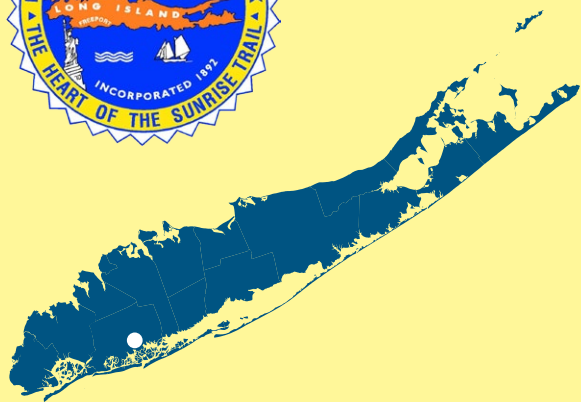


Building a Better Freeport

The Master Plan for the North Main Street Corridor and Station Area of the Village of Freeport, NY



July 2010

Prepared for:

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1

Introduction

"If you don't have a downtown, you really don't have anything. It's hard to build a community around parking lots and subdivisions."

-Ed McMahon

The Merits of a Downtown

Throughout the history of the United States, downtowns have been the heart of communities. Bustling main streets were dynamic centers of commerce. Village greens served as recreational havens for individuals and families. The watchful eyes of shopkeepers ensured safe streets, while residents and visitors patronized local stores. Most importantly, these downtowns reflected the individual character of their communities.

However, after World War II downtowns began to lose their vitality. Automobiles and highways took many Americans out of town centers and into sprawling suburbs. Large, enclosed shopping malls and retail strip centers outside of town lured away patrons. The downtown streets became increasingly filled with empty shops and boarded up buildings. Dependent on personal cars and residing in areas without town centers, many Americans lost touch with their neighbors. It appeared the downtown era had come to an end.

Yet today, many communities are once again recognizing the importance of strong downtowns. Areas across the country are reviving their main streets into vibrant cultural, social and economic centers. Like their historic counterparts, contemporary downtowns display the unique spirit of their communities to the world. By creating a strong sense of place, these downtowns provide a wide range of benefits for residents and local government that extend far beyond their main streets. Some of the advantages include:

Economic Activity: By revitalizing downtown areas, communities attract new business and investment. New retail, commercial, and entertainment outfits expand the tax base and allow residents to keep more of their dollars in the community. Expanded opportunities for consumption also draw visitors who will stay longer and spend more in the revitalized downtown.

Public Spaces: Public spaces such as parks and town squares offer opportunities for residents to spend time with family and

friends. These areas provide the necessary space to host cultural and social events as well. Use of these spaces will build a sense of community among residents and raise the profile of the town in the surrounding area. They will also increase economic activity, as people spend more of their time and money downtown.

Safety: Increased use of downtown areas for work and recreation puts more 'eyes on the street.' Reviving storefronts and increasing foot traffic on main streets will make the downtown safer, inspiring additional residents and visitors to patronize local businesses and access local resources.

Plan Purpose

Introduction

Freeport's North Main Street Corridor and the Long Island Rail Road (LIRR) Station area are prime examples of the promise that downtowns hold the key to Long Island's future. Stretching in the south from Freeport's traditional downtown – south of Sunrise Highway - up to the north to the Hamlet of Roosevelt, North Main Street is part of an important county road that connects the heart of Freeport to the Village of Hempstead, and thus links the South Shore to the economic center of the Nassau Hub. Taking steps to connect this corridor and station area to the existing downtown and fully realize their potential as an economically successful, walkable, transit-oriented community will not only highlight the Village's leadership on Long Island, but will ensure that it serves as a regional example of how to adapt 20th Century suburbs to the 21st Century.

With this potential come a number of challenges. Some are prevalent in almost any downtown redevelopment or transit-oriented development project—matching project design to community needs, addressing multiple stakeholder interests, resolving complicated financial and implementation issues, and addressing general public skepticism and resistance to change. However, every place has its own unique challenges, and Freeport is no exception. Despite the decade-long efforts to increase Freeport's vitality, the North Main Street Corridor has experienced steady economic decline, dating back 40 years. Both the Corridor and LIRR station area are currently devoid of significant

Many communities are again recognizing the importance of strong downtowns.



residential and commercial uses, comprised instead of a patchwork of light industrial and automotive uses interspersed with a number of religious institutions and limited commercial and residential uses. Unlocking the many opportunities for success inherent within this corridor requires not only the legal changes to land use zoning, but also the backing and enthusiasm of the surrounding communities, key partners to this process.

The inspiration and fortitude to undertake the re-imagining of this under-realized corridor and station area grew out of the early efforts of the Village's prior administration and have been enthusiastically carried forward by the current administration. Preliminary concepts for revitalization first grew out of the Village's participation in Regional Plan Association's 2006 Regional Design Institute which were further developed at the 2006 National Endowment for the Arts' Mayors' Institute on City Design. Working together with Congresswoman Carolyn McCarthy (D-NY) as well as Nassau County, the Village secured the critical funding to allow the visioning and master plan process to occur.

Purpose

The purpose of this Master Plan is to define a clear vision and policy direction for the future of the Village of Freeport's North Main Street Corridor and LIRR station area. Throughout the Visioning process, the goal was to work

closely with the community to develop a Master Plan for the Village of Freeport's North Main Street Corridor and station area that results in a "Better Freeport" for all residents and visitors.

The notion of "Building a Better Freeport" was the slogan for the Visioning initiative, and has carried over into the preparation of this Master Plan. It is recommended that the Village adopt this Master Plan and pursue the available funding sources (as detailed in Chapter 3) to implement the Plan's recommendations.

Relationship to Prior Efforts

This Master Plan grows out of both prior and ongoing efforts to improve the quality of life for all Freeport residents and to create a safe and pleasant place in which to live. The late 1990's started a ten-year effort to rebuild the community "from the ground up" which led to electric and water utility expansion and modernization, parks and recreation improvements, road elevations and reconstructions, and downtown parking improvements. In 1998, the village saw the rebuilding of the one mile stretch of Woodcleft Avenue ("The Nautical Mile") and reconstruction efforts continued northward along Guy Lombardo Avenue to the Freeport Plaza Urban Renewal Area and encompassed the heart of Freeport's traditional downtown within ¼ mile of the Long Island Rail Road station. This commitment has been coupled with an ongoing downtown revitalization effort that has leveraged federal Community Development Block Grant (CDBG) funding with state and foundation grants and private investment to substantially improve commercial buildings that continues today.

Focusing attention on the North Main Street Corridor and the LIRR station area while facilitating connections to the traditional downtown is a natural extension of the efforts described above. The Village, County and Congressional Delegation recognize that for too long, the great potential available in the heart of Freeport has remained untapped. They intend on using this Master Plan – which is the embodiment of the vision of Freeport's residents – to plan for and realize the opportunities inherent in the Village.

Freeport residents listen to Mayor Hardwick as they participate in the week-long design charrette to develop a vision for "Building a Better Freeport."



Public Participation and Plan Preparation

This Master Plan reflects a community-driven process that has involved the residents of Freeport since the project's inception. In addition to large, open public meetings (described below), a smaller project Steering Committee was established in the early stages of the visioning process to gain even greater insight into community needs and desires. The Steering Committee was comprised of a diverse selection of residents, business and property owners, civic and religious institutions and Village and County staff and has guided the project team on an ongoing basis. Steering Committee members played a very active role in project development and outreach, and they also provided valuable feedback to every step of the project, representing the interests of the greater community. To help the Project Team with technical matters, a Technical Advisory Committee (TAC) was also developed and met twice in the project's early phases and continues to serve in an advisory capacity throughout the project. The TAC included representatives from the following agencies and departments:

- Village Community Development Agency
- Village Department of Public Works
- Village Engineer
- Village Building Department
- Village Police Department
- Village Fire Department
- Nassau County Planning Department

- Nassau County Department of Public Works
- Metropolitan Transportation Authority (MTA)
- MTA Long Island Railroad
- MTA Long Island Bus
- New York State Department of Transportation

Physical planning and design is the centerpiece of this campaign. Design studies - models, drawings, "before and after simulations" - make it possible to test the physical capacity of the region's centers and to understand the impacts of new structures on the visual and natural environment. Even more importantly, design studies enable communities to understand the consequences of planning policy, and to articulate their own vision for how their communities should grow. In this way it is possible to link locally-based place-making with a regional smart growth agenda.

A variety of public meetings were held throughout the process to gather input from the greater community, and included:

Project Kickoff August 18, 2009

Freeport's Mayor was joined by the Nassau County Executive, County Legislators and a representative from Congresswoman Carolyn McCarthy's office, to publicly launch the project with the project team.

Introductory Public Workshop September 15, 2009

Following a month of data gathering, analysis and initial stakeholder outreach, the first public workshop was held at Village Hall to introduce the project, the project team

and timeline as well as to solicit initial input from Freeport residents on topics related to redevelopment.

Discovery Workshop October 14, 2009

The catalog of information gathered to date was presented to Freeport residents - including stakeholders and property owners - at Bethel AME Church for discussion and to help direct the issues to be covered in the weeklong charrette.

Charrette October 26-30, 2009

During the week, the Project Team, the Village Community Development Agency (CDA), other Village staff, County and State agencies and a wide range of community members participated in shaping the Master Plan and its various details. Each day featured a technical presentation on subjects such as transit-oriented development, transportation and mobility, landscape, architecture, and form-based coding. On three of the evenings, a progress presentation was provided for public review and comment as well as internal, technical critique among the consultant team. In addition to input gathered during these forums, the plan also benefitted from private meetings held during the day with various stakeholders. These meetings included discussions with local property owners, developers and clergy members. On the final evening, a formal presentation was provided to the community to familiarize everyone with the emerging plan and program accompanied by a less formal gallery review and discussion. Over 200 participants attended the Charrette throughout the week at the Village Recreation Center.

DRAFT Master Plan Presentation January 28, 2010

A public presentation of the major concepts of the Master Plan was presented to a gathering of over 150 people at the Perfecting Faith Church. It was a final opportunity for residents to weigh in on the Plan and make necessary clarifications before its completion and review by the Village.

Final Review of DRAFT Master Plan April 2010

Following the presentation of the Master Plan Concepts in January, a written report was prepared and sent to all members of the Steering Committee for their review. The Project Team collected all comments and recommendations from the Committee and incorporated them into the Final Master Plan.

Aerial photo of the Village of Freeport with Project Area outlined in red.

Source: Google Earth



Project Location and Existing Conditions

The project area for the visioning process and development of this Master Plan includes the entire length of North Main Street from Freeport's northern border at Roosevelt to its terminus at Sunrise Highway. The project also encompasses the LIRR station and the half-mile radius around it, including the downtown retail center on South Main Street, Henry Street, Church Street and Merrick Road. The area does not include the Nautical Mile.

Existing Conditions

Demographics

The total population of Freeport Village is 40,994.¹ The median age of Freeport residents is 36 years, almost five years younger than the overall Nassau County median of 40.8. Freeport's population is fairly evenly distributed by age.

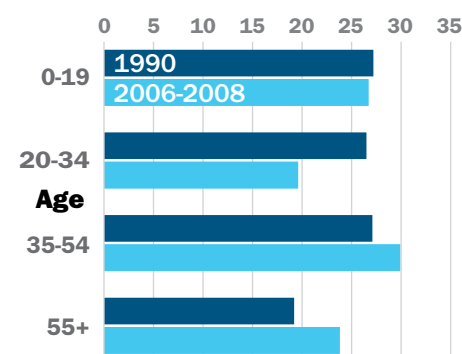
However, over the past two decades the population has grown older. From 1990 to 2008, individuals between the ages of 35 and 54 increased from 28% to 29% of the population, while the share of the population 55 and older grew from 19% to 24%. The most dramatic change has been among 20 to 34 year olds, which have declined from 27% of the population in 1990 to 20% in 2008. Individuals from 0 to 19 remained stable at 27% of the population between 1990 and 2008. Despite these changes, the distribution of Freeport's population by age remains younger than the overall population of Nassau County.²

Freeport's ethnic diversity makes the Village a unique place within Nassau County. While the County's population is predominantly white, Freeport does not contain an ethnic majority population. Instead, the Village's population is comprised of three main ethnic groups: white, black or African American, and Hispanic or Latino.

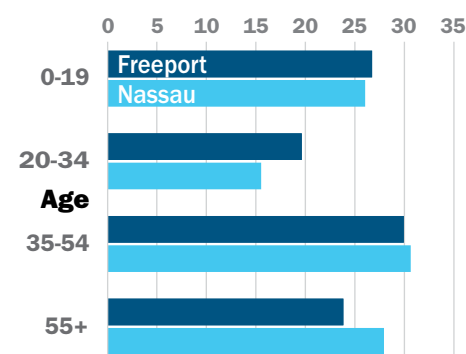
Individuals of Hispanic and Latino decent make up the largest share of Freeport's population. At 39%, Freeport's Hispanic and Latino population is more than triple that of Nassau County overall. Freeport's non-Hispanic or Latino black or African American population is also almost triple that of the County: 30% compared to 11% respectively.³

The reverse is true for the share of the non-Hispanic or Latino white population in Freeport. Individuals who identify as white

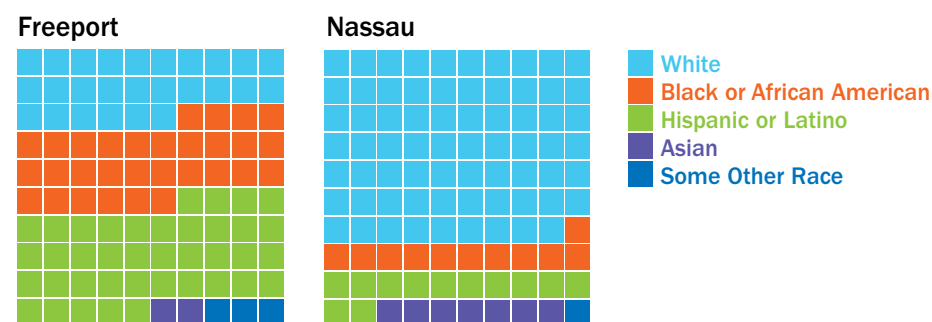
Freeport Change in Share of Population by Age 1990-2008



Freeport and Nassau County Share of Population by Age



Share of Population by Race and Ethnicity for Freeport and Nassau County



Average Household Size

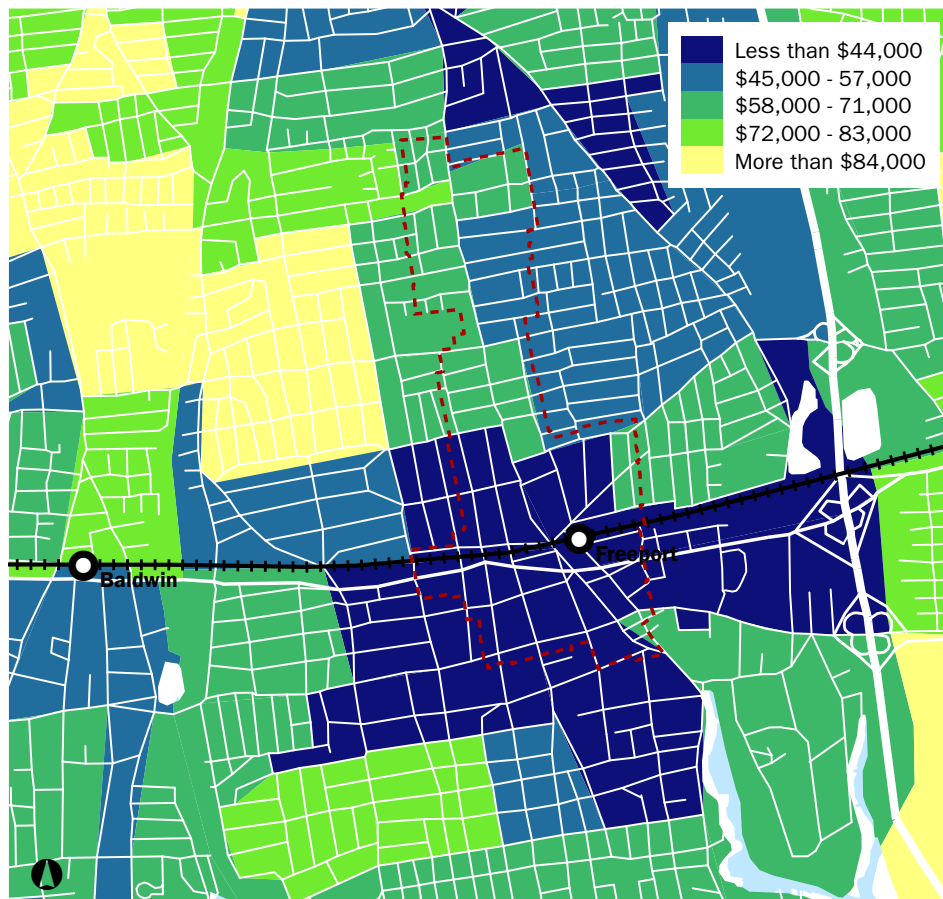


¹ 2006-2008 American Community Survey, U.S. Census Bureau, www.census.gov

² 1990 Census and 2006-2008 American Community Survey, U.S. Census Bureau, www.census.gov

³ 2006-2008 American Community Survey, U.S. Census Bureau, www.census.gov

Median Household Income



alone make up 26% of the Village's population, compared to 69% of the overall County. Individuals who identify as Asian alone also make up a smaller share of the Village's population compared to the County: 2% compared to 7% respectively. Individuals of some other race account for the remaining 3% of the population in Freeport and 2% of the population in Nassau.⁴

The average household size of 3.2 people per household in Freeport is greater than both the Nassau County average of 2.93 and the Suffolk County average of 2.96. It is also greater than that national average of 2.59 people per household.

Geographically, Freeport's largest average household sizes are in the northeastern section of the Village, with averages from 3.2 to 5.1 people per household. In the southern part of the village, household size averages between 2.7 and 3.1 people, with a few areas averaging slightly higher, between 3.1 and 4.2. The northwestern section of the village has the greatest range in average household size, between 2.7 and 5.1 people per household.⁵

Freeport's median household income of \$55,948 is below the median incomes of both Nassau County, at \$72,030, and Suffolk County, at \$65,288. However, Freeport's median income is nearly \$14,000 above the national median income of \$41,994.

The project area includes the entire range of median household incomes in Freeport. The vast majority of households within the project area have an annual income which falls between \$30,001 and \$76,000. The income ranges are lowest directly around the LIRR station and increase along North Main Street.⁶

Density

With an average of 9,531 people per square mile, the overall density of Freeport is significantly higher than that of Nassau County as a whole, with 4,655 people per square mile. Though the majority of homes in Freeport are free-standing single family homes, at 61.7% of the housing stock they make up a smaller percentage in Freeport than in Nassau County overall, where the rate is 76.8%. Conversely, residential structures with 20 units or more account for 24.6% of the housing stock in Freeport, and only 7.6% in Nassau County as a whole.

Freeport averages 4.75 dwelling units per acre, compared to the overall averages of 2.67 in Nassau and 0.63 in Suffolk. The project area for this Master Plan includes the entire range of densities in the Village, of which the

Housing Units per Acre



⁴ Ibid.

⁵ 2000 U.S. Census, U.S. Census Bureau, www.census.gov

⁶ Ibid

Existing Zoning



majority fall between 2.4 and 6.6 dwelling units per acre.⁷

Zoning and Land Use

The area directly around Freeport's downtown is made up primarily of commercial and community service uses. Recreational and entertainment, and industrial uses have a limited presence in the downtown area. Industrial uses increase in the southeastern section of the Village.

Residential areas form a ring around and extend out from the downtown, with commercial and community services dotting the residential areas on the downtown's periphery. Commercial and community service uses also extend north along the North Main Street Corridor.

Freeport's downtown is significantly more developed for commercial uses than its neighbor Baldwin to the east and Merrick to the West. The downtown Freeport area possesses very few large areas of vacant land or public parks.

The downtown Freeport area is currently zoned for a variety of uses. The area to the south of Sunrise Highway is zoned primarily as "Business B," which permits retail uses with a number of restrictions. The area to the north along North Main Street is zoned as "Service Business," which permits all of the same uses as the "Business B" district, in addition to gas sales and accessory automobile servicing sales, warehousing and distribution facilities, nurseries and garden shops, etc. The immediate downtown area also contains zoning for industrial uses to the east, a strip of parks and open space to the west, as well as apartments and residences.⁸

⁷ Ibid

⁸ 1994 Zoning Map, Village of Freeport <http://ny-freeport.civicplus.com/documents/Public%20Works/zoningmap.pdf>

Building Conditions



Building and Frontage Conditions

A significant number of the existing buildings along Freeport's Main Street are in "moderate" or "deficient" condition, with only a moderate amount considered to be in "good" condition. Similarly, a significant number of the frontages are also in "moderate" or "deficient" condition, with only a moderate amount classified as "good."⁹

Existing Lot Sizes

Existing lot sizes in Freeport range from less than 5,000 to greater than 20,000 square feet. The project area in this Master Plan contains primarily larger lots in the southern section near the LIRR station, ranging from 10,000 to greater than 20,000 square feet. The northern area is made up of mostly smaller lots in the less than 5,000 to 10,000 square foot range, with the exception of lots on and very near the North Main Street Corridor. This area possesses a larger concentration of lots in the 10,000 to greater than 20,000 square foot range than the surrounding streets.¹⁰

⁹ Ibid

¹⁰ 2007 Tax Assessment Parcel Data, Nassau County, analyzed by Project Team

Frontage Conditions



Building Heights



Building Heights

The majority of buildings in the project area are between one and two stories in height. The area also includes buildings between three and five stories, as well as a handful of buildings at the maximum allowable height of six stories.¹¹

Business Types

A variety of business types are present in Freeport's downtown. Uses include office space, retail space, educational facilities, industrial facilities, religious institutions, mixed use structures, single and multi-family residential housing, and Department of Public Works and Logistics facilities. The project area contains all of these uses. The area also contains a limited number of vacant lots and very little open or green space.¹²

Employment

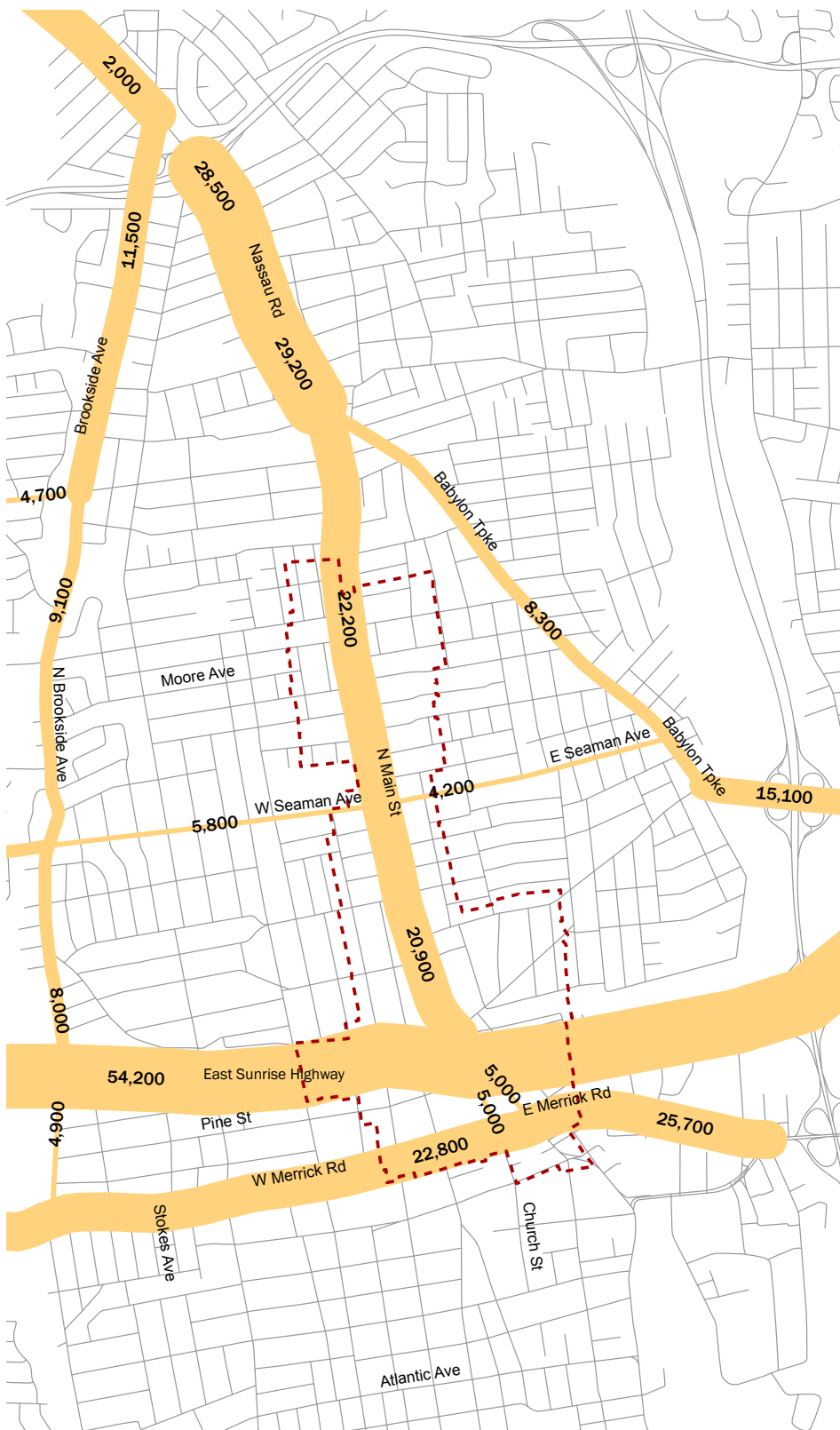
The Village of Freeport contains 14,855 jobs. Of these, 2,726 are office jobs and another 24,21 are in the retail. The remaining 9,708 jobs are in other sectors of the economy. The western central area of the Village, including the LIRR station, contain the highest concentration with 6,469 jobs, 1,261 in retail and 861 in office. The larger eastern central area of the Village houses the second highest concentration, with a total of 6,419 jobs, including 901 in retail and 1,569 in office. The northern section of the Village contains 802 jobs, of which only 27 are retail and 151 are office. The southern section of the Village by the Nautical Mile rounds out the employment opportunities in Freeport with 1,165 jobs, including 232 retail and 145 office jobs.¹³

¹¹ 2009 On-site evaluation, Project Team

¹² Project Team review of Land Use Data

¹³ 2005 TAZ Data, New York Metropolitan Transportation Council

Traffic Volume



Traffic Volume

North Main Street is the major north-south route that moves through the northern section of Freeport. This County-owned road has a traffic volume of 22,200 cars per day along its busiest stretch in the Project Area. Sunrise Highway and Merrick Road are the major east-west routes through the Village of Freeport. The New York State-owned Sunrise Highway has a daily traffic volume of 54,200 cars per day, while Merrick Road moves 22,800 cars per day along its busiest stretch through the project area.¹⁴

¹⁴ 2008 Nassau County Traffic count data



Public Transit

Freeport is situated on the LIRR Babylon Branch, which runs along the south shore of Nassau and western Suffolk Counties. With its connection to the LIRR, the station area is Freeport's main transit hub with a ridership of 5,365 passenger trips per day.¹⁵

Freeport is served by eight different Metropolitan Transit Authority (MTA)/Long Island Bus routes: the N4, N19, N36, N40, N41, N43, N62, and seasonally the N88 (May through September), each of which stops at the LIRR station. Bus service is available from the station running north along North Main Street and south to the Nautical Mile and Jones Beach.¹⁶ Bus service – in particular the N40 and N41 lines – is critical in providing north-south mass transportation.

¹⁵ 2006 Long Island Railroad Origin and Destination Survey

¹⁶ 2009. Downtown Transportation Inventory: Freeport, Nassau County Planning Department http://www.nassaucountyny.gov/agencies/Planning/documents/Freeport_000.pdf

Parking



Parking

A significant portion of Freeport's downtown is comprised of parking lots. In the vicinity of the LIRR station area, there are approximately 2,000 available parking spaces. Based on data collected by the Village of Freeport Engineering Department, the LIRR, and the Nassau County Planning Department, parking lots in the LIRR station area were not being used to their full capacity at the time of the survey. The commuter lots had an average utilization of 76%, while the general municipal lots had an average utilization of 58%.¹⁷

Arts and Cultural Institutions

The Village of Freeport has a rich arts and cultural scene, facilitated by several local arts organizations. These include the Long Island Arts Council at Freeport. Founded in 1974 through seed money from the Village of Freeport and Freeport Public Schools, the Council has provided artistic programs and services to Freeport and the rest of the Long Island community for over 25 years. Over the past several decades, it has grown to include dozens of affiliate organizations and individuals practicing and promoting the arts across Long Island. Today, the Council focuses its efforts on six program areas: "professional development and technical assistance, information services, arts promotion, youth development, visual arts programming, and performing arts programming."¹⁸

In addition to the Council, Freeport is also home to the Freeport Community Concert Association. An affiliate of the Long Island Arts Council, the Association has brought "NYC concert hall caliber musicians" to the Village of Freeport and the larger Nassau County community for over 70 years.¹⁹ The Freeport Memorial Library on West Merrick Road also provides residents with a range of arts and cultural programs, including concerts, lectures and art exhibitions.

¹⁷ Ibid

¹⁸ 2010, Long Island Council on the Arts at Freeport: About Us and Contact <http://www.liacfreeport.org/?part=contact>

¹⁹ 2010, Freeport Community Concert Association, <http://www.freeportconcertassociation.com/>

Plan Overview

Vision for Revitalization

Building off of the analysis of existing conditions described above, the project team worked closely with the residents of Freeport, the Steering Committee, Technical Advisory Committee and a number of focus groups to produce a vision for the revitalization of the North Main Street Corridor, the LIRR station area and the existing downtown south of Sunrise Highway. Outlined below and described in detail in Chapter 2, this vision results in a Master Plan for the Village of Freeport that focuses on three distinct areas with their own specific approach: the North Main Street Corridor (from Davis Street in the north to Randall Avenue in the south); the Transit-Oriented Development (TOD) Area (which includes the LIRR station area and an approximate half-mile radius around it); and the South Main Street District (which includes the traditional downtown of Freeport south of Sunrise Highway and focused largely around South Main Street).

A. The North Main Street Corridor

Infrastructure-Centered

1. New Development Code to Direct & Shape Investment
2. Mixed-Use Node & Housing
3. Building Preservation & Restoration
4. Sidewalks & Street Planning
5. Joint Use of School Playgrounds & Park Expansion
6. Traffic Calming
7. Transit Improvement

B. The TOD Area

Redevelopment-Centered

1. New Development Code to Direct & Shape Investment
2. Intense Mixed-Use Buildings
3. Culture & Nightlife
4. Open Space & Landscape Improvements
5. Programming Public Space
6. Pedestrian Connectivity

7. Park-Once & Parking Management

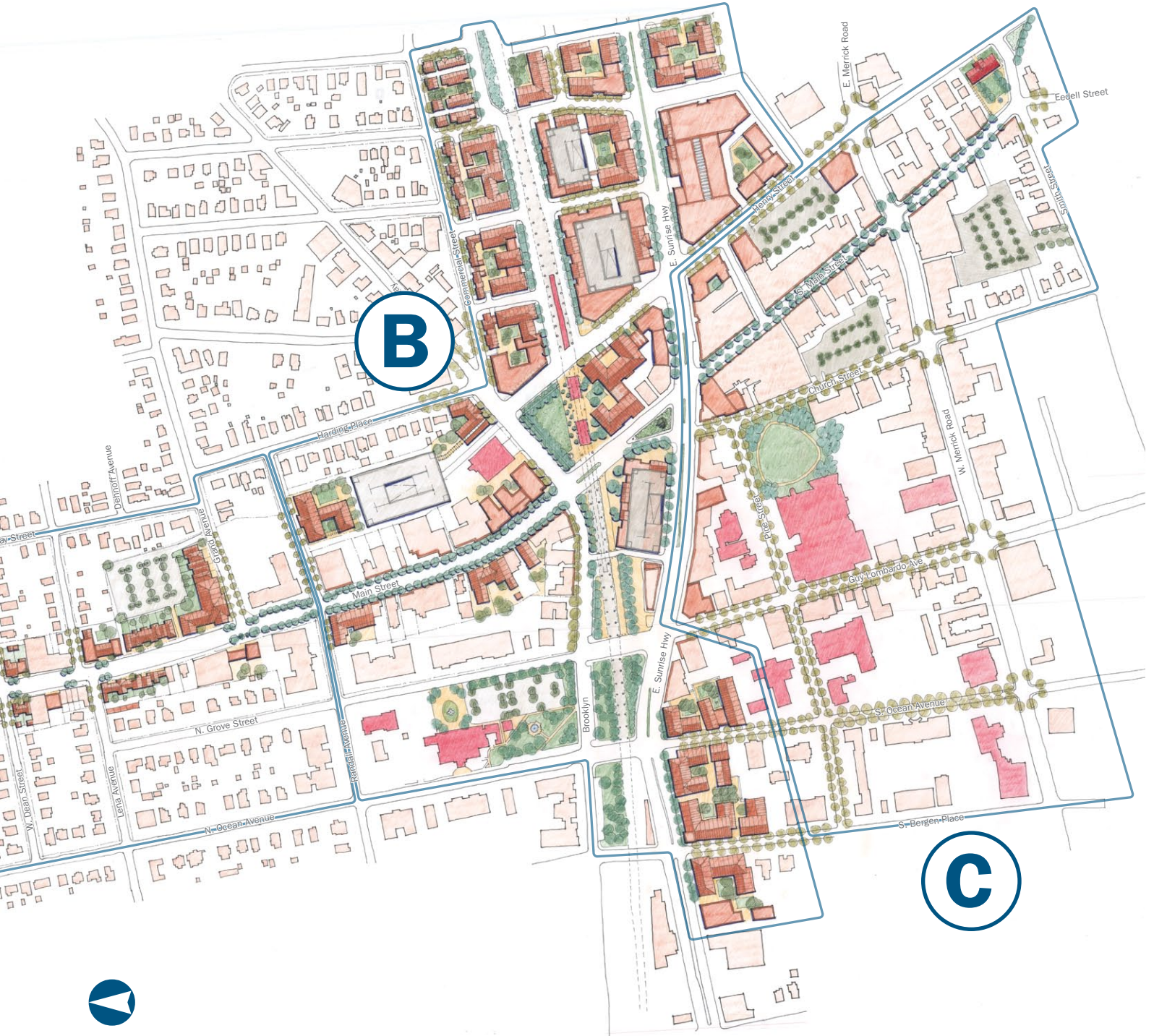
8. Improved Transit Connections

B. The South Main Street District

Fine Tuning

1. New Development Code to Direct & Shape Investment
2. Historic Building Preservation and Restoration
3. Targeted Infill Development
4. Southern Village Gateway
5. Joint Use of School Playgrounds & Park Expansion
6. Open Space, Park & Landscape Improvements
7. Park-Once & Parking Management
8. Taming Sunrise Highway and Merrick Road





2

Form & Character

Vision and Plan

The Village of Freeport A Regional Center

As New York State's second largest village located along a busy commuter rail line with an abundance of room to grow, the Village of Freeport is an important "center" in the New York Metropolitan Region. Long Island is running out of developable land, but facing population increases, so it is an important goal to direct much of the region's growth into centers. This goal is based on the widely-accepted principle that centers - places that provide housing, jobs, education, shopping, and recreation in close proximity - are the form of community that can serve the largest number and greatest diversity of people. By providing for efficient use of land, energy, infrastructure, and other resources, centers also provide critical benefits to the region's economy and environment. Finally, the New York metropolitan region's hundreds of city and town centers provide a permanent organizing framework for future growth in the region.

Placemaking

Throughout the public process of developing the Master Plan for the Village, a unified vision grew out of the hours of discussion, brainstorming and illustrating. At the center of the vision was the idea of creating or recreating the project area as a "place:" a place to walk; a place to eat; a place to shop; a place to read; a place to catch a movie; a place to bowl; a place to listen to music; a place to lay in the sun; and so on. The overwhelming desire of the residents expressed during the visioning process was to take what is now largely an absence of place and to turn it into something that has an identity. This process is what is known as "placemaking."

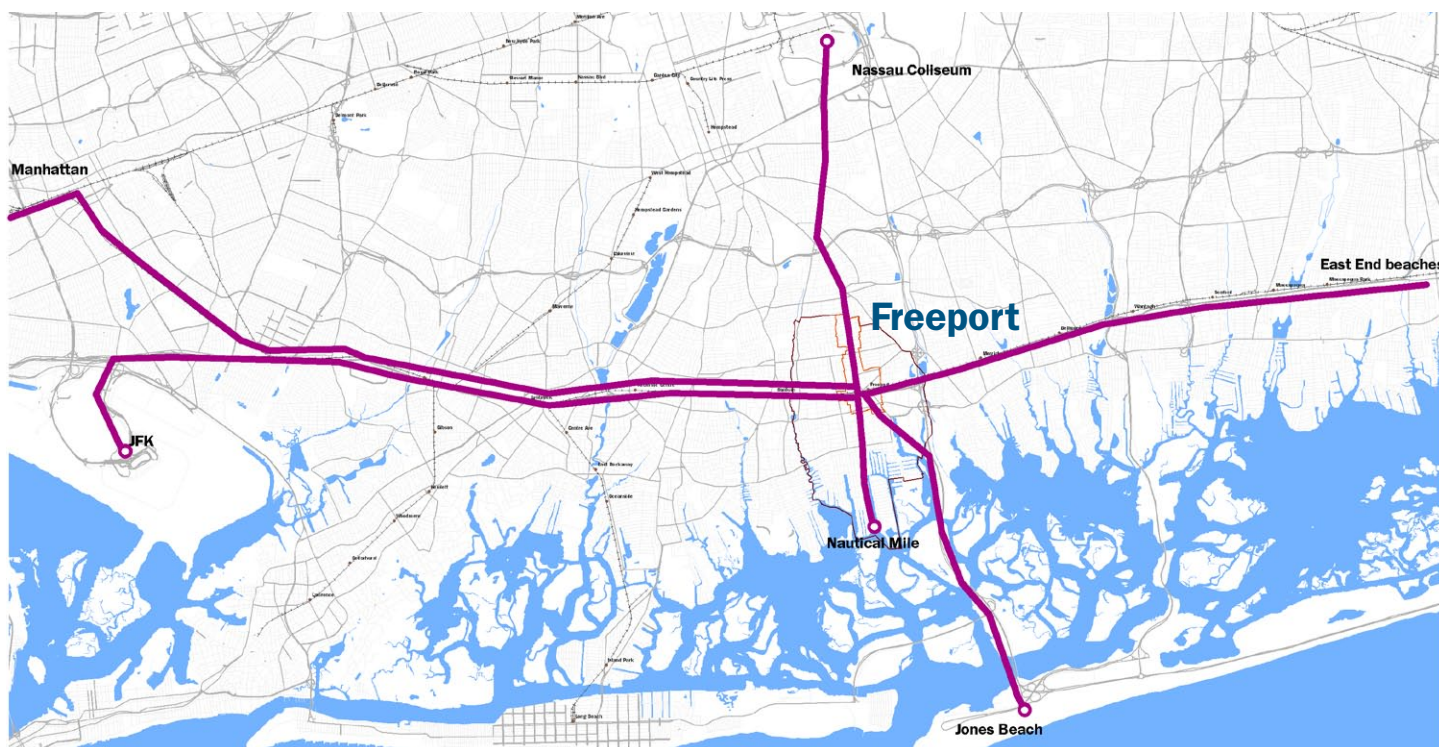
The heart of successful placemaking lies in unified, compact design that employs buildings and landscape. This defines and animates "downtown" spaces such as South Main Street or the Nautical Mile in Freeport and other places like streets and parks, plazas and squares, to provide a series of unique, pedestrian-oriented places, linked physically to one another and to the larger Village. This pattern of organized and interconnected, yet diverse place types, creates a wide range of valuable locations for the full spectrum of downtown activities, from quiet residential

The Master Plan for the Village of Freeport looks to capitalize on the Village's LIRR station by encouraging Transit-Oriented Development (TOD). TOD generally consists of a mix of housing, shops, restaurants, offices, civic buildings and open space in a compact, pedestrian-friendly environment within walking distance of a train station, and that supports both community character and transit ridership.

Some defining characteristics of a successful transit-oriented development include:

1. Connects the surrounding area to the transit facility by creating an environment that accommodates the automobile but favors alternative forms of mobility: pedestrians, bicyclists, and buses, for example
2. Favors uses that support compact, mixed-use environments as opposed to auto-dependent uses
3. Orients buildings towards streets and public spaces and solves the parking problem creatively
4. Encourages building architecture that is scaled to pedestrian activity

Freeport: A Regional Center





streets to active commercial intersections, peaceful greenways and parks to active gathering places, and eclectic live-work neighborhoods to regional performing and visual arts venues.

Over the course of the week-long charrette, the designs for many specific places were prepared by the design team and charrette participants. These designs were then stitched together as a larger comprehensive vision, each segment with its own unique character, contributing to the design, pattern, and texture of the whole. As with any complex composition, to understand the composition and the design intentions of the “Building a Better Freeport” Master Plan, it is useful to view it from a number of different perspectives.

This chapter presents the “Building a Better Freeport” Master Plan first as a series of actions to be carried out in the three distinct areas of Freeport. Each of these areas has different conditions on the ground and a variety of potential outcomes which dictate separate approaches, but all pursuing the goal of place-making. The three segments include:

- **The North Main Street Corridor.** This area includes North Main Street and the properties directly adjacent to it from Davis Street in the north to Randall Avenue in the south. Beyond improved streetscaping, no recommendations were made for the residential neighborhoods to the immediate east and west of North Main Street.

- **The TOD Area.** The Transit Oriented Development (TOD) Area includes a number of properties at the LIRR station and within an approximate half-mile radius around it with great redevelopment potential. This includes the southernmost segment of North Main Street, Brooklyn Avenue, Commercial Street and Sunrise Highway. The northernmost segment of South Main Street (north of Sunrise Highway) is also considered in this area.

- **The South Main Street District.** Not limited to South Main Street, this area includes the primary - current - commercial areas of the Village including Henry Street, South Main Street, Church Street, Guy Lombardo Avenue, South Ocean Avenue and South Bergen Place.

The discussion throughout this chapter is intended to convey a clear idea of the role that each part plays in the realization of the whole. The chapter will end with the area-wide plans for landscape and mobility, which will tie the segments together as one.

Safety

One of the primary concerns of a number of residents who participated in the public process was that of public safety. In particular, residents expressed concern that the areas immediately around the LIRR station and to its north – along Broadway and North Main Street – are places where people do not feel safe and where there is criminal activity. Some residents even shared that after certain hours, some Freeport rail commuters choose to

arrive at neighboring LIRR stations to avoid getting off at Freeport due to safety concerns. With that in mind, the approaches taken in this Master Plan are designed to address these concerns.

Reducing crime in the Village – particularly along stretches of North Main Street and around the LIRR station area - will come about through a variety of measures. First and most importantly are the actions taken by the Mayor to improve surveillance and bolster police efforts in higher crime areas. Making crime harder to commit and its consequences more severe will help reduce crime in troubled areas and allow for the implementation of the “Building a Better Freeport” Master Plan. Additionally, investments in the Village stemming from the Master Plan -- from streetscape improvements to full development of vacant lots into mixed-use buildings -- is likely to have a dramatic effect on crime. Crime most often occurs where there are few investments and no “eyes on the street.” For instance, one of the early actions recommended in the Master Plan is to establish a police substation at the base of the rail station overlooking the recommended Village Green. This area lies at the heart of the Village’s redevelopment zone and is currently perceived as unsafe. The police presence here will signal that crime is clearly not welcome. Finally, investing in the area with features like parks and community centers brings about community stewardship for these shared resources, while developing mixed-use retail and residential places infuse the area with people and activity, which can further deter crime. Through these combined efforts, a thriving, vibrant Freeport with enhanced protection and surveillance will help to make crime in this area a thing of the past.

The North Main Street Corridor



An Infrastructure-Centered Vision

APPROACH

FLASH-FORWARD

Development

1. New Development Code to Direct & Shape Investment
2. Mixed-Use Node & Housing
3. Building Preservation & Restoration

Landscape, Open Space & Streetscape

1. Sidewalks & Street Planting
2. Joint Use of School Playgrounds & Park Expansion

Mobility & Transit

1. Traffic Calming
2. Transit Improvement

One of Freeport's newest residents, Tanya steps outside of her townhouse along North Main Street at Davis Street with exercise on her mind. She chose this particular development to live in for its attractive architectural features – it even has a porch, – its affordability and its access to the LIRR station down the road. Grabbing her bike, she glides into North Main Street's dedicated bike lane and navigates her way south along the tree-lined street. She's thinking of following the Village's trolley route down North Main Street and over to Guy Lombardo Avenue where she'd like to ride down to the famous Nautical Mile. As she pedals, cars move steadily, but cautiously alongside her, the drivers well aware that North Main Street is a popular place for people to ride, walk and run. After a few blocks, Tanya enters North Main Street's new mixed-use node between Stevens Street and Milton Street. It's not long before she spots a café with a sign for iced coffee and can't resist pulling her bike over and locking it up at the bike rack on the corner. Making her purchase at the café, she glances across the street at the Village's public park, the one with the community garden that shares space with the Atkinson School. Remembering the book in her backpack, Tanya takes her iced coffee across the street to the park, finds a shady spot in the grass under a tree and gets lost in a story. After a while, she looks around and then over towards her bike and thinks "Why go any further when I can spend my day here?!"



North Main Street today is the nearly 1.2 mile-long north-south transportation spine that connects the Village to Roosevelt. Currently configured with four lanes, the roadway's speed limit is set at 30 miles per hour, but project team observations found that vehicles using the road typically travel at significantly faster speeds up to 60 mph, establishing an unsafe pedestrian environment. Adding to the poor pedestrian experience is the condition of the streetscape along the road: limited street plantings with only a handful of trees; inconsistent pedestrian crosswalks with wide crossing distances; and bus stops with no bus shelters. The intermittent uses along the roadway, ranging from commercial to industrial to retail, further discourage pedestrian activity along the North Main Street Corridor. Many of the buildings that provide these uses are degrading and in need of repair and potentially replacement. There are also a number of gap sites along the way that are comprised of vacant or underutilized lots that do not contribute positively to the state of the corridor. Finally, there is a severe lack of open space along the corridor, further contributing to its barren feel.

Just one-to-two blocks off both sides of much of the corridor, lies a series of well-established, attractive residential neighborhoods. Outreach to these residents revealed a strong desire to revitalize the North Main Street Corridor to make it a destination for retail, entertainment and restaurants. Many residents informed the project team that they choose not to walk along North Main Street to get to nearby destinations like churches and the Compare grocery store. However, they expressed interest in walking the Corridor in the future if it were to be improved.

Realizing redevelopment along North Main Street will take place in phases over time - as opportunities arise - and will be focused largely around changes to infrastructure. The goal is to transform what is now an underutilized corridor characterized by gaps and an unrelated mix of uses with varying physical form into a more cohesive, green, safe and walkable place. The groundwork for achieving this objective will be laid by following the recommendations described in the Landscape and Mobility sections of this report. Slowing the roadway's dangerous traffic speeds along with facilitating pedestrian-friendly features while improving and greening the streetscape will help to activate this now deserted corridor. The recommendations for redevelopment will work hand-in-hand with these improvements.

Where there is now limited or no residential development along the Corridor, the Master Plan envisions extending the adjacent residential neighborhoods to sections of North Main Street. A new mixed-use node with an abundance of retail is imagined for



the seven-block stretch between Stevens Avenue and Milton Street. The focal point of this stretch will be a new open space that shares facilities with the athletic fields at the Caroline G. Atkins School. South of the mixed-use node, the focus will be on intensification of buildings and reorientation of buildings towards North Main Street, with the goal of increasing the density as one approaches the TOD Area. Particular attention will be focused on building preservation and enhancement of the existing building stock.

Development

Step 1. New Development Code to Direct & Shape Investment

The first step towards achieving this transformation involves changes to the Village's current zoning for this stretch to encourage desirable uses for the Corridor that achieve a higher level of vibrancy, while phasing out those that contribute less. A related goal will be to ensure that the physical form of any new development is attractive and more uniform in appearance. Zoning changes will be brought about by instituting a single overlay district for the North Main Street Corridor that applies "North Main Street" zoning with



specific, more uniform guidelines.¹ More specific details about these changes can be found in the companion document “Form-Based Design Regulations.” These changes will help to direct and shape investment along the corridor.

Uses

As the corridor transitions from a commercial and industrial strip to a more mixed-use neighborhood center, land uses that detract from the pedestrian potential of North Main Street such as automobile service shops will be phased out and land uses more supportive of Main Street such as residential will be phased in. It is essential to note that no existing uses will be terminated as all current establishments will be “grandfathered in,” but rather that as redevelopment occurs, the new vision for this neighborhood center will be incrementally realized by new projects. The end result will be an area with a strong mix of residential, retail and commercial uses that facilitate vibrancy along the corridor.

Form

Changes to the Village’s Zoning Code will also shift the physical form of new buildings – including height and bulk - to encourage a more attractive, uniform and compact look, at a suburban downtown scale. New residential and commercial buildings should all face North Main Street, with stoops, porches, shopfronts and awnings at the ground level to activate the street with pedestrian activity. Building heights along the North Main Street Corridor will vary according to building type, but will be no higher than three stories.

¹ An overlay district creates a special zoning designation for a specific geographic area. These districts are placed over an area’s existing zoning and can be used to permit additional uses, guide the form of development, or protect natural resources in the area. Freeport’s overlay districts are summarized in a companion document “Proposed Overlay District Zoning Regulations and Design Guidelines.”

Building entries that front directly on to the street without parking between entries will also be mandated. Parking will be accommodated behind buildings.

Step 2. Mixed-Use Node & Housing

Stretching over one-mile through the Village of Freeport, North Main Street is too long to support continuous, intensive commercial uses along the entire corridor. Instead, it is well-primed to be transformed into a corridor with increased residential uses along its entire length – mixed in with existing commercial and retail uses – but with a centrally-located, intensive mixed-use node in the center. The residential neighborhoods that lie just off the east and west sides of the corridor should be extended to North Main Street, which will be considerably greener, more pedestrian-friendly and traffic-calmed. Roadside residential uses should be scaled to the neighborhoods they extend from and shall be comprised predominantly of townhouses and garden apartments. The spaces surrounding the residential buildings should be vegetated to the maximum extent and parking should be located behind the buildings.

The mixed-use node will extend approximately seven blocks between Stevens Avenue to the north and Milton Street to the south and will encourage a variety of compatible uses (residential, retail and some commercial) through an overlay district. This vibrant section of the North Main Street Corridor will serve as a destination for nearby residents to shop, eat and play. Live-work buildings – which allow shopkeepers to live above their store – will facilitate stewardship and investment in the neighborhood, while conversion of the current bus depot between Leonard Avenue and Seaman Avenue into a park will help to serve as the “lungs” of the corridor and a place for residents to recreate and relax. Incorporating a civic use into the southeast corner of the park will facilitate an even

North Main Street Mixed Use Node



greater sense of community. Changes to the Village’s Zoning Code (as described above) will emphasize retail frontage that relates well to the pedestrian realm for the buildings in this node.

Step 3. Building Preservation & Restoration

In addition to ensuring a more uniform and attractive form of new buildings along the North Main Street Corridor, emphasis should be placed on preserving and restoring those buildings with strong character already built along the corridor. Before demolishing or otherwise altering current buildings along the corridor, the Village should take the following steps:

Some of the buildings along North Main Street have great historic character to preserve and restore.



1. Declare a moratorium on demolition or alterations of current buildings.
2. Collaborate with the Architectural Review Board, local historians and artists to assess the architectural value of existing buildings and to develop an inventory of those buildings that should be preserved and/or restored.
3. Follow an adaptive reuse strategy to restore buildings that follow the Secretary of the Interior's Standards for Rehabilitation (which are described in greater detail in the South Main Street District description).²

Landscape, Open Space & Streetscape

Step 1. Sidewalks & Street Planting

Described in greater detail in the Landscape Section of the "Building a Better Freeport" Master Plan, changes to the streetscape of North Main Street represent one of the most critical steps towards transforming this corridor. What is currently a barren and grey landscape will be transformed into a green pathway, punctuated by cleverly placed street trees and other vegetation that encourages walking, cycling and gathering. Street furnishings – including benches, distinct lighting, trash receptacles and bicycle racks – will help to facilitate use of the pedestrian realm and the potential submersion of utility wires will improve the aesthetics of the corridor. Further, the plantings within the sidewalks will help to capture stormwater runoff - which would otherwise pollute the areas waterways – ensuring that the corridor contributes to the sustainability of the Village.

² Adaptive reuse is a strategy in which old buildings or structures are reclaimed and modified to accommodate new uses that were not originally intended for the space.

Step 2. Joint Use of School Playgrounds & Park Expansion

Residents in proximity to the North Main Street Corridor currently have only limited access to open space and recreation. It is recommended – as is laid out in the Landscape Section of the Master Plan – that the Village work together with the Freeport Public School District to grant public access to school athletic fields and facilities in those hours that they are not used by the school. The fields at the Caroline G. Atkinson School represent one such opportunity for this joint collaboration along the corridor. It is also recommended that the Village identify a different location for the bus depot currently located along North Main Street between Leonard Avenue and Seaman Avenue. The depot's proximity to residential neighborhoods and the school raise potential concerns for air quality. Once removed, it is recommended that this space be converted into a public park and recreation space for the Village where community gardening could be done. Given the location of this space directly adjacent to the Atkinson athletic fields, there is a unique opportunity to gain maximum use of this new open space with the existing fields. The Village should work closely with the community, through a series of public work sessions, to collaborate on determining the programming and character of the public park and recreation space.

Mobility & Transit

Step 1. Traffic Calming

Taming the speedy automobile traffic that moves along North Main Street is a fundamental change that needs to take place in order to achieve the goals of this Master Plan. As a major north-south connector, the roadway should still be able to accommodate the approximately 22,000 vehicles per day that it currently does at speeds that are consistent with a developed suburban pedestrian environment. As described in greater detail in the Mobility Section of this Plan, it is recommended that the roadway be reconfigured with either narrower lanes in the current four-lane configuration or by removing one lane and constructing a road diet with a bicycle lane.³ Regardless of the final approach, the roadway should be re-stripped and pedestrian crossings should be improved with bulb-outs and countdown timers. Street trees planted as recommended in the Landscape Section will also serve to slow down drivers by reducing long-distance visibility and encouraging caution. In addition, on some streets with constricted rights of way, bulb outs provide the only opportunity to accommodate street trees.

Step 2. Transit Improvement

It is highly recommended that a rubber tire trolley or tram service be established in the project area that not only connects the LIRR station area to North Main Street, but also connects South Main Street and the Nautical Mile. This will not only act as traffic mitigation, but will encourage additional economic health through non-motorist connectivity. Further, bus shelters should be built along North Main Street at bus stops. The shelters should be transparent, block the wind and provide shade. Comfortable benches should also be provided.

³ A road diet refers to a series of techniques to calm traffic and make roads safer and more accessible to alternative modes of transit, such as walking and cycling. This often includes reducing the number and/or width of lanes, widening sidewalks and shortening crossing distances to achieve the desired improvements.

The TOD Area



A Redevelopment Centered Vision

APPROACH

Development

1. New Development Code to Direct & Shape Investment
2. Intense Mixed-Use Buildings
3. Culture & Nightlife

Landscape, Open Space & Streetscape

1. Open Space & Landscape Improvements
2. Programming Public Space

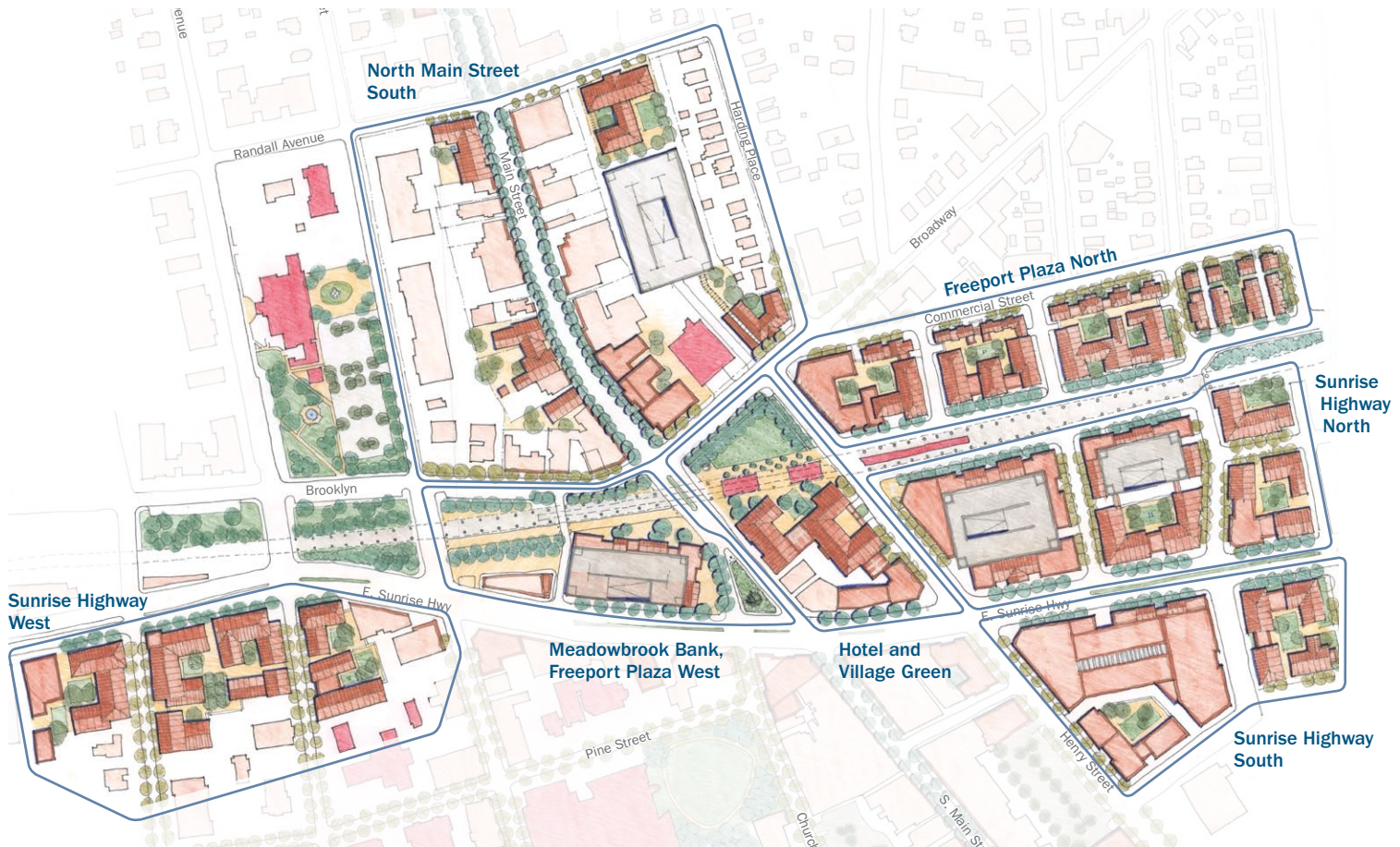
Mobility & Transit

1. Pedestrian Connectivity
2. Park-Once & Parking Management
3. Improved Transit Connections

FLASH-FORWARD

It's a gorgeous morning on a mid-summer weekend. Carlos steps off the train at the Freeport Long Island Rail Road station, his bag packed for a day at the beach. He spots the bus stop where the MTA/Long Island Bus will take him and hundreds of others to and from Jones Beach that day. This is a trip Carlos knows well, having made the Jones Beach pilgrimage from Jamaica, Queens with his family throughout most of his childhood. Today, Carlos is a recent college graduate working his first days at a new job on Manhattan's East Side and considering a move to a place at a smaller scale than Queens, but that still offers vibrancy and amenities. As he stands on the platform and looks around, Carlos sees a different Freeport than the one he remembered as a child. To the south, what used to be a sea of parking lots is now a beautiful hotel and a cluster of mixed-use buildings with attractive and bustling retail storefronts. Where the old warehouse to the north of the station once

stood, is now an attractive eight-story residential building with boutique shops and restaurants on the ground-floor. Noticing that one of the shops was selling specialty sandwiches, Carlos decides to let the first bus go on to Jones Beach without him and find himself a better lunch than the hot dogs and fries he had planned on getting at the beach. Sandwich in hand, Carlos makes his way to the next bus and notices a movie theatre that is playing a film he's been hoping to see. From the bus, Carlos calls a couple of friends and urges them to take the train to Freeport that evening to meet him for a bite to eat and a movie. They plan to meet by the fountain at the triangular Village Green just north of the station. As the bus reaches its destination at the beach pavilion, Carlos writes a reminder in his calendar for later that evening that reads: "Pick up rental information from Freeport apartment buildings."



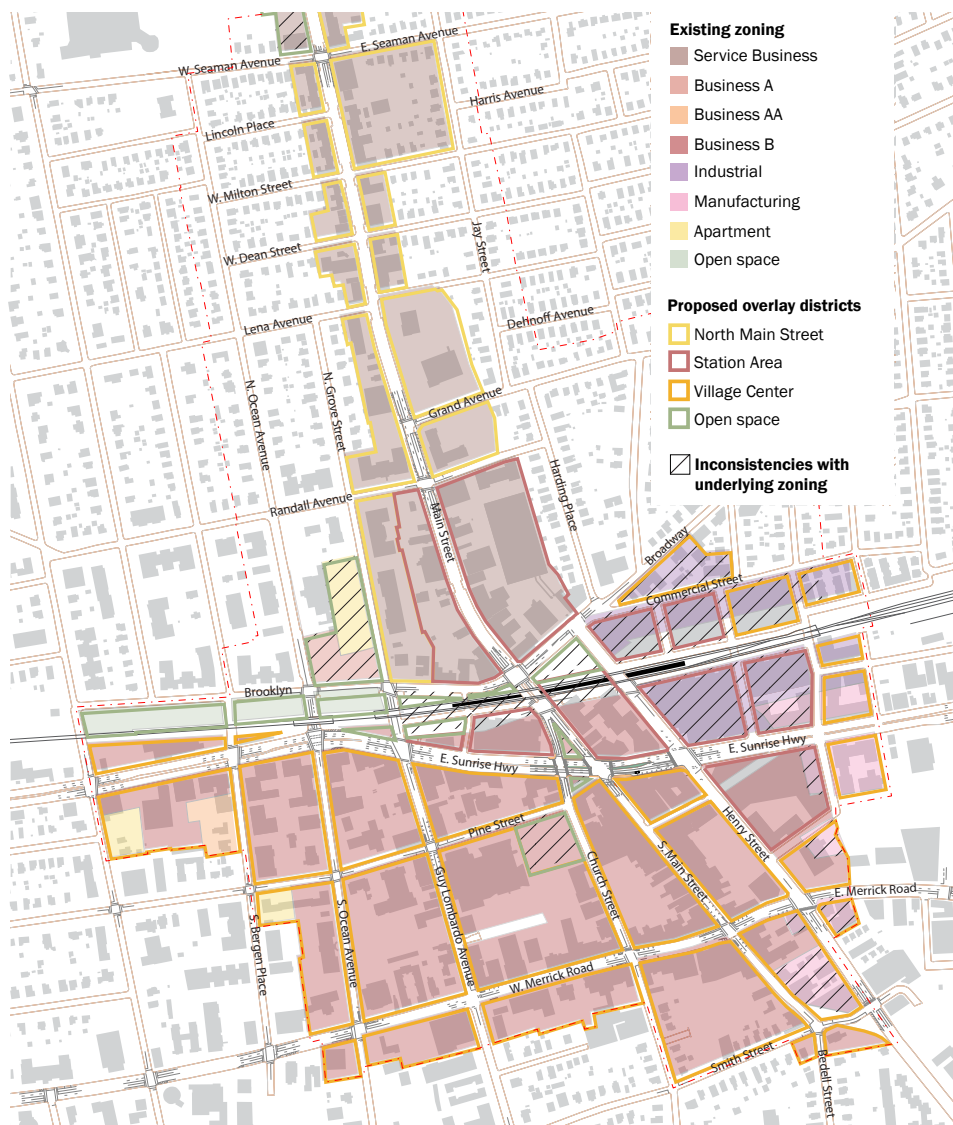
The area immediately surrounding the Freeport LIRR rail station is characterized by a scattered but diverse array of uses, ranging from commercial and civic - including the firehouse - to residential apartment buildings and single family homes as well as a number of vacant lots. The overwhelming use that dominates the area however is surface parking. Including both municipal and private parking lots, there are approximately 1,340 parking spaces on seven different fields and on property located beneath the elevated LIRR tracks in this area.¹ Such disconnected uses in combination with large areas of surface parking give this area a barren and underutilized feel.

Open space in the area is limited to the small triangular lot bounded by Sunrise Highway, South Main Street and Church Street as well as the strips of green space alongside the base of the elevated LIRR tracks between North Grove Street and North Long Beach Avenue. The site adjacent to the dilapidated Meadowbrook Savings Bank building was cleared of buildings in the past decade and now sits unused.

Pedestrian activity is largely limited to commuters walking to and from their vehicles or to buses and taxi cabs, and there is perceived concern over safety by Freeport residents. The concern is bolstered by criminal activity in the area.

The TOD Area presents the greatest opportunity for redevelopment in the Village of Freeport. Whether through infill development on unbuilt and vacant spaces between buildings or through wholesale redevelopment of existing sites like parking fields and warehouses, the goal for the TOD Area is to transform it into a regional, mixed-use center with residential, commercial and retail uses and open space, all within walking distance of the LIRR station.

The TOD Area lies at the heart of the Village and as improvements here are realized, it will serve to pump the dividends of its success northward along North Main Street as well as southward towards the existing village center around South Main Street. Revitalization here will serve to bridge what has traditionally been a divide between the northern and southern sections of Freeport and help to facilitate a connected, highly functioning community.



Development

Step 1. New Development Code to Direct & Shape Investment

Just as with the North Main Street Corridor, the first step towards achieving transformation in the TOD Area involves changes to the Village's current zoning code. Presently - within one-half mile of the LIRR station - there are eight different zoning designations ranging from the "Service Business" zoning of North Main Street and the "Business" zoning south of the station, to "Manufacturing" and "Industrial" to the east. The majority of the residential uses are found in the areas zoned for "Apartment" to the northeast and northwest of the station. Zoning changes will be brought about by instituting a single overlay district for the TOD Area that applies a new "Station Area" zoning designation with specific, more uniform guidelines. As a transition to the residential neighborhoods along Broadway and Commercial Street, a less intense "Village Center" zoning overlay will be applied. The same overlay will apply to a new

residential and commercial mixed-use node along Sunrise Highway between South Long Beach Avenue and Guy Lombardo Avenue.²

The goal in making changes to the zoning will be to encourage desirable uses for the area that achieve a high level of vibrancy, while phasing out those that contribute less; and to ensure that the physical form of any new development is attractive and more uniform in appearance and at the appropriate scale. These changes will help to direct and shape investment into this area.

Uses

By adopting a "Station Area" overlay, the Village will help to facilitate the emergence of a vibrant, mixed-use center where people have abundant opportunities to live, work and play. To do this, current zoning will need to be changed, particularly in industrial and manufacturing designated zones.

The new zoning will phase out uses such as automobile service shops and large

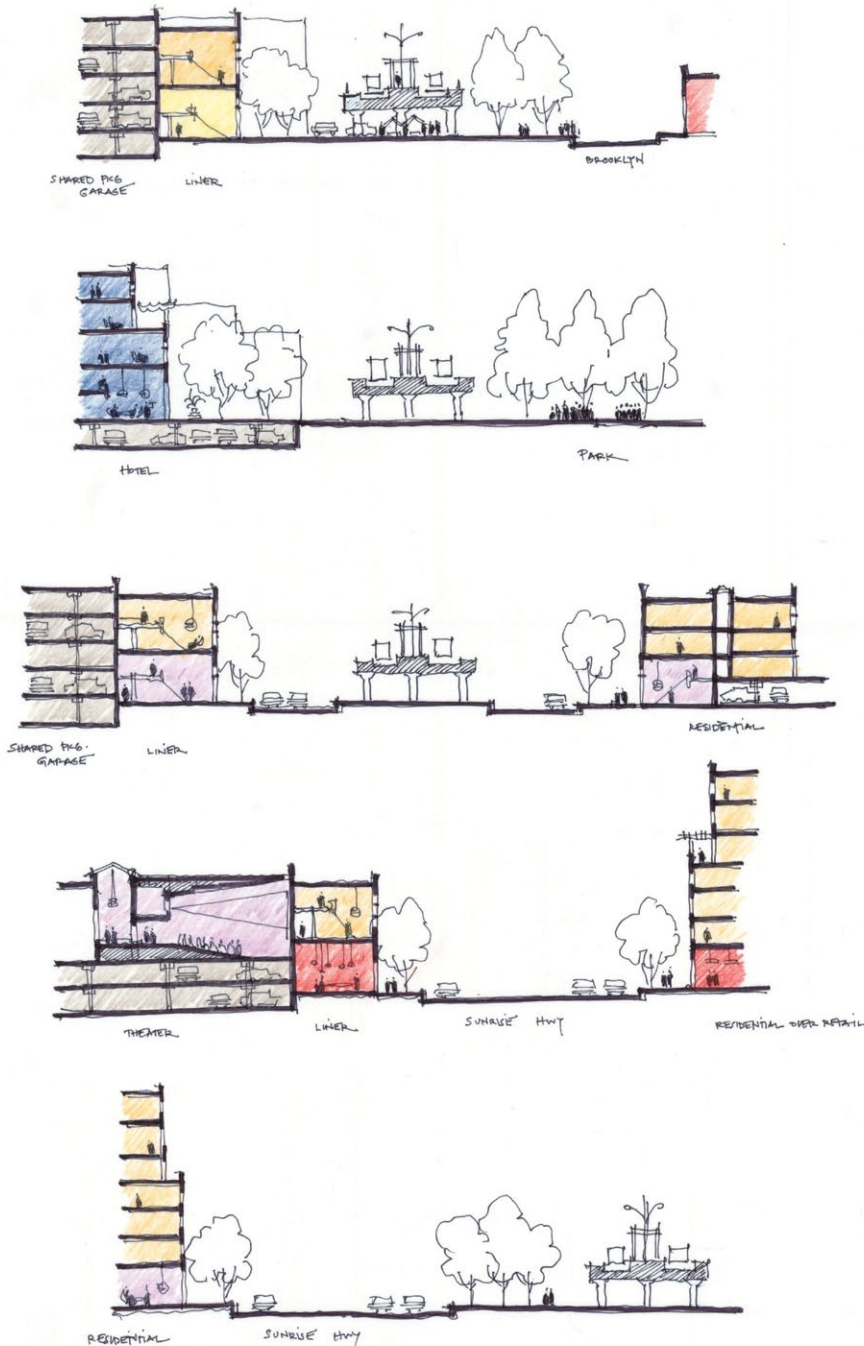
² Freeport's overlay districts are summarized in a companion document "Proposed Overlay District Zoning Regulations and Design Guidelines."

¹ 2010 Project Team analysis of Village data

Typical TOD Mixed-use buildings



Cross section TOD Mixed-use buildings



manufacturing warehouses, while phasing in such uses as lounges and pubs, parking structures, cinemas and performing arts theaters, artisan and craft production, indoor recreation, libraries and museum and multifamily residential buildings, amongst others. The “Village Center” zoning will encourage a similar mix of uses, but at a less intense scale. Once these uses are allowed, the Village can work together with developers and financiers to bring this new community to life. It is essential to note that no existing uses will be terminated as all current establishments will be “grandfathered in,” but rather that as redevelopment occurs, the new vision for this neighborhood center will be incrementally realized by new projects. The end result will be an area with a strong mix of residential, retail and commercial uses that facilitate vibrancy within walking distance to the LIRR station.

Form

Changes to the Village’s code will also shift the physical form of new buildings – including height and bulk - to encourage a more attractive, uniform and compact look, at a suburban downtown scale. New residential and commercial buildings will face those streets identified as retail frontage streets (refer to diagram), with shopfronts and awnings at the ground level to activate the street with pedestrian activity. Building heights within the TOD area will vary according to building type, but will typically range from three to four stories for residential buildings and up to eight stories for mixed-use or stacked residential buildings. The taller heights will be allowed in the “Station Area” overlay, while heights will be limited to three to four stories in the “Village Center” overlay. Building entries that front directly on to the street without parking between entries will also be mandated. Parking will be accommodated in multi-level structures, underground and behind buildings.

Step 2. Intense Mixed-Use Buildings

In order to capitalize on this area’s proximity to the LIRR station, the existing downtown, the North Main Street Corridor and Sunrise Highway, as well as the existing road and infrastructure networks, intense, mixed-use buildings are envisioned for the TOD Area. The zoning changes described above will usher in a more dense, vibrant mix of uses at the center of the TOD Area, immediately around the LIRR station.

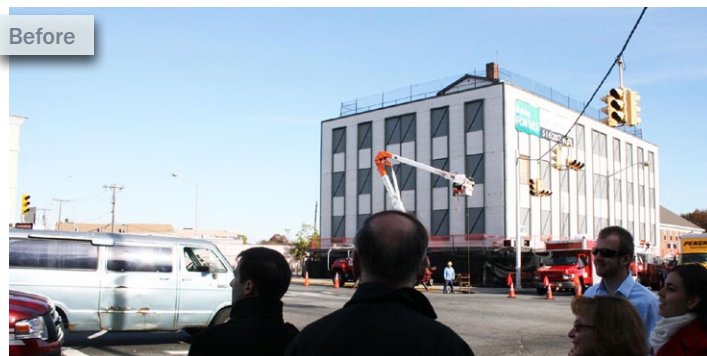
Section A. North Main Street-South

This section straddles North Main Street and will serve as the northern gateway to the TOD Area. West of North Main Street in an area currently characterized by one to three

The plan envisions both the development of new buildings as well as historical restoration of buildings such as those along Brooklyn Avenue, which will engender a more positive pedestrian experience.



Infill development will be used to build new mixed-use buildings alongside redeveloped, existing buildings, such as along North Main Street north of Broadway.



story retail and commercial buildings, there are opportunities for infill development, building restoration and façade improvements. The focus for this section should be on creating a positive pedestrian experience with strong retail frontage along North Main Street and Brooklyn Avenue.

East of North Main Street infill development with mixed-use buildings up to eight stories will be developed as well as a four story structured parking facility that will accommodate 600 cars on the site of what is currently Village Parking Field #4. The building next to the Fire House on the southwest corner of North Main Street and Broadway could either be rehabilitated or redeveloped to accommodate residential and retail uses. The lot to its north will be filled in with a signature residential and retail mixed-use building.

Similar development will take place on the corner of Broadway and Harding Place, with multi-story residential uses that complement the multi-story residential buildings on the east side of Harding Place. The combination of residential and retail uses in addition to the civic use of the firehouse, will activate the stretch of Broadway between North Main Street and Harding Place which will serve as a key location for the adjacent Village Green (described below). The proximity to the LIRR station will encourage use of the retail space and the residential units will be attractive to young people, commuters, empty-nesters, and those interested living in an active downtown.

Total retail area added
25,000 square feet
Total residential units added
90 units

Section B. Freeport Plaza North

This section will undergo a significant conversion into a mixed-use residential, retail district with live-work opportunities for shop-owners, through redevelopment of existing buildings and the Village Parking Field #29. Three new streets will divide the large block between Commercial Street and Freeport Plaza North into four separate blocks. Immediately east of the Village Green, a signature corner building will help to frame the heart of the TOD Area. Development on this block will include residential and retail uses with shopfronts that relate strongly to the pedestrian realm. The second new block to the east will be intensively developed with mixed-uses with a greater emphasis on residential units. Live-work opportunities will welcome in artisans and craftworkers who will be able to produce and sell their goods while living above the shop. The buildings on these blocks will have two stories of podium parking with four stories total that will taper to two stories north and east to integrate into the existing neighborhood.

To the east of these new blocks, a separate zoning overlay will encourage slightly less intense development with a greater empha-

sis on residential, townhouse units. These buildings will serve as a buffer between the more intense TOD Area and the established residential neighborhoods. The easternmost two structures will back up to a wall separating them from the tracks and current parking, which will allow the street to retain its function.

Total retail area added:
15,000 square feet
Total residential units added:
264 units + 19 live/work units

Section C. Sunrise Highway North

What is today primarily used as commuter (Village Parking Field #7) and private parking will be completely transformed into a major retail and residential hub for the TOD area, along with commercial office space. Divided into three separate blocks, the westernmost block along Henry Street will have a five-story, 500 space parking structure that is lined largely with retail and some residential uses. To its east, the second block will be comprised of buildings with some retail and residential uses and a significant amount of commercial uses including professional offices.

Moving further east towards South Columbus Street, the current commercial and industrial block - divided by Bennington Avenue - will have a combination of residen-



tial units, live-work spaces and a commercial building along Sunrise Highway.

Total retail area added
41,000 square feet
Total residential units added
400 units + 42 live/work units
Total commercial area added
15,000 square feet

Section D. Sunrise Highway South

The area immediately across Sunrise Highway - between Henry Street and South Columbus Avenue - will be transformed to take advantage of its proximity to the LIRR station and the existing downtown area. Commercial and retail space will comprise the largest uses on these two blocks, along with residential and live/work units. At the junction of Sunrise Highway and Henry Street, retail frontage will encourage more pedestrian-friendly retail along Sunrise Highway, while expanding retail opportunities along Henry Street and behind South Main Street. Closer to South Columbus Avenue, Commercial uses along Sunrise Highway will serve to buffer new residential units built to the south along . A two-story, 160-space parking structure will help to accommodate commuter, shopper and resident parking in the area.

Total retail area added
17,000 square feet
Total residential units added
170 units + 6 live/work units
Total commercial area added
13,500 square feet

Section E. Hotel and Village Green

The symbolic heart of the TOD Area will be the new Village Green created from the current triangular parking lot north of the LIRR tracks (Village Parking Field #28) As described in the Landscape Plan below, this will be a focal gathering place and will help to connect the mix of uses that surround it. Another important new use that will help to bring new revenue and vibrancy to the Freeport will be a 150-room hotel built just south of the LIRR tracks and opposite the Village Green and surrounded by retail uses. The hotel will fill a need on Long Island, where quality hotels are limited and most are clustered along the Long Island Expressway and other major driving routes. This will be a hotel directly connected to the LIRR and its various destinations. From the traveling salesperson flying in to John F. Kennedy (JFK) International Airport to work on the Island, to the out-of-town tourist looking for easy access to the beaches and the Nautical Mile, this hotel will serve the needs of many. It will also provide a steady stream of customers to the many established and future retail businesses throughout the Village.

Connecting the Village Green and the hotel will be an exciting new civic space developed by enclosing the area below the LIRR tracks in glass. The space can be used for any number of community activities ranging from an exhibit space to an indoor community gathering place. This Master Plan recommends adding a police substation under the tracks - adjacent to the civic space - as an early action to demonstrate that this is a safe place for people to be.

Total retail area added:
20,000 square feet

Section F. Meadowbrook Bank and Freeport Plaza West

Freeport residents and passers-by are quite familiar with the iconic, yet crumbling Meadowbrook Bank Savings Building and the green triangle of cleared space to its east. Given its location along Sunrise Highway and adjacency to the LIRR station, this location will serve as an important area for commercial, retail and some residential uses in addition to holding a key parking structure for commuters. The Village must determine whether or not to preserve the triangular building, but it is recommended that this site be used primarily as a commercial space. It is an ideal location for professional offices, including medical and legal offices. A certain amount of residential and live/work spaces could be accommodated on the site, particularly adjacent to the stands of London Plain trees that will be expanded and incorporated into the gateway.

Total retail area added
6,000 square feet
Total residential units added
10 units + 8 live/work units
Total commercial area added
20,000 square feet

What is currently a parking lot surrounded by little activity will be transformed into a Village gathering place surrounded by mixed-use residential and retail buildings.

Before



After

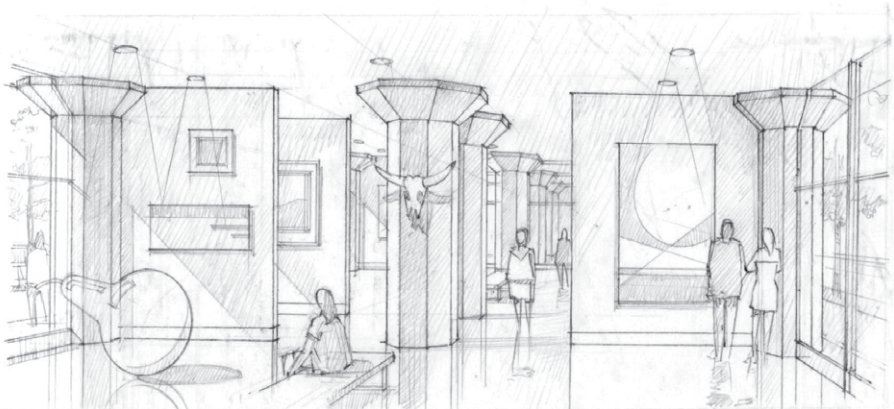


Section G. Sunrise Highway South West

As Sunrise Highway becomes tamed through road diet techniques (see Mobility Plan), the opportunities for development along the road will open up. The stretch of blocks along Sunrise Highway between South Long Beach Avenue and Guy Lombardo Avenue (including Village Parking Field #8 and #10) will be developed into a commercial and residential mixed-use node. New buildings containing commercial uses will directly face a new, tame Sunrise Highway. This commercial face will serve as a buffer to allow residential uses, including 400 units in garden apartments and townhouses, directly behind. Shielded from Sunrise Highway, these residential units will be incorporated into the surrounding Village center behind it, while within walking distance to the LIRR station.

Total residential units added:
400 units
Total commercial area added:
25,000 square feet

Village Green community space



Step 3. Culture & Nightlife

This Master Plan lays out a number of changes for different areas throughout the Village of Freeport, but none stands to undergo such a dramatic transformation as the TOD Area. What is now largely a barren and disconnected section of town is due to receive an infusion of culture and become a major retail, entertainment and dining destination. With a total of 168,000 square feet of retail space recommended nearly entirely for this area, the TOD Area will draw many new visitors. With easy access to the LIRR station and adequate parking, a wide spectrum of retailers will be attracted to this area, from local mom

and pop stores, to artisans and craft workers, to national retail chains that are increasingly looking to expand beyond shopping malls and locate downtown.

Freeport currently sees a lot of visitors pass through this area – on their way to the Nautical Mile, to the charter boats, down to the beach, etc. The transformed TOD Area will offer a wide variety of uses that will encourage these visitors to stay awhile and help to support the local economy. The 150-room hotel will also serve as a regional draw as one of the few, high-quality hotels located in a Long Island downtown.

In time, the current fear of nightfall will be replaced by excitement over the many nightlife opportunities that will fill this space. From the diverse menus of numerous restaurants, to movies and performing art shows to a variety of gathering places including lounges, parks and exhibit spaces, Freeport will be a nighttime destination. Nearby residential units will offer both the eyes on the street as well as a portion of the critical mass to support these places. The success of the new TOD Area will further bolster redevelopment efforts in both the North Main Street Corridor and the South Main Street District.

Total new residential units, retail and commercial space added to TOD Area

Section	retail (sq. ft.)	residential (units)	commercial (sq. ft.)
A. North Main Street-South	25,000	90	
B. Freeport Plaza North	15,000	283	
C. Sunrise Highway North	41,000	442	15,000
D. Sunrise Highway South	17,000	176	13,500
E. Hotel and Village Green	20,000		
F. Meadowbrook Bank and Freeport Plaza West	6,000	18	20,000
G. Sunrise Highway South West		400	25,000
TOTAL	124,000	1,409	73,500

The area around the LIRR station will become a safe, enjoyable center for nightlife and culture for Freeport residents and visitors alike



Landscape, Open Space & Streetscape

Step 1. Open Space & Landscape Improvements

Improvements to open space and landscape in this area will serve to connect the mix of uses being envisioned, while providing important community gathering spaces and improving the environment. New open spaces – such as the Village Green – will send a message to the greater community that threatening activities are no longer welcomed and that all of Freeport and its visitors can meet at and use these places.

In addition to wholly new public spaces, the opportunities to “re-green” existing areas are abundant. An enhanced greenway from the Brookside Preserve – west of the Project Area - to the Village Green is envisioned and will rely upon additional greening along Brooklyn Avenue, Freeport Plaza West as well as the Village Hall parking fields (Village Parking Field # 14 and #18).

Step 2. Programming Public Space

Creating new public spaces is a key element of the “Building a Better Freeport” Master Plan in the TOD Area. Whether it is the re-conversion of the triangular parking lot north of the rail station (Village Parking Field #28) into a park or the creative use of the spaces under the LIRR tracks for weekend farmers’ markets and exhibition space, the programming of these areas is critical to the success of these places.

Village Green

The most important landscape for Freeport to create is the Village Green. By reclaiming an inefficient, triangular-shaped surface parking lot, the community will gain a civic amenity within the heart of the redevelopment area while serving as an anchor for the Village Greenway to the Brookside Preserve. Simple in form and relatively economical in construction, this park will contain a plaza area, a lawn, a shady double allée (i.e. row) of London Plane trees, and a focal point that

might be a fountain or a sculpture. The plaza permits uses that require stable surface areas (such as tables and chairs) and can be easily maintained, which is important given its immediate adjacency to the LIRR station. The lawn permits a range of activities, particularly those with no particular program, such as throwing frisbees, parents and children playing catch, and many types of gatherings for various purposes. With allée, plaza, and lawn, the park will function as both town plaza and passive recreation park and can accommodate a range of activities from casual coffee rendezvous to crafts fairs and heritage festivals to community-wide events like walk-a-thon fundraisers. It is paramount that the park be developed as contiguous to the station with no road or drive separating it from the station. Developed in this way, pedestrians will be much safer, and people are much more likely to use the park than if they must cross a road to reach it.

Community Supported Agriculture

The Master Plan offers solutions for numerous vacant and underdeveloped city blocks and lots. Yet, redevelopment will demand complex efforts over time to implement. In the meantime, the Village can implement a program of Community Supported Agriculture (CSA) in which vacant sites are planted with edible plants. These sites are typically overseen by a contracted manager who has experience in urban gardening, community gardens, or farming. They can also be managed by an administrative body, such as Village or County staff, or community members. Some CSA programs are organized so that those who work the gardening plots reap its fruits. In other CSA programs, citizens buy shares in the site and are allotted a percentage of the yield. In still others, citizens donate the yields to local food banks or schools. Most use organic agriculture practices. The Meadowbrook Bank site is an immediate and obvious choice for a pilot program.

Triangular Median

This historic median edged by Church Street, Sunrise Highway, and South Main Street currently contains the Village’s Christmas

tree and a historic cannon. The Master Plan proposes that the median receive additional improvements that befit its civic importance and enhance its position as an entryway to the LIRR station and gateway into downtown Freeport for motorists arriving on North Main Street. Additional shrub and ground-cover planting that do not impair motorists’ lines of sight will lend dignity to the square and better ground it within what is currently very open and undefined space. Enhancements will also set the stage and encourage future development on the Meadowbrook Bank site.

Mobility & Transit

Step 1. Pedestrian Connectivity

A well-connected, positive pedestrian realm will help to contribute to the TOD Area’s vibrancy and sustainability. It is particularly important to ensure pedestrian connectivity amongst the various uses, as well as to the LIRR station and parking facilities. The needs of pedestrians are at the opposite end of the spectrum from those of motorists due primarily to the difference in speed and purpose. The average pedestrian walks about four miles per hour, often to visit a store, office, or restaurant or to travel to and from his/her home. At the pedestrian-scale of movement, signage is small and varied. To make the pedestrian comfortable throughout the Area, sidewalk activity, storefront design and visibility, shade, places to sit and relax, and the crossing of intersections need to be appropriately addressed. To this end, the “Building a Better Freeport” Master Plan identifies standards and details for each of these components of the public realm as it relates to the pedestrian experience.

The center of the TOD Area – the LIRR Station – shall receive the following pedestrian treatments:

- Traffic pattern to be left as is in its current loop around the station
- Enhancements to the social (southern) side of station

- Widening of the sidewalk (12')
- Additional benches
- Connections to retail across the street
- Enhancements to streets that connect north and south sides of station (i.e. pedestrian crossing under tracks)
- Conversion of the west side under tracks into a beautiful columned program area (for farmers market, craft fair, exhibition space etc.)
- New green square with terrace and enclosed glass structure attached to east side of LIRR station
- Installation of a marquee to welcome people to the district

Step 2. Park-Once & Parking Management

Determining the right amount of parking and parking strategy to accommodate the mix of residents, commuters, shoppers, shopowners and employees is essential to a successful mixed-use TOD Area. Described in greater detail in the Mobility Section, the parking strategy for the TOD Area includes what is called a "park once" program that encourages walkability through the tactical placement and pricing of parking. This integrated program involves policies, planning tools and codes that establish parking facilities that relate to land use and ensure that visitors are in close proximity to their desired destination.

The program for the TOD Area will involve the construction of four multi-story parking structures- all but one lined with other uses that make them virtually hidden from the street- and one subterranean structure placed strategically throughout the area. The development of these structures involves the conversion of the following sites:

- Village Parking Field #4 (north of Muldowney Plaza): four-story, 600-space structure; not lined
- Meadowbrook Bank Building field: six-story, 600-space structure lined with retail, residential and commercial uses
- LIRR Freeport Plaza East (between South Main Street and Henry Street): 60-space, subterranean parking under proposed Hotel
- Village Parking Field #7 (between Henry Street and Benson Place): five-story, 500-space structure lined with retail and residential uses
- Henry Street East Redevelopment: two-story, 80-space structure lined with retail, residential and commercial uses

In addition to existing on and off street parking, these spaces will be shared among users in a well-developed parking management scheme detailed in the Mobility Section. Residential permits will be required for those established residential areas just outside of the TOD Area to the northeast. This will ensure that commuters and visitors will not be competing for existing residential spaces in these neighborhoods.

Step 3. Improved Transit Connections

With residential and other mixed-uses focused around transit, it is important that the transit connections are optimal to ensure efficiency, fast connections and ease of use. The Village should work closely with the Metropolitan Transportation Authority (MTA) LIRR and MTA/Long Island Bus to ensure that the sequencing of train and bus schedules is properly aligned to allow enough headway for passengers to make their required connections. New or relocated bus routes and stops will be reconsidered as development takes place to ensure that service is provided to the places where there is the most demand.

Additionally, transit use will be encouraged through measures such as clear signage and schedules, and safe comfortable and attractive waiting areas. The approach to both bus stops and the LIRR train station should be pedestrian-friendly and safe.

A Village-wide rubber-wheeled trolley will supplement the existing and future bus service within the Village. With its slow, moving, frequent, fixed route, the trolley will help to fill in the gaps of MTA/Long Island Bus service and will ensure connections between the residential and mixed-use neighborhoods and the current and future destinations including the TOD Area, South Main Street and the Nautical Mile.

South Main Street District



Fine Tuning

APPROACH

Development

1. New Development Code to Direct & Shape Investment
2. Historic Building Preservation
3. Targeted Infill Development
4. Southern Village Gateway

Landscape, Open Space & Streetscape

1. Joint Use of School Playgrounds & Park Expansion
2. Open Space, Park & Landscape Improvements

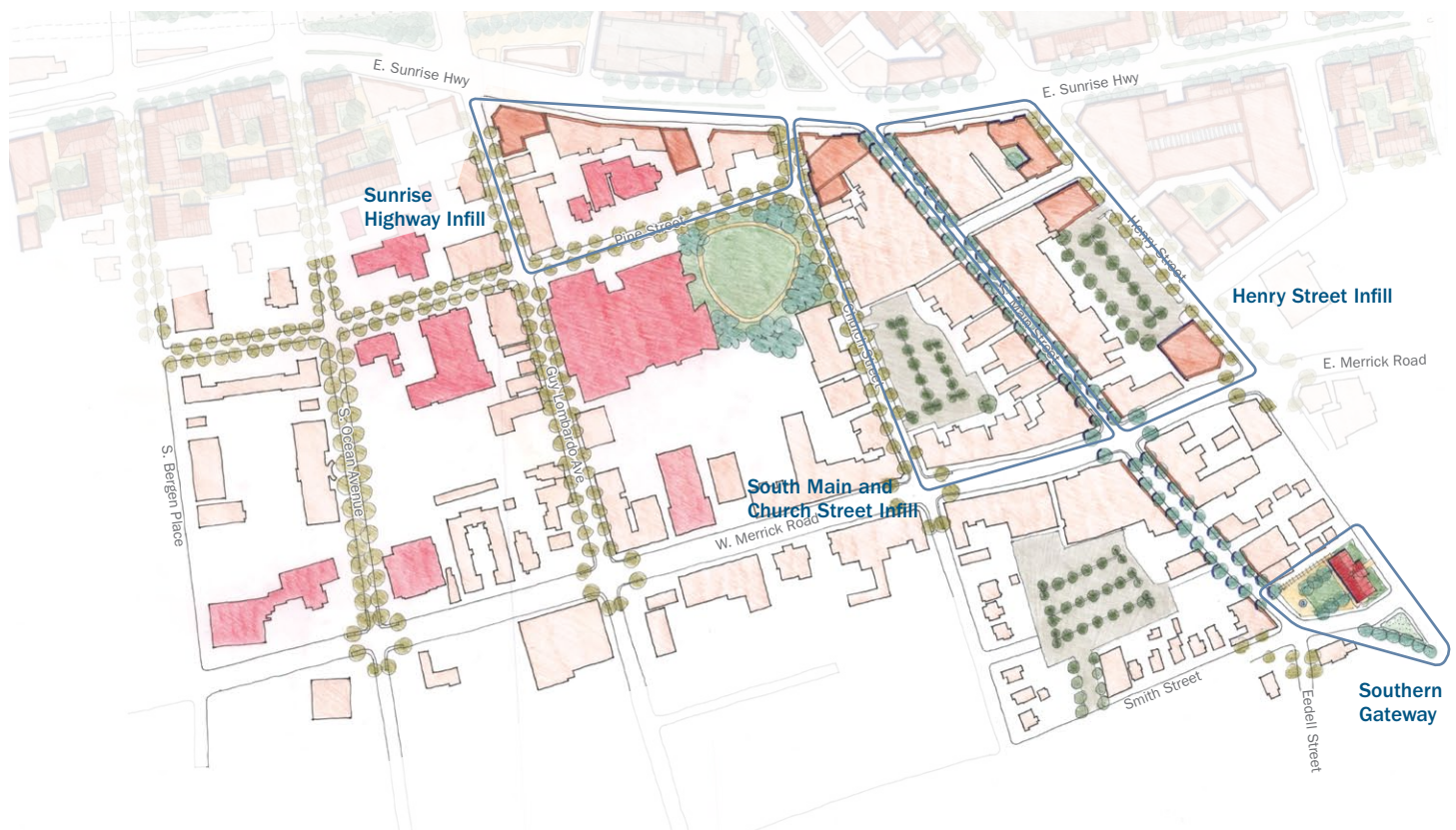
Mobility & Transit

1. Park-Once & Parking Management
2. Taming Sunrise Highway and Merrick Road

FLASH-FORWARD

Growing up in the southwestern section of the Village close to the waterfront, Dorothy inherited her childhood home years ago and recently retired from her job at the Village post office. As a life-long resident of Freeport, Dorothy has witnessed a multitude of changes within the Village over the years; some good, some bad. She considers some of these as she pulls her car into the new parking facility between Church Street and South Main Street at the southern end of the downtown. The first time she parked here, Dorothy had trouble finding the building because it was so well-hidden behind the existing uses around it. A dedicated walker, Dorothy likes this facility because she can leave her car there and make her way around the South Main Street District by foot. Her first stop is to attend the grand opening of a new aquarium located nearby. The building is surrounded by beautiful landscaping and an adjacent public square and Dorothy appreciates the friendly welcome to downtown offered by this "Gateway." Satisfied with her visit to the aquarium, Dorothy makes her way north along the tree-lined Henry Street. Crossing at East Mer-

rick Road, Dorothy feels safer crossing the street now that the sidewalks are bumped out into the road, shortening the distance between crossings. The cars also seem to move more slowly ever since large trees were planted on the street corners. Continuing on her way - and eager to pick up a snack at her favorite Dominican restaurant - Dorothy enters one of the few new buildings built in this section of the Village on what used to be a parking field. She appreciates how this new building has many of the same historical features of some of her favorite old buildings nearby. With her mashed plantains packed-up, Dorothy heads over to the Dodd Middle School field. Dorothy frequently likes to snag a bench on the perimeter of the grounds and watch the action on the new field, which is shared by residents when not being used by students. Finished with her snack, and making her way back to her car, Dorothy smiles and thinks to herself "There's no place like home!"



The area that is currently thought of as downtown Freeport (i.e. the South Main Street District) is largely centered around South Main Street and along Merrick Road, and also includes Henry Street, Church Street, Guy Lombardo Avenue and South Ocean Avenue. Already served by a mix of uses including retail, residential, commercial, and civic uses such as the main Village post office, Freeport Memorial Library and Recreation Center this area is well-used by residents and visitors.

Recent improvements were made to a number of these streets, including the reconstruction of South Main Street and streetscape additions including brick pavers, trees and other landscaping were installed. Additionally, recent construction of the Main Street Mews on South Main Street demonstrates the potential for infill residential development in the area.

The “Building a Better Freeport” Master Plan vision for the South Main Street District is focused less on complete transformation of the area and more on fine tuning what already exists and works in the area. Compared to the TOD Area, much of the work can be carried out more slowly over time, as opportunities arise. Targeted infill development, façade improvement and historic preservation will help to ensure high quality development that contributes greater vibrancy to the Village while also maximizing the potential use of available space. Streetscape and landscape improvements will build off of similar work already done in the area and along with increased landscaping, will help to make this a more walkable, pedestrian friendly destination. Additionally, better management and increased capacity of parking will help to balance the demand of residents, employers, commuters and visitors. One key to the success of this District will be the taming of Sunrise Highway, which will foster connections to the TOD Area and North Main Street Corridor, and encourage walkability throughout the entire Village.

When complete, the South Main Street District will be an important link in the chain of the new downtown Freeport, which will include the TOD Area and a portion of North Main Street Corridor. South Main Street will function as the adapted historical center of the Village that will serve both existing residents that surround it and the new residents that will live within and around the area. It will also help to link the northern section of the Village to the waterfront, further advancing a truly connected Freeport.



Development

Step 1. New Development Code to Direct & Shape Investment

Just as with the North Main Street Corridor and TOD Area, the first step towards achieving transformation in the South Main Street District involves changes to the Village’s current Zoning Code. Presently the majority of the South Main Street District is zoned for “Business B” a mixed-use designation. Small sections of the District within the Project Area are also zoned for “Apartment” and “Manufacturing” uses. Zoning changes will be brought about by instituting a single overlay district for the South Main Street District that applies a “Village Center” zoning designation to the area with specific, more uniform guidelines.¹

The overarching goal in proposing these changes to the village zoning code is to encourage desirable uses for the area that achieve a high level of vibrancy, while phasing out those that contribute less. The goal is also to ensure that the physical form of any new development is attractive and more uniform in appearance and at the appropriate scale. The changes to the South Main Street District are less dramatic than the North Main

Street Corridor and TOD Area, but are just as important to direct and shape investment and enhance the sense of “place” in the area.

Uses

By adopting a “Village Center” overlay for the South Main Street District, the Village will encourage a more vibrant, mixed-use center where people have even greater opportunities to live, work and play. To achieve this, the current Village Zoning Code will be altered by phasing out uses such as automobile service shops and large manufacturing warehouses, while phasing in such uses as lounges and pubs, parking structures, cinemas and performing arts theaters, artisan and craft production, indoor recreation, libraries and museum and multifamily residential buildings, amongst others. Other uses that will be allowed in the area under the new zoning include parking structures, cinemas and performing arts theaters, artisan and craft production and multifamily residential buildings, amongst others. It is essential to note that no existing uses will be terminated as all current establishments will be “grandfathered in,” but rather that as redevelopment occurs, the new vision for this neighborhood center will be incrementally realized by new projects. Once these uses are allowed, the Village can work together with developers and financiers to accentuate the existing downtown.

¹ Freeport’s overlay districts are summarized in a companion document “Proposed Overlay District Zoning Regulations and Design Guidelines.”



The Secretary of the Interior's Standards for Rehabilitation

The Standards (Department of Interior regulations, 36 CFR 67) pertain to historic buildings of all materials, construction types, sizes, and occupancy and encompass the exterior and the interior, related landscape features and the building's site and environment as well as attached, adjacent, or related new construction. The Standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment will be unimpaired.

Form

Changes to the village zoning code will further shift the physical form of new buildings in the South Main Street District to help guide an attractive, uniform and compact look that blends well with existing buildings. Building heights will range from three to four stories, depending on building type. Front and side yards will be minimized to allow interaction with the street, but rear yards will be larger. Building entries that front directly on to the street without parking between entries will also be mandated. Parking will be accommodated in multi-level structures, underground and behind buildings.

Step 2. Historic Building Preservation and Restoration

Developed over time as the center of the Village of Freeport, the South Main Street District has a number of historic buildings that reflect the Village's various eras of development. Some of these buildings – like the Freeport Memorial Library or the Village post office - have been well-preserved and strongly exhibit their historical features. Other buildings in the South Main Street District, while perhaps less noteworthy, have historic features that have been diminished or lost in attempts to modernize their look.

To ensure that the historical features of the Village's buildings be preserved or restored, the Village should take the following steps:

1. Declare a moratorium on demolition or alterations of current buildings.
2. Collaborate with the Architectural Review Board, local historians and artists to assess the architectural value of existing buildings and to develop an inventory of those buildings that should be preserved and/or restored.
3. Follow an adaptive reuse strategy to restore buildings informed by the Secretary of the Interior's Standards for Rehabilitation (Department of Interior regulations, 36 CFR 67).

Historical Building Restoration Strategy

Building off of the Secretary of Interior's Standards, the following strategy is recommended for the restoration of the historical features of Freeport's buildings:

1. Strip away all extraneous additions
2. Expose the original primary structure and/or exterior finishing.
3. Finish the structural frame in the original materials.
4. Introduce the infill elements consistent with original design:

Historic Buildings along South Main Street



- a. clerestory
- b. glass and mullions
- c. doors
- d. bulkhead
- e. windows

5. If original design of elements in Step 4 is unknown, design a set of compatible patterns
6. Introduce original decorative palette and pattern in original materials
7. Clip on appropriate secondary architectural elements, graphics, light fixtures, awnings, etc.
8. Finish colors should be related to the original palette
9. Include all new architectural elements in a manner that is reversible (removable) in the long run

Step 3. Targeted Infill Development

Unlike the TOD Area, the South Main Street District is well-developed and lacks the abundance of redevelopable tracts of land. Instead, there are a number of opportunities to focus infill development into a handful of blocks and lots with appropriate smaller scale buildings that reflect those around them. These targeted developments will further expand retail, commercial and residential opportunities in this already established district.

Particular areas of opportunity include:

Segment A. Henry Street

The plan for the TOD Area describes the transformation of the east side of Henry Street into a more intense, mixed-use retail, residential and commercial street. The west side of the street – in the South Main Street

District – has three distinct infill opportunities that take advantage of existing parking fields and a vacant lot.

1. Parking lot at southeast corner of Henry Street and Newton Boulevard

This approximately 25-space parking lot faces what will become an activated mixed-use block. A two to three story retail building developed on this lot will contribute further vibrancy the block, providing retail and service opportunities for residents and visitors. The building will have storefronts on both Henry Street and Newton Boulevard, helping to activate both of these streets.

Total retail area added
6,000 square feet

2. Village Parking Field #12 between Newton Boulevard and Merrick Road

This 126-space lot currently provides behind-store parking for the retail shops on South Main Street. Recent surveys of Village Parking Fields by the Village and the Nassau County Planning Department found the lot to be used at only 50-60% capacity. Future parking structures nearby – in addition to the relatively low usage of this lot – will allow for infill development of a new retail building on the northeast corner of Newton Boulevard and Henry Street. This two-to three-story building will mirror the one across Newton Boulevard to the north and will further help to establish this section of the Village as a retail destination, while linking to the existing retail district on South

Main Street. The majority of the parking field can remain intact and provide up to approximately 100 spaces.

Total retail area added
7,000 square feet

3. Vacant Lot at southeast corner of Henry Street and East Merrick Road

Currently a vacant lot adjacent to retail storefronts and the parking lot described above, a new two- to three-story retail building will extend the South Main Street and Merrick Road retail districts towards Henry Street, further activating this area. Special massing – including distinctive features that relate to the passerby – of the building on the corner of Merrick Road and Henry Street will help to make this a prominent feature and gateway to the new retail district on Henry Street.

Total retail area added
9,000 square feet

Segment B. South Main Street & Church Street

1. Village Parking Field #27 between Church Street and South Main Street

South Main Street is already a highly functioning retail district, with some associated retail activity one block to the west on Church Street. The two streets share a 23-space Village Parking Field between them, close to their juncture at Sunrise Highway. This lot – which currently stands out as a gap on all three streets – will accommodate two new buildings with retail uses. A larger, three-story building will be situated to have entrances on all three streets and a prominent massing at the southeast corner of Sunrise Highway and South Main Street that reflects the historical bank building diagonally across Sunrise Highway. A second, smaller two- to three-story retail building will be built adjacent to the Church Street retail buildings across from the J. W. Dodd Middle School, helping to activate this now declining retail street.

Total retail area added
9,000 square feet

The View across the triangular median towards the South Main Street District with new infill and restored buildings



Segment C. Sunrise Highway between Guy Lombardo Avenue and Church Street

There are two infill development opportunities along Sunrise Highway in the South Main Street District. Each will require participation by private property owners on parking lots currently being used.

1. Parking lot on the southwest corner of Sunrise Highway and Guy Lombardo Avenue

Currently a 30+ space parking lot for private retail establishments, this lot – with cooperