertisements which blocks visibility to the interior. Shoppers like to see other shoppers inside of store and may be discouraged from entering a store if they cannot see inside. Overhead security doors that roll down give the impression that an area is not safe and may discourage people from shopping in the area. If security grates are needed, those that are installed inside the building, behind the storefront, have less of a negative impact. Requirements for glazing, private frontage, signage, and public frontages are important to ensuring that downtown is as attractive as possible to pedestrian shoppers.

Professional and medical offices, while important job creators, do not usually have interesting facades. Typically they have blinds in the windows that tend to be closed to provide privacy and create a boring experience for the pedestrian. Ground level offices are better situated on side streets that have less pedestrian traffic than on the main shopping streets. Those that are located on shopping streets should be encouraged to open up their blinds and provide some visual interest to those passing by.

The surveys also indicated a desire for different sorts of office use within the downtown. Medical offices, green businesses, business services and high tech businesses were seen as a good fit for Hicksville's downtown. Many of these can be located in the floors above storefronts or on side streets leading to Broadway.

Proximity to the train station is convenient not only for those that live in Hicksville and commute to the city or elsewhere, but can be convenient for those that live elsewhere on Long Island and commute to Hicksville. Being able to commute by train from locations along the Port Jefferson or Ronkonkoma branches to Hicksville could be an incentive for businesses to locate themselves here providing jobs and income to the area.

Many high tech businesses on Long Island tend to have a hard time attracting talent because many employees in that field prefer a more dynamic downtown environment over typical suburban office parks. A high tech hub in downtown Hicksville can create an environment with good paying jobs with easy access to transit for young workers on the island. The proposed "Thought-Box" project is a good example of the type in projects that can work well in downtown Hicksville.



Housing

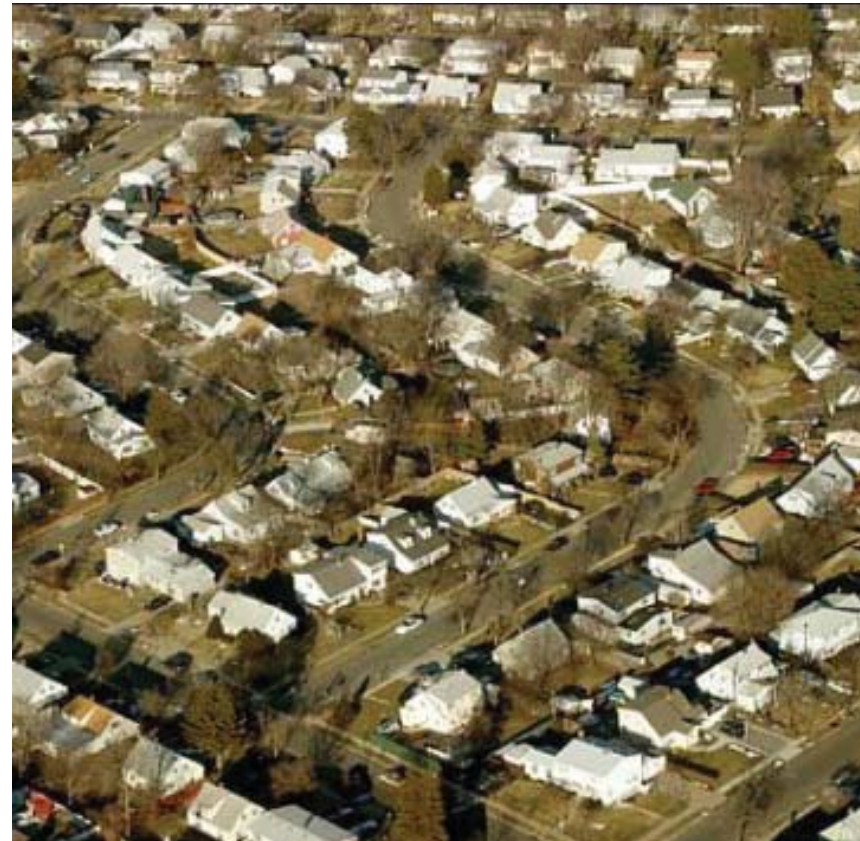
Downtown centers have traditionally included a mix of housing and businesses together within the central downtown area. In the early twentieth century, new theories of planning were created as a result of the polluted and unsanitary conditions of cities during the industrial revolution. They called for the separation of different sorts of land uses. Housing was kept separate from commercial which was kept separate from industry. The invention of the automobile and cheap gas prices allowed the separation to work.

The second half of the twentieth century has seen the proliferation of single family homes in areas not adjacent to shopping or services. While gas was cheap and the majority of American households were families with children, this arrangement worked pretty well. Today however, gas is no longer cheap and transportation costs are making up a larger and larger portion of family expenses. Households are also changing. During the 1950s through the 1970s, the percentage of households that were families with children was close to 75%, today that number is less than 50% and continues to decrease. Baby boomers and “echo boomers”-their children, two groups when put together are almost half the US population, are less likely to want to live in a single family house in a single family neighborhood. Increasingly, these groups are more interested in living in a smaller, more affordable place with easy access to shopping and entertainment.

Despite this large segment of the market that is looking to live in a walkable, active place, most new construction has been large single family houses on large lots. There is an estimated 22 million over supply of single family homes nationally and an under supply of close to the same amount of smaller housing types in walkable neighborhoods.

In many parts of Long Island, including Hicksville, large numbers of single family homes are being converted illegally into multiple apartments. This is a symptom of the lack of legal rental housing throughout the island. Long Island has a significantly smaller percentage of rentals relative to owner occupied units (17%) than the other suburban counties in the New York area (28-37%). Though code enforcement is necessary to ensure safety and quality of life for residents in these apartments as well as their neighbors, legal rentals need to be built to satisfy the large demand. A diverse mix of housing types, sizes and affordability helps to satisfy the needs of all groups.

With people moving away from the downtown centers and the increase of auto centric commercial strip centers, many of our downtown areas have suffered. Putting housing back into downtown centers can be an economic boost to local businesses. While people



living in residential neighborhoods are more likely to drive to stores that are most easily accessible by car, those that live in a downtown environment are more likely to walk to and support stores in their neighborhood. Having a larger population in the downtown area is also a potential draw to attract new businesses into the downtown.

There are understandably concerns when creating additional housing within an area. As Long Island school districts are primarily funded through local property taxes, there is always a concern that additional housing may mean additional children that will need to be educated at the cost of close to \$20,000 per child. Luckily the market segments that would desire to live in a downtown environment typically do not have school aged children. Young professionals and empty nesters are the most likely people to move into any new housing built within the downtown creating few children for the school district. Many studies have found this to be true. Multi-family housing, particularly in downtown area has far fewer children per unit than single family houses. They also tend to generate more tax revenue per acre than single family houses, contributing a greater share to the tax base. For any school aged children that do live within the downtown, the boundaries of the elementary school districts should be considered so that the additional children are not solely within one school.

Despite evidence to the contrary, many still fear that multi family housing will contribute to an increase in their property taxes and a decrease in their property values. To alleviate those fears, this report proposes to cap the number units of housing to be built within

the CBD zone of the downtown area. The town can determine how many units would be acceptable within the downtown. Although economically, downtown Hicksville could likely support more housing, creating this cap will allow for a review of how this housing has impacted Hicksville before permitting any additional units. If after the units have been built and they are seen to have had a positive impact on the downtown area, the school district and Hicksville as a whole, additional units can be permitted to be built.

According to the US Census, Hicksville had a higher population in the years after WWII than it does today (50,000 vs. 42,000+/-). Earlier plans had proposed 1800 units of housing within the triangle. This plan is more modest and does not propose to increase the number of residents beyond what it has been in the past.

The following pages show several types of housing that can work well within a moderate sized downtown area such as Hicksville.

Townhouses

Traditionally found in residential neighborhoods immediately surrounding downtown commercial districts, townhouses are single family, attached buildings, usually with between three and six distinct units connected together. Generally, each unit is on a separate lot, but they can be together on a single lot in a condominium arrangement. Each typically has a private entrance, exposed front and rear wall, and at least one sidewall attached or connected to an adjacent building and lot. Townhouses can include a detached or attached garage behind or under the unit, preferably not fronting the street.

Townhouses close to the sidewalk usually have elevated first floors to allow privacy for residents within the building both inside or on a front porch. In these situations, an accessible entrance can be located at the rear of the unit.



Copper Beech Village, Patchogue



Chelsea Place, Bay Shore

Century old townhouses in Farmingdale Village

Somerville, Massachusetts



Alexandria, Virginia



Apartments over Stores

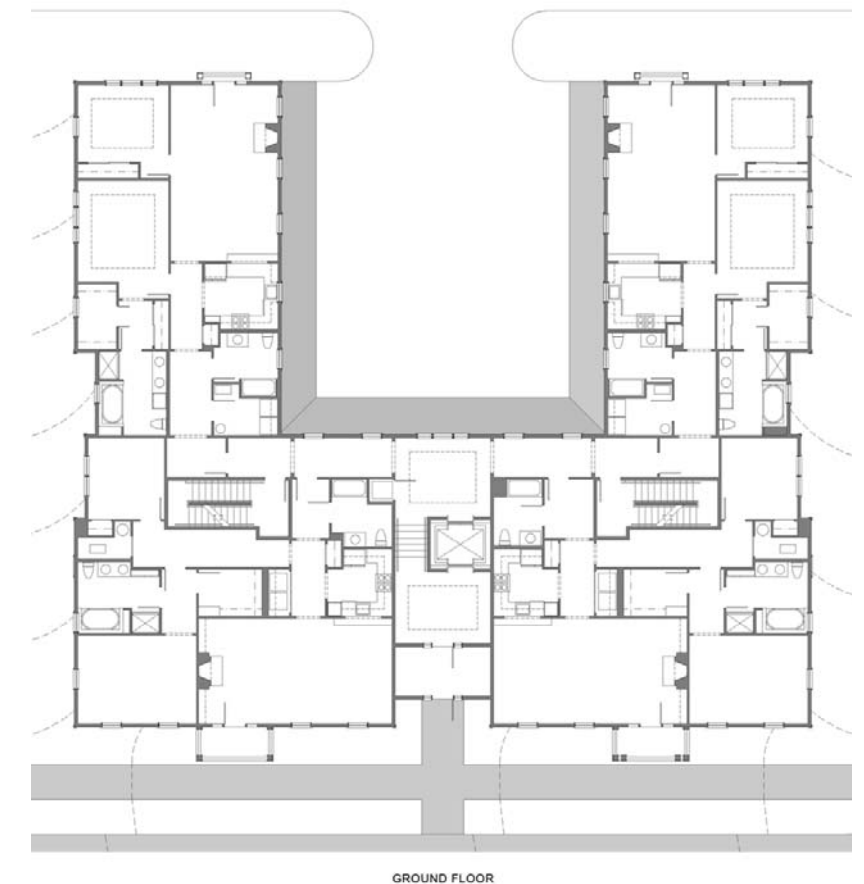
Traditionally found along main commercial streets in downtown centers. They consist of one or more floors of residential units above ground floor commercial space. Usually rentals, but can be condominium units. They provide housing for young adults who desire to live close to centers of activity and don't mind the additional noise. Typically studio, one or two bedroom units. Below is a historic commercial building with apartments above and to the right is a newly built example.



