ISLAND PARK

DOWNTOWN REVITALIZATION & TRANSIT-ORIENTED DEVELOPMENT PLAN

JULY 2017

GOVERNOR'S OFFICE OF STORM RECOVERY (GOSR)
DASNY
DORMITORY AUTHORITY STATE OF NEW YORK
INCORPORATED VILLAGE OF ISLAND PARK
Perkins Eastman

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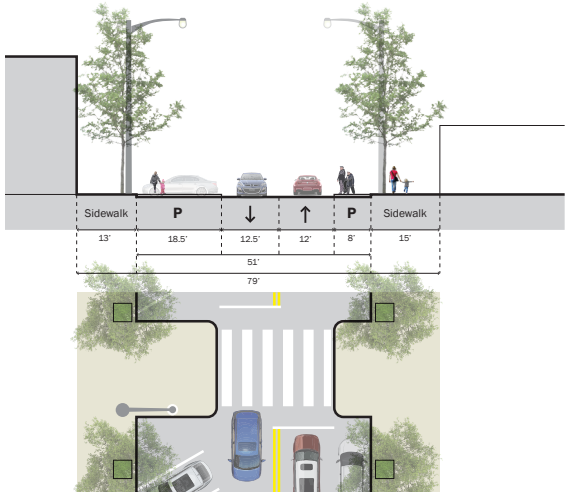
Executive Summary

The Island Park Downtown Revitalization and Transit Oriented Development Plan puts forth a vision for a vibrant, and walkable Long Beach Road corridor, oriented around transit, welcoming to residents, visitors, and new development. The Plan is based on these key recommendations.



Proposed Long Beach Road Street Section

Illustrative View of Long Beach Road from Train Station

- Streetscape improvements to Long Beach Road to make Island Park more pedestrian-friendly, provide places for sitting and gathering, and improve Long Beach Road as a setting for new development;
- Traffic calming measures such as corner bulb-outs and midblock crossings and making parking more convenient by converting the existing parallel parking to diagonal parking;
- Re-envisioning the train station area as the hub of downtown, providing the Village Hall with a new civic setting and a public space that will serve as a place of arrival for those arriving by train, and a plaza to facilitate intermodal transfers as well as automobile pick-ups and drop-offs.
- Identifying opportunities for new mixed use infill development and revisions to the Village's existing zoning code to encourage new development and provide it with the tools to ensure that the new development will complement the improvements to the public realm.
- Developing new gateways to increase Long Beach Road's visibility and accessibility, featuring a new mixed-use development and "Station Square" to create a new "front door" for the Downtown on the region's busiest roadway and a new gateway on the retail corridor's north end to increase its visibility, divert traffic through its business district and improve access to Masone Beach from the Downtown.
- Establishing a new Retail strategy for the Long Beach Road Corridor focusing on retail recruitment efforts on filling empty storefronts; and expanding its food and dining options to strengthen its character as a local dining destination with eating places that complement, rather than compete, with existing food establishments.

The plan also identifies longer term improvements to Long Beach Road's drainage infrastructure, the implementation of which are critical to the success of the four other strategies, and without which, Long Beach Road cannot attain sustainable growth. The Plan identified short-term, implementable strategies to stormwater management in the Downtown that could be incorporated into improvements in the vicinity of Village Hall. These strategies focus within the limits of the study area and are configured such that they can work in the near term with the existing drainage system while also being compatible with, and leverage, future drainage improvements identified in the HMGP Study and Barnum Island / Harbor Isle Drainage Improvement Study. The strategies aim to augment stormwater management as part of other efforts to revitalize the existing Long Beach Road business district.

The Island Park Downtown Revitalization Plan is the first phase of a larger, $1 million funding award that emerged out of the Barnum Island/Oceanside/ the Village of Island Park/Harbor Isle Community Reconstruction Plan. Because it proposes short-, and medium-term public improvements, policy changes, and private development opportunities, as well as longer-term, more aspirational concepts, the implementation plan lays out three parallel paths for advancing the plan:

A. *prioritizing and scoping a range of pilot projects* that can be funded using the remainder of that award,

B. *identifying projects that can be done in partnerships* with the Nassau County, LIRR, and private developers

C. *longer term projects* that can be undertaken by the Village as funds permit over time, or with funds generated through the new infill private development projects.

Illustrative View of the Village Plaza and Island Park Train Station

The Site: Existing Conditions

The Study Area

Downtown Island Park is comprised of the section of the Long Beach corridor between Austin Boulevard and Island Parkway. Long Beach Road within this section is characterized by long blocks and lined mostly one- to two story buildings. A diversity of uses line both sides of Long Beach Road. This includes the public library and the Village Hall; several churches and a synagogue as well as retail establishments. Retail along the length of Long Beach Road consists largely of wholesale businesses, a bank, offices and restaurants. These uses are supported by a number surface parking lots which create gaps in the street wall, and detract from the pedestrian experience.

The low level of pedestrian activity, wide lane widths project an image of a lack of vitality. The combination of lower scale buildings and frequent gaps in the street wall inhibit the sense of enclosure an intimacy found in the more successful downtown village environments in the region.

Existing streetscape standards on Long Beach Road are high quality. Pedestrian-scaled street lamps and recently planted street trees provide scale and shade. However, pavement dominates and overhead telephone and power lines detract from the overall atmosphere. Pedestrian amenities, in particular, places to sit and places for gathering are scarce. Sidewalks, while narrower than optimal for accommodating sidewalk cafes and outdoor dining, are sufficient for the level of retail along Long Beach Road, and small café seating. The Long Beach Road cartway and sidewalks are generally in good physical condition.

Long Beach Road is a three-lane minor County arterial road, with one lane per direction, center turning lane and parallel parking on both sides. The presence of the Island Park Train Station, the public library, and the connection to Austin Boulevard make it an important thoroughfare for not only Island Park residents but residents of Harbor Isle as well. However at 50 feet, the width of the existing cartway is wider than needed for the road's current volume of traffic, encouraging faster speeds and discouraging pedestrian activity.

While Superstorm Sandy caused severe damage to businesses along Long Beach Road in the Village of Island Park, resulting in several establishments being shuttered for months, repeated damage from nuisance flooding from high tide events and small storms, has discouraged businesses from making investment in their properties with several businesses deciding not to reopen after Sandy.

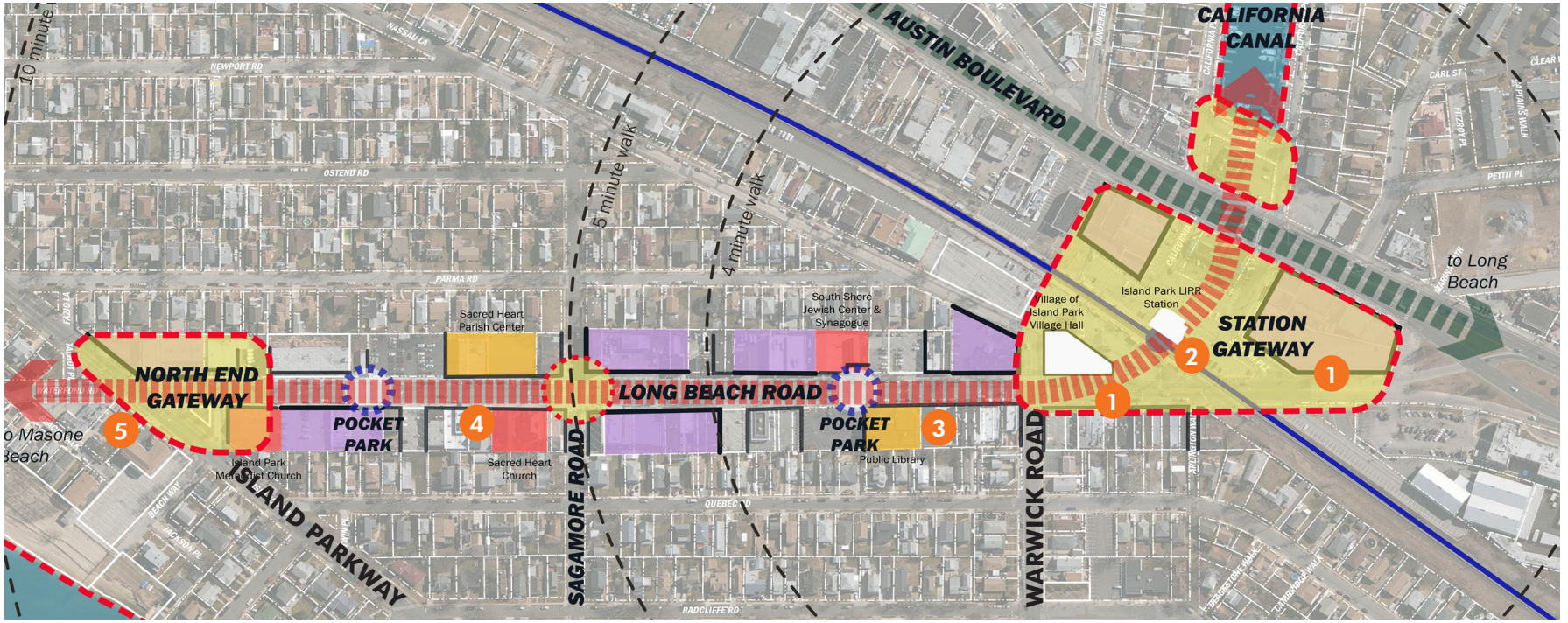
Figure 1. View toward the train station along Long Beach from the Chase Bank

Figure 2. View of LIRR Island Park Station from Long Beach Rd

The Places of Long Beach Road

Long Beach Road can be seen as a series of places:

1. Station Gateway - the area around the LIRR rail crossing serves as a gateway to the downtown.
2. Train Station - Island Park Train Station sits at the heart of the new Station Gateway.
3. Retail Core - Retail on Long Beach Road is concentrated between the Train Station and Sagamore Road.
4. Institutional Mixed Use - The north end of the Long Beach Road between Sagamore Road and Island Parkway includes several churches as well as a senior housing facility.
5. Island Parkway Northern Gateway - marks the entrance to the north end of Downtown Island Park.



Wayfinding and Visibility

As the area's primary arterial, Austin Boulevard, effectively functions as Downtown's "front door." However for motorists traveling along Austin Boulevard, both Long Beach Road and the train station are barely visible. The station head house is obscured by several buildings on the west side of Austen Boulevard and there is very little signage to direct drivers to the station. There is no sense of arrival into the downtown once the tracks are crossed.

The north end of the Long Beach Road retail corridor also functions as an entrance to the Downtown. However, the intersection's oblique angle, complicates pedestrian crossing. There is an opportunity here to create a gateway into the Downtown, improve pedestrian access to Masone Beach and provide a higher quality setting for the development site on the southeast corner of Island Parkway and Long Beach Road.

At the northern end of the study area, signage along southbound Austin Boulevard that identifies downtown Island Park is deficient. This is further exacerbated because of deficiencies inherent with the skewed signalized intersection of Long Beach Road/Island Parkway/Waterford Road. Because approximately ¾ of the traffic remains on Long Beach Road through the intersection and only about ¼ of the traffic travels on Island Parkway, most of the vehicles traveling through the intersection must turn. There is no signage at this location alerting vehicles how to access downtown Island Park.

At the southern end of the study area, a small sign identifying the left exit to Island Park (via Long Beach Road) is placed well after the decision point from northbound Austin Boulevard. Along Austin Boulevard, there are no signs identifying how to access the LIRR Island Park Station.

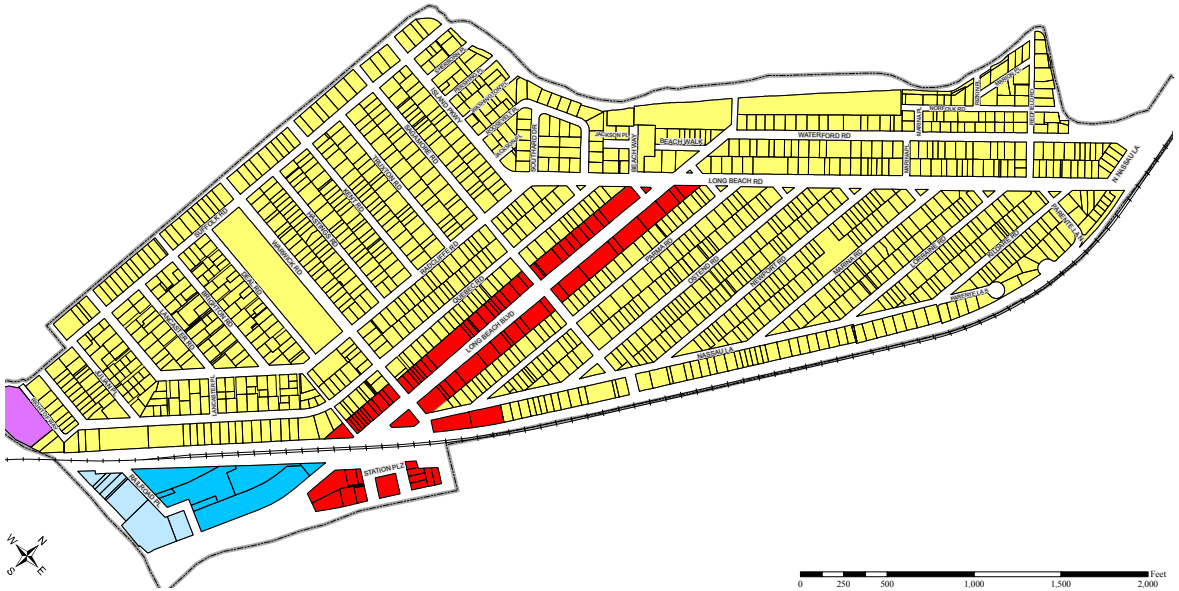
Figure 3. Austin Boulevard

Figure 4. North End of Long Beach Road

Zoning & Land Use

According to the Village of Island Park Zoning Ordinance, which was adopted in 1959 and last amended in 1978, this section of Long Beach Road study area is currently zoned as a Business District. Permitted uses within Business Districts include: Retail, Wholesale businesses, banks, offices, firehouses, restaurants, multiple dwellings for senior citizens. Residential uses however, are not permitted. This prohibits the type of mixed use development the regional market has demonstrated a demand for, i.e. downtown areas within walking distance of commuter rail station.

Current zoning code also does not provide the Village with the tools needed to encourage the type of development that will reinforce Long Beach Road as a vibrant, walkable, street. Tools such as design guidelines, or form-based codes have been used elsewhere to foster street-friendly buildings and a more vibrant public realm. Such tools will also prevent development that works against the Village's goals for the downtown.



Official Island Park Zoning Map

Existing Bulk Standards

- Max height: 2 storeys, 30'
- Max height Senior Housing: 3 storeys, 40'

Commercial District A

- Offices
- Yacht Clubs
- Restaurants
- Maritime Uses

Official Zoning and Use Map
Village of Island Park
Nassau County, NY

Legend

Zoning
Residence
Business
Commercial "A"
Commercial "B"
Commercial "C"

Notes: Aerial photos obtained from the New York State GIS Clearinghouse

Creation Date: 12-19-08	Print Date: 12-19-08
Author: MDC	Job No: ISPK0208.1
PDF: W:\Island Park\maps\Island Park Zoning map.pdf	
Map: W:\Island Park\maps\Island Park Zoning map.mxd	

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LIRR Station

The Island Park Train Station is located along the MTA's Long Island Rail Road (LIRR) Long Beach branch. Commuting time to New York Pennsylvania Station of approximately 45 minutes and frequent service during rush hours makes the station a very popular transportation choice with daily ridership of 1,400 riders The Station features a headhouse on the east side of the LIRR tracks, and raised platforms, but no canopies, on the in-, and outbound sides. Ticketing for the station is located in the head house only and hence the Long Beach Road (west) side of the station is fairly nondescript and serves only as the drop off for south bound rail users, and pick-up for commuters from Manhattan. Both sides are surrounded by surface parking lots. Neither side is very visible from the adjacent streets.

Access to both north-, and southbound platforms is oriented around the automobile. There are no dedicated routes for pedestrian access, or intermodal transfers, creating a significant safety concern, particularly around the crosswalks on both sides of the train tracks. There are limited bicycle facilities at the station.

1. Platform
2. LIRR Station Headhouse
3. Taxi Station
4. Temporary Village Hall
5. Short term parking – 22 parking spaces
6. Austin Blvd Commuter Parking – 201 parking spaces
7. Proposed Village Hall Site

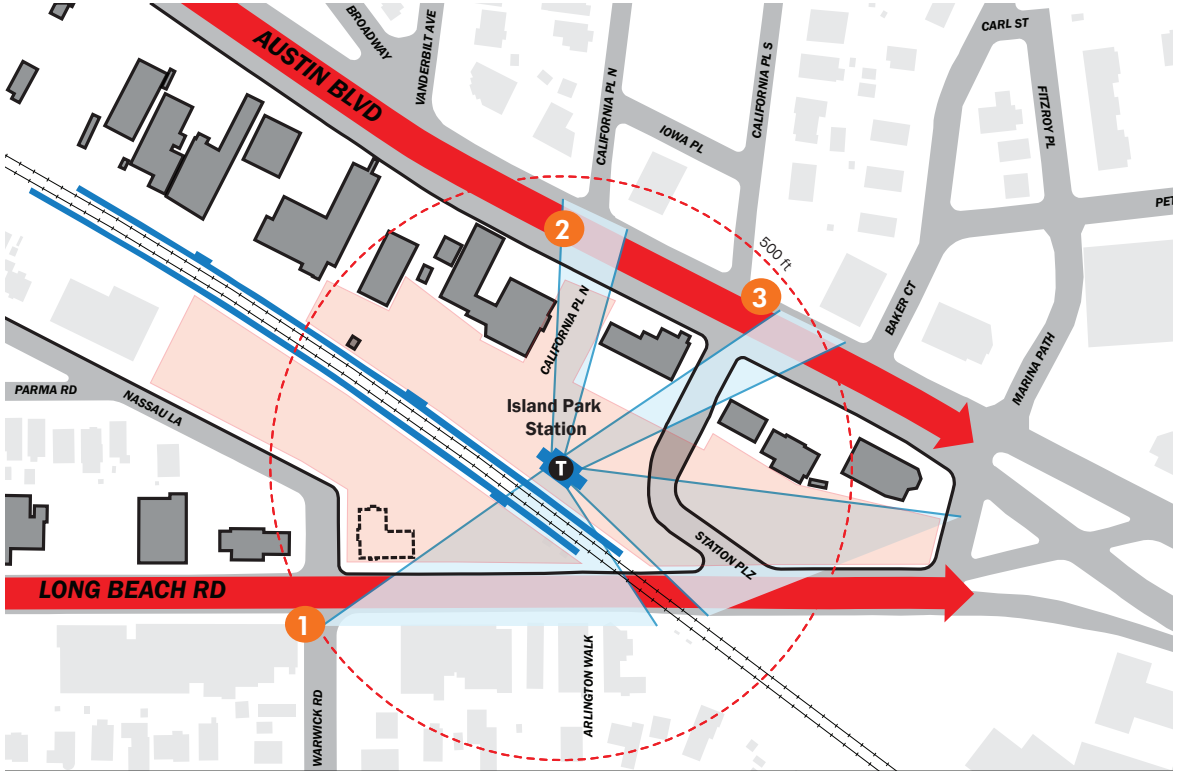
Figure 5. Existing Station

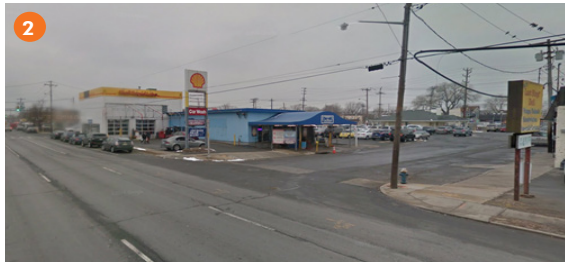
Visibility

Visibility on the approach from the south, and particularly from the north, on both Long Beach Road and Austin Boulevard is poor.

On the Austin Boulevard (east) side of the tracks the head house is obscured by existing development and there is a lack of adequate signage.

Ticketing for the station is located in the head house only and hence the Long Beach Road (west) side of the station is fairly nondescript and serves only as the drop off for south bound rail users, and pick-up for commuters from Manhattan.





Access

Pedestrian Circulation

- Pedestrians tend to use most direct route regardless of pedestrian infrastructure
- Access to north-bound LIRR platform from the west requires crossing tracks on Long Beach Road.
- Lack of pedestrian facilities and crosswalks at the LIRR grade crossing on both sides of the tracks

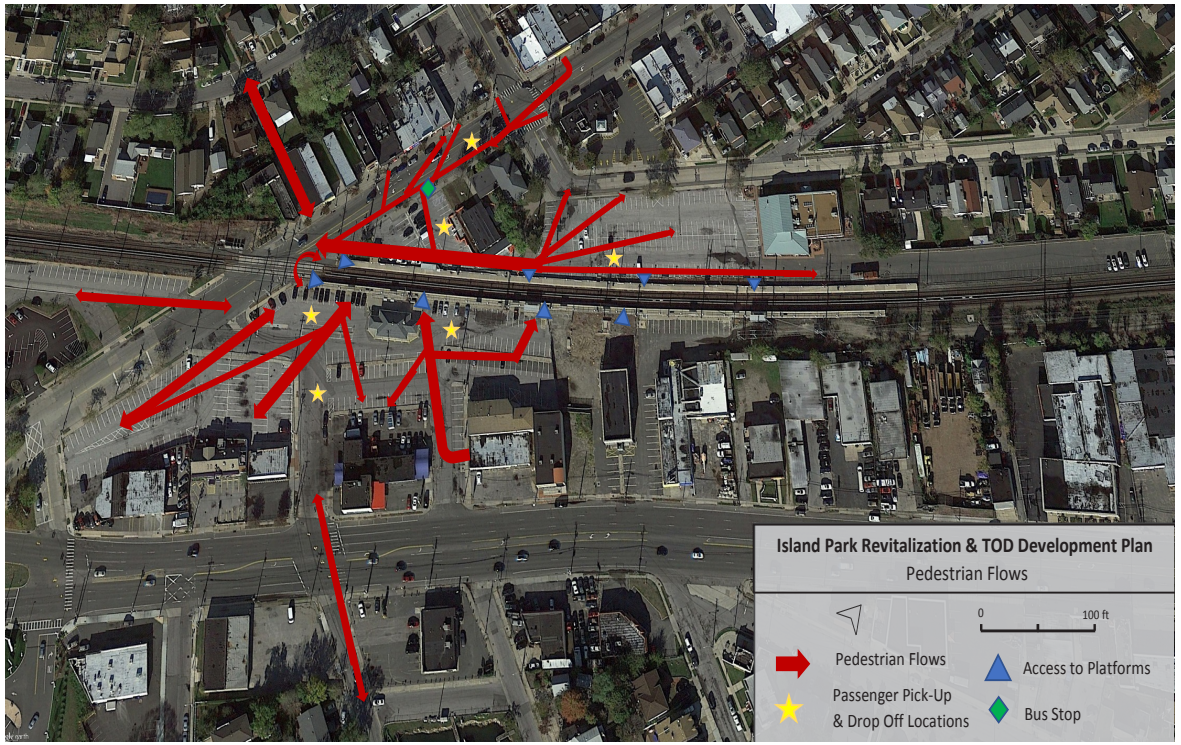


Figure 6. Pedestrian Flows

Pedestrian Facilities

Within the study area, there are continuous sidewalks present on both sides of Long Beach Road. This pedestrian environment is supplemented by benches and street lights. The signalized Long Beach Road intersection at Warwick Road has crosswalks, pedestrian signals, and pedestrian buttons present. However, the signalized Long Beach Road intersection at Sagamore Road has crosswalks on only the north and south approaches, no pedestrian signals, and pedestrian signal buttons present only on the northeast and northwest corners of the intersection.

Further to the north, the skewed signalized intersection of Long Beach Road/Island Parkway/ Waterford Road has crosswalks, pedestrian signals, and pedestrian buttons present on all approaches except southbound Long Beach Road. Because of the poor intersection geometry, pedestrians must cross multiple approaches and against heavy turning vehicles. The pedestrian facilities currently provided within the study area can be seen in Figure 7.
On the west side of Long Beach Road across from the LIRR Island Park Station, there is a small walkway "Blackstone Walk". This public easement provides access to the neighborhood for the two blocks west of Long Beach Road. The location of Blackstone Walk

Figure 7. Existing pedestrian facilities

is highlighted in yellow in Figure 8. However, there are no mid-block crossings that would accommodate these pedestrians to cross on Long Beach Road to access the train station.

Both LIRR train platforms have stair and ADA ramp access for pedestrians. Within the Station building located in Commuter Lot 1, a bathroom and indoor shelter area are provided. In front of the indoor shelter area, there are two bicycle racks placed next to the platform entrance for bike riders to utilize. There is no clear and defined pedestrian space to help connect the station to the commuter lots. In addition, there is no defined crossings for pedestrians at the rail grade crossing. Within the parking lots, there are no designated crosswalks or pedestrian paths which leaves pedestrian movements scattered and haphazard. Additionally, street lig hting is limited in Commuter Lots 1A, 1B and Lot 3, leaving pockets of these lots in darkness.

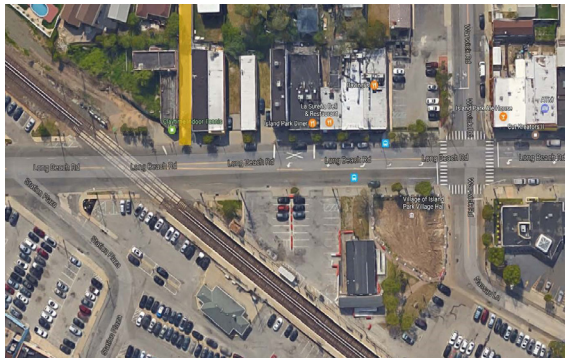


Figure 8. Blackstone walk

Pedestrian Flow

During the AM peak hours, the majority of pedestrian traffic is focused on Station Plaza with pedestrians parking their cars in Commuter Lots 1, 1B, 1A and 3. Some commuters are dropped off in Lot 1 so they may access the northbound platform. In some cases, these drop-offs will wait within their vehicles until the train arrives. There are no designated areas for drop-offs or pick-ups, which causes disorganization within Commuter Lots 1 and 3 during peak periods.

During the PM peak hours, most pedestrians will travel from the train platforms directly to their cars to leave the station area.
Some pedestrians will walk to the downtown commercial area. Commuters will largely ignore the railroad crossing gates after visually confirming the location of oncoming or stopped trains (Figure 9). This is due to the fact that pedestrians parking their vehicles in Commuter Lot 3 do not have direct access to the northbound platform. Their only means of access is to cross at the Long Beach Road grade crossing.

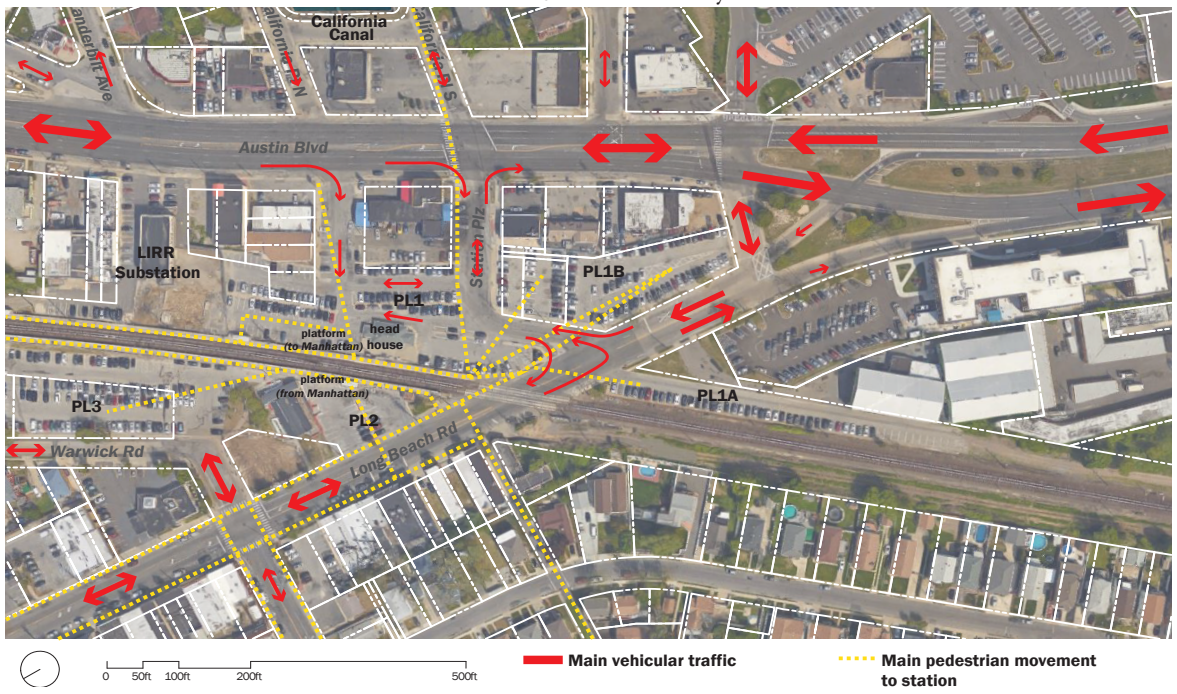
When crossing at the intersections, few pedestrians utilize the pedestrian push-buttons and jay-walking is prevalent in and around the Station Plaza area. This causes many drivers to yield to pedestrians crossing mid-block. Pedestrians tend to use the most direct route regardless of pedestrian infrastructure. Specific to Commuter Lot 1A, pedestrians often have difficulty crossing Long Beach Road due to a lack of pedestrian infrastructure. This leads many pedestrians to jay-walking and running across the intersection to avoid oncoming traffic.

The higher flows of pedestrian traffic around the train station taper off after 9:00 AM as the peak commuting period ends. Midday pedestrian traffic tends to follow these same trends in and around Station Plaza but to a lesser degree. Along Long Beach Road, midday pedestrian flows along the sidewalks are minimal and mostly involve pedestrians traveling from their cars to their destination. A summary of pedestrian flows can be seen in Figure 6.

Figure 9. Pedestrians have been observed to ignore the crossing gates at the LIRR grade crossing when trains were stopped in the station.

Vehicular Access Traffic

Long Beach Road (Nassau County Route #D39) is a two-lane north/south road connecting Austin Boulevard located just to the north of the Long Beach Bridge and just to the south of the Barnum Bridge. It is the main route through the Village of Island Park. Within downtown Island Park, Long Beach Road is comprised of three lanes including a continuous dual center turning lane flanked by northbound and southbound travel lanes. According to the New York State Department of transportation (NYSDOT), the Average Annual Daily Traffic (AADT) on Long beach Road in downtown Island Park was approximately 9,500 in 2015 with 3.57% truck traffic. Traffic flows fluctuate within the peak periods based on Long Island Railroad (LIRR) commuters traveling to the Island Park Station between 7:00 and 9:00 AM and from the Station between 5:00 and 7:00 PM. In addition, the arrival and departure patterns associated with the elementary school near Warwick Road also affects



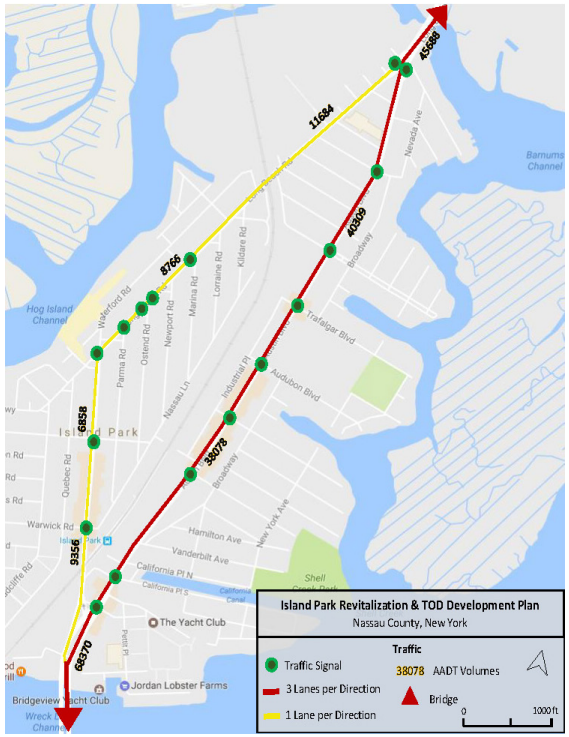


Figure 10. Study Area Average Annual Daily Traffic (AADT)

area traffic. The land use in the northern section of the corridor is primarily industrial, residential in the middle section, and commercial in the southern downtown section. Figure 10 illustrates study area AADT traffic volumes collected in 2015.

Transit

Public transit serves the study area including the LIRR Island Park Station and the N15 NICE Bus (Figure 11). The LIRR service plays a vital role for commuters traveling to Penn Station and Atlantic Terminal, Brooklyn. Although the LIRR Island Park Station is located between Long Beach Road and Austin Boulevard, vehicle access is not clearly defined. Peak LIRR service in the morning and evening is provided approximately every 10 to 30 minutes and Off Peak service is provided on an hourly basis. The N15 bus operates seven days a week with weekday buses arriving approximately every 15-20 minutes and weekend buses arriving approximately every 20 to 30 minutes. At points during the morning hours, it was observed that the N15 buses seemed to bunch periodically as their arrivals were much closer than indicated on the schedule. The route connects the City of Long Beach to the south with the Roosevelt Field Mall in Garden City to the north. The route provides connectivity throughout Nassau County at transfer points with other routes in Hempstead and Roosevelt Field. There are numerous N15 bus stops along the Long Beach Road corridor. The N15 bus stop adjacent to the rail station appears to be the busiest bus stop as groups of between two and 10 people enter/exit the bus at various times of the day.

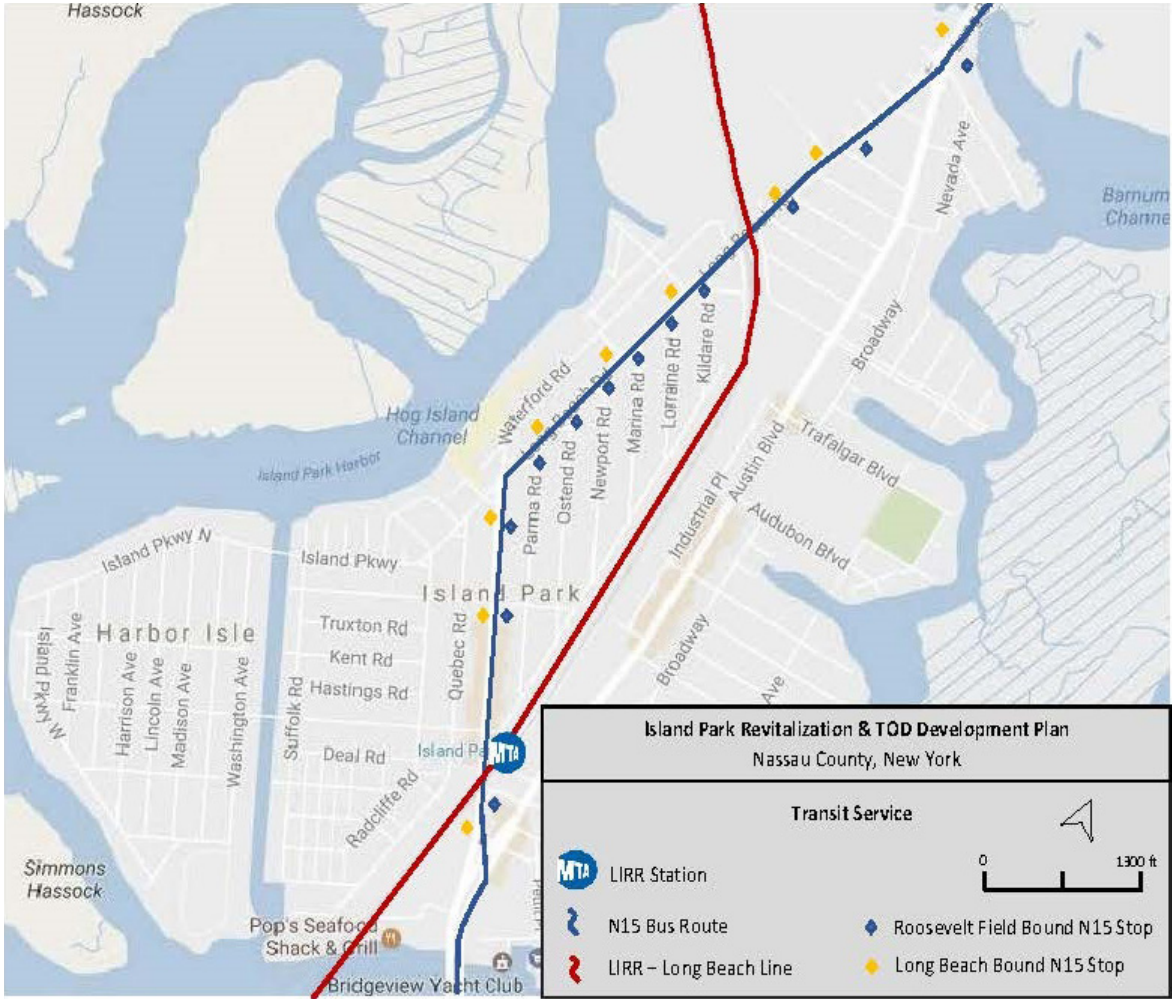


Figure 11. Study Area Transit

Parking

Parking Inventory

On-Street parking is provided in the study area along Long Beach Road. Most of this parking is regulated with a two (2) hour parking limit. Smaller sections of the corridor are regulated with a 15 to 25 minute parking limit that serves the needs of local shoppers. The on-street parking in the study area is supplemented by three types of off-street parking lots:

- Municipal Commuter Parking Lots
- Municipal Retail Parking Lots
- Private Parking Lots

Overall, there are approximately 954 spaces available within the study area that can accommodate the various parking needs within the study area. Within the Commuter Parking Lots, there are approximately 430 spaces that require a permit. Village of Island Park residents are charged a reduced rate for the permit. Permits are also available for purchase to non-residents living outside of the Village for a higher price. These Commuter Lots are leased to the Village of Island Park by the LIRR.

Since the parking permit regulations are enforced 24 hours a day/7 days a week by agents working for the Village, there are no opportunities for shared use of these spaces by commercial patrons in the downtown during evenings and weekends when the demand for commuter parking is reduced and spaces are available. There are also 46 metered parking spaces used by commuters at a rate of $0.25 for 30 minutes located within Municipal Commuter Lots 1 and 3. For the Municipal Retail Parking, there are approximately 114 Merchant parking spaces that are regulated by a three hour time limit and 10 spaces reserved for Senior Citizens. In addition, there are 185 Private Parking spaces available in the study area. A tabular summary of the off-street parking in the study area are provided in Table 2. A map of the on-street and off-street parking in the study area is provided in Figure 12.

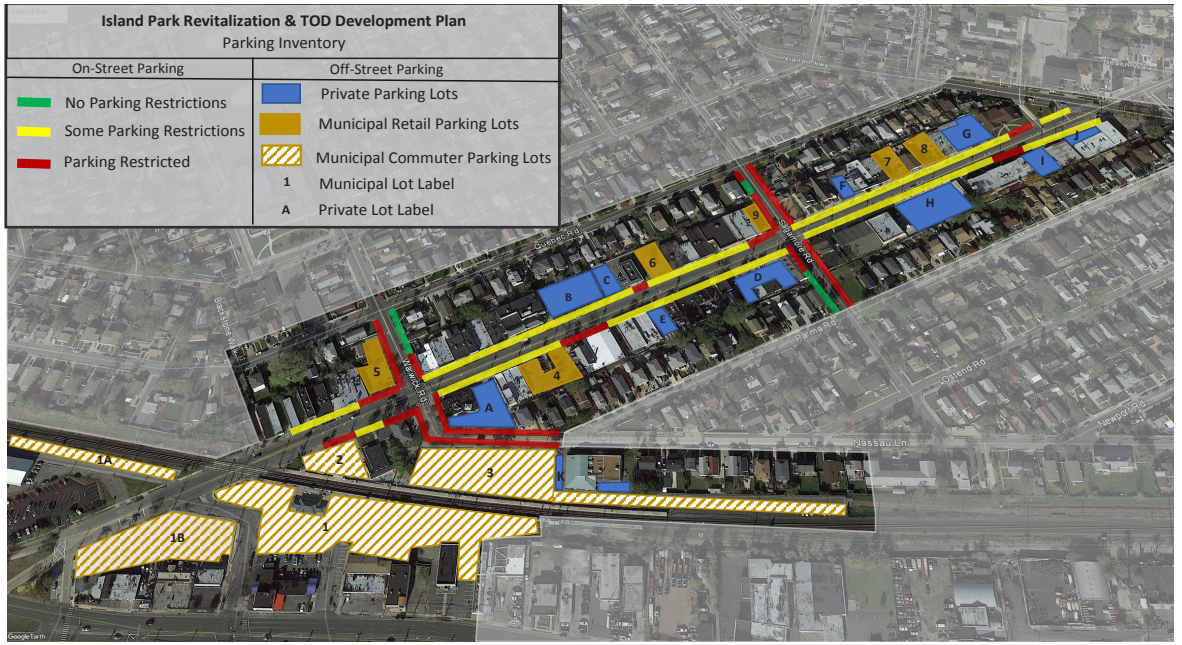


Figure 12. Village of Island Park Parking Inventory Map

The Team conducted a parking occupancy survey every two hours throughout the study area on January 19th, 2017. Parking occupancy rates were observed to fluctuate throughout the day. A peak occupancy rate of 80% was observed within the Commuter Permit lots between 12:00 and 2:00 PM. Throughout the day, Municipal Commuter Meter/ Hourly occupancy stays relatively low peaking at 33% between 2:00 and 4:00 PM. On-street parking occupancy peaks between 2:00 and 4:00 PM at 64%. Municipal Retail parking lot occupancy peaks between 12:00 and 4:00 PM at 55%. Throughout the study area, the overall occupancy rate peaked at 69% between 2:00 and 4:00 PM. The utilization results by parking type and period of the day are provided in Table 1.

Public Parking Survey
January 19th, 2017

Parking Type	6:00 AM	8:00 AM	10:00 AM	12:00 PM	2:00 PM	4:00 PM	6:00 PM
Municipal Commuter Permit	29%	70%	78%	80%	79%	74%	43%
Municipal Commuter Meter/Hourly	10%	18%	25%	27%	33%	24%	22%
Municipal Retail Meter/Hourly	4%	14%	43%	55%	55%	54%	39%
On-Street Parking	16%	38%	52%	58%	64%	62%	47%
Total	22%	51%	64%	68%	69%	65%	41%

Table 1. Village of Island Park Parking Utilization

Municipal Commuter Parking Lots	
Commuter Permit	430
Metered	46
ADA	8
Taxi	7
Doctors Office	4
Restaurant Retail Permit	24
1 Hour Parking (Lot 1)	5
Totals	524
Municipal Retail Parking Lots	
3-Hour Merchant	106
Senior Permit	10
ADA	8
Totals	124
Municipal Parking Lot Totals	648

Private Parking Lots	
Retail Parking	172
ADA	13
Totals	185

Total Village of Island Park Parking Inventory	
Municipal Parking Lot Total	648
Private Parking Lot Total	185
On Street Parking	145
Total Village Parking Count	978

Table 2. Village of Island Park Off-Street Parking Inventory

Housing Demand

Demographics

As described in the demographics section, the Island Park area has increased in size over the last five years. However, the area has not yet reached 2000 levels. The area has grown faster than both New York State and Nassau County over the last five years (see Table 3). The number of households has increased more rapidly than the population, which suggests that larger share of small households; that is, more single-adult households with fewer children (US Census Bureau 2015c, 2010, 2000).

In fact, a much higher percentage of Island Park residents fall between the ages of 35 and 49 relative to the United States. The area has a relatively smaller percentage of teenaged and young adult residents. Relative to Nassau County, as is shown in Chart 1, Island Park has a much smaller proportion of residents under 30 (US Census 2015b).

					Growth	
Geography	Measure	2000	2010	2015	2000 to 2010	2010 to 2015
New York	Population	18,976,457	19,378,102	19,673,174	0.2%	0.3%
	Households	7,056,860	7,317,755	7,262,279	0.4%	-0.2%
Nassau County	Population	1,334,544	1,339,532	1,354,612	0.0%	0.2%
	Households	447,387	448,528	440,640	0.0%	-0.4%
Island Park	Population	8,553	8,370	8,449	-0.2%	0.2%
	Households	3,011	2,916	3,088	-0.3%	1.2%

Table 3. Growth Trends in Island Park, Nassau County and New York State

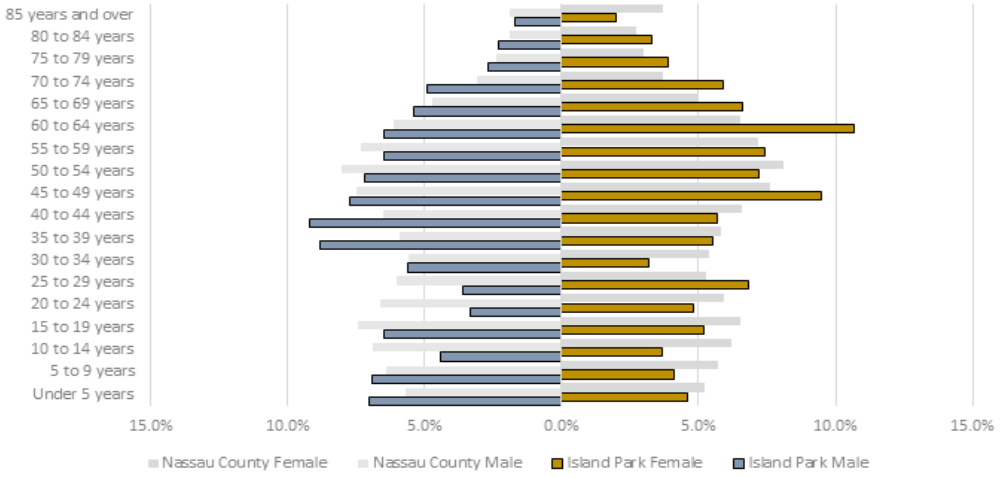


Chart 1. Populaton Age Distribution Island Park and Nassau County

This age distribution, and smaller household size, makes Island Park residents among the most likely demographic to use public transit, as according to the American Public Transit Administration (APTA), 79 percent of all transit users are between 25 and 54. Single and two-person households are also more likely to use public transit (APTA 2017). In fact, Island Park users *do* rely heavily on public transit and carpooling to commute. In particular, the area has a substantially larger share of commuters traveling by public transit than is true for either New York State or Nassau County.

Chart 2 shows that 17.5 percent of Island Park residents commuted to work by public transportation, and another 10.9 percent carpooled. Both counts are higher than is true for Nassau County (US Census 2015a). This would indicate that appropriate future residential development with good connections to transit would further reinforce the community's attractiveness and leverage its excellent rail transit connectivity. This would indicate potential development in the immediate vicinity of the existing Long Island rail Road station and improved intermodal connectivity.

In terms of the residential market, Island Park is generally stable with very few residential vacancies (see Table 4). While the low turnover reflects positively on the area's desirability, the low turnover also makes it more challenging for potential new residents to access the local residential market. The area's homeowner vacancy rate has declined over the last three years, and the vacancy rate has been at zero for the past two years (US Census 2015d), indicating a positive demand for housing and overall attractiveness of Island Park for future residential development.

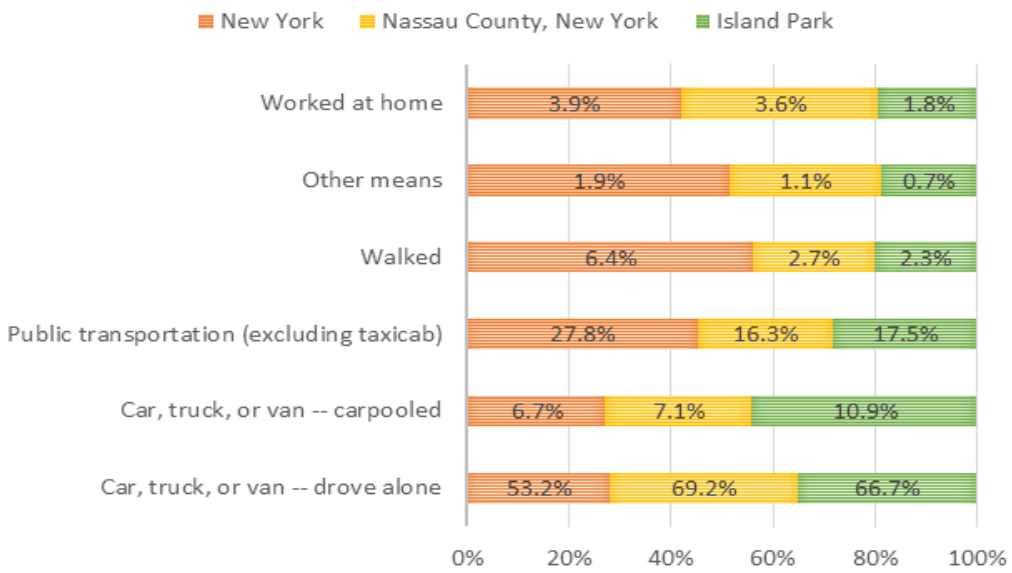


Chart 2. Normalized Comparative Distribution of Transportation Modes in Island Park, Nassau County and New York State

		2011	2012	2013	2014	2015
Island Park	Homeowner vacancy rate	2.0%	3.1%	3.5%	4.1%	2.5%
	Rental vacancy rate	10.6%	4.9%	4.7%	0.0%	0.0%
Nassau County	Homeowner vacancy rate	1.4%	1.3%	1.3%	1.2%	1.2%
	Rental vacancy rate	4.5%	4.6%	4.3%	4.6%	4.6%

Table 4. Residential Market Conditions in Island Park and Nassau County

As shown in Chart 3, more than half of Island Park's housing stock is more than half a century old. Fewer than 5 percent of the houses in the area were built since 2000; a substantially smaller proportion than is true for the United States (US Census 2015e). Relative to the U.S. a large part of the Island park housing stock was constructed during the WWII construction boom from 1940-1959. Depending on the condition of these homes and the quality of maintenance over the years, these homes may be less attractive to new buyers and may also be less suitable for expansion.

This would indicate the need for the Village to refresh its housing stock with new units that respond to market conditions and also provide opportunities for existing residents to relocate within the community to residences more aligned with their stage of life, such as single level, smaller residences with higher level amenities and closer and better access (including universal access) to transit. Some of these units may be most appropriately located near the existing train station, where transit access is convenient and intermodal opportunities can be created.

However very few new residential units have been constructed since 2000 compared to the rest of the U.S. The timing thus seems appropriate for the Village to reconsider its housing supply in response to local needs, market demands and economic development opportunity, as appropriate residential development provides a platform for improved and expanded businesses and services that would meet the needs of both existing and future residents.

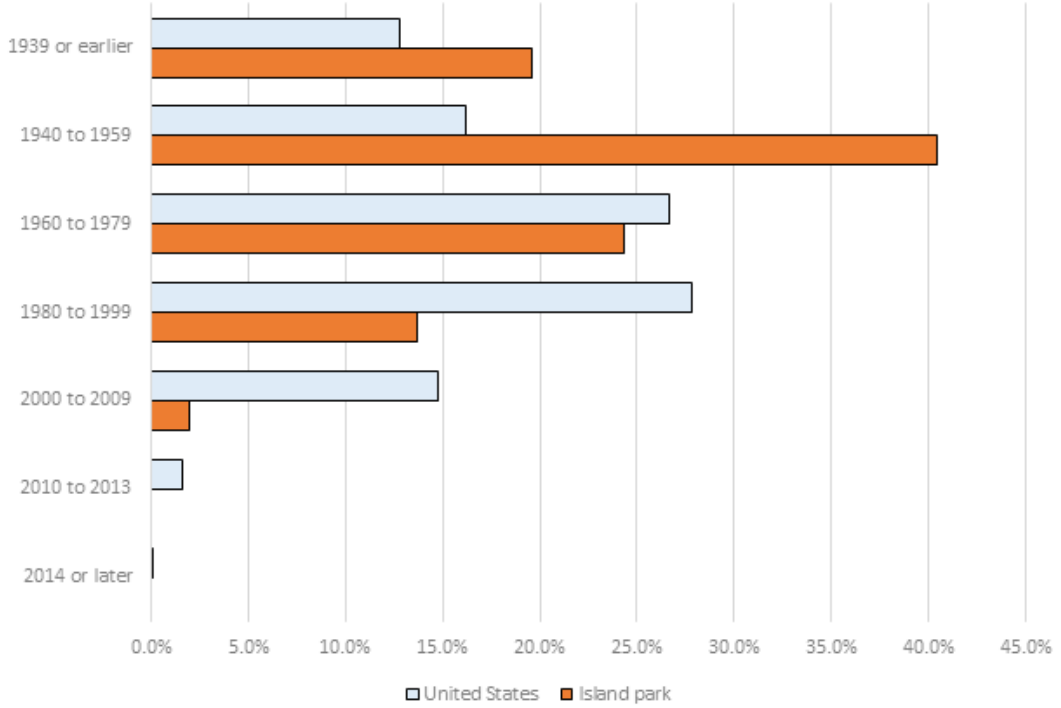


Chart 3. Housing Stock Age Distribution for Island Park and U.S.

As shown in Table 5, Island Park compares favorably to a number of other communities on Long Island and in New York that are currently in the process of developing or have recently completed mixed-use developments with a housing element. Island Park is a smaller community than many of these, but this may in part be a product of the limited availability of housing stock and the generally low-density of existing housing in Island Park.

Patchogue, for example, has a lower median income (2015 dollars) than Island Park and a much lower share of commuters, but added 291 units in 2014 (NY Times 2012). Wyandanch Village added 177 units to the village of Wyandanch; also a community with somewhat lower median income and smaller share of commuters overall (LI Pulse 2016). Nearby East Rockaway will soon welcome 84 condominiums (LI Herald 2016).

The higher median income and higher share of transit riders indicates that Island Park may have greater redevelopment potential. While land area is generally constrained the Village does have several opportunities to accommodate appropriate residential development such as around the train station, near the waterfront and limited infill along Long Beach Road.

Redevelopment of mixed use development including residential near the train station would be consistent with the type of residential development that responds to the market as well as local needs and takes advantage of the Village's excellent transit connections, potentially further enhanced with intermodal improvements.

	Island Park	Patchogue	Wyandanch	East Rockaway
Development(under construction / moving forward)	--	New Village	Wyandanch Village	Marina Pointe
Development details		291 mixed-income	177 mixed-income	84 luxury condos
Total population	8,449	45,420	15,599	10,278
Median income (dollars)	$72,292	$68,077	$70,343	$92,901
Median age (years)	45.5	38.8	32.4	44.7
Percent Hispanic or Latino	21.2%	27.3%	25.4%	12.0%
Rental vacancy rate	0.0%	3.8%	2.4%	6.5%
Percentage commuters over 16 traveling by public transportation	17.5%	4.3%	10.6%	14.4%

Table 5. Residential Growth Profiles of Island Park and Comparative Communities on Long Island

Housing Demand

According to the New York State Association of Realtors (NYSAR), housing prices in Long Island have increased every year for the last four years while month supply has steadily declined. NYSAR (2017) suggests that additional inventory would help

Count		2014	2015	2016	2017
Housing stock	Suffolk County	$300,000	$327,000	$334,000	$340,000
	Nassau County	$410,000	$438,000	$465,000	$475,000
Month supply	Suffolk County	11.7	11.4	7.9	7.1
	Nassau County	8.9	8.7	6.4	6.5

Table 6. Housing Prices and Month Price in Long Island

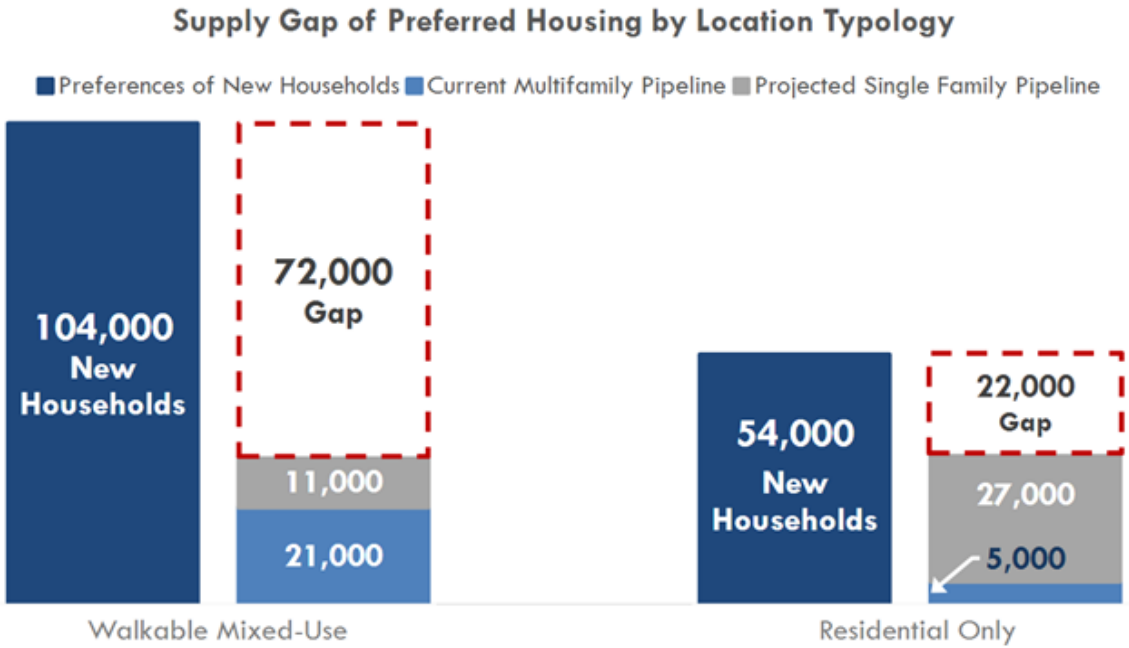


Chart 4. Supply Gap of Preferred Housing by Location Typology

keep prices from reaching levels that making home ownership more difficult to achieve, particularly for first-time buyers.

The affordability of housing is a key issue on Long Island, including for existing residents who would like to remain in their community as well the next generations. The Framework for the Future – Suffolk County Comprehensive Master Plan 2035 (2015) identifies equitable, affordable, fair housing as one of the county's key policy areas for the next twenty years. The shortfall of housing (especially workforce, senior, and multifamily) presents an obstacle to the region's long-term growth. This constraint on economic growth is also represented at a local level in Island Park, where there exists a demand for appropriate housing options in terms of cost, size and amenities.

The Long Island Index confirms this finding. The Long Island Multifamily Housing Study (2016) found a substantial gap between what the region demands and what is currently under production, estimated between 51,500 and 94,000 units over the next 15 years. Several factors contribute to the trend overall, including the fact that (1): young adults in Long Island are more than twice as likely to live with parents compared to the national average; (2) a relatively low number building permits have been issued in the area compared to other areas in the region; and (3) there is a shortage of affordable units to encourage first-time home buyers.

The problem is compounded by changing housing preferences. According to the same study, 30 percent of respondents indicated that they expected to live in multifamily housing within five years, although only 17 percent indicated that they currently lived in multifamily housing. As shown in Exhibit 8, the study suggests that Long Island's greatest housing need is for walkable, mixed-use housing. In the highest population growth scenario, there is a demand of up to 72,000 walkable, mixed-use units in Nassau and Suffolk Counties, representing an increase of approximately 9 percent of Long Island's current housing stock (US Census 2015f). In Island Park, this would be an increase of up to approximately 300 units, allowing some variability to reflect local conditions.

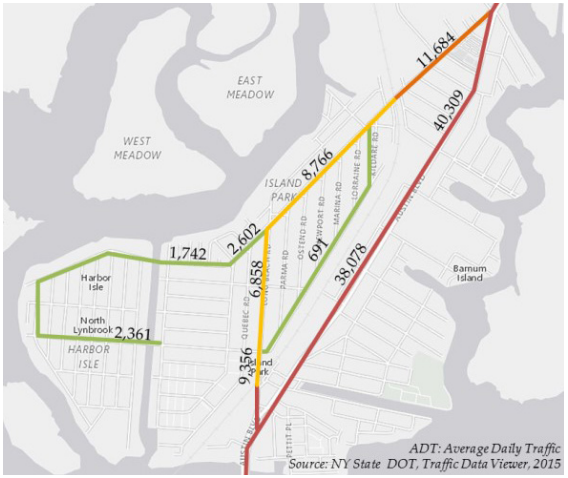
Marketplace Analysis

District Assessment

Commercial District Classification

Downtown Island Park has approximately 72,000 SF of ground floor commercial space and its main anchors are community serving institutions including the Village Hall, Public Library, Post Office, local eating establishments and a bank.

According to the International Council of Shopping Centers' (ICSC) definition of commercial areas, Downtown Island Park corresponds to a 'Small Neighborhood Center' and pulls customers from approximately 1 to 3 miles.



Accessibility and Transportation

Traffic counts are heavy along Austin Boulevard and moderate along Long Beach Road. Along Austin Boulevard, Average Daily Traffic (ADT) ranges from 38,078 to 40,309; on Long Beach Road Average Daily Traffic (ADT) ranges from 6,858 to 11,684. These relatively moderate traffic counts suggest that Long Beach Road, on average, is positioned to serve the local neighborhood rather than the region. This does not mean that some businesses do not draw from a larger trade area, only that the district as a whole is primarily meeting local demand.

A comparison between the number of parking spaces available in the downtown study area with the total ground-floor commercial square footage reveals a ratio of 3.14 parking spaces per 1,000 SF of commercial space, which indicates an adequate parking to retail ratio. Many downtowns focused on increasing walkability are promoting a 2:1,000 SF parking to retail ratio, whereas typical malls offer between 4 and 6: 1,000 SF parking to retail ratios.

Typical Offering	# Anchors	Amount of retail SF	Anchors	No. of Businesses	Trade Area Guidelines
Long Beach Rd, Island Park	2+	Approx. 72,000	Village Hall, Public Library, Post Office, eating establishments, bank	Approx. 40 businesses	1-3 miles
ICSC Shopping Center Classification					
General Purpose Centers	# Anchors	Amount of retail SF	Typical Anchor	Typical No. of Tenants	Trade Area Guidelines
Small Neighborhood Center	1+	30,000 – 125,000 sf	Grocery store (conventional or specialty), local dining, convenience	5 – 20 stores	3 miles
Large Neighborhood Center	2+	125,000 – 400,000 sf	Discount store, supermarket, specialty grocery store, drugstore, eating establishments etc.	15 – 40 stores	3 – 6 miles
Regional Comparison District	2+	400,000 – 800,000 sf	Department store or Junior Department Store, fashion apparel store, some big box retail	40-80 stores	5-15 miles

Commercial District Classification

Total District Parking	770
Total Parking (without permit spots)	333
Total Parking (without permit spots and 3Hr Merchant)	226
Total District ground floor commercial (SF)	72,000
Parking Ratios (parking spots per 1,000 SF of retail)	
Parking to Retail Ratio (total)	10.69
Parking to Retail Ratio (without permit spots)	4.63
Parking to Retail Ratio (without permit and 3Hr Merchant spots)	3.14

Existing Parking on Long Beach Road

Existing Retail Conditions

Public Realm

Downtown Island Park has a well-defined series of commercial blocks along Long Beach Road, with stronger retail presence between the train station and Sagamore Road. However, the condition of its public realm is mixed. Streets and sidewalks along Long Beach Road are well-maintained in some blocks while in disrepair in others. The long block configuration of the corridor creates limited crossing opportunities and discourages shoppers from visiting multiple stores during a single visit. In addition, the visible overhead electrical wires throughout the corridor detract from the district's experience.

Finally, the area lacks a public space for civic gatherings and events downtown. The activation of the existing alley across the street from the train tracks connecting Long Beach Road to Quebec Road could be a potential interim solution to the lack of public space downtown that could enhance the business district by providing a venue for small community gatherings and activity.

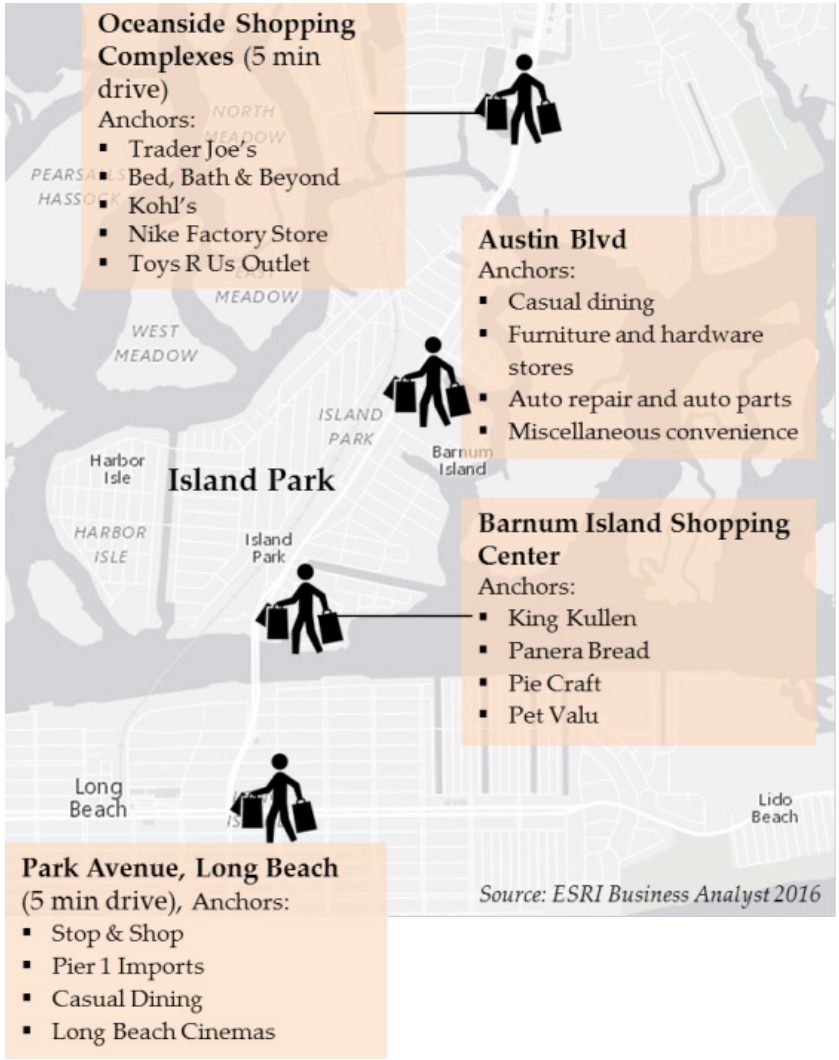


Figure 13. Competitive Districts within a short drive from Downtown Island Park

Private Realm

Long Beach Road has a continuous street-level retail wall on the Western side of the street between the train station and the Public Library that under the right circumstances could encourage browsing and pedestrian activity. However, the presence of vacant storefronts and surface parkingg lots throughout the corridor creates gaps that undermine shoppers' ability to cross-shop, or to visit multiple stores during the same trip and stay longer in the district. In terms of retail visibility, the current signage of many retailers makes it difficult for pedestrians to identify them. These retailers would benefit from installing signs that are perpendicular to the façade (blade signs).

Anchors and Destinations

Anchors and destinations in Downtown Island Park include civic institutions such as the Public Library, the Post Office, the Village Hall, and Masone beach, as well as dining and retail establishments. Their character and function reinforce the neighborhood-driven identity of the district. Most of these anchors are located along Long Beach Road but are relatively dispersed throughout the corridor with a concentration in the block between the train station and Sagamore Road. This break in retail continuity and activity between the main business node and key anchors such as the Post Office and Masone beach weakens potential cross-shopping opportunities downtown.

Existing Retail Along Long Beach Road

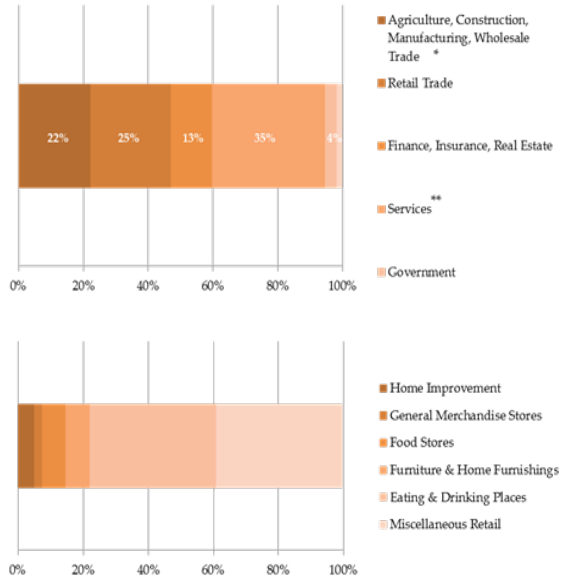
Long Beach Road

Business Environment

Competitive Districts

A look at retail offerings in the area shows four main competitive districts within a short drive from Downtown Island Park: (1) Oceanside Shopping Complexes, (2) Austin Blvd, (3) Barnum Island Shopping Center, and (4) Park Avenue, Long Beach. 1) Oceanside Shopping Complexes are located 5 minutes north of the district along Long Beach Road and constitute a retail destination for comparison goods and services. 2) Austin Boulevard runs parallel to Long Beach Road to the east and offers a number of auto-oriented dining establishments along with miscellaneous convenience retail. 3) Barnum Island Shopping Center is located right outside the southern portion of the district along Long Beach Road. It is a local destination for groceries and convenience goods. 4) Park Avenue, located in Long Beach and within a 5 min drive of downtown Island Park, is another competitive district that offers a wide variety of convenience and comparison goods and services as well as entertainment offerings.

This indicates that there are a considerable number of retail and entertainment offerings within a short drive from Downtown Island Park, making it challenging to attract customers and new businesses to Long Beach Road.



** Includes Transportation, Utilities and Communication Industries*
*** Services include business services, hotel/lodging services, auto services, movies/amusement services, health services, legal services and education.*
**** Miscellaneous Retail include retail establishments, not elsewhere classified and may include drug stores, liquor stores, used merchandise stores, miscellaneous shopping goods stores, non-store retailers, fuel dealers, and miscellaneous retail stores.*

Business Mix

The businesses with the largest number of establishments in Downtown Island Park are Services, with 58 establishments (equivalent to 31% of businesses) and Retail Trade, with 41 establishments (equivalent to 35% of businesses). Of the total retail establishments, 16 (39%) are Eating and Drinking Places and 16 (39%) are Miscellaneous Retail stores. These numbers indicate that Island Park's business district works as a service and dining destination with accessory retail.

Real Estate Landscape

There are 11 vacant properties in the busier section of Island Park's business district (along Long Beach Road between the train tracks and Sagamore Road) that, with the exception of the gas station site, occupy approximately 23,000 SF of space. Of these properties, 3 are in move-in condition, 3 require redevelopment, and the conditions of the remaining 5 are unknown. Just over half of the vacant properties have sales or rent signs, and less than half of these are listed on major providers like Loopnet or MLS.

In terms of retail listings, there are two retail spaces for lease in Island Park listed on major providers (MLS, Loopnet) and two in Barnum Island along Austin Boulevard. Current asking rents along Long Beach Road are $16.00 to $16.90 SF/Year whereas rents along Austin Boulevard range from $16.00 to $20.77 SF/Year. In addition, the nearby competitive district of Park Avenue in Long Beach has several listings on Loopnet that range from $27.16 to $32.40 SF/Yr.

Rental rates are typically a reflection of sales expectations; therefore sales expectations in Island Park lag those of competitive districts. New tenants in Island Park will require competitive rental rates at the outset to overcome weaker initial sales. Leases can be structured in a number of ways to address this issue, including rent abatements with increases over a period of time, or "percentage rent" in which a business pays a base rent and contributes additional rent only if sales go over a pre-determined amount, etc.

Move –in condition:

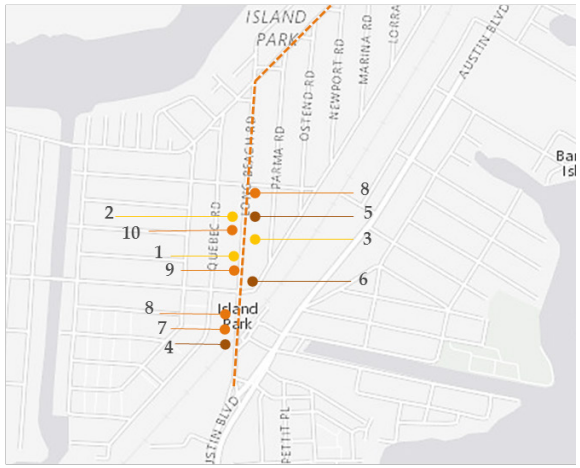
1. 164 Long Beach Rd – listed for rent by owner, treated for mold
2. 236 Long Beach Rd – listed for rent (7)
3. 203 Long Beach Rd (former location of NYS Small Business Development Center) – listed for rent

Needs redevelopment:

4. 88-90 Long Beach Road – not listed (Red Choo Choo)
5. 255 Long Beach Rd (former gas station) listed for sale
6. 147 Long Beach Rd (former Bank of America)- not listed

Unknown condition:

7. 92 Long Beach Rd – listed for sale by C21/Scully Realty
8. 100 Long Beach Rd – listed by C21/Scully Realty
9. 154 Long Beach Rd – listed by C21/Scully Realty
10. 234 Long Beach Rd – not listed
11. 263 Long Beach Rd (corner of Sagamore and Long Beach Roads) – not listed



Vacant properties in Island Park's Downtown

Market Demand Analysis

Determining Trade Areas

Field surveys with businesses and stakeholders indicated that in general, the district draws customers from the Village and adjacent communities. Not every business shares the exact same trade area, but the downtown as a whole likely draws approximately 60-70% of its local customer base from this distance.

In addition, the presence of natural barriers as well as the gravitational pull of competitive districts (residents of both nearby communities of Oceanside and Long Beach have their own local commercial districts which are more convenient, larger and with greater offerings) indicate a primary trade area (TA) equivalent to zip code 11558.

A secondary trade area (TA) was also drawn based on a 10 minute drive from downtown Island Park. This coincides with the boundaries of the additional zip codes 11572 and 11561, as shown in Figure 14.

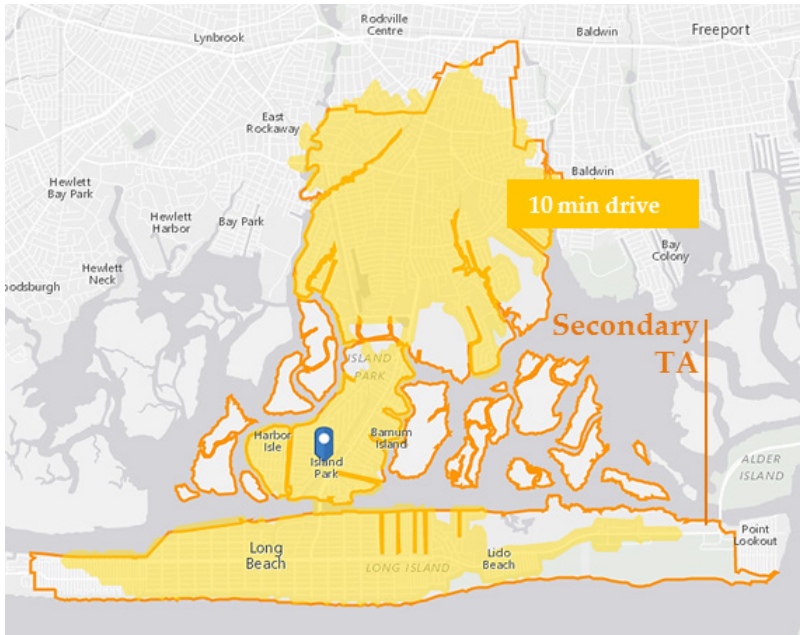


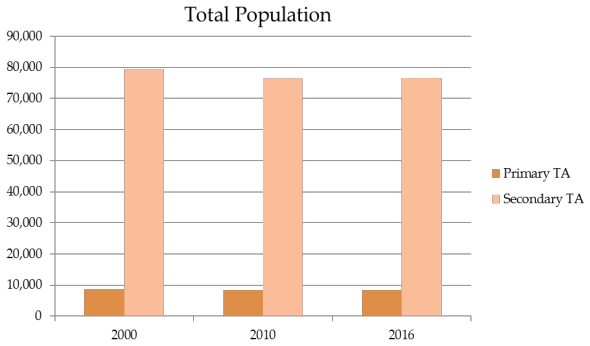
Figure 14. Secondary Trade Area

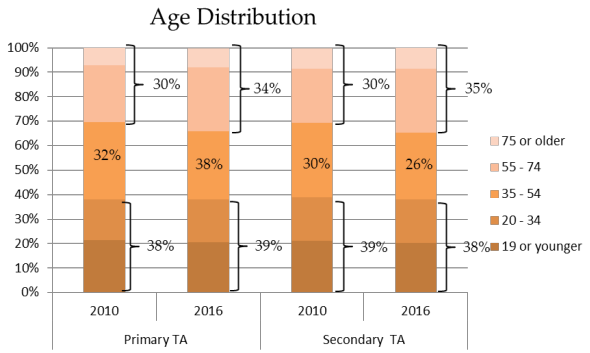
Figure 15. Primary Trade Area

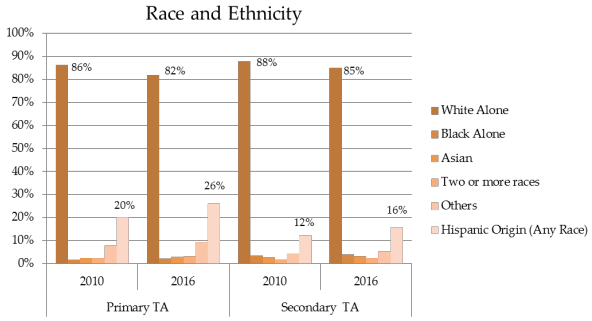
Demographics

As illustrated in the table on the right, the primary trade area has a high residential density compared to the County. In addition, the residential population in the primary trade area is middle-aged, composed of homeowner families and car-reliant, similar to the County. Unlike the County, however, the primary residential population growth is projected to remain stable.

A look at population trends reveal that both trade areas lost population between 2000 and 2010 and recovered slightly in 2016, but numbers still have not reached 2000 levels. In terms of age distribution, between 2010 and 2016 both primary and secondary trade areas saw the share of aging and older adults increase and the share of middle age adults (35 – 54 year olds) decrease while the share of young adults and children remained nearly constant. Finally, in terms of race and ethnicity, between 2010 and 2016 both primary and secondary trade areas saw the White population decrease while the Hispanic population increased.







Psychographics

A psychographic analysis was conducted to identify tapestry segments (customer groups) in the various trade areas. This analysis paints a more vivid picture of who is living in the trade areas and what their habits and preferences as consumers are, and is a tool frequently used by retailers to quickly understand a community.

Within the primary trade area, two different groups make up 100% of customers. These groups are: Pleasantville (59%): Established middle-age couples willing to spend more for quality and brands. They prefer classic and timeless items as opposed to trendy and shop at both discount and upscale stores. They enjoy gardening and home improvement, and their median age is 41.9 and median household income is $85,000.

City Lights (40%): Diverse households composed by wide-ranging demographic characteristics. They are price savvy but will pay for quality brands. They are health conscious, attuned to the environment and when possible, purchase natural products. Their median age is 38.8 and median household income is $60,000.

In the secondary trade area, Pleasantville and City Lights are still the two major customer groups and together correspond to 54% of customers. However,

there are other large groups that also make up the customer base including:

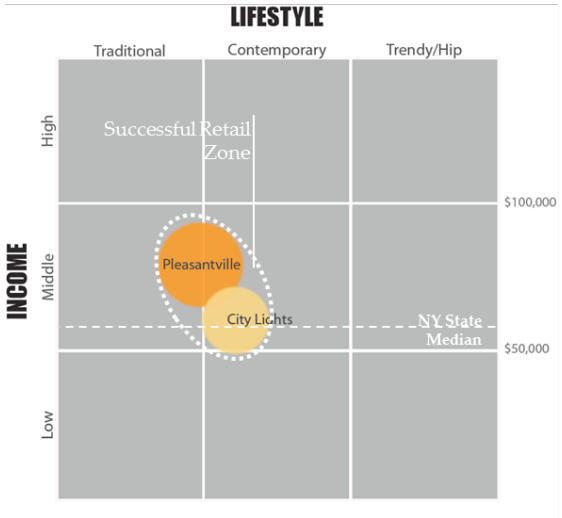
Urban Chic (13%): Well-educated professionals that live a sophisticated lifestyle. Slightly older, these are busy, well-connected and tech-savvy consumers who are environmentally conscious and prefer organic products. They enjoy going to movies and prefer shopping at Trader Joe's Costco or Whole Foods. Their median age is 42.6 and median household income is $98,000.

Golden Years (10%): Independent, active older adults living alone or empty nester couples. They are focused on physical fitness and pursue a variety of leisure interests – travel, sports, dining out, museums, and concerts. Their median age is 51 and median household income is$61,000.

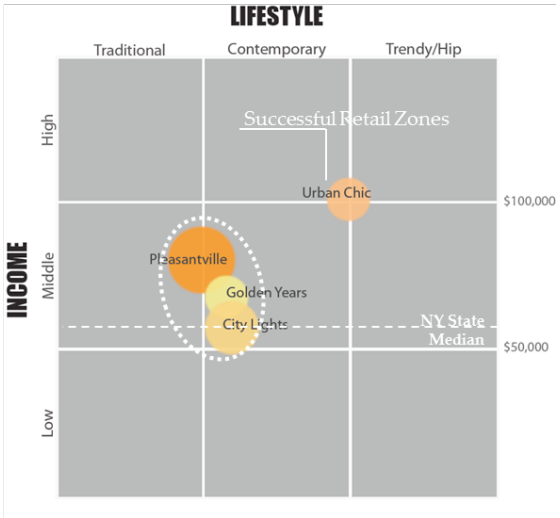
To better understand what these profiles mean for retailers, we plotted them on the Strategic Positioning Matrix, a tool for mapping psychographic profiles in terms of lifestyle and income. This tool communicates what types of retail offerings are a good fit for the consumers of a particular district. The horizontal axis represents "lifestyle". Retailers and customers with more traditional merchandise and preferences fall to the left under "traditional", "contemporary" retailers and customers fall in the middle, and trendy retailers and customers gravitate to the right. The vertical axis reflects retailer price point and consumer income.

As the Strategic Positioning Matrix reveals, traditional to contemporary offerings at mid-price points present higher opportunities for Downtown Island Park retailers at this time.

Primary TA



Secondary TA



Workforce Demand

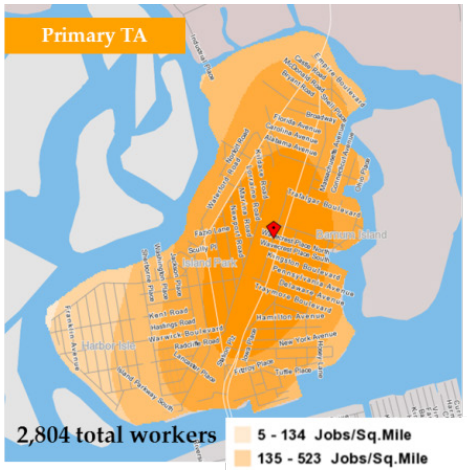
There are 2,804 workers in the primary trade area and 21,120 workers in the secondary trade area. In the primary TA the highest density of workers is found along Austin Boulevard with over 2,000 jobs per mile, and in the secondary TA the highest density of workers is found in the northern section between Merrick and Foxhurst Roads. A look at the worker to resident ratio reveals that for every worker Island Park has about three residents indicating that local residents generate higher demand for goods and services than workers.

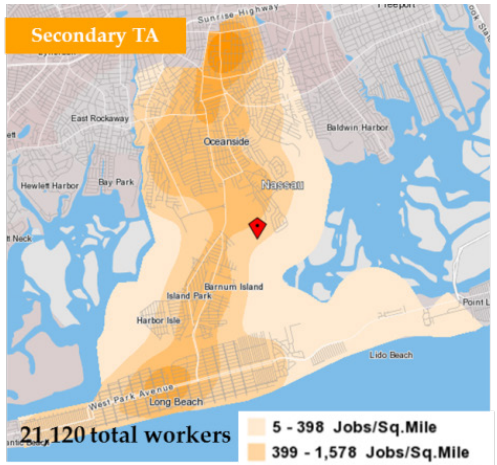
Retail Opportunity

Retail Leakage Analysis

An analysis of retail leakage compares the discretionary income of residents within the trade area against the total sales estimated for local businesses, also within the same trade area. For some store types, local businesses sell more than local residents are purchasing. This means that outsiders may be coming into the area to shop (known as a 'surplus').

In other categories, residents are spending more than local stores are selling, suggesting that residents are spending outside the trade area (known as 'leakage'). Depending on the size of leakage, this may suggest opportunities for both existing and new businesses to better meet the needs of the residential customer base.





Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (2nd Quarter of 2014)

As Table 7 reveals, there is opportunity (leakage) for additional retail in most categories including: Furniture and Home Furnishings, Electronics and Appliances, Lawn & Garden Equip., Books & Music Stores, General Merchandise, Health and Personal Care, Clothing, Sporting Goods, Drinking Places and Restaurants.

The comparison nature of many of them (clothing, electronics, furniture) requires these types of stores to be clustered and more likely to be located in places with an established presence of similar businesses. In contrast, convenience businesses (hardware stores, health and personal care, general merchandise, eating places) are suitable to small neighborhood centers such as downtown Island Park.

	Primary TA	Secondary TA
Furniture & Home Furnishings Stores	$1,224,579	$22,744,128
Furniture Stores	$2,584,109	$22,551,664
Home Furnishings Stores	-$1,359,530	$192,464
Electronics & Appliance Stores	$3,651,498	$39,269,550
Bldg Materials, Garden Equip. & Supply Stores	$71,009	$31,909,612
Bldg Material & Supplies Dealers	-$95,687	$28,656,893
Lawn & Garden Equip & Supply Stores	$166,696	$3,252,719
Food & Beverage Stores	-$33,157,843	$48,033,402
Grocery Stores	-$22,988,828	$34,618,573
Specialty Food Stores	-$298,479	$13,680,687
Beer, Wine & Liquor Stores	-$9,870,536	-$265,858
Health & Personal Care Stores	$8,201,260	$32,836,178
Clothing & Clothing Accessories Stores	$8,360,045	$40,821,977
Clothing Stores	$6,464,528	$32,544,882
Shoe Stores	$1,229,619	-$4,056,017
Sporting Goods, Hobby, Book & Music Stores	$3,466,555	$15,124,071
Sporting Goods/Hobby/Musical Instr Stores	$2,796,982	$7,628,292
Book, Periodical & Music Stores	$669,573	$7,495,779
General Merchandise Stores	$17,035,532	$146,650,077
Florists	-$447,376	$2,205,814
Office Supplies, Stationery & Gift Stores	-$828,692	-$3,320,035
Food Services & Drinking Places	-$9,425,392	$30,701,706
Special Food Services	-$3,580,513	-$9,583,345
Drinking Places - Alcoholic Beverages	$1,015,310	$7,081,913
Full and Limited-Service Restaurants	-$6,860,189	$33,203,138

Source: ESRI Business Analyst, 2017

Table 7. Retail Leakage and Surplus for the Primary and Secondary Trade Areas. (Note: Leakage numbers are in green and surplus numbers are in red.)

Table 8 presents the amount of additional square footage (Total SF) the primary and secondary trade areas could support based on residential leakage numbers. The primary TA could support between 20,000 to 33,000 SF of new retail while the secondary trade area could support another 70,000 SF. However, in order to attract customers from the secondary trade area, Downtown Island Park needs to enhance its offerings to be able to compete with nearby competitive districts.

CR, or Capture Rate, refers to the percentage of total potential spending in any retail category that can reasonably be expected to occur within both trade areas based on competitive venues, proximity to customer base, and quality of a potential business. The total retail SF presented do not take into consideration existing vacancies that amount to 23,000 SF of retail space at the core of Island Park's downtown.

It is important to note that new retail offerings will likely be small, independently-owned operators that can be accommodated with small floor plates and they should be co-located near complementary businesses or anchors. In addition, retail needs from these leakage categories may be met by existing businesses willing to expand their offerings and merchandise mix to capture this demand.

	Primary TA			Secondary TA		
	New SF	30% CR	50% CR	New SF	20% CR	10% CR
Furniture & Home Furnishings Stores	2,662	799	1,331	49,444	9,889	4,944
Electronics & Appliance Stores	1,107	332	553	11,903	2,381	1,190
Bldg Material & Supplies Dealers	-	-	-	102,346	20,469	10,235
Lawn & Garden Equip & Supply Stores	595	179	298	11,617	2,323	1,162
Grocery Stores	-	-	-	67,614	13,523	6,761
Health & Personal Care Stores	7,483	2,245	3,741	29,960	5,992	2,996
Clothing Stores	13,696	4,109	6,848	68,951	13,790	6,895
Sporting Goods/Hobby/Musical Instr Stores	8,476	2,543	4,238	23,116	4,623	2,312
Book, Periodical & Music Stores	3,506	1,052	1,753	39,245	7,849	3,924
General Merchandise Stores	29,021	8,706	14,511	249,830	49,966	24,983
Full and Limited-Service Restaurants				50,769	10,154	5,077
Total Retail SF	**66,546**	**19,964**	**33,273**	**704,796**	**140,959**	**70,480**

Source: ESRI Business Analyst 2016, and LOA Calculations based on ICSC Research, Sales Productivity for Non-Anchor Tenants in U.S. Northeast Malls, September 2016.

Table 8. Additional square footage the primary and secondary trade areas could support per retail category.

Maintenance, Operations and Management

As a County road, Long Beach Road is maintained by the Nassau County Department of Public Works and is generally clean and well kept up.

At present, there is no organization to provide active management for the Long Beach Road retail corridor. While some merchants have expressed an interest in getting involved in strengthening the shopping district, most merchants own and operate their stores, leaving limited ability to participate in volunteer-led efforts. Business owners do seem to know one another but do not have a formal organization nor do they meet regularly.

Figure 16. Sidewalk Condition

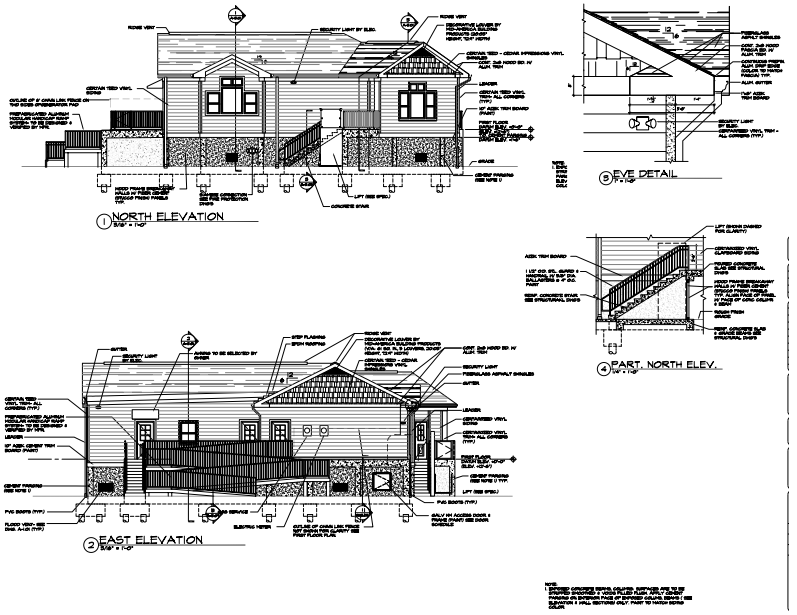
Ongoing Plans by Others

Village Hall

The Village of Island Park's Village Hall was severely damaged as a result of Superstorm Sandy. Since 2013, it has operated out of a temporary structure located adjacent to the site of the former Village Hall, across from the the train station. A new Village Hall has been designed for the Village by Ehasz Giacalone Architects at the southeast corner of Warwick Road and Long Beach Road.

Bank of America

Recent conversations between the Village and Bank of America presented an opportunity for an alternative location for the new Village Hall. The existing Bank of America building is located on the corner of Long Beach Road and Warwick Road and when vacated, would be an economically viable alternative location for the new Village Hall, freeing up the triangle of space adjacent to the area immediately west of the train station for a new expanded Village Plaza and Village Green. Discussions are continuing. Refer to Chapter III *Section B. Re-envisioning the Train Station Area* for more details.



New Village Hall Plan by Ehasz Giacalone Architects, P.C.

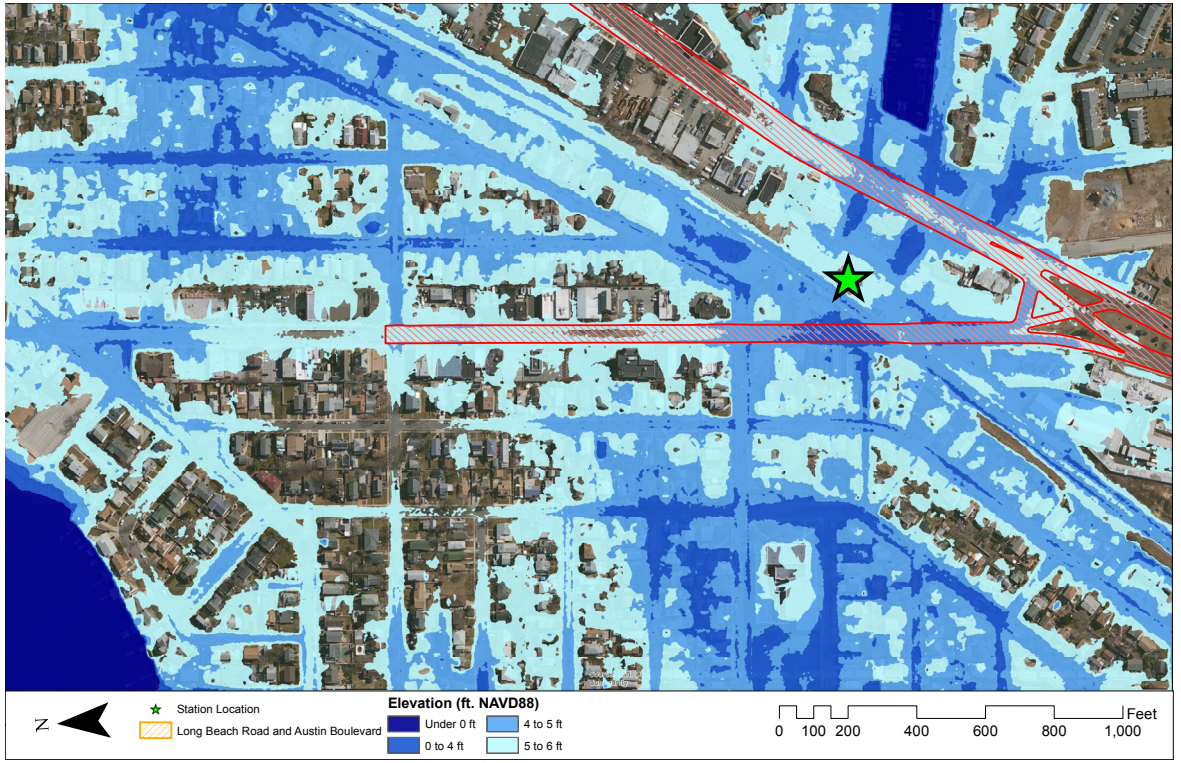
Existing Bank of America

Drainage (what happens in flood conditions)

The Site – Existing Conditions

Flooding in the Village of Island Park, while extreme during events such as Superstorm Sandy, reflects a systematic drainage condition which makes Island Park vulnerable to flooding on a frequent basis.

Widespread ponding occurs following regular storm events and tidal waters flood streets several times a year.

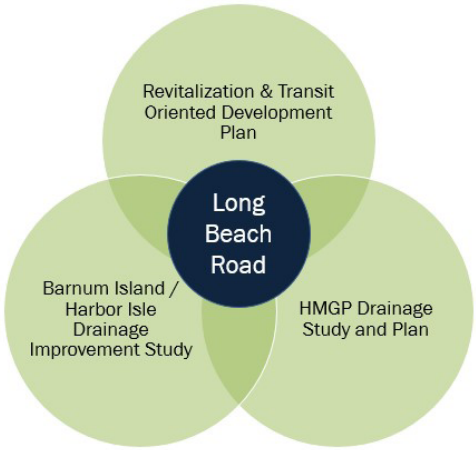


Existing Flood Map

Long Beach Road exemplifies these conditions, with stormwater collecting within bowl-like depressions at both the north and south ends of Long Beach Road. Flooding issues ae exacerbated by the existing deteriorated stormwater infrastructure, with poor collection and conveyance; hindering drainage and often filled with bay waters that backs up into the drainage system due to a lack of backflow preventers at drainage outfalls.

These conditions have been documented in the *Hazard Mitigation Grant Program (HMGP) Comprehensive Drainage Study* and the *Plan for the Incorporated Village of Island Park and the Barnum Island / Harbor Isle Drainage Improvement Study*.

Both studies point to low topographic relief, high groundwater table, largely unplanned and deteriorated stormwater infrastructure, and a lack of back flow preventers at stormwater outfalls as the key challenges when exploring solutions to the recurrent flooding that impacts the quality of life and economic potential of the Long Beach Road community.



Long Beach Road Elevations

HMGP

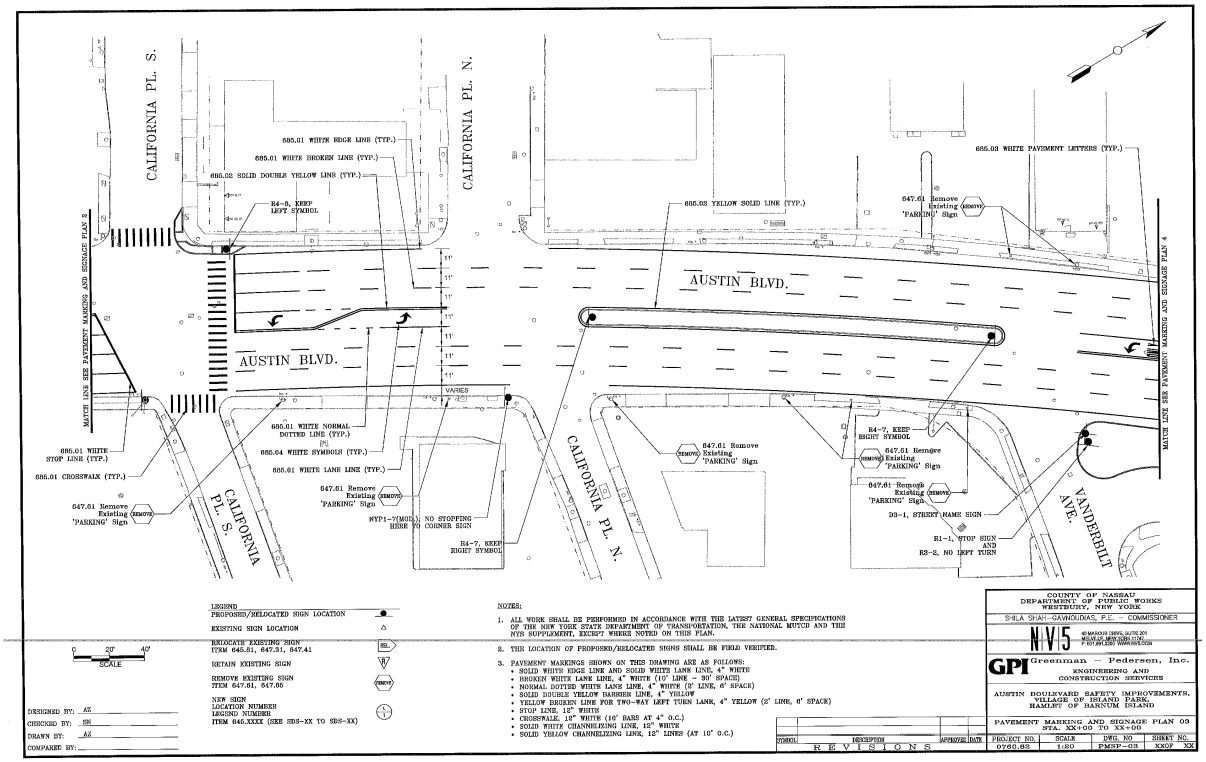
As part of the Federal Emergency Management Agency (FEMA) HMGP, the Village of Island Park was awarded funding to generate drainage infrastructure improvements to reduce flooding in the Village. In March 2017, a report presenting the findings of the Phase I HMGP comprehensive drainage study was published. The report provides a detailed narrative of the history of flooding in the Village, results of modeling scenarios to characterize existing and proposed drainage systems, and details options for drainage infrastructure improvements. As a result of the study, the following improvements were recommended: replacement of tide valves at the outfalls, replacement and improvement of drainage and streets, replacement of bulkheads, installation of knee walls along rear property lines on Nassau Lane, and green infrastructure pilot projects.

Barnum Island / Harbor Isle Drainage Improvement Study

The Barnum Island / Harbor Isle Drainage Improvement Study investigated existing stormwater deficiencies within the Hamlets of Barnum Island and Harbor Isle and identified flood reduction projects. As part of the project, the design team corresponded with municipalities and counties to collect information on the existing drainage issues. While the purpose of the Drainage Improvement Study was similar to that of the HMGP study, the former study introduced the prioritization of improvements of outfalls based on modeling scenarios, assets protected, and green infrastructure implementation.

Austin Boulevard Traffic Calming & Beautification

Nassau County is currently carrying out designs for traffic calming, lane reduction and beautification of the full length of Austin Boulevard. The designs for the project are due to be complete in the Summer of 2017 with bidding to commence in the Fall of 2017.



Extract from Nassau County's Austin Boulevard Traffic Calming & Beautification Project

Strategic Plan: Recommended Improvements

Planning Principles

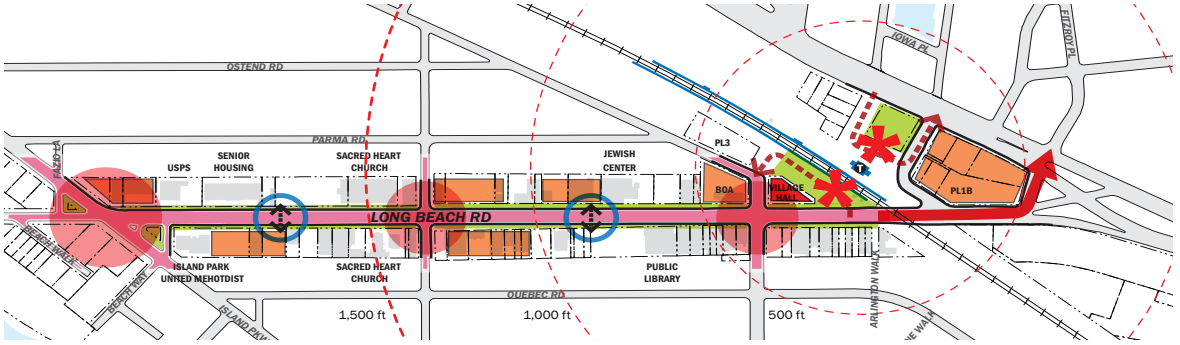
The strategy to achieve the Project Goals of the vision is to:

1. Leverage the Train Station to attract new development
    - » Improve pedestrian and vehicular access around the station
    - » Consider connections to other modes of transportation - bus, bicycle, and car etc to make this an multi-modal transit hub
2. Increase Long Beach Road's visibility from Austin Boulevard and other surrounding roads
3. Develop a long term resilience strategy to address nuisance flooding along Long Beach Road
4. Create a series of high quality "places" along Long Beach Road that will attract visitors, new residents, and investors
5. Revise existing Zoning to allow for Mixed-Use Development

Plan Recommendations

The plan is based on seven major strategies:

1. Streetscape improvements to Long Beach Road to make Island Park more pedestrian-friendly, provide places for sitting and gathering, and improve Long Beach Road as a setting for new development.
2. Re-envisioning the train station area as the hub of downtown, an intermodal transportation centered on a new village square, setting for the Village Square.
3. Traffic Calming and Parking.
4. Identifying opportunities for new development and a set of Implementation tools to encourage and guide their implementation.
5. Developing a new vision for the Long Beach Road's two gateway sites at Austin Boulevard and Island Parkway to increase Long Beach Road's visibility and accessibility.
6. Identifying longer term improvements to Long Beach Road's drainage infrastructure, the implementation of which are critical to the success of the four other strategies, and without which, Long Beach Road cannot attain long term sustainability.
7. Establishing a new Retail strategy for the Long Beach Road Corridor and increasing its management capacity.



Proposed Strategic Plan for Downtown Island Park

A. Streetscape Improvements

It is also recommended to have crosswalks, pedestrian signals, and pedestrian buttons:

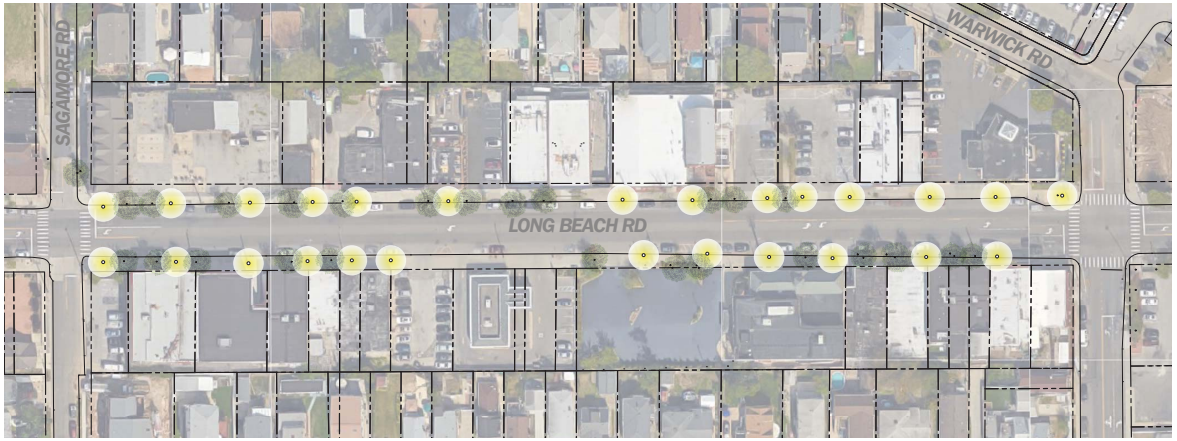
- Calm traffic, making parking more convenient by converting the existing parallel parking to diagonal parking. The left turn lanes can be retained although they will no longer be continuous. The increased efficiency of diagonal parking will make up for parallel parking spaces lost due to the introduction of the midblock crossings. The result of the streetscape improvements would be no net loss of on-street parking in the corridor.
- Introduce mid-block crossings at two locations between Warwick Road and Sagamore Road; midway between Sagamore Road and Island Parkway; and midway between the LIRR tracks and Warwick Road. The midblock crossings will have several benefits: Pedestrians will be able to more easily get from one side of the street to the other, an important quality for retailing streets; traffic will be calmed, making Long Beach Road more hospitable for pedestrians.
- Curb bulb-outs at all four corner of at the intersection of Long Beach Road and Sagamore Road to improve pedestrian's ability to cross the street and calm traffic.

Illustrative View of Long Beach Road from Train Station

Proposed Streetscape Improvements to Long Beach Road

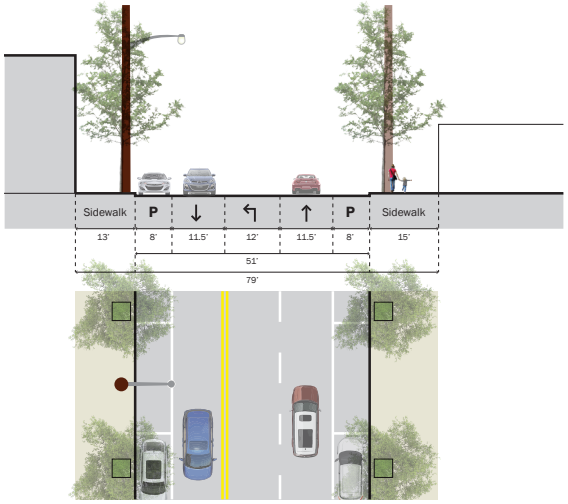
Greening Long Beach Road

The bulb-outs and mid-block crossings also provide an opportunity to add rain gardens (an environmentally friendly way of detaining storm water), and seating areas to make Long Beach Road more hospitable to seniors and a friendlier place to stay and linger. While new street trees have been planted after the waters from Superstorm Sandy subsided, the plan recommends planting new trees to fill several gaps that have been identified to provide a more continuous canopy for shade and an improved image.

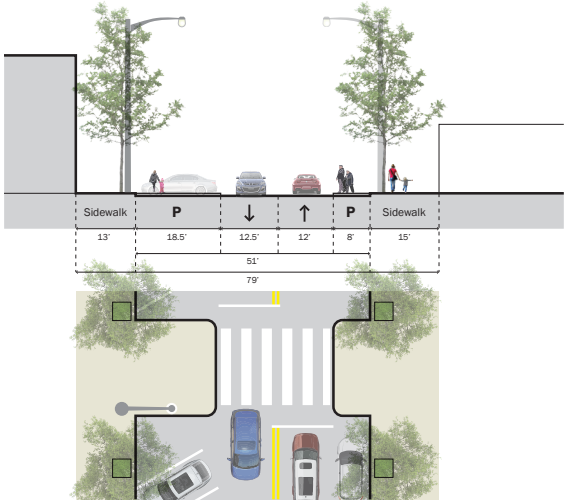


Existing Long Beach Road between Sagamore and Warwick Roads

precedent: Village of Sag Harbor, NY



Existing Long Beach Road Street Section



Proposed Long Beach Road Street Section

B. Re-envisioning the Train Station Area

Village Square

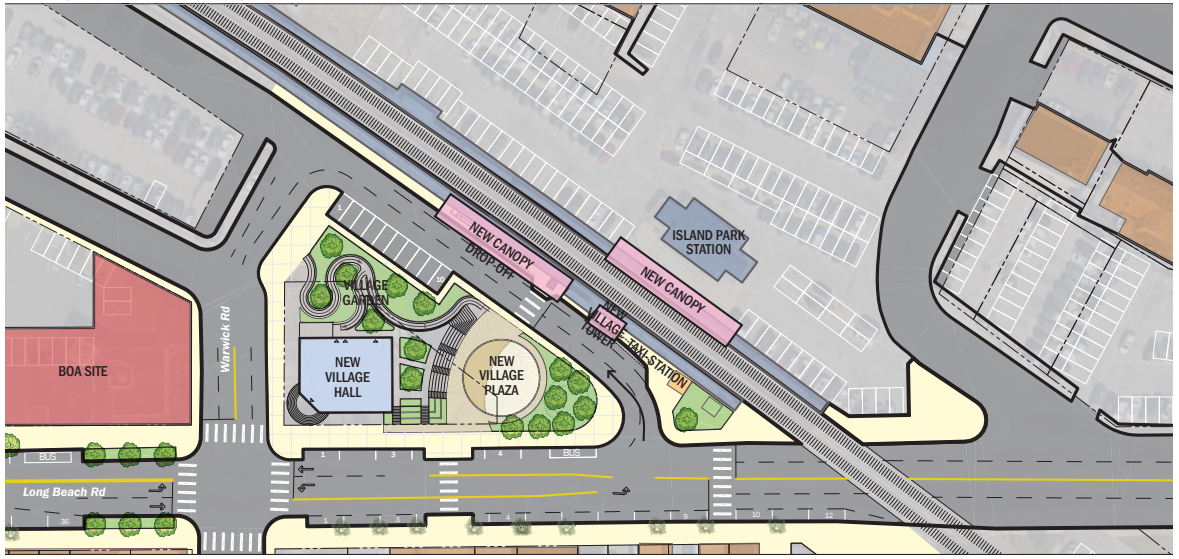
The area immediately west of the Island Park Train Station is anticipated to be the new site for the New Village Hall and an anchor for the Long Beach Road retail core. The plan proposes a new loop driveway to provide access to outbound LIRR platform as well as a dedicated drop off lane for taxis, kiss n ride pick-ups. The driveway frames a new public space that is envisioned as the Village Square.

The Plan proposes a series of landscaped steps up to the level of the Village Hall which can serve as seating and the backdrop to a new plaza. The steps can serve as an amphitheater for outdoor performances, or the setting for Village ceremonies. A new free form set of ramps will provide universal access to the New Village Hall and create a new landscaped area that will provide a buffer between the train tracks and the Village Hall.

The Plaza provides the Village Hall with a new civic setting and a public space that will serve as a place of arrival for those arriving by train, and a plaza to facilitate intermodal transfers between train, bus and automobile pick-ups and drop-offs.

The Plan envisions a new pair of canopies over the southbound platform and the new pick-up area , as well as new tower to screen the utilitarian switching equipment which is presently exposed. The tower will establish a more distinguishable identity at this important gateway location.

The new configuration will provide for no net loss of existing parking, and the addition of bicycle parking, which will have special appeal to the younger demographic the Village seeks to attract.



Proposed for the Village Station Square West of Train Station

Village Square - Alternate Scheme

As mentioned in Chapter II *Ongoing Plans by Others*, the Village is entertaining an alternate scheme to relocate the new Village Hall into the existing Bank of America building on the corner of Long Beach Road and Warwick Road.

Access to the building is currently located on the western side of the building on Long Beach Road. It is recommended that The Village consider an entrance on Warwick Road to allow the new Village Hall to engage and help activate the Station/Village Square.

While the road will remain between the new Village Square and the new Village Hall, a change of paving along this section of Warwick Road, along with some landscaping upgrades will also provide the Village Hall with a more suitable civic presence.

The alternate plan proposes a bigger Village Square which will be a flexible setting for a number of activities - civic, community, and commercial. It will continue to serve as a place of arrival for visitors and residents and provide increased visibility and mobility to intermodal transfers.

The alternate plan presents the opportunity to maximize the amount of green infrastructure within the Village's stewardship, while providing a more significant landscaped buffer between the train tracks and Long Beach Road.

This configuration will provide no net loss of existing parking, instead re-appropriating what was once required for the Bank of America.

Station Access

Pedestrian and Intermodal Access

Making the pedestrian experience clear and coherent is the key to a safe pedestrian experience. Coupled with new open spaces, crosswalks, and improving sidewalks, the proposal makes the pedestrian the priority rather than vehicles. The Plan calls for better defined pedestrian routes across the rail grade-crossing to help facilitate crossing the tracks. Sidewalks along the new driveway pedestrian will provide a clear route for commuters and connect the station to the commuter lots. New street lighting is recommended in Commuter Lots 1A, 1B and Lot 3 to make pedestrian and vehicular movements safer.

To facilitate intermodal transfers, the Plan proposes relocating the existing bus stops further south within the line of commuter movement

Vehicular Access

By directing car access through a one way road and articulated drop off the Plan consolidates commuter parking within dedicated parking lots away from the community space. Designated areas will be established on both sides of the tracks for drop-offs and pick-ups. This will include one-way counterclockwise circulation for vehicles entering on the east side of the station at California Place North and exiting at California Place South. The same one-way counterclockwise circulation is proposed for vehicles entering on the west side of the station at Long Beach Road and exiting at Warwick Road. These configurations allow for passengers to enter and exit on the right side of the vehicle.

The team evaluated the configuration of the intersection of Long Beach Road and Austin Blvd. However, due to the high traffic volumes, higher free flow travel speeds of the vehicles crossing over the bridge, and the heavy vehicles along Austin Boulevard, which is a truck route, changes to the current design of this intersection were considered well beyond the scope of this study.

Parking

The Plan proposes eliminating existing restrictions on weekday evening and weekend parking in the commuter parking lots and making these spaces available for patrons of downtown establishments. This will allow the Village to leverage its existing resources without resorting to developing new surface or structured parking. Wayfinding signage will be necessary to make this shift successful.

C. Traffic and Parking

Short Term Improvements

Streetscape improvements would go a long way to create a better environment for pedestrians and to calm traffic within the Long Beach Road corridor. It is proposed to remove the continuous dual center turning lane throughout the Long Beach Road corridor between the railroad tracks and Island Parkway. The new configuration would include parallel parking on one side of the street, diagonal parking on the other side of the street (as space allows), one northbound travel lane, and one southbound travel lane. The same number of turning lanes would be preserved at the three signalized intersections within the corridor.

In addition, bump outs would be added to all four corners of the Long Beach Road intersections at Warwick Road and Sagamore Road. It is also proposed that two mid-block crosswalks with bump outs would be installed between the railroad tracks and Warwick Road and between Warwick Road and Sagamore Road to respond to observed demand by pedestrians. One mid-block crosswalk with bump outs would be installed between Sagamore Road and Island Parkway. It is also recommended to have crosswalks, pedestrian signals, and pedestrian buttons on all four approaches at the intersection of Long Beach Road and Sagamore Road. The result of the streetscape improvements would be no net loss of on-street parking in the corridor.

Pedestrian space at the rail grade crossing will be better defined to help facilitate crossing the tracks. Within the train station, pedestrian space would be better defined to help connect the station to the commuter lots. Street lighting would be improved in Commuter Lots 1A, 1B and Lot 3 to make pedestrian and vehicular movements safer. Designated areas will be established on both sides of the tracks for drop-offs and pick-ups. This will include one-way counterclockwise circulation for vehicles entering on the east side of the station at California Place North and exiting at California Place South. The same one-way counterclockwise circulation is proposed for vehicles entering on the west side of the station at Long Beach Road and exiting at Warwick Road. These configurations allow for passengers to enter and exit on the right side of the vehicle. In addition, it is proposed to reduce the parking permit regulations in the weekday off-peak and weekend hours so that shared use is permitted during periods when demand for commuter parking is reduced.

Existing Pedestrian Grade Crossing

Recommended Wayfinding Locations South of Long Beach Road

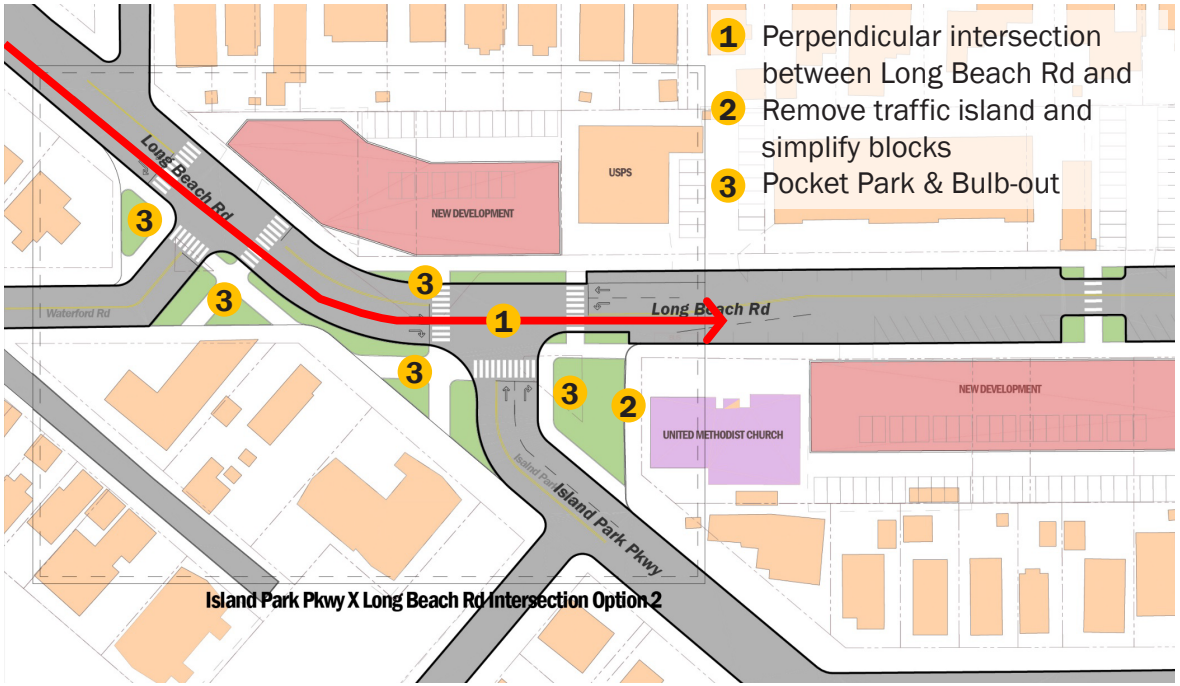
In terms of wayfinding, it is proposed that ground mounted signs be installed to provide advanced warning for northbound vehicles of the upcoming left exit to Island Park (Long Beach Road). The signage in advance of this “exit” ramp would be installed on the left side of the road just before and just after the Long Beach Bridge showing the choices of Long Beach Road (Island Park) to the left and Austin Blvd (Oceanside) to the right. A ground mounted sign would also be installed on right side of southbound Austin Boulevard just to the south of the Barnum Island Bridge to alert southbound vehicles to Long Beach Road (Island Park). In addition, ground mounted signs would be installed on Austin Boulevard just to the north of California Place North for southbound traffic and just to the south of California Place North for northbound traffic to identify the LIRR Island Park Station.

Long Term Improvements

The configuration of the intersection of Long Beach Road and Austin Blvd was evaluated to determine if any changes could be made. Due to the higher free flow travel speeds of the vehicles crossing over the bridge and the heavy vehicles along the truck route, it would be very difficult to change the current design of this intersection. However, it is proposed to reconfigure the Long Beach Road/Island Parkway/ Waterford Road intersection so Long Beach Road is the through street. This would create two separate "T" intersections including Long Beach road at Island Parkway and Long Beach Road at Waterford Road. The result of these changes would:

- Improve intersection geometry,
- Simplify traffic movements through the intersection,
- Focus through traffic on Long Beach Rd and to and from downtown Island Park,
- Reduce the number of turning vehicles through the intersection,
- Create easier and safer pedestrian crossings, and
- Add green space

If development sites are constructed on existing LIRR commuter parking lots, the lost spaces must be replaced in kind in structured parking on the east side of the Station. With this configuration, an elevator and bridge connecting the southbound platform to the upper levels of the new parking garage could be built to limit number of pedestrians traveling across the grade crossing.



Proposed Improvements to Northern Gateway / North End

D. Attracting New Development

Redevelopment Opportunities / Infill Sites

The plan identifies six opportunity sites for new infill development.

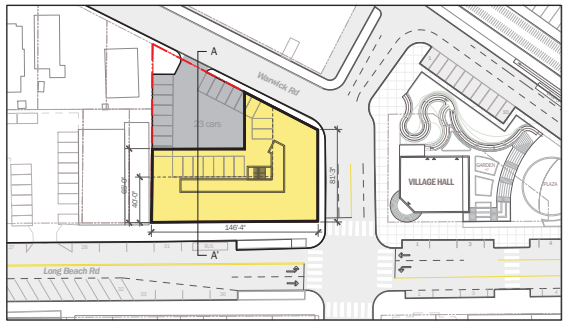
Four of these sites are on surface parking lots. Two are assemblages of parcels presently occupied by single story retail establishments. Revisions to the zoning ordinance allowing mixed-use development including multifamily residential would increase the value of these properties, thus incentivizing their redevelopment. The size of these development sites can work with proven mixed use prototypes, accommodating street-oriented retail and parking on the ground floor, with housing above. Design guidelines are strongly recommended to ensure that new development complements Long Beach Road as a revitalized and pedestrian friendly public realm.

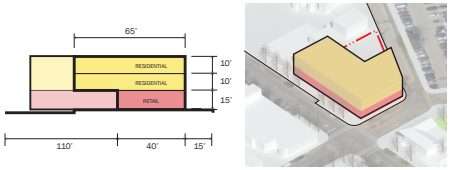
Precedent: Tuckahoe Main Street development

Potential Infill Sites / Redevelopment Opportunities

1 BOA Site

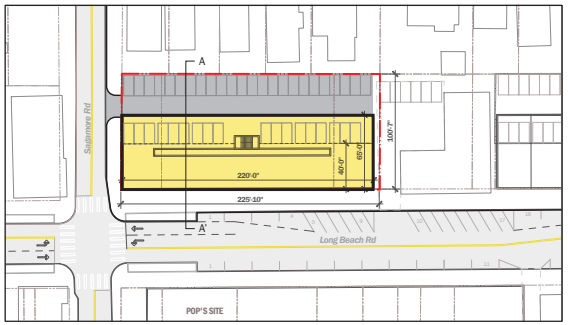
Area		17,400 sf
Potential Development	Residential	23,300 sf
	Retail	7,900 sf
	Surface Parking	23 Parking Spaces

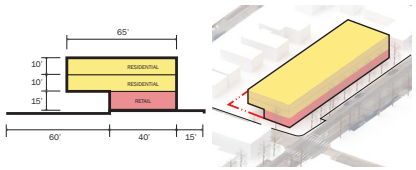




2 Gas Station

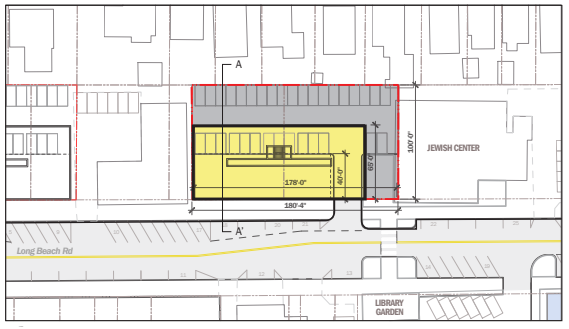
Area		22,800 sf
Potential Development	Residential	28,600 sf
	Retail	8,800 sf
	Surface Parking	36 Parking Spaces

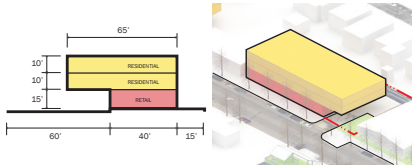




3 NYS SBC

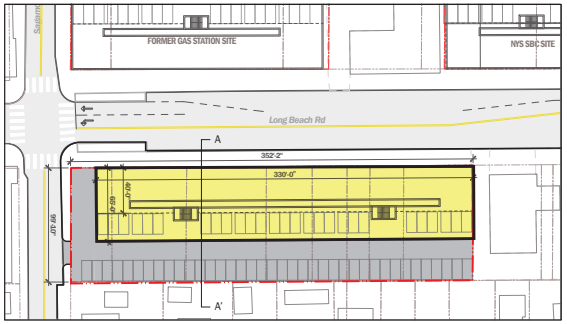
Area		18,100 sf
Potential Development	Residential	23,100 sf
	Retail	7,100 sf
	Surface Parking	29 Parking Spaces

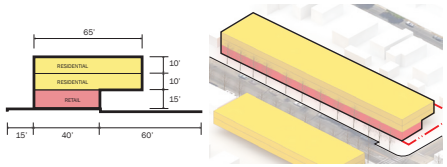




4 POP's

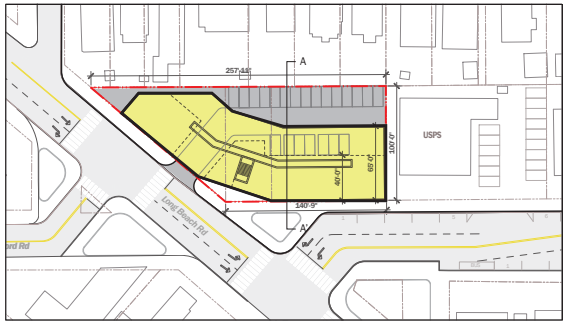
Area		35,300 sf
Potential Development	Residential	42,900 sf
	Retail	13,200 sf
	Surface Parking	54 Parking Spaces

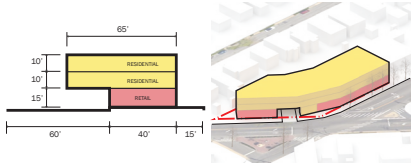




5 395 Long Beach Road

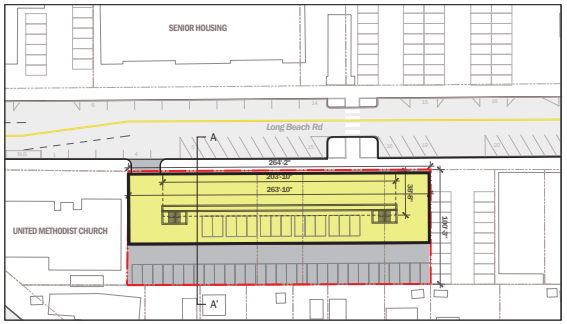
Area		20,000 sf
Potential Development	Residential	27,900 sf
	Retail	8,900 sf
	Surface Parking	35 Parking Spaces

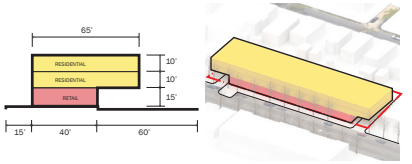




6 344 Long Beach Road

Area		10,400 sf
Potential Development	Residential	10,400 sf
	Retail	4,300 sf
	Surface Parking	13 Parking Spaces



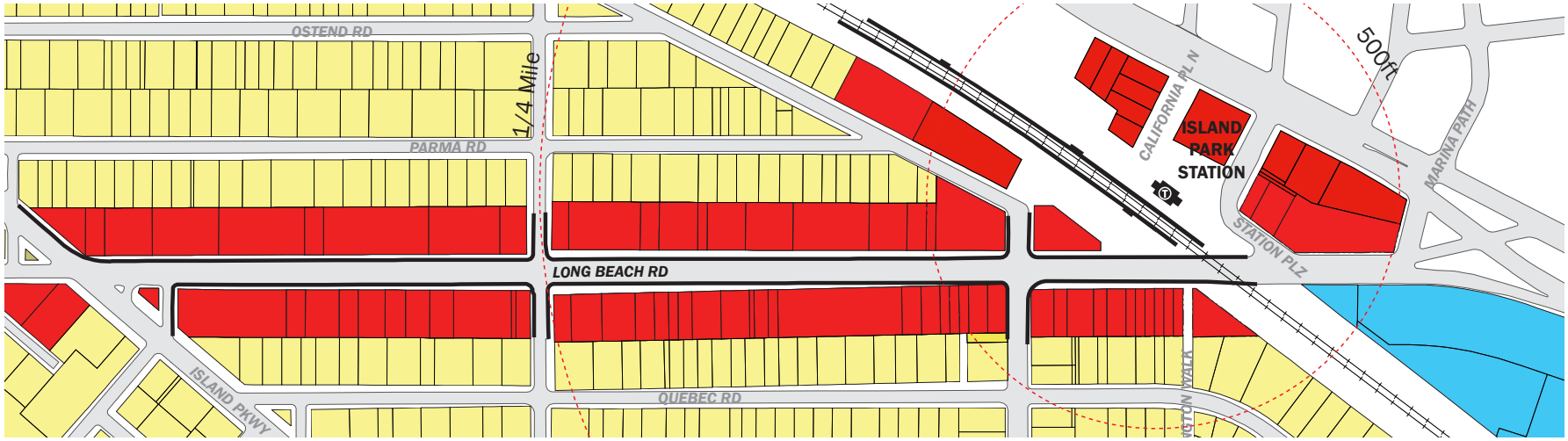


Rezone for Transit-Oriented Development

New investments in upgrading Downtown's public infrastructure will only be successful in attracting private investment if accompanied by changes in the current Zoning regulations which currently prohibit the kinds of uses that would make Long Beach Road more vibrant, and have demonstrated market demand in the region. New residential and non-residential uses should be allowed as-of-right, located in the same building or side-by-side. Bulk controls of the district should also be outlined for future development to moderate a higher densities with a balance of uses that the area can sustain. Quality design in both architecture and public realm are needed to ensure new development works with, and complements the Village's goal of creating a new pedestrian, bicycle, and vehicle friendly environment for Island Park.

Recommended revisions include:

- Allowing multifamily residential uses in upper stories
- Raising permitted height of buildings to 3 stories
- Modernizing permitted uses as appropriate for today's TODs
- Reducing & clarifying parking requirements
- Increasing rear yard requirement
- Looking at minimum building elevation given flooding issues
- Establishing design guidelines for the Business District



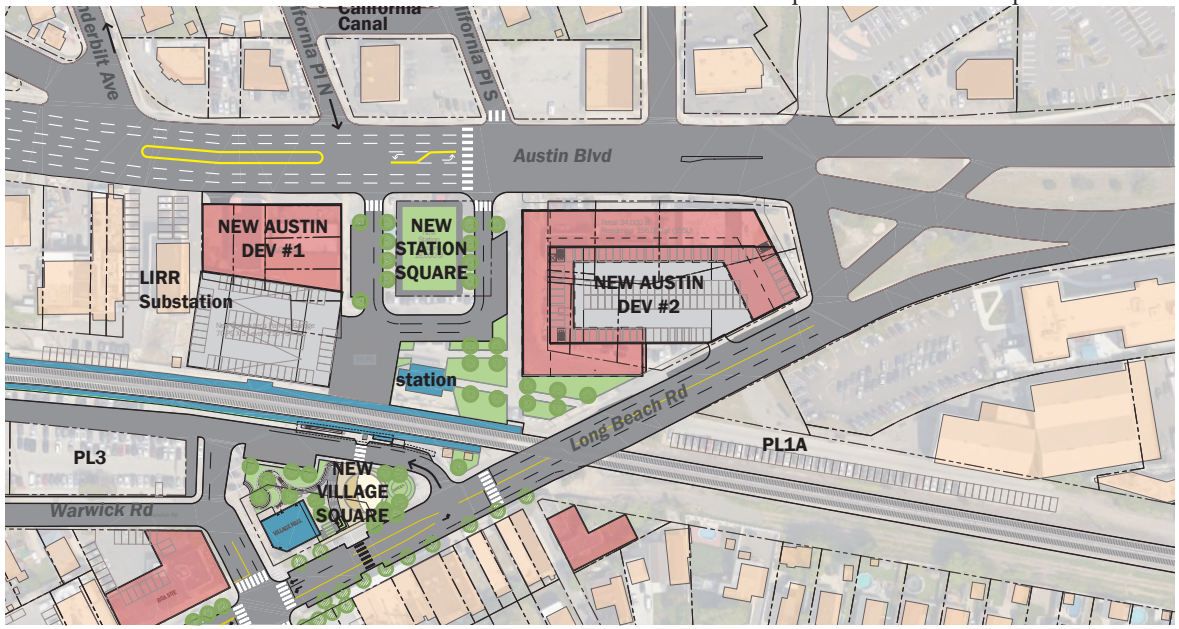
Existing Zoning Plan

E. Establishing new Gateways for Downtown Island Park

One of the most significant barriers to making Downtown Long Beach a successful downtown retail corridor is its lack of visibility and accessibility from the area's major arterial, Austin Boulevard, on its southern end, and from the upper Long Beach Road north of Island Parkway. The Plan's recommendations for the Long Beach Road retail corridor's two ends comprise intersection geometries, visibility and wayfinding and development.

Austin Boulevard Gateway / Station Square

The area immediately east of the Island Park Train Station is the Downtown's primary "address" on Austin Boulevard and a hinge between Downtown and the California Canal to the east. As a longterm aspirational vision, the Plan envisions a new mixed-use development for this area, focused on a new "Station Square". The Station Square will provide the LIRR station with visibility on Austin Boulevard and a front door for the Downtown on the region's busiest roadway. The proposed Station Square will also provide a clearer and safer pedestrian access to the Station for commuters approaching the station from the east, and a new loop driveway for kiss n ride drop-offs, taxis, and bicycle facilities. The new square will also help connect the Downtown with California Canal and also physically add to the areas's resilience by providing stormwater detention/ retention space.



Illustrative Plan of Austin Boulevard Gateway/Station Square

California Canal

Precedent: Wyandanch Village Development

To improve wayfinding to Downtown Island Park, the Plan proposes new ground-mounted signs on the west side of Austin Boulevard to provide advanced warning for northbound vehicles of the upcoming left exit to Island Park (Long Beach Road). The signage in advance of this "exit" ramp would be installed on the left side of the road just before and just after the Long Beach Bridge showing the choices of Long Beach Road (Island Park) to the left and Austin Blvd (Oceanside) to the right.

The Plan also proposes a new ground-mounted sign on the right side of southbound Austin Boulevard just to the south of the Barnum Island Bridge to alert southbound vehicles to Long Beach Road (Island Park). In addition, ground mounted signs would be installed on Austin Boulevard just to the north of California Place North for southbound traffic and just to the south of California Place North for northbound traffic to identify the LIRR Island Park Station.

North End Gateway

The plan proposes a reconfiguration of the Long Beach Road/Island Parkway/Waterford Road intersection to create two separate "T" intersections including Long Beach road at Island Parkway and Long Beach Road at Waterford Road. The reconfiguration articulates the current dominant flows of the traffic (i.e. continuing along Long Beach Road ass a through street) improving traffic in several ways:

- Improve intersection geometry;
- Simplify traffic movements through the intersection;
- Focus through traffic on Long Beach Rd and to and from downtown Island Park;
- Reduce the number of turning vehicles through the intersection.

By removing the existing redundant traffic island, the new configuration creates usable green space and an opportunity to establish a new gateway to the downtown retail core. The new configuration will allow for the introduction of two new pocket parks and create easier and safer pedestrian crossings and improve access to Masone Beach from the Downtown.

Illustrative Plan of North End Gateway

F. Improving Downtown Island Park's Drainage Infrastructure

Concurrent Studies

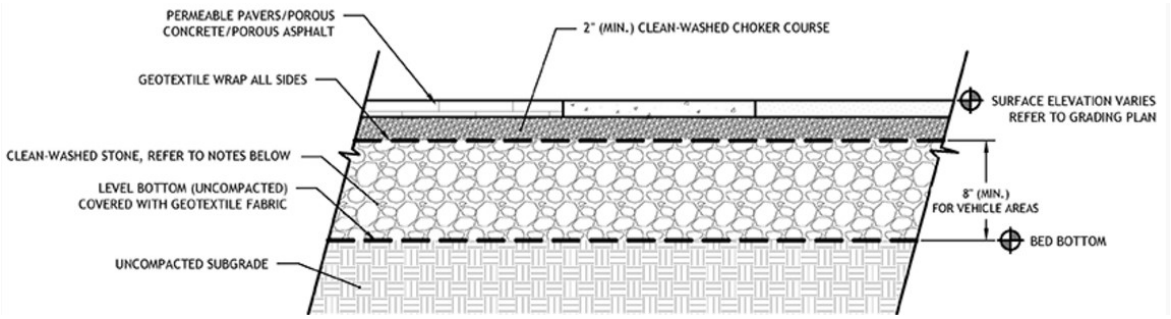
The Vision - Recommended Improvements

The goal of the Plan was to identify short-term, implementable strategies that could be incorporated into improvements in the vicinity of Village Hall. These strategies focus within the limits of the study area and are configured such that they can work in the near term with the existing drainage system while also being compatible with and leverage future drainage improvements identified in the HMGP Study and Barnum Island / Harbor Isle Drainage Improvement Study. The strategies aim to augment stormwater management as part of other efforts to revitalize the existing Long Beach Road business district.

Short Term Strategies

The redevelopment of Village Hall and proposed new streetscape for Long Beach Road provide an opportunity to incorporate porous surface treatments (i.e., pervious asphalt or concrete) to reduce runoff and create bioswales that will store, delay, and reduce stormwater, as well as provide an outreach opportunity to connect the community with the environment. Due to the small scale of these treatments, they would provide limited reduction in the stormwater runoff generated. However, implementing these stormwater management strategies will complement ongoing drainage improvement efforts and have been developed with the intention that they could be connected to future stormwater infrastructure improvements. The approach followed and described below includes three components which may be applied individually or in combination: Store, Delay and Reduce.

- ***Reduce*** - Converting street parking to pervious asphalt and utilizing porous concrete for sidewalks and walkways around the redeveloped Village Hall will reduce the generation of stormwater. The pervious surface material allows stormwater to percolate and infiltrate to the soil below. Traditional designs include replacing native subsoils with open graded material with void space that serves as a reservoir, storing rain waters until it percolates or is siphoned by a sub-drain that can be connected to stormwater infrastructure. Due to the deteriorated state of the existing stormwater infrastructure, the proposed design would not include a sub-drain at this time, though the treatments are designed such that they could be easily retrofitted to tie into future stormwater infrastructure improvements. Maintenance of porous systems includes periodic removal of sediment and debris from the porous surfaces, including biannually vacuuming the porous surfaces with a regenerative air sweeper or commercial vacuum sweeper.



Porous Surface Standard Detail (Photo Credit: Philadelphia Water Stormwater Management Guidance Manual)

Bioswales (Photo Credit: Philadelphia Water Stormwater Management Guidance Manual)

Bioswales (Photo Credit: NYCDEP)

- ***Store, delay, and reduce*** - Bioswales are vegetated depressions that intercept, store, and infiltrate stormwater runoff. These systems are adaptable and can fit within areas with limited footprints. The approach for Long Beach Road is to install bioswales in bulb-outs proposed in the new street scape as well as in locations surrounding the new Village Hall. Stormwater would drain into the bioswales through curb openings lined with stone to provide scour protection. An attractive planting palette of trees, grasses, and/or flowering herbaceous vegetation would cover a subgrade of open graded material with void space that would serve as a reservoir, storing rain water until it percolates. Due to the high groundwater table, standard bioswale designs (i.e., New York City Department of Environmental Protection (NYCDEP) Green Infrastructure Program) would need to be modified to accommodate site conditions. Typical bioswales often include a sub-drain that connects to stormwater infrastructure. Due to the deteriorated state of the existing stormwater infrastructure, the proposed design would not include a sub-drain, although the treatments could be retrofitted to tie into future infrastructure improvements. Ongoing bioswale maintenance would include removal of debris and trash and treating or replacing vegetation, as needed.

Long Term Strategies

Several opportunities exist to integrate stormwater management strategies with future streetscape and infrastructure improvements.

- ***Convey*** - As proposed in concurrent studies, the existing deteriorated infrastructure along Long Beach Road will require replacement to fully address flooding issues in the area. Ongoing coordination between the Village, LIRR and Nassau County are focused on replacing the failing pipes under the railroad tracks. In addition, the HMGP Comprehensive Drainage Study and Plan and the Barnum Island / Harbor Isle Drainage Improvement Study highlight the need for stormwater infrastructure and the installation of backflow preventers at existing outfalls. As these efforts evolve and move from analysis and planning to implementation, the opportunity exists to coordinate each effort to result in a comprehensive stormwater drainage system for Long Beach Road. Based on topography, the area could benefit from the installation of two drainage systems (one draining north, one draining south) with backflow preventers at each outfall. Due to pitch and pipe cover depth requirements, the system would likely require multiple smaller pipes in parallel to achieve a capacity that drains the stormwater, as well as providing stormwater storage during periods of high tides when backflow prevention is activated and stormwater flows are unable to drain into the bay.
- ***Store, delay, and reduce*** - Expanding the application of bioswales and pervious surfaces throughout Long Beach Road will further improve stormwater management. Future streetscape enhancements could include bioswales in bulb-outs and application of porous surfaces for sidewalks and parking areas. If implemented in tandem or following stormwater infrastructure improvements, these strategies could be connected to the improved drainage system through subdrains, increasing their function in reducing ponding and flooding. Groundwater elevations, the presence of subsurface utilities, and maintenance commitments will influence final siting of these stormwater management strategies.

G. Retail Strategy

Strategic Positioning and Framework

The retail strategy for Downtown Island Park is based on a strategic positioning that informs the overall intended approach and vision for the district while reflecting current and potential market conditions.

As indicated by the marketplace analysis, the main customer groups in Island Park are local residents; typically established middle-aged couples and price savvy diverse households. Their shopping preferences lean towards traditional to contemporary offerings at affordable price points. Successful businesses in this neighborhood-serving district will meet the needs of this customer base. Additional demand can be generated from residents in the secondary trade area and visitors passing through Long Beach, but these offerings will need to be unique and competitive with the offerings found elsewhere.

Precedent: Public Gathering Space

Island Park is a family friendly, walkable and community-oriented neighborhood. Long Beach Road is a neighborhood-serving corridor with a mix of eating establishments, convenience retailers and service offerings at a variety of price points that cater to local residents and seasonal visitors.

While the strategic position informs the vision for the corridor, our recommendations are organized into two main categories that constitute key building blocks in the creation of successful commercial districts. These are:

- Improving the Public Realm
  - » Create an attractive and inviting environment that offers shoppers a convenient and frictionless experience
  - » Heighten awareness of the district to potential patrons who might otherwise bypass the area
  - » Create active public spaces that offer opportunities to enhance offerings and draw additional patrons to the district
  - » Improve access to Downtown Long Beach Road and enhance connectivity of downtown anchors
- Improving the Tenant Mix: Finding the right businesses
  - » Promote a mix of offerings that reflects market demand and can be supported by community and visitor spending

Retail strategy

1. Activate Downtown Island Park with community gatherings and events that draw additional patronage to district. Create a public space for civic gatherings and events downtown that connects the train station to the business district and offers opportunities for community driven activities.

2. Further differentiate downtown offerings by activating alley between Long Beach Road and Quebec Road:

- Incorporate activity in the alley by organizing activity and events.
- Install outdoor string lights and removable furniture throughout the alley.

3. Enhance seasonal offerings at Masone Beach that encourage visitation to Island Park and enhance connectivity between Masone Beach and the business district along Long Beach Road:

- Encourage food trucks at the beach and consider NYSERDA funding through the Reforming the Energy Vision (REV) Program to install permanent power pedestals to allow food vendors to connect directly to the grid and avoid generators.
- Enhance connectivity between Masone beach and downtown through wayfinding and cross-promotion activities that draw seasonal visitors downtown.

4. Increase Long Beach Road's visibility and support traffic diversion through its business district by installing prominent signs at gateways (i.e. Austin and Long Beach Road) and other highly visible strategic locations that communicate district location, brand and offerings.

Precedent: Civic Gathering Space

5. Improve Downtown Island Park's image by reducing vacancies and improving the conditions of buildings along Long Beach Road:

- Engage in targeted retail leasing support in priority properties.
- Encourage mixed-use development along Long Beach Road to increase vibrancy and boost demand for goods and services along the corridor.
- Develop a storefront improvement and building fit out program to encourage investment and facilitate business attraction (Island Park currently does not meet income eligibility to benefit from the Main Street Program and would need to be deemed eligible by a state or federal agency, e.g. Long Island Regional Economic Development Council).
- Improve visibility of existing storefronts through the installation of blade/projecting signs.

Example of a food vendor

Power Pedestal

Improve Tenant Mix

6. There is an approximate 23,000 SF of vacant space in the business node of Downtown Island Park that can be filled with retail categories that meet local Village needs as revealed by the leakage analysis, including general merchandise and health and personal care. Additional leakage categories such as sporting goods, hobby, musical instrument stores and book, periodical and music stores are nominal, but suggest opportunities to existing businesses that may be willing to expand their offerings and alter their merchandise mix to capture this demand.

   Downtown Island Park could also consider expanding its food and dining options to strengthen its character as a local dining destination with eating places that complement, rather than compete, with existing food establishments.

7. Focus retail recruitment efforts on filling gaps in the Downtown Core to increase variety of co-located offerings:

   New retail offerings are likely to be small, independently-owned operators that can be accommodated with small floor plates and they should be co-located near complementary businesses or anchors to lengthen visitation (e.g. ice cream next to library, or coffee shop next to train station.

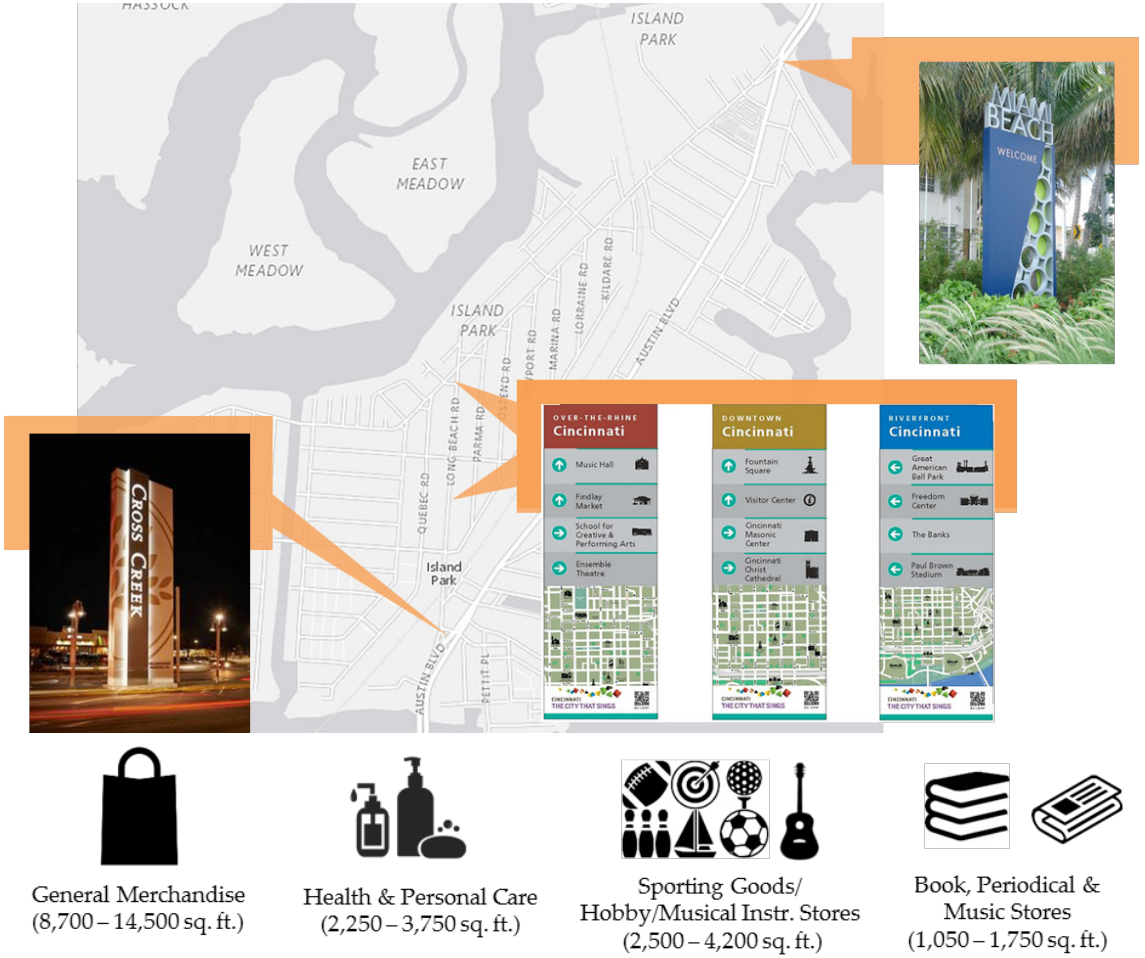
New Strategies for Managing the Long Beach Road Retail Corridor

Revitalization efforts will require an entity with sufficient resources to advocate for strategic investments along Long Beach Road, manage events and marketing downtown, recruit new businesses, and coordinate on behalf of existing merchants and property owners.

We recommend the establishment of a working committee composed of private and public sector partners including, but not limited to, local merchants, property owners, Chamber of Commerce, and Village of Island Park Officials to be responsible for developing and executing efforts to promote downtown Island Park and attract new businesses to Long Beach Road. This working committee could eventually become the core group engaged in the formation of a Business Improvement District (BID) for Downtown Island Park.

This working committee would be responsible for advancing the recommendations presented in this study that include (but are not limited to) the following:

- Build and sustain relationship with property owners to advance property redevelopment and support business attraction efforts.
- Improve the visibility of vacant spaces by increasing the number of listings publicly available in partnership with property owners and brokers.
- Develop and distribute business attraction packet containing district market information, incentive information, vacancies, etc.



Implementation: Way forward

Implementation

The Implementation plan for the Island Park Downtown Revitalization Plan organizes the strategic plan into three sets of actions:

Streetscape upgrades

This includes new striping, street trees, corner curb bulb-outs and rain gardens, the midblock crossings, the new library pocket park, Village Square and new seating areas and pedestrian amenities

Implementation tools

This includes updating the Village's zoning for the Long Beach Road corridor, design guidelines, and establishment of business improvement district to help manage Long Beach Road as a retail destination

Drainage upgrades

This includes installing new stormwater drains and coneveyances connecting Long Beach Road with the broader County system.

The Island Park Downtown Revitalization Plan is the first phase of a larger, $1 million funding award that emerged out of the Barnum Island/Oceanside/ the Village of Island Park/Harbor Isle Community Reconstruction Plan. Because it proposes short-medium-term public improvements and policy changes, private development opportunities, and longer-term, more aspirational concepts, the implementation plan focuses lays out three parallel three paths:

A. ***prioritizing and scoping a range of pilot projects*** that can be funded using the remainder of that award,

B. ***identifying projects that can be done in partnerships*** with the Nassau County, LIRR, and private developers

C. ***longer term projects*** that can be undertaken by the Village as funds permit over time, or with funds generated through the new infill private development projects

A. Pilot Projects

Potential items to be funded in the next phase of the project include the following:

Stage 2 Design Phase

Sub-Phases:

1. Site Survey
2. Schematic Design
3. Design Development
4. Construction Drawings

Team Required:

- Team Lead / Architect
- Land Surveyor
- Landscape Architect
- Traffic Engineer
- Environmental & Civil Engineer
- Cost Estimator

Implementation Tools

Zoning

The scope for updating the Villages Zoning would include:

- Memo summarizing draft zoning options, which we will discuss at a briefing of the Trustees.
- Zoning text amendments and supplemental schedules.
- Updates to the Village's official zoning map.
- Assist the Trustees in their declaration of Lead Agency under the State Environmental Quality Review Act (SEQR)
- Complete Parts 1, 2 and 3 of the full Environmental Assessment Form (EAF), including all accompanying narrative, analysis and mapping.
- Present zoning amendments at a public hearing

Design Standards

- Develop façade design guidelines for the corridor
- Facade Improvement/Storefront Improvement*: Grant of low-interest loan program that provides for storefront improvements based on the following retail principles.
  - » Transparency into/out of stores. Ideally 70% transparency at eye-level.
  - » Pedestrian oriented signs (protruding blade signs) that offer pedestrians visual clues of retail presence.
  - » Opportunities for businesses to activate sidewalk, including to showcase wares, for outdoor seating and/or place A-frame signs
  - » Offer architectural review and guidance to storefront renovation projects

Storefront Improvement Grants*

- Full Storefront Renovation Grant
- Lighting Grants
- Signage Grants
- Awning Grants

Proposed storefront improvements should be reviewed by a design review committee or by an architect to ensure new storefronts contribute to the district's attractiveness and sense of place.

** Projects that may not be eligible under the CDBG-DR funding source.*

Development of a Business Attraction Packet*

- Develop and design of a brochure and additional relevant marketing materials to be used for recruiting entrepreneurs and retailers to Long Beach Road
- Marketing/Promotion
  - » Additional emphasis on Sales Marketing
  - » More frequent programming of public spaces
- Technical Assistance
  - » On-Line optimization (Google Maps, Yelp, FourSquare, etc.)
- Business Surveys
  - » Annual merchant survey to allow for regular responses and action on behalf of existing business concerns and needs
- Share Market Information
- Distribute market data to allow businesses to make more informed merchandising and targeted marketing/promotion decisions

Funding for a Preliminary BID Feasibility Study*

- Commission a study aimed at verifying the regulatory and financial feasibility of potential BID formation for Downtown Island Park including analysis of BID enabling legislation in Long Island, analysis of property inventory, and of potential revenue to be derived from assessments
- Improve local capacity to carry on downtown commercial revitalization efforts and leverage relationship to advance efforts:
  - » Establish a working committee composed of private and public sector partners to be responsible for developing and executing the efforts to promote downtown Island Park and attract new businesses to Long Beach Rd.
  - » Build and sustain relationship with property owners to advance property redevelopment and support business attraction efforts.
- Improve the visibility of vacant spaces by increasing the number of listings publicly available in partnership with property owners and brokers.

Long Beach Road South Streetscape

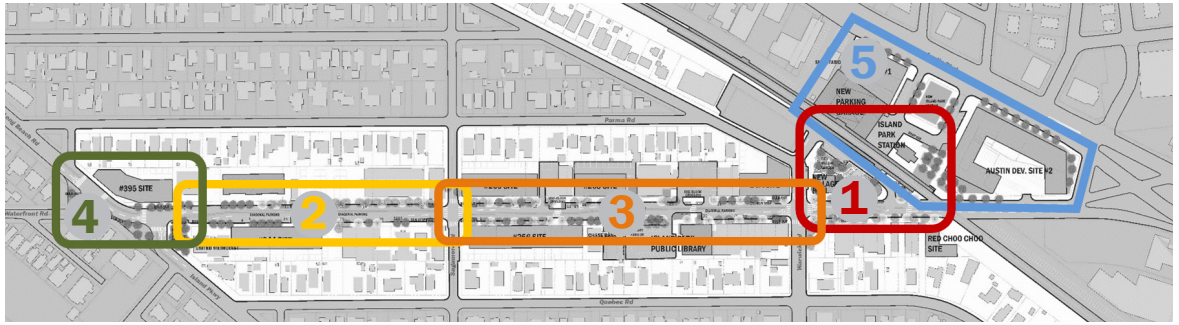
Long Beach Road South (Phase 3 of the Vision Plan inset) has been recommended as the ideal Pilot Phase because it is the block that is closest to the train station, with the highest concentration of retail, and is less acutely impacted by flooding. It also is the ideal Pilot as it is the most in line with the budget.

Existing Street Section

- One lane in either direction, with left turn lane
- Parallel parking on both sides

Proposed Street Section

- Bulb-out on intersection and mid-block
- Mid-block crossing
- Diagonal parking
- New street trees

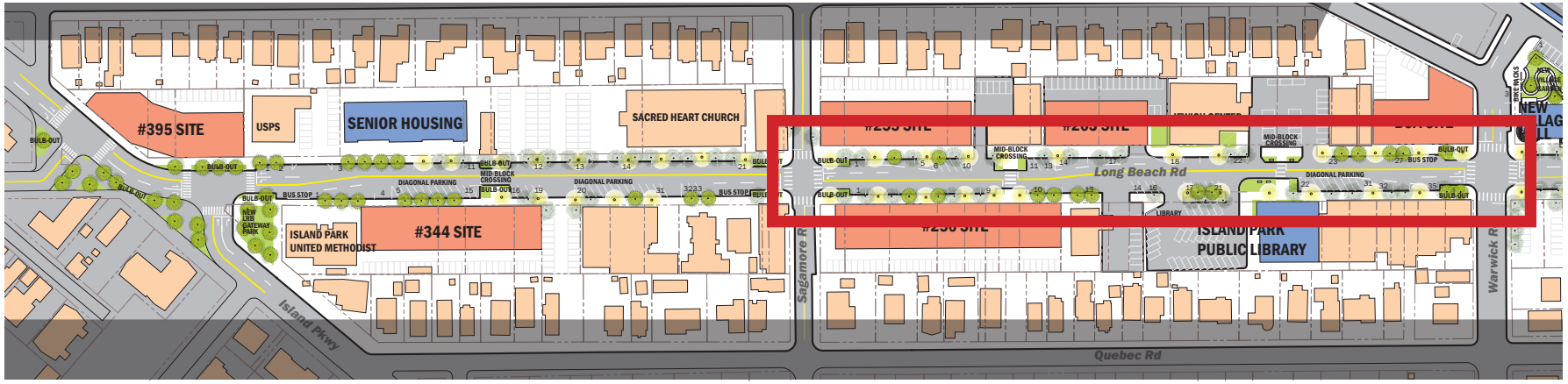


Phasing Concept

Reading Pavilion

As part of the streetscape improvements, a Reading Pavilion has been proposed as part of the streetscape improvements outside the Island Parking Public Library. This reading pavilion will draw attention to the library entrance and also show case the library's community contributions.

Should the Village feel appropriate, the Reading Pavilion can be considered more aspirational with the possibility for design and funding to be supplied by the community through community fund-raising.



The Pilot Project Location

Pilot Project - Option 1

"Bricks and Mortar"

$819,316

Option 1 has been included as a baseline for comparison for other options under consideration. Only the physical streetscape improvements have been included, as listed on the following table.

Restriping to Long Beach Road between Warwick and Sagamore Roads. This would mean new diagonal parking and adjustments to the current traffic layout.

19 new trees will add to shade and provide a more human scale and character to Long Beach Road.

	Physical Improvement	
1	Restriping	
2	Bulb-out with bioswales x 2	
3	Mid-block Crossing with bioswales x 1	
4	New Trees x 19	
5	Pocket Park with bioswales x 1	
6	Reading Pavilion x 1	
	Total Construction Costs (Loaded)	**$819,316**

Total includes 8,500sf concrete sidewalk improvements

	Implementation Options	
A	~~Zoning Amendments~~	~~$25,000~~
B	~~Storefront & Signage Guidelines~~	~~$25,000~~ *
C	~~Prelim. BID Feasibility Study~~	~~$20,000~~ *
D	~~Business Attraction Packet Develop.~~	~~$20,000~~ *
	~~Total Implementation Costs~~	~~$90,000~~

** May not be eligible under the CDBG-DR funding source*

Two bulb-outs, a pocket park, and a mid-block crossing with bioswales. These are important for the project as these will provide a safer and more intimate scale to the width of the road. They will also mark the beginning of change and green infrastructure stewardship and education to be followed by future connections to improved stormwater infrastructure and the future application of the critical implementation tools.

Long Beach Road between Sagamore and Warwick Roads - Option 1

Pilot Project - Option 2

"Lots of Implementation Tools"

$693,325

This option explores the full application of the implementation tools and the impacts on the proposed changes to the physical streetscape as outlined in the previous Option 1.

By removing the Reading Pavilion from the equation, all the implementation tools can be applied. Please see pages 65-66 for a full description of each of the implentation tools.

	Physical Improvement	
1	Restriping	
2	Bulb-out with bioswales x 2	
3	Mid-block Crossing with bioswales x 1	
4	New Trees x 19	
5	Pocket Park with bioswales x 1	
~~6~~	~~Reading Pavilion x 1~~	
	Total Construction Costs (Loaded)	**$603,325**

Total includes 8,500sf concrete sidewalk improvements

	Implementation Options		
A	Zoning Amendments	$25,000	
B	Storefront & Signage Guidelines	$25,000	*
C	Prelim. BID Feasibility Study	$20,000	*
D	Business Attraction Packet Develop.	$20,000	*
	Total Implementation Costs	**$90,000**	

** May not be eligible under the CDBG-DR funding source*

Long Beach Road between Sagamore and Warwick Roads - Option 2

Pilot Project - Option 3

"A Balance"

$809,895

This third option provides a balance between physical streetscape improvements and critical implementation tools.

Once again, with the removal of the Reading Pavilion, and this time considering only one Implementation Tool - Zoning Amendments, we are able to provide a new road and new curbs to the west side of the train station to bring the pilot project closer to location of the New Village Square. And all important prelude for things to come.

	Physical Improvement	
1	Restriping	
2	Bulb-out with bioswales x 2	
3	Mid-block Crossing with bioswales x 1	
4	New Trees x 19	
5	Pocket Park with bioswales x 1	
~~6~~	~~Reading Pavilion x 1~~	
6	VH - New Road	
7	VH - New Curbs	
	Total Construction Costs (Loaded)	**$784,895**

Total includes 8,500sf concrete sidewalk improvements

	Implementation Options		
A	Zoning Amendments	$25,000	
~~B~~	~~Storefront & Signage Guidelines~~	~~$25,000~~	*
~~C~~	~~Prelim. BID Feasibility Study~~	~~$20,000~~	*
~~D~~	~~Business Attraction Packet Develop.~~	~~$20,000~~	*
	Total Implementation Costs	**$25,000**	

** May not be eligible under the CDBG-DR funding source*

Long Beach Road between Sagamore and Warwick Roads - Option 3

B. Projects for potential partnerships with the Nassau County, LIRR, and private developers

LIRR Station Improvements such as new canopies over the platforms and queuing areas, new access drives and intermodal transit plaza will serve to reduce traffic congestion, improve air quality, and boost transit ridership, and as such, may be eligible for federal transportation funds. These projects may be pursued in partnership with LIRR.

As a County Road, Long Beach Road is maintained by Nassau County Department of Public Works. The Village is currently in discussion with the County about changes in the maintenance agreement for Long Beach Road. This may in turn, be linked to funding of capital improvements.

Gateway Signage

The Plan recommends that signage for Downtown gateways to provide recognizable, identifiable landmarks at entry points to Downtown Island Park. This could be a collaborative partnership with Nassau County, or part of community fund raising initiatives.

C. Long Term Aspirational Projects

The proposed Mixed-use development and Station Square at the LIRR Station at Austin Boulevard will require assemblage of several parcels, and collaboration with LIRR and the Village to ensure sufficient commuter parking and station access is provided. Implementation would likely be privately-led public-private partnership to advance.

As with the Village Square project on the Long Beach Road side, the Austin Boulevard Gateway/Station Square project will yield multiple benefits, ranging from improved station access and pedestrian safety to improvements to air quality and decreased traffic congestion, making it eligible for multiple funding sources.

As noted in previous sections, the Plan recommends infrastructure improvements and drainage upgrades to maximise the opportunities of a new streetscape.

A coordinated effort between the Village of Island Park, Nassau County, LIRR, and future developers will be instrumental in the success of the revitalization of Downtown Island Park.

Illustrative View of Long Beach Road from Train Station

Appendix