Chelsea Place, Bay Shore



Warwick Grove, Warwick, NY
Floor plan below shows apartment layout with parking below in the rear courtyard



Downtown Apartment Buildings

Multifamily buildings with a main entrance fronting the sidewalk and parking facilities located behind the building and hidden from view. Usually rental, but can be condominium with typically one or two bedrooms per unit. Below is a local example of apartments surrounding a courtyard just a few blocks from both the downtown

Fairfield at Farmingdale



area and the train station and to the right is a newly built apartment building in a residential neighborhood in upstate New York.

Artist Lofts

A newer housing type originally developed in vacant industrial buildings, artists lofts are now also being constructed from the ground up. They are designed to be used as both as a dwelling space and place of work by an artist, artisan, or craftsman. Artist lofts contain a open and flexible interior that is usually furnished by the occupant, although sometimes they are fitted out as one or two bedroom units.



ArtSpace in Patchogue



Harvester Artspace Lofts



Mission Meridian Live-Work Artist Lofts



Mount Ranier Artist Lofts



Live-Work Units

Similar to artists lofts but with a wider range of uses, they are jointly used for commercial and residential purposes, with a single owner, where the residential use of the space is secondary. These act as a transition between residential blocks and highly commercial areas and can help to incubate small businesses by allowing the owner to have both their living and working space under one mortgage. Can be office, retail or other commercial uses. Usually two bedroom units but they can be between one and three.



Architecture

Existing Architecture

Though the majority of development in Hicksville occurred during the 1950s and 60s, much of the downtown area was built during the century before that. Many of the most loved buildings in the downtown area were built in the years between 1890 and 1930. Both commercial buildings and the surrounding houses date primarily from this era.



Bank of Hicksville approx. 1900 and today

Buildings of this era are traditional in form and encompass a range of styles from Queen Anne, Tudor Revival, Spanish Revival to Classical Revival. They were constructed and clad primarily from natural materials including wood, brick, stone, stucco and ceramic tile. Many of these buildings, primarily those clad in wood siding, have been resided in a variety of newer, man made materials such as vinyl and aluminum siding, and “dry-vit” also known as EIFS or synthetic stucco. These newer materials, especially when applied without regard to the architectural details of the building, tend to diminish the historic character and give the building a generic feel.



Many members of the community have expressed an interest in restoring the qualities of the Broadway from their youth. Not all



Hicksville Firehouse approx. 1940 and today



Northeast corner of Broadway and Marie, approx. 1900 and today

of these qualities are architectural, but appropriate architecture can help set the stage for a more attractive and pedestrian friendly environment.

Hicksville also has several buildings that epitomize a mid century modern style of architecture. Though this style doesn’t have as wide a group of fans as more traditional styles, it still has architectural merit and should be treated appropriately.

Newer Construction

There are several buildings that have been constructed over the past decade that members of the community feel will be appropriate models for new construction within Hicksville. Many of these have traditional inspiration though many of the details have been interpreted in a more modern way.



Design Palette

In order to “raise the bar” on the quality of design, materials should be selected that are or appear to be natural materials. These materials have a more substantial and timeless feel that adds to the quality of a place. There may be certain situations where a material that is prohibited may be acceptable if used in a particularly unique or creative way, but the list is intended to reduce the use of material that are commonly used or misused in a way that detracts from the overall quality of the neighborhood.

Permitted and Encouraged Finishes

Wood- Trim, clapboard or shingle siding are traditional materials that are available in a wide variety of sizes and shapes to create a

high quality look.
 Fiber-cement- A lower maintenance alternative to wood that can achieve a similar look.
 Brick- Durable material that, when articulated correctly, can achieve a timeless look.
 Stone- See brick
 Pre-cast “stone”- More affordable alternative to cut limestone that can achieve a traditional look for lintels, balustrades and other details.
 Cement Stucco- Traditional finish usually applied in a smooth rather than textured manner. Not to be confused with EIFS.
 Metal- Typically used as an accent material on traditional buildings, whether copper or bronze, on more modern buildings it is a featured material.



Traditional use of wood, stucco, brick, and stone with slate roof and copper details

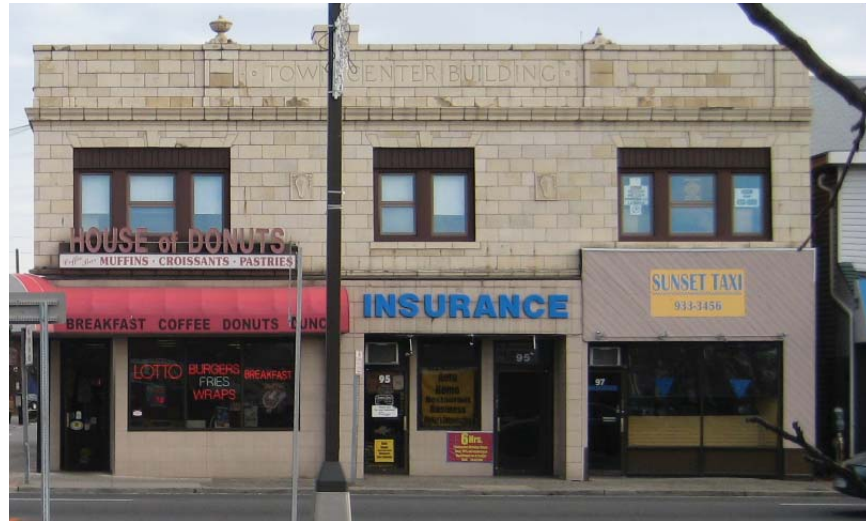
Prohibited Finishes

Plastic Shutters or inappropriately sized shutters- Shutters should be one half the width of the window and match the window height without trim. Their function is to “shut” to protect the window and should at least appear to do so. Hollow plastic shutters that are obviously screwed in place detract rather than enhance a facade.
 Satellite Dishes > 18” dia.- Not used often, but add to clutter on the building.
 Bronze Tinted Glass or mirrored glass- Glass should be clear or stained in certain ornamental situations. Tinted or mirrored glass detracts from the depth of a building facade.
 Illuminated Signs- “Box” signs have a cheap and plastic appearance. Vintage style neon tube lighting may be appropriate but not LED zipper style signs.

Vinyl and EIFS siding are discouraged though not prohibited. The use of authentic materials is encouraged but due to an understanding of financial constraints they may not always be possible. If these materials are used they should be used in the same manner as their authentic counterparts with appropriate trim detailing.

Before and After

Here are a few examples of existing buildings within Hicksville’s downtown and how they could be improved architecturally to add to the character of the neighborhood. This is not intended to pick on any shop owners or landlords, but to highlight common



architectural mistakes and ways to correct them. In most cases, original elements on pre WWII buildings are built following traditional proportions and architectural rules and can be used as models for renovations and new construction. Original architectural elements should be preserved or replicated as closely as possible to maintain the historic look.

Above is an example of a historic building that has had some “less than historically appropriate” modifications made to it. The majority of the second floor tile work and ornamentation are still there, but the replacement windows are too small for their masonry openings and the storefront modifications to the first floor have completely removed any original tilework and the modifications do not relate to the overall proportions of the facade.

To the right is an example where replacement windows have been sized correctly to fit the existing opening. Repair to the original, historic windows is another preferred alternative. The awnings/ signage have been designed to fit within the original brick openings and under the cornice that caps off the ground floor.



Broadway with original architectural detailing



Broadway today with modified facades

Transportation

Roads

Hicksville's street network provides a high level of connectivity both within the downtown area and to the surrounding neighborhoods. The grid layout of many of the streets allows for smaller block sizes and multiple routes to destinations that enhance the pedestrian experience. Many of Hicksville's roads however, have been reconstructed to maximize traffic volumes and speeds at the expense of pedestrians, cyclists and local businesses. Both Broadway and Newbridge Road carry roughly 28,000 cars per day heading to and from the parkway, expressway and regional shopping hub north of the downtown area. This is a large number of vehicles for a road to accommodate, but not so many that it can't be designed for both cars and people.

Broadway is the historical Main Street for downtown Hicksville. Even though all of the buildings on the west side of Broadway were torn down when the road was widened, most of the original structures still remain on the east side. In order for Broadway to once again function as a commercial Main Street, design changes should be made to encourage drivers to drive more slowly and cautiously and make the road safer for pedestrians.

Broadway currently has 12+/- foot wide lanes and wide shoulders that are only occasionally used for parking. This creates a wide open

feeling for drivers that encourages speeding. To slow drivers down, narrower lanes and curb "bulb-outs" should be used to discourage speeding as well as shortening the distance that pedestrians need to cross.

Newbridge Road has a very different character from Broadway. In many ways it serves as a bypass around the downtown area. In order to not compete with businesses on Broadway, Newbridge Road lends itself to a "green boulevard" treatment, which can still create a safe road for pedestrians, but without the intense commercial development of Broadway. Narrower lanes, bulb outs and street trees will still calm traffic to make the road safe for pedestrians and enhanced landscaping will help soften the appearance of the road and minimize the effect of surface parking lots.

Trees planted in the median of both Broadway and Newbridge will help to narrow the appearance of the road to drivers, slowing them down, and enhance the appearance of the road with additional green plantings. Some varieties of trees that are tolerant of the dry and salty conditions are Red Oak, Japanese Zelkova, Thornless Honey Locust, and the Kentucky Coffee tree. All of these trees are tall enough to provide both shade to the roadways as well



Street trees in median

as help visually narrow the road. For the space between trees, a ground cover such as creeping lily turf can add greenery year round to the downtown while being tolerant of both drought and salty conditions.

Jerusalem Avenue is not as wide as Broadway or Newbridge, but is still dangerous for pedestrians as it has only one crosswalk north of Old Country Road which doesn't even have a traffic light. In order

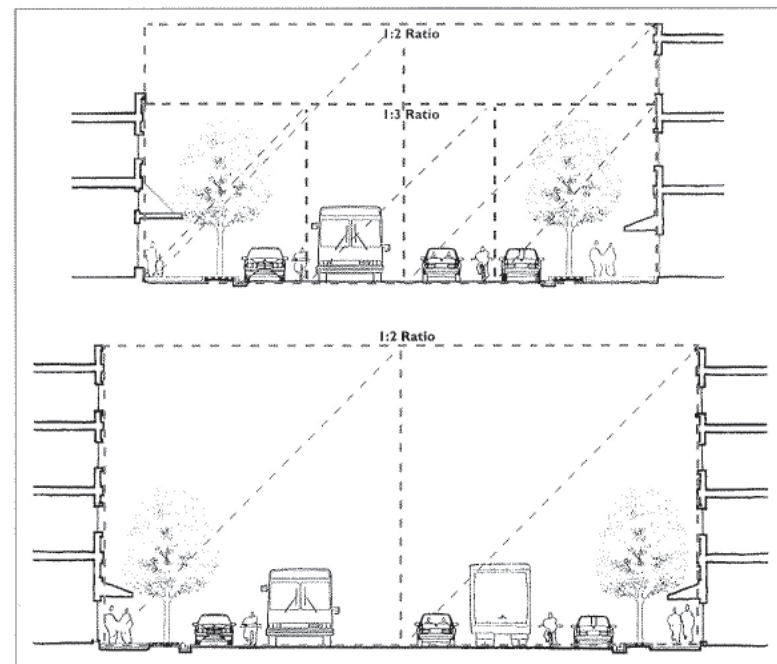
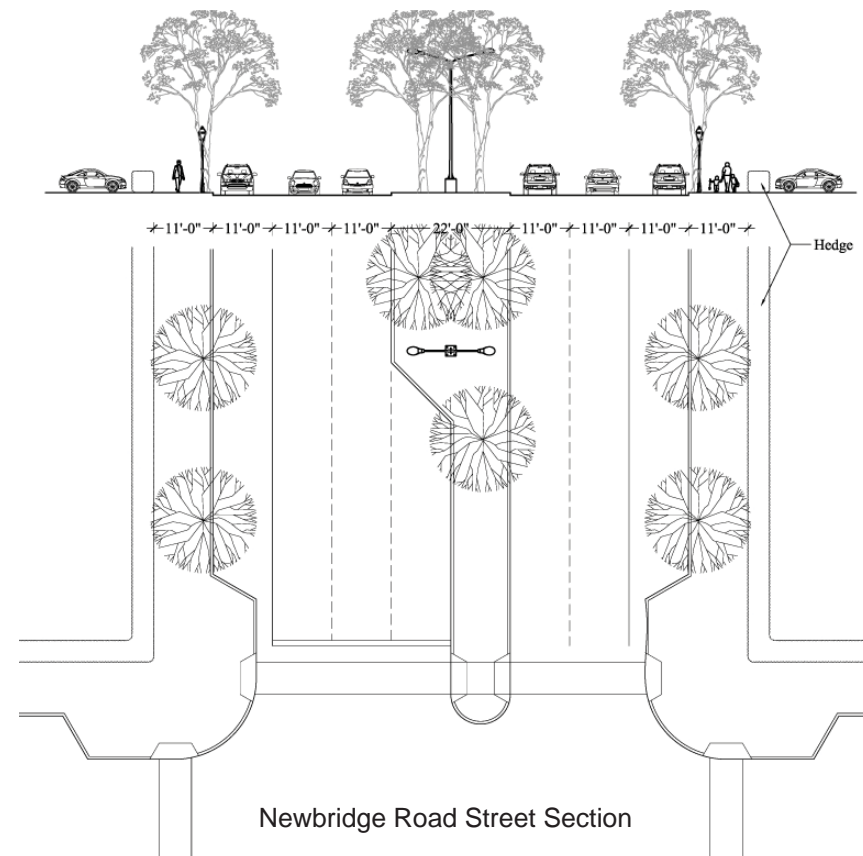
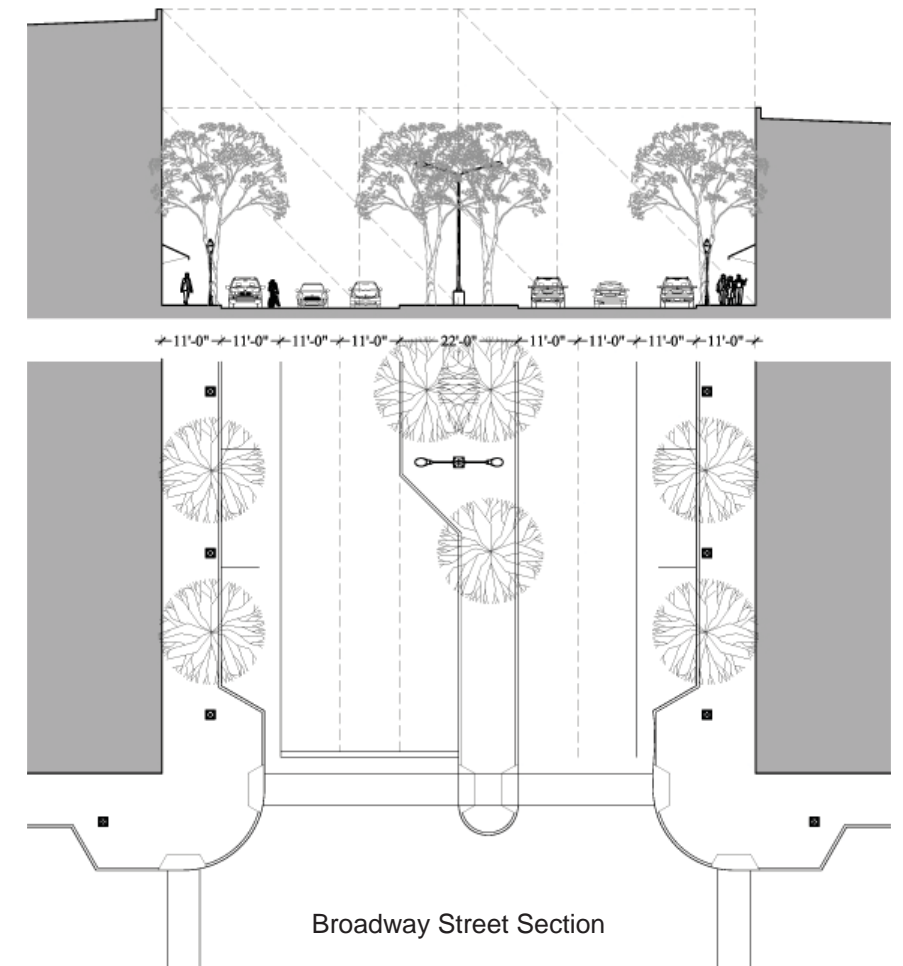


Figure 4.2 Illustration of height to width ratios that create a scale on thoroughfares that is comfortable to people and encourage walking (human scale). Human scale ratios fall between 1:3 and 1:2 as measured from the building fronts. Source: Community, Design + Architecture.



Newbridge Road Street Section



Broadway Street Section

to calm traffic along this road, on street parking should be added in places where it doesn't currently exist and the second southbound travel lane where the road splits from Broadway should be removed to reduce the "speedway" effect of the road. Crosswalks should be added at all intersections between Broadway and Old Country Road. Because the park at the intersection of Jerusalem and Broadway has become a central focus of the community since it was created when the intersection of Broadway, Jerusalem and East Barclay was modified, reconfiguration of the curved road through the park will help to make the park a more usable space in the downtown. A more traditional perpendicular intersection with crosswalks can help make pedestrian access to the park easier. Further study is needed to determine the best way to direct traffic in this portion of the downtown.

Parking

Due to the highly used commuter rail station and large amounts of auto oriented commercial uses in the area, much of downtown Hicksville is covered with surface parking. Most of this parking is full during the day when commuters are at work and sits empty in the evenings once everyone has gone home. Consolidating the many surface parking lots into structured parking would free up land for development that can enhance, rather than detract from the surrounding community.

Local businesses don't have enough parking for their customers during business hours. Some side streets within the triangle that do not allow for on street parking, such as parts of Jerusalem and Nelson, should be changed to allow parking and other streets such as Marie which are wider than necessary, can be re-striped to allow diagonal parking on one side of the street to add additional parking near the stores. In all metered parking, enforcement should be done to minimize commuters parking all day in spots designed for shoppers, but still allow a bit of flexibility for shoppers so as not to scare them from the area.

Since the majority of the parking demand is during the day and much of the activity in successful downtowns is in the evening (restaurants and bars), shared parking can be used to accommodate both uses without needing to create additional spaces.

Shared parking, according to the Urban Land Institute, "is the use of a parking space to two or more individual land uses without conflict or encroachment." This system exists, the ULI writes, as a means to accommodate parking in developed centers where there are significant variations in accumulations of vehicles by hour, day, and season. When used effectively, this maximizes efficient use of the space set aside for parking.

Since paving over large areas of land for parking is many times



Screened Parking



needed, the space must be used efficiently as possible to minimize the necessary paving. The present system as described by Todd Litman in Parking Management Best Practices, assumes that "more is usually always better." In other words, that the amount of space must always be expanded to accommodate increased demand. This, however, creates a cycle that encourages further automobile dependency because of reduced walkability that in turn requires more and more parking space.

Shared parking, however changes the situation by optimizing already existing space set aside for parking. Because a building like a church or office requires parking, but does not keep the same hours as a bar or theater, shared parking allows the different sides to come to an agreement that allows their users to share the areas already set aside for parking, thus preserving space for more useful and valuable purposes.

Municipal lots are located throughout the downtown area. Many are used almost exclusively for commuter parking, but others are geared towards downtown shoppers. Some of these lots have time limits that may no longer be appropriate for the way they are currently being used or how they could best be used in a downtown shopping area. The lot at the southwest corner of Jerusalem and Marie is a good example of this. Short term parking used by shoppers should be given prime locations closest to shops. Medium term parking for employees should have second priority. Long term parking for commuters should be located in the spots farthest from shopping areas. Much of the commuter parking is centered around the station itself, which makes obvious sense, but overflow commuter parking should be located in areas where commuters will pass by and hopefully shop at local businesses on their way to their car- not taking spaces away from shoppers. Parking for non- Oyster Bay residents should be provided in some locations, but at a higher rate than residents whose taxes help to pay for the lots.

Some of the parking lots for downtown shoppers are located in areas that may not be obvious to first time visitors of Hicksville. Clear signage indicating the location of these lots should be installed to make parking easier for visitors to Hicksville.

All parking lots, whether municipal or private, should be screened so they do not detract from the pedestrian experience along the sidewalk. Hedges, fences or garden walls should be used to block or screen the view of the parked cars from the sidewalk.



Well Marked Parking Lots

Off street parking requirements in many municipalities, including the Town of Oyster Bay, do not take into account shared parking and are designed to accommodate peak parking demands, not typical parking demands. This makes meeting the off street parking requirements in a downtown area very difficult where lots may be too small to meet the requirement. Most uses currently require 5 parking spaces per 1000 square feet of commercial space. With each parking space being almost 200 square feet in size, once aisles are included, the parking lot becomes larger than the building itself. In a walkable downtown area, a ratio of 3 spaces per 1000 sf or 3.5 spaces per 1000 sf is a more accurate reflection of the true parking needs.

Since there are many sites that may not even be able to provide this amount of parking on site, a parking district could be created to manage parking throughout the triangle. Property owners that aren't able to provide the required off street parking can pay into a fund that can be used to build structured parking on municipal lots in the future to meet the demand, rent parking spaces for commuters at the Broadway Mall, or to subsidize transit passes to encourage

employees to take the train or bus to work.

Since during the course of this study the town parking garage on Newbridge Road was torn down and reconstructed, parking patterns and behaviors were different than they would be normally. Now that the parking garage is complete and being used, the Town could conduct a study to re-evaluate parking needs within the downtown.

Transit

Hicksville has the benefit of access to a transit system with a high level of service. More trains stop at the Hicksville station than most stations on Long Island. In addition, it sits at the convergence of several major roads with several bus lines. This provides an opportunity for Transit Oriented Development which is development that is not just adjacent to transit lines, but is designed in a way to encourage the use of transit by creating a walkable environment. When walking to the train or bus is made attractive and comfortable to the pedestrian, they are far more likely to choose that option over driving a car. Having more “built in” customers for the transit system helps the system improve service for all users.

The Hicksville train station serves between 14,000 and 16,000 commuters and other users per day. It is second only to the Ronkonkoma train station on Long Island. It provides a high level of service due to the convergence of two lines and frequent trains. Because of this, many of the users of the Hicksville station come from areas outside of Hicksville.

Central Bus Location

The NICE bus system has several bus lines run through Hicksville and stop at the train station. There isn't a formal bus station so the buses stop along Newbridge Road and park along Nelson which cause safety and visibility problems for both drivers and pedestrians. An centralized off street pick up/ drop off location can consolidate all of the bus stops near the train station into a single location that is safer and more convenient for its users.

The design team looked at several possible locations for this. One location could be the large, town owned parking lot immediately north of the train station building. This site allows passengers who are transferring between the bus and the train easy access without having to cross any roads. However, having only one frontage on a major road may cause an inconvenient path for circulation of the busses into the site.

Another possible site is the MTA owned lot between Newbridge and

Jerusalem. This lot is smaller, but it does have frontage on two major roads which may make for easier access for the bus routes.

Both of these locations would result in a net loss of parking spaces for commuters. The total amount may not be very large, but should be weighed against the improved safety.

If the community wishes, a multi level intermodal center, like the one in Mineola, could be built that can provide a safe place for bus riders and provide additional parking that can help free other parcels for development. The site west of Newbridge Road could accomodate more parking than the one between Newbridge and Jerusalem, but the same access issues remain.

In addition, if the structure were built between in the long narrow lot, retail liner shops on the ground level can help create an attract an interesting walkway for pedestrians leading to the park and Broadway while the building itself can screen noise and the view of the elevated tracks from pedestrians.

Public Space

Americans tend to prioritize private space over public space leaving sidewalks and parks in poor condition while much gets spent on backyard patios and pools and elaborate kitchens and family rooms. Over the past several decades people have been spending more time in the private realm and less time in the public leading to a lessening of a sense of community and many people feeling alienated. Informal social interactions help to connect us with our neighbors and larger community and public space is the stage for many of those interactions to take place.

Many of Hicksville's public spaces have been neglected, leaving sidewalks in disrepair and litter throughout the downtown. The walkability and beautification committee took a walking tour of the downtown area to identify issues and propose solutions for them. These recommendations were presented to the Town of Oyster Bay and are listed below.

Recommendations for Beautification

- Trash and Recycling receptacles— installed and emptied regularly in downtown area and surrounding train station. Cans should match existing cans and spaced at 150 feet maximum.
- Flower basket hanging from lampposts- installed by TOB, maintained by Chamber
- Benches throughout downtown area at least 2 per each side of the block along commercial streets
- Storefront clean up/ renovation- brochure to give storeowners information on storefront design and funding
- Minimize curbcuts at private lots, add screening from street (3'-4' high)- either hedge, fence or garden wall. Species should be drought tolerant, evergreen and low maintenance
- Low evergreen hedge or garden wall at perimeter of park to provide buffer to users of the park from surrounding traffic
- Maintain / remove weeds growing in pavement cracks
- Screen dumpsters with either fencing or evergreen landscaping
- Public Art and Music under tracks and in the park possible by local artists
- Add information kiosks near train station and other prominent locations to direct shoppers to local businesses



- Add electrical outlets in the park
- Fix/adjust sprinklers within the park

The Town of Oyster Bay has already begun to make progress with these recommendations.

In addition to general recommendations throughout the downtown area, the committee developed recommendations specific to conditions at the train station and under the elevated tracks. These recommendations have been presented to the MTA/LIRR.

Recommendations for Train Station

- Pigeon control- eliminate access to roosting spots, periodically clean under tracks
- Add ticket machine under tracks near Taxi office
- Garbage cans throughout station area to reduce litter, smoking posts to reduce cigarette butts
- Planters w/ shrubs to soften appearance of station, parking
- Powerwash or paint trestle and supports
- Improved lighting under tracks-possibly through NYSEDA's "Right Light" program
- Mural or other public art to improve space under tracks.

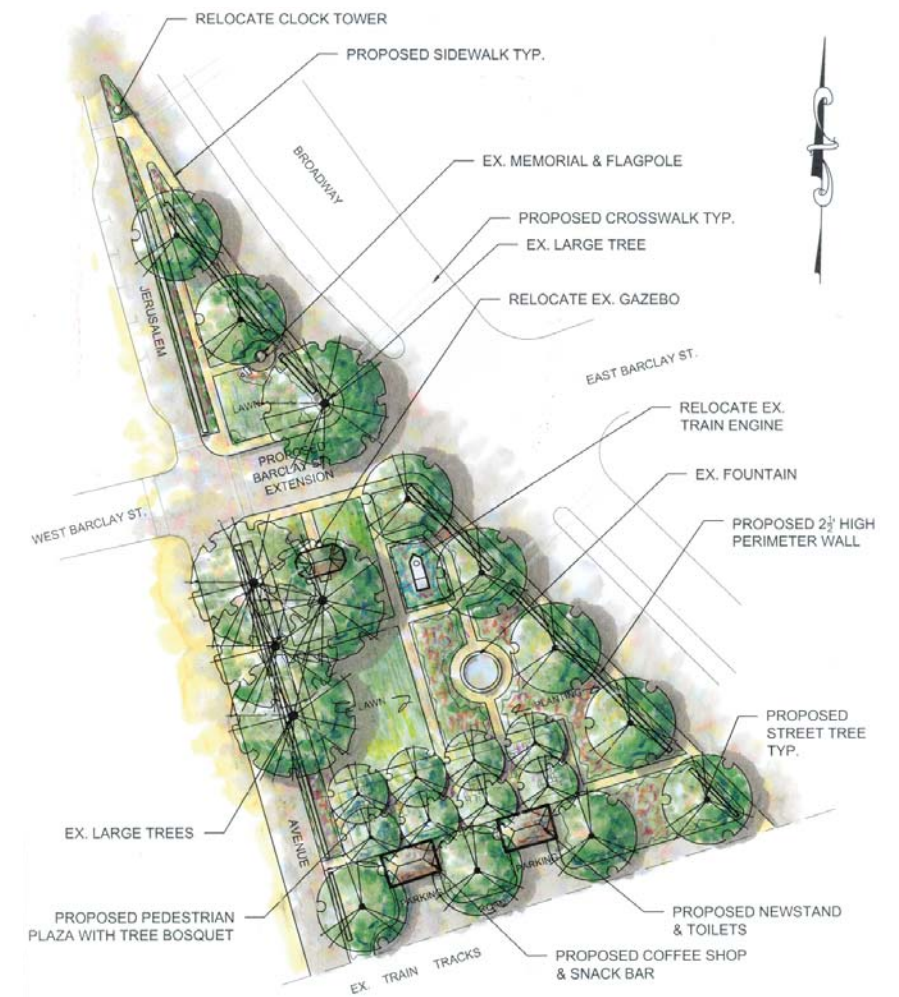
The MTA has already removed the green plastic fencing and has sent a letter to the committee explaining their maintenance procedures and what they can and cannot do. The committee will continue to work with the MTA to complete more of these items. For ongoing maintenance of station beautification efforts, an organization dedicated to the train station like the Pelham Preservation Society or the Friends of the Huntington Train Station would help to ensure that the station is maintained.



JFK Memorial Park

One of the central public spaces in downtown Hicksville is the JFK Memorial Park. This park that was created as a by product of a roadway alteration has become a primary focus of the downtown. In order for this park to better serve the community, changes should be made to create more usable space and better access to the park from the surrounding area.

The MTA parking lot at the south end of the park doesn't contain a large number of spaces. The MTA may be willing to give up this parking lot if those spaces can be accommodated elsewhere in the triangle. This would allow the park to expand significantly creating more space for the residents to enjoy. Removing the curved road that leads to East Barclay from Jerusalem and replacing it with a standard right turn onto a reconnected Barclay creates more contiguous park space and a more interconnected street network. It also makes access to the park easier for pedestrians with crosswalks at normal intersections.



The south end of the park could be developed into a plaza shaded by trees with kiosks selling coffee and newspapers or cafe lunches. The trees at the plaza as well as the kiosks would help to buffer the park from the noise and view of the elevated train tracks.

The existing gazebo would be relocated immediately south of Barclay fronting a large lawn and could serve as a small bandstand for picnic concerts at the park. The Village of Northport has a similar gazebo, that it transforms into a bandshell in the summer through the addition of acoustic panels to the rear of the structure.



Events and Amenities



Encouraging events downtown helps to revitalize communities. Bringing residents together in central locations promotes a greater sense of community and value for public spaces. People who congregate and socialize in these areas tend to spend their money there, which goes directly into the neighborhood's economy. As well as encouraging other development, this creates jobs, enhances property values and the local tax base, and stimulates existing businesses.

Local markets for farmers and other merchants are especially valuable in this regard. Aside from the obvious dietary and environmental benefits from promoting local food and other products, these markets infuse communities with new economic activity. They integrate local consumers and producers into public marketplaces



that act as communally oriented alternatives to big box retailers. Moreover, according to a 2002 study from the Project for Public Spaces, downtown markets also have the added advantage of bringing consumers to local businesses. Examining the habits of 800 different consumers at eight different urban markets across the United States, they found that people who came to these events tended to patronize other nearby shops and businesses outside of the market. Specifically, it found that over 60% of market shoppers patronized local businesses, and of this group, 60% only did this on days that they visited the market. Moreover, when considering the vendors, these markets provide an inexpensive opportunity to create their own small businesses. According to the Project for Public Spaces' survey, 83% used personal savings for this purpose and 54% only required \$1,000 or less to accomplish this.

Increased patronage translates into significant gains for downtown revitalization. One example, Manhattan's Union Street Greenmarket, demonstrates this particularly well. Founded in 1976, at a time when only drug dealers seemed to be successful in the neighborhood, it has since blossomed into the flagship farmers market in the Greenmarket system. It features 75 different regional producers and receives 60,000 daily visitors in its peak season. This success has also been helpful for the surrounding neighborhood. Compared to the rest of New York City where storefront vacancies are at 10%, in Union Square, the rate is only 3.4% and each square foot of retail space commands \$300 in rent, a rate comparable only to Soho and Midtown Manhattan.

Altogether, public markets can be important generators for local job growth and development. They feature local businesspeople, sell to the local community, and sell locally produced goods. In other words, money spent in the community, stays in the community.

As a result of the public workshops done in January and March of 2010, where a substantial number of residents expressed a desire for a farmers market within the downtown, a farmers market has been established on Sunday mornings, during the summer and fall, in the commuter parking lot between JFK Memorial Park and the train tracks. So far this market has been popular and has been bringing people into the downtown area at times when they would not ordinarily visit.

Other events such as movie nights and "family fun nights" can be used to encourage people to visit downtown Hicksville. Downtowns throughout Long Island have been using evening events to bring people into the downtown, usually on weekdays in the summer. Northport Village hosts a "Family Fun Night" on Tuesday evenings in the summer where main street is closed to traffic, collectors



display their classic cars and live music plays on a small stage while visitors snack on ice cream and hot dogs. They have craft tables for kids and local businesses can set up tables on the sidewalk or hold special discounts for customers. Other downtowns, such as Glen Cove hold similar events.

The Town of Huntington holds several drive in movie nights during the summer. Though they are held in one of the town beach parking lots, a municipal lot in the downtown center could also be a good location. Families can order take out from any of the many restaurants in the area and have dinner during a movie. Alternatively, having a movie in the park and allowing families to picnic on the grass is another option.

Another event that may help to capitalize on the great number of commuters in Hicksville could be an "Alive at Five" event similar to Patchogue where live music and other activities cater to people getting out of work, before they go home. Theme nights of a "Jam Session" night featuring different genres of music could appeal to



Photo: Richard Podlesney & Melissa Maravell
Sage Design, Greenlawn, NY

different audiences.

Downtown Hicksville already has several cultural amenities that can be expanded upon. The reopened Long Island Puppet Theater and the Gregory Museum can become the core of a larger cultural district. Other family friendly uses within walking distance can help support these attractions and make Hicksville a destination for family activity. Northport Village holds an “Art Walk” several days during the warmer months. Many shops display artists work and both the shops and the artists gain exposure from new people visiting the downtown. A similar event could be held in Hicksville.



Market Viability

This report studies the viability for revitalization of Hicksville’s urban center. It examines several other successful projects and then draws comparisons to Hicksville. The precedent projects include two new retail main streets, three transit-oriented mixed-use urban center developments, and two existing main street revitalizations. The success of these projects indicates that revitalization is viable. The strategies these projects use to be successful are described below. A suggestion of which strategies might be applied to Hicksville is also included in this report.

I. Successful New Main Streets

Two highly successful examples of new retail main streets are Santana Row in San Jose, CA and The Grove in Los Angeles. What makes these retail areas successful is that they use the same strategies indoor malls use to attract customers. They have one or two anchor tenants, typically department stores that everyone visits. The smaller stores draw from the foot traffic of these larger stores to generate business. These new main streets also use the same management techniques malls. Management dictates the location of various smaller store types so that they reinforce the foot traffic for specific types of retail. Stores are a mix of national chains



and local stores. Management looks after maintenance, events, and security to improve the overall experience and viability of the retail. Where these new outdoor main streets have added attraction over a traditional indoor mall is that they provide an entertainment component with outdoor cafés, a pedestrian-oriented urban atmosphere, plantings, theater, and entertainment. The two new main streets below follow these strategies and have demonstrated financial success.

Santana Row is a new mixed-use main street in San Jose, CA. It has 680,000 square feet of retail and 1200 residential units. It has a Best Buy as an anchor tenant at one end of the main street and a small arts movie theater at the other. The retailers, which include clothing, home goods, and food are some of the most profitable stores in the California Bay Area. Some of the retailers are national chains, which draw consistent crowds, while some local shops are included as well. Very successful residential units exist above the smaller main street stores and on side streets. They are attracted by the lively atmosphere of the area. Structure parking is located behind the stores. The entire area has professional management similar to a shopping mall.

The Grove is similar to Santana Row. It has Nordstrom as an anchor tenant and a mix of national and local main street shops. It has an entertainment component that includes many shows in its plaza, and a small movie theater. It has an extremely large permanent farmers market as well. Again, this is one of the more successful retail locations in the Los Angeles area due to its main

street atmosphere. Structured parking is located behind the stores. The area has full time professional management.





II. Transit Oriented Retail and Mixed Use Centers

The following three projects have no anchor tenant, but they do have several thousand visitors to their train stations on a daily basis. In these projects, the train station can act as a major draw to the area and act somewhat like an anchor tenant. For this situation to be viable, pedestrian traffic from the train station must be clearly directed to the retail or mixed-use center.

Rockville Town Square is located in an old suburb of Washington

D.C. The area was characterized by underperforming businesses and vast areas of surface parking. The site is one and half blocks from a Metro rail station. The new urban center built on the site has a mix of retail, residential, and office. There is no anchor retail tenant, but it has 185,000 square feet of retail space with a mix of smaller size national chains and local entrepreneurs. It has been able to attract approximately 20 retailers and over 20 food establishments due to the proximity of the Metro Station. The largest retailer is CVS. As in other new main streets like the Grove, there is a plaza for entertainment events that are offered through out the year by the management. There are 644 residential dwellings located above

the stores. There is also some office use. Structured parking is located behind the stores.

Bay Meadows is located in San Mateo, CA and includes the redevelopment of a large underutilized site adjacent to a Caltrain Station. Designed by Cooper Robertson & Partners the plan includes 160,000 sf of offices and a retail main street located directly adjacent to the train station. The 80,000sf of retail has no anchor tenant and instead relies on pedestrian traffic from the train station. Several blocks incorporate 800 new residential dwellings that are located within a walking distance of the station. The design of new streets and landscaping reinforce the pedestrian experience. Vistas and visual monuments provide orientation for the pedestrian. The project has received development approvals by regulatory authorities.

Orenco Station is a new transit-oriented town center located about 45 minutes outside Portland, Oregon. The town, which began planning in 1994, is located on the new Westside MAX light rail line that connects Portland to a high tech industrial area. While the focus of the new town center is the creation of 1800 dwellings for the people working in the industrial area, the plan also includes over 200,000 square feet of retail and 30,000 square feet of office. Key to the viability of the plan is the connection between the pedestrian and the train, retail, and residential areas. Retail is supported by visitors to the train station, by local residents, and by people who are looking for a high quality urban retail atmosphere. Sidewalk cafes, high quality landscaping, and pedestrian dominated street design all contribute to the successful urban retail atmosphere. Dwellings include a mix of single-family homes, townhomes, apartments, and lofts above retail. The new rail line is also credited with helping revive Portland's downtown.





III. Existing Main Street Revitalizations

Main Streets are revitalizing themselves with Business Improvement Districts (BID) and other forms of professional management. Georgetown M Street in Washington DC is one example. When Washington DC's subway system was constructed in the 1970's, Georgetown residents did not want a subway station. In the following years retailers survived but few thrived. Then Georgetown created a Business Improvement District, which funded a circulator bus that connects its stores to the closest subway stop 10 minutes away. This resulted in dramatic improvement of existing local business and expansion of business on vacant lots. The planning strategies undertaken by the BID are analogous to those of shopping mall management. The business plan includes Streetscape Improvements, Marketing and Promotion, Public Safety, Transportation, Public Health, Homeless Outreach, and Administration.

The BID has included planting initiatives such as planting baskets that are suspended from lampposts, improved paving, and other small pocket park improvements. They created a partnership with urban forestry administration for local tree pruning. It also does maintenance including weed cleaning, power washing, and graffiti removal. The BID also puts up Holiday banners and decorations.

The BID maintains a website and newsletter to help market local businesses and services. Marketing consists of a continuous



campaign, not as a one shot. They have branded themselves with a positive image and created their own graphic standard. They host outdoor events including Taste of Georgetown and Summer Happy Hour.

The BID's website: <http://www.georgetowndc.com/>

Ferndale, MI Ferndale's Main Street received a Great American Main Street Award from the National Trust of Historic Preservation. Its location north of Detroit would suggest a town with strong economic challenges, however over the past ten years this small town's main street has reduced its vacancy rate from 30% to 6%. The town established a Downtown Development District, which has similarities to a Business Improvement District. The total public investment over 10 years was \$4,888,785. This attracted \$35,182,705 in private investment. The program generated 33 new businesses, rehabilitated 163 buildings, and constructed several new buildings. The town credits the Development District Organization with its success through the recession.

IV. Local Revitalizations

Several downtowns on Long Island have undergone successful efforts of revitalization. Bay Shore, Patchogue and Westbury are three downtowns that have begun the process of turning around their downtown from several decades of decline.

For many years Bay Shore underwent a decline as new development

outside of the downtown drew shoppers away from Main Street. That coupled with a high concentration of social services led to increased vacancies and higher levels of crime. Bay Shore school district has a close relationship with the surrounding community. The partnership between them has helped to spearhead much of the revitalization efforts.

Over the past 10 years, new developments within the downtown have started to bring people back into downtown and more shops beginning to open. In 2003, Southwind Village was constructed one block north of Main Street. In 2008 Chelsea Place was constructed across from the train station on the site of several blighted houses. It was conceived as a row of condominium townhouses with a small portion of retail at the corner. Due to banks tightening their lending practices, the condominiums are currently being rented as apartments. Several additional housing development is also under construction.

The Boulton Center for Performing Arts serves as an anchor within the downtown and many restaurants help to create an evening destination.

Patchogue's downtown has had a similar history to Bay Shore's. Over the past decade or so, new housing developments between the train station and Main Street have helped to bring customers into the downtown. Copper Beech Village is a condominium project built in 2006 and the Artspace which provides low cost apartments for artists was built next door in 2011.



The Patchogue Theater for the Performing Arts, much like the Boulton Center, serves as an anchor and a large number of restaurants help provide evening activity within the area.

Over the last decade, the Village of Westbury has undergone an effort to revitalize its downtown along Post Avenue. Over 80 storefronts and commercial buildings have been renovated and improved. The Bristol assisted living facility was constructed as well as the condominiums on the corner of Post and Union. Two additional condominium developments have also been constructed within the downtown area. These will help bring customers for the shops along Post Avenue. The vacant gas station at the corner of Post and Maple has been removed and turned into a public plaza. The Westbury theater has been purchased and is being renovated to become a dinner theater which will serve as an anchor and bring additional visitors into the Village. In addition the Village holds street festivals to draw people into the downtown area.

V. Implications for Hicksville

The examples above illustrate successful growth of several transit oriented mixed-use centers. Strategies they use to make themselves viable could be considered for Hicksville. Below are some of the successful strategies for consideration:

a) Strong pedestrian connection between the train station and the retail supports retail businesses. Since the Hicksville station has

about 14,000 to 16,000 visitors each day, then directing a percentage of these visitors to Broadway will help support retail. This implies that the route from the Hicksville Station to Broadway must be redesigned to be direct and very pleasant for the pedestrian.

b) The successful main streets use professional management similar to that of a traditional shopping mall in order to have competitive success.

c) The residential component of the examples succeed due to their proximity to a lively urban retail area as well as to their comfortable pedestrian access to transit. The Urbanomic 20 Year Downtown Growth Allocation HUB Report of Sept 10, 2009 table 7 discusses the potential for 775 new residential units in Hicksville over the next 20 years. Based on the examples, the growth of residential dwellings can be supported by enhancing the urban retail experience and providing comfortable access to transit.

d) The successful main streets usually include a mix of nationally branded smaller stores along with local stores. Nationally branded stores are a strong attraction and incentive for further local retailers to emerge. National stores locate in areas where there is predictable strong foot traffic.

e) Parking is located behind buildings so that the pedestrian is given first priority.

Tax Impacts and Property Values

The effects of downtown revitalization tend to spread to the larger community beyond the immediate downtown core. Encouraging mixed-use and multi-story downtown redevelopment increases property values and provides a new source of revenue for local and county governments that relieve existing property owners of an ever increasing tax burden. This is especially evident when this development model is compared to big box stores, shopping malls, or single family homes.

According to Public Interest Projects, a real estate developer in Asheville NC, studies of Sarasota County in Florida and Asheville have shown that mixed-use development concentrated in downtown centers will generate significantly more revenue per acre. As Joseph Minicozzi, a planner for the organization, argued, "Urban development produces a valuable yield, like that of a cash crop, while low-density suburban development is the equivalent of growing an acre of grass. By our estimates, suburban development doesn't even cover the cost of the infrastructure that serves it in a reasonable period of time." [i]

This trend would hold true for community revitalization in Nassau County as well. According to statistics compiled by Urbanomics, a sub-consultant for the Nassau County Master Plan, by 2030 commercial (\$79.2 million) and residential (\$74.2 million) development in the County's 18 existing downtowns has the potential to raise an estimated yearly total of \$153.4 million in tax revenues by 2030. Specific to Hicksville, this will likely amount to \$4,234,500 in commercial and \$3,964,814 in residential for annual property taxes. This additional revenue, if managed properly, would have the potential to keep property taxes low while also raising home prices for existing residents due to the increased value of homes close to vibrant downtown centers.

Although critics have contended that constructing multifamily rental housing will impose a larger burden on schools than single family homes, the truth is actually the reverse. Because residents who favor denser multifamily housing tend to be young singles and couples without children, as well as senior empty nesters who no longer wish to own homes, they generally enroll considerably less children in the school system.

When looking at the 140 multifamily housing complexes in Nassau County surveyed by the U.S. Census Bureau in 2008, there were a total of 10,926 units which generated only 1,700 school-age children. This established a ratio of 0.16 school-age children per dwelling, which when compared to the 0.53 ratio for all occupied homes, imposes a significantly smaller burden on county districts. In Nassau County 89, or 64%, of the complexes surveyed were

tax positive with 51, or 36%, negative. In the Town of Oyster Bay specifically, 17 out the total 23 multifamily complexes located there were tax positive. Based on this trend, Hicksville has the potential to turn the downtown area into an even bigger revenue source, which would help to keep a check on rising property taxes.

Below are tables taken from the Urbanomics study of the tax impacts of different types of development in Nassau County. There study analyzes the current breakdown of how tax revenue is distributed and how much revenue is generated under different scenarios. In tables 7, 10, and 11 tax rates and revenues are broken into 4 classes. Class 1 is single family residential, class 2 is multi family, class 3 is utilities and class 4 is commercial development. In Table 11, the current property tax revenue is compared against a revenue generated under the maximum FAR (Floor Area Ratio) allowed under current zoning and against a "Concentrated Growth Allocation" represents mixed use development concentrated in downtown centers adjacent to train stations. The study also looked at downtown Glen Cove and Hempstead as other centers of growth.

Additional tables show the revenues generated from sales and hotel taxes, change in school expenditures due to additional students relative to increased tax revenue, economic impact of construction and so on. Additional information can be found in the 2010 Nassau County Master Plan. The conclusion and summary from the report

Table 7: Nassau County Tax Rates by Service by Study Area Property Class

Applied per \$100 of Assessed Value (County rates are not exactly the same in each category due to property tax caps.)

County Tax Breakdown	Hicksville			
	Class 1	Class 2	Class 3	Class 4
General Fund	22.068	15.778	23.257	13.732
County Environmental Bond Fund	0.678	0.536	0.705	0.49
Fire Prevention	2.088	1.65	2.171	1.508
Nassau County Community College	6.911	5.463	7.184	4.992
County Police Headquarters	38.662	30.56	40.194	27.924
County Sewage Disposal*	12.212	11.913	33.197	13.243
County Sewage District	5.204	5.496	14.473	5.973
County Police	49.561	49.182	138.637	55.504

*Hicksville is in County Sewage Disposal District #3.

states that Hicksville shows a tax benefit under all three development scenarios, with the greatest benefit under the "Concentrated Growth Allocation" The school district would net over \$9 million more over current conditions and the town would net an additional \$2 million with the concentrated growth over the Max FAR build out scenarios. Of the three downtowns studied, Hicksville stands to gain the most tax benefit.

Table 10: Hicksville Municipal and Special District Tax Rates by Class

Applied per \$100 of Assessed Value

	Class 1	Class 2	Class 3	Class 4
Combined Municipal Rate	528.53	574.62	847.763	475.625
General Fund	13.098	9.992	13.94	8.276
Part Town	1.859	1.497	2.023	1.321
Highway	25.554	20.568	27.809	18.158
Drainage District 1	4.103	4.298	10.84	4.809
Lighting	3.034	3.179	8.016	3.556
Parks	10.533	12.988	26.004	13.192
Sanitary	27.036	41.832	83.705	29.88
Solid Waste Disposal	10.503	11.389	27.24	12.277
Public Parking	1.546	1.62	4.085	1.811
Special Districts				
Fire	19.791	24.427	48.905	24.812
Water	12.897	15.915	31.866	16.158
School & Library	398.579	426.916	563.33	341.375

Source: Nassau County Assessor's Office

Table 11: Nassau County Property Tax Revenues by Study Area Property Class and Scenario (per \$100 of AV)

	Hicksville				
	Class1	Class2	Class 3	Class 4	Total
County Combined Total	137.38	120.58	259.82	123.366	na
Existing Conditions					
AV	0	0	0	152,563	152,563
Revenues	0	0	0	188,211	188,211
Max FAR					
AV	0	0	0	1,846,775	1,846,775
Revenues	0	0	0	2,278,292	2,278,292
Concentrated Growth Allocation					
AV	0	581,010	0	2,482,123	3,063,133
Revenues	0	700,570	0	3,062,096	3,762,666

*Hicksville is in County Sewage Disposal District #3.

Source: Nassau County Assessor's Office

Source for tables: Nassau County Master Plan-Urbanomics

Table 13: Concentrated Growth Allocation Development Sales and Hotel Tax Revenues

Downtown	Retail sf (30% of Non Res Total)	Taxable Sales (80% of \$350 psf)	County Sales Tax Revenues (4.25%)	Hotel Rms	Annual Average Occupancy (75%)	County Hotel Tax Revenues (3% of Room Rates \$175)	Total County Sales and Hotel Tax Revenues
Existing Conditions*							
Glen Cove	85,491	\$23,937,480	\$1,017,343	0	0	0	\$1,017,343
Village of Hempstead	167,000	\$46,760,000	\$1,987,300	0	0	0	\$1,987,300
Hicksville	37,326	\$10,451,280	\$444,179	0	0	0	\$444,179
Maximum FAR							
Glen Cove	79,641	\$22,299,564	\$947,731	0	0	0	\$947,731
Village of Hempstead	676,921	\$189,537,936	\$8,055,362	0	0	0	\$8,055,362
Hicksville	158,295	\$44,322,600	\$1,883,711	0	0	0	\$1,883,711
Concentrated Growth Allocation							
Glen Cove	216,320	\$60,569,600	\$2,574,208	300	82,125	\$431,156	\$3,005,364
Village of Hempstead	227,535	\$63,709,800	\$2,707,667	316	86,505	\$454,151	\$3,161,818
Hicksville	212,753	\$59,570,952	\$2,531,765	295	80,756	\$423,969	\$2,955,734

*Retail floorspace under existing conditions is derived from Nassau County parcel GIS

Source: Growth Allocation Memo/Urbanomics

Table 14: Annual Economic Impacts of Construction Activity

	Annual Average for 20 year buildout			
	Total Construction Value (000s)*	Annual Output (\$000s)	Annual Earnings (\$000s)	Annual jobs
Maximum FAR				
Glen Cove	\$137,737	\$11,307	\$2,365	57
Hempstead	\$616,398	\$50,600	\$10,584	253
Hicksville	\$142,141	\$11,668	\$2,441	58
Concentrated Growth Areas				
Glen Cove	\$376,119	\$30,876	\$6,458	155
Hempstead	\$395,618	\$32,476	\$6,793	163
Hicksville	\$369,917	\$30,366	\$6,351	152

*Construction Value deflated to 2006\$

Source: RIMS II Multipliers, Growth Allocation Memo and Urbanomics

Table 15: County Expenditures by Development Scenario

	Class 1/Single Family Home Residential Components		Multi-Family Residential Components						Commercial Components		Total County Expenditures	
	3- BR	Persons per 3- BR	Studios	1-BR	2-BR	Persons per Studio	Persons per 1- BR	Persons per 2- BR	Commercial Assessed Value	Expenditures per \$AV		
Hicksville												
Existing Conditions*	0	3.06	0	0	0	1	1.5	3	\$926.15	152,563	2.16	\$329,536
Max FAR	0	3.06	0	0	0	1	1.5	3	\$926.15	2,276,575	2.16	\$4,917,402
Concentrated Growth Allocation	0	3.06	219	400	189	1	1.5	3	\$926.15	2,482,123	2.16	\$6,645,030

Source: Nassau County Budget, Rutgers Center for Urban Policy Research Residential Demographic Multipliers, Urbanomics

Table 16: Expenditures per Student

	2010 School Budget	2010 Students	Expenditures per Student
Glen Cove	\$56,984,902	3,030	\$18,807
Village of Hempstead	\$157,620,584	6,007	\$26,239
Hicksville	\$90,251,891	5,243	\$17,214

Sources: Glen Cove UFSD, Hempstead UFSD and Hicksville UFSD budgets

Table 17: Estimated School District Expenditures by Development Scenario

	Class 1/Single Family Homes		Multi-Family Dwellings					Total Expenditures per Student	Total School Expenditures		
	3 Bedroom Homes	Children per Home	Studios	1- BR	2- BR	Children per Studio	Children per 1-BR			Children per 2-BR	
Hicksville											
Existing Conditions*	0	0.71	0	0	0	0	0.1	0.19	0	\$17,214	\$0
Max FAR	0	0.71	0	0	0	0	0.1	0.19	0	\$17,214	\$0
Concentrated Growth	0	0.71	219	400	189	0	0.1	0.19	86	\$17,214	\$1,480,404

Sources: Glen Cove UFSD, Hempstead UFSD and Hicksville UFSD budgets, Rutgers Center for Urban Policy Research Residential Demographic Multipliers.

Table 18: Municipal Expenditures by Development Scenario

Hicksville					
	Residential Assessed Value	Expenditures per Residential \$AV	Commercial Assessed Value	Expenditures per Commercial \$AV	Total Municipal Expenditures
Existing Conditions*	0	\$1.72	152,563	\$1.72	262,540
Max FAR	0	\$1.72	2,276,575	\$1.72	3,917,667
Concentrated Growth Allocation	581,010	\$1.72	2,482,123	\$1.72	4,271,386

Sources: Glen Cove, Village of Hempstead and Oyster Bay budgets, Rutgers Center for Urban Policy Research Residential Demographic Multipliers, Urbanomics

Table 19: Summary of Revenues and Expenditures (\$000)

Scenario	Tax Revenues					Expenditures			Net Benefit/Disbenefit				
	County Property	County Sales/Hotel	School District	Other Municipal	Total	County	School District	Other Municipal	Total	County	School District	Other Municipal	Total
Hicksville													
Existing Conditions	\$188.2	\$444.2	\$520.8	\$930.5	\$2,083.7	\$329.5	\$0	\$262.5	\$592.1	\$302.9	\$520.8	\$667.9	\$1,491.6
Maximum FAR	\$2,278.3	\$1,883.7	\$7,771.7	\$13,884.4	\$25,818.0	\$4,917.4	\$0	\$3,917.7	\$8,835.1	\$(755.4)	\$7,771.7	\$9,966.7	\$16,983.0
Concentrated Growth Allocation	\$3,762.7	\$2,955.7	\$10,953.8	\$15,996.2	\$33,668.4	\$6,645.0	\$1,480.4	\$4,271.4	\$12,396.8	\$73.4	\$9,473.4	\$11,724.8	\$21,271.6

Source for tables: Nassau County Master Plan - Urbanomics

Implementation

The diagrams illustrate a possible way forward for the properties aligning the west side of South Broadway in the Village of Hicksville within the Town of Oyster Bay. The west side of South Broadway is characterized by “suburban” configurations of deep setbacks either with landscaping or parking fronting the sidewalks that further detracts from the what remains of the traditional village main street after the widening of SR107 in the 1960’s.

This strategy suggests an incremental approach where property owners can generate income and add value to their investments over time (immediate to long term) by maximizing their available land resource currently allocated to free parking and enhancing the common resource of the street enclosure. This approach also outlines the concurrent requirement for public investment in street improvements to equitably balance the needs of non-motorized users (pedestrians, bicyclists).

Public Investment

Along with the necessary changes in the zoning rules allowing building configurations to mirror the remaining traditional village main street (east side of South Broadway between Herzog Place and Nicholai Street), the diagrams illustrates the implementation of the following:

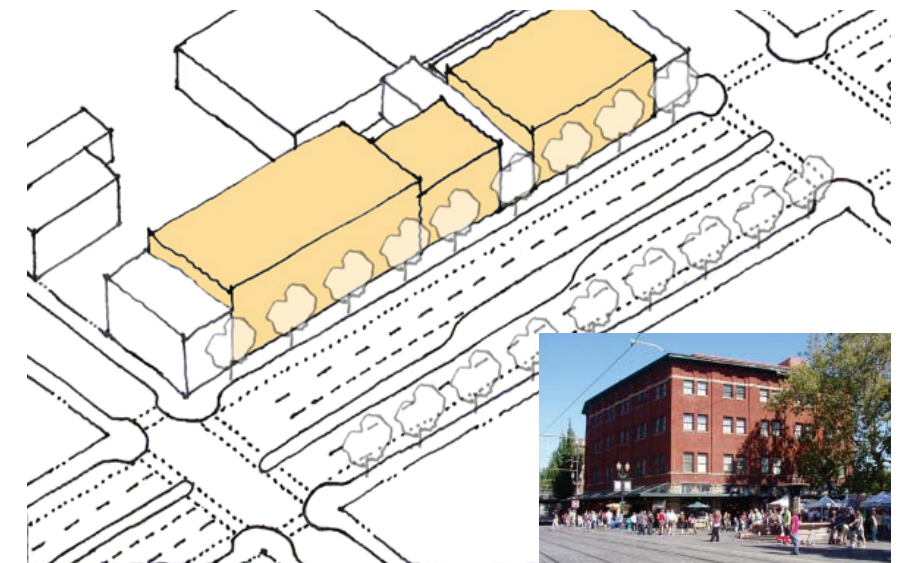
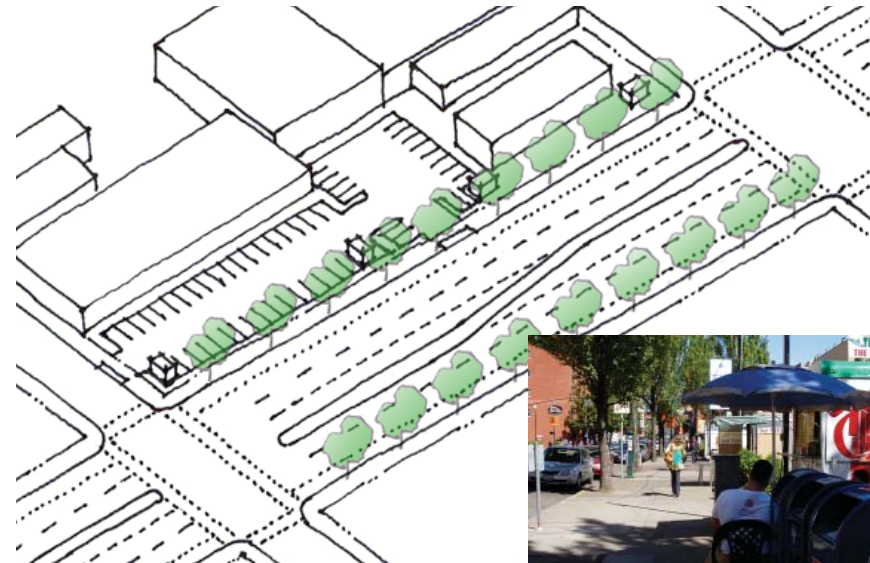
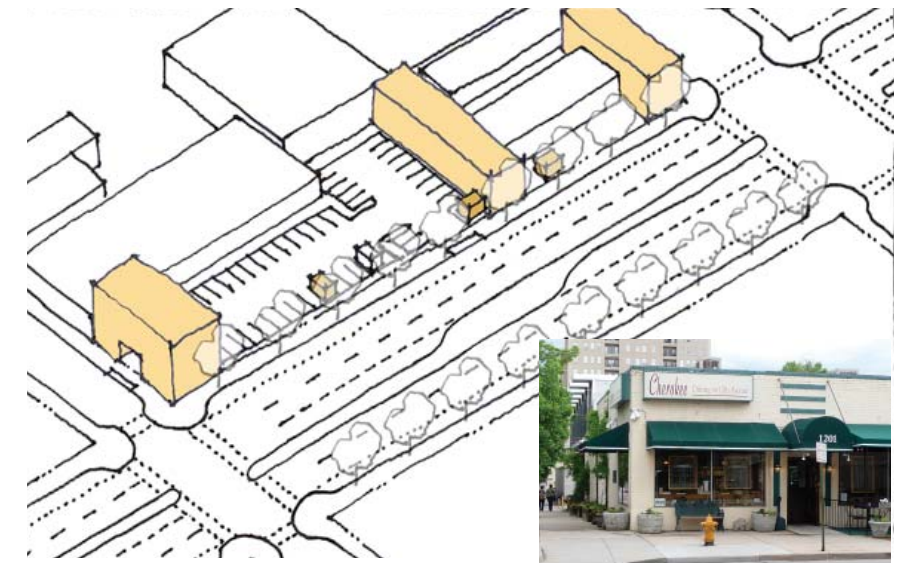
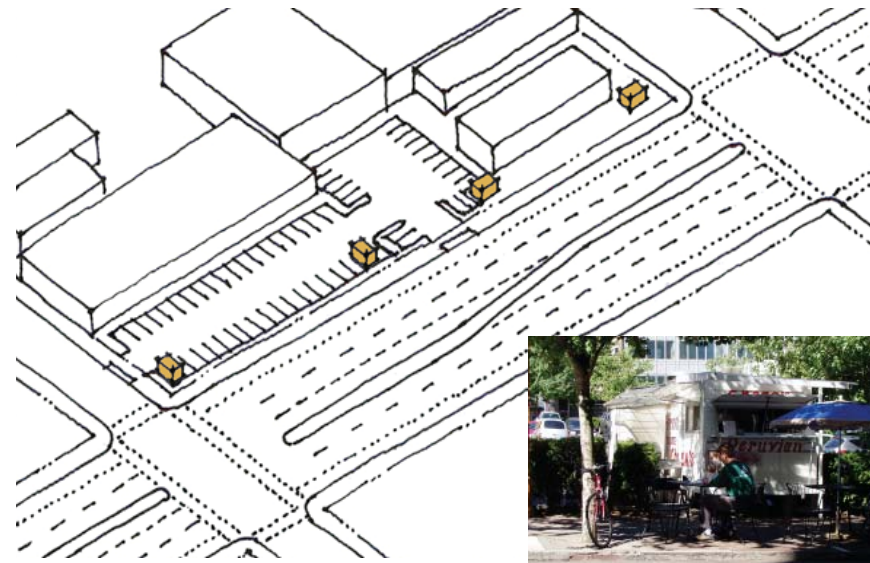
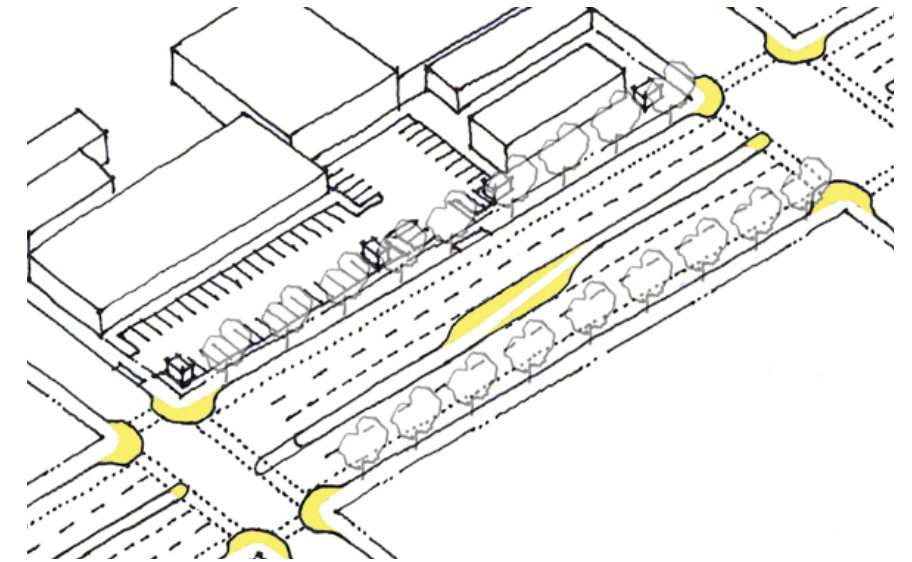
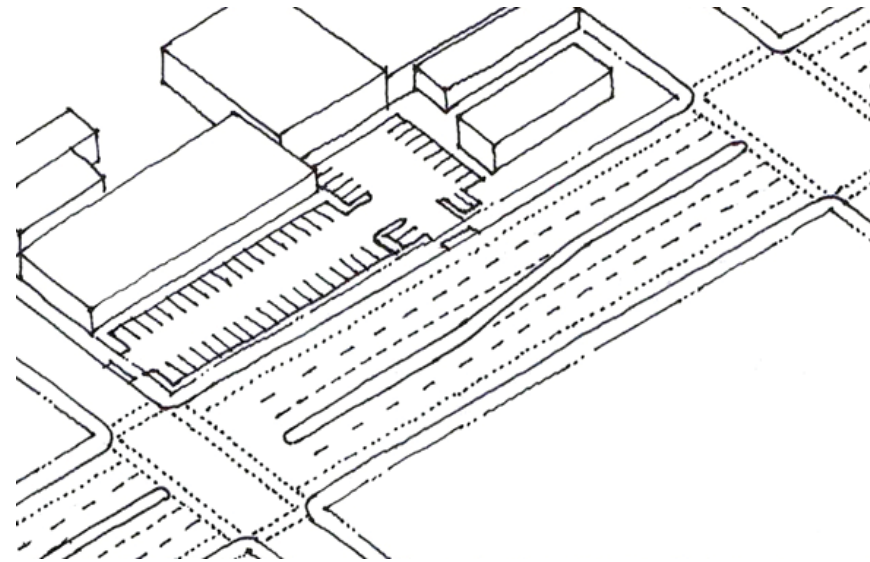
- Regular street trees providing shade and enclosure for the sidewalk.
- Bulb-outs and medians for increased pedestrian visibility and shorten pedestrian crossing distances.
- Minimize driveway curb cuts onto South Broadway for vehicular merging safety as well as to maximize on-street parking spaces that further help to slow down vehicular travel speeds.
- Introduction of bicycle lanes and facilities that also further the slowing of vehicular travel speeds for a safer overall environment for pedestrians.

Private Investment

The diagrams illustrate a three-step process in time dependent on the ease or difficulty of regulatory approvals and available financing.

The first and immediate step is the introduction of mobile vendor carts in parking lots and empty setbacks fronting sidewalks immediately activating the street. Mobile food carts are versatile vehicles for incubating small businesses that can be moved around without large investments in permanent infrastructure. Property owners can simply lease a parking space without large impacts to existing tenants. This generates income for the property owner and can provide additional foot traffic for existing businesses.

The medium term step is precipitated by an increase demand for businesses to locate on South Broadway. Property owners can respond to this demand by building small and simple structures. The



Each of these methods has pros and cons and should be evaluated to determine the best method for Hicksville.

Incentives

Funding/Grants

There are numerous agencies at all levels of government that offer grants for different aspects of downtown revitalization. The availability of grants varies from year to year. Below is a listing of the types of grants and the agencies that offer them:

Federal

Federal Transportation Administration's Livable Communities Initiative: <http://ntl.bts.gov/DOCS/livbro.html>

EPA Grants and Funding Opportunities

<http://www.epa.gov/dced/grants/index.htm>

- Affordable Housing and Community Development
- Brownfields
- Energy
- Foundations
- General Smart Growth or Environmental
- Green Building
- Historic Preservation
- Land Preservation and Conservation
- Transportation (includes trails, bike, pedestrian)

New York

General

New York Bicycling Coalition: Possible Funding Sources for Bicycle and Pedestrian-Related Projects -List of state and federal funding sources for bicycle- and pedestrian-related projects.

Division of Coastal Resources: Grant Opportunities -Funding opportunities for community revitalization.

Division of Housing & Community Renewal: Main Street Funding - Provides funding for Main Street and downtown revitalization efforts and is a resource for communities looking for financial and technical assistance to revitalize their Main Street.

Landmark Society: Funding for Historic Preservation -Historic preservation funding opportunities for homeowners, religious institutions, nonprofit organizations, municipalities, and developers.

From NYSmartGrowth.org

Brownfields

- Two new policies to speed up the time it takes for abandoned, contaminated industrial parcels known as brownfields to go from community blight to community asset have been proposed by NYS DEC. The process will allow certain properties to pre-qualify for inclusion in the state's Brownfield Cleanup Program (BCP) and shorten the time frame from

application approval to execution of a cleanup agreement with the state. As a result, communities will know sooner about the potential to remediate and market properties for reuse and redevelopment. Both draft policies are available on the DEC website.

- The Brownfields Economic Development Initiative (BEDI) provides funds and loan guarantees to clean up and redevelop environmentally contaminated industrial and commercial sites, commonly known as "brownfields." This is a federal program under the US Department of Housing and Urban Development.

Business Development

- The New York Main Street Program is administered by the New York State Division of Housing and Community Renewal. Matching grants are available to not-for-profit community development organizations and business improvement districts for building rehabilitation and other activities that advance Main Street revitalization.

- The New York Power Authority (NYPA) provides below-market priced electricity to businesses and other organizations, in return for job commitments. Power allocations are made under various programs, including the Power for Jobs program. PFJ participants receive benefits either through a cash rebate from NYPA to offset their electricity costs or through a discount on electricity rates. The program currently supports nearly 240,000 jobs at approximately 475 business and not-for-profit organizations throughout the state.

- Community Development Block Grant (CDBG) Small Cities Economic Development Program: Administered by the Office for Small Cities, the Small Cities Program provides grants to eligible municipalities (generally, cities, towns and villages under 50,000 population and counties under 200,000). Eligible municipalities should contact GOSC to review a potential Economic Development Open Round application to assist local businesses in efforts to retain or create jobs available to low and moderate income people. Check the current notices of funding availability and application requirements at this site.

- Community Development Block Grant (CDBG) Small Cities Program: Administered by the Office for Small Cities, the Small Cities Program Annual Competitive Round provides grants to eligible municipalities (generally, cities, towns and villages under 50,000 population and counties under 200,000) for projects principally benefiting low and moderate income persons through revitalizing neighborhoods, expanding affordable housing and economic opportunities, and improving community facilities. Check the current notices of funding availability and application requirements at this site.

- NYS Empire State Development offers an Energy Savings Incentives program.

New York State and its electric and gas utilities offer many programs that encourage investment in energy-saving technology, and help businesses reduce overhead costs and create jobs.

- Your business could qualify to become tax-free if it expands in or relocates to one of New York State's Empire Zones. Empire Zones (EZs) are designated areas throughout the State that offer special incentives to encourage economic and community development, business investment and job creation. Certified businesses located within an EZ are eligible to receive significant tax credits and benefits through the NYS Empire State Development Empire Zone Program.

- New York State's Entrepreneurial Assistance Program ("EAP") assists new and aspiring entrepreneurs in developing basic business management skills, refining business concepts, devising early-stage marketing plans and preparation of action plans. In addition, the program actively assists EAP client efforts to obtain business financing. Two thirds of the centers operate or are formally affiliated with a micro-loan fund. For more information, please contact: Joyce Smith, NYC Office, Empire State Development at (212) 803-3234.

Green Building

- The NYS Department of Environmental Conservation and the New York State Energy Research Development Authority Green Building Initiative: New York is taking the lead to ensure that new buildings are designed and constructed to save energy and minimize their impact on the environment. New York is among the first states in the nation to offer a tax incentive program for developers and builders of environmentally friendly buildings. In turn, this will open a market for new technologies and provide clean, healthy places to work and live. This innovative program is already becoming a model for other states and communities and clearly demonstrates New York's commitment to saving energy and protecting the environment.

Historic Preservation

- The New York Main Street Program is administered by the New York State Division of Housing and Community Renewal. Matching grants are available to not-for-profit community development organizations and business improvement districts for building rehabilitation and other activities that advance Main Street revitalization.

- The NYS Office of Parks, Recreation and Historic Preservation administers federal Historic Preservation Tax Credit program for the certified rehabilitation of income-producing properties that are listed on the National Register of Historic Places.

Planning

- New York's Safe Routes to School Program: The goal of

this program is to assist New York communities in developing and implementing projects and programs that encourage walking and bicycling to school while enhancing the safety of these trips. Applications for funding are now available. Check the website for funding availability.

- The NYS Council on the Arts offers funding through their Architecture, Planning, and Design program which includes emphasis on projects that address planning and community design, open space planning, streetscapes, transportation linkages, design of public spaces and more.
- The New York Main Street Program is administered by the New York State Division of Housing and Community Renewal. Matching grants are available to not-for-profit community development organizations and business improvement districts for building rehabilitation and other activities that advance Main Street revitalization.
- The Parks Grant Program, administered by the NYS Office of Parks, Recreation and Historic Preservation, is a matching grant program for the acquisition and/or development of parks and recreational facilities and for the protection of open space. DEADLINE: September 14, 2009

Transportation

- The U.S Environmental Protection Agency (EPA) sometimes offers grants to support activities that improve the quality of development and protect human health and the environment and announces them on its website.
- State Transit Operating Assistance (STOA): Information is provided by the NYS Dept. of Transportation on state assistance available to help fund transit operations.
- NYS Dept. Of Transportation Procedures for Local Administered Federal Aid Projects The Locally Administered Federal Aid Manual (LAFAP) was developed by the NYS Dept. of Transportation, the Federal Highway Administration and the NYS Assoc. of County Highway Superintendents, to assist municipalities and their consultants to understand the steps, activities, approvals and other requirements needed to ensure that Federally Aided projects are developed, designed and constructed in accordance with Federal and State requirements. The procedures ensure that the project is initially eligible for Federal funding as authorized by the Transportation Equity Act for the 21st Century (TEA-21), and remain eligible during the implementation of the project.
- The Transit State Dedicated Fund (SDF) Program- The Governor's multi-year Transportation Plan includes 100% State funds

to address capital needs-for systems other than the Metropolitan Transportation Authority (MTA) - that exceed available federal and local resources. Local Transit sponsors and designated recipients of funding from the Federal Transit Administration (FTA) - other than the MTA(Non-MTA) are eligible recipients, such as Counties, Cities, and Upstate Regional Transportation Authorities.

- Federal Transit Funding Programs administered by the NYS Dept. of Transportation can assist local governments with planning and implementing community transportation projects.
- Clean-Fueled Bus Program The Clean Water/Clean Air Bond Act established the Clean-Fueled Bus program, administered by the New York State Energy Research and Development Authority, which provides funds for transit agencies, municipalities, and school districts to purchase alternative-fuel buses. Twenty-five million has been awarded for 538 buses including those powered by compressed natural gas, as well as hybrid-electric and battery electric systems. The program has leveraged more than \$150 million in investment in clean fuel technology. Also see highlights of the Alternative -Fuel Vehicle programs and success stories at this site.
- The Transportation Enhancements Program (TEP) administered by the NYS Dept. of Transportation is a federal reimbursement program under the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), administered by the New York Department of Transportation (NYSDOT) which enables funding for transportation projects of cultural, aesthetic, historic and environmental significance. The availability of future TEP application rounds will depend on the continuation of the program by Congress in the next surface transportation act.

For more information, please contact:



Hicksville Chamber of Commerce - 10 West Marie Street, Hicksville, NY 11801-3804 - p: 516-931-7170
www.hickvillechamber.com



Hicksville Community Council - PO Box 163, Hicksville, NY 11802 - p: 516-938-0857



Vision Long Island - 24 Woodbine Avenue, Suite 2, Northport, NY 11768 - p: 631-261-0242 email: info@visionlongisland.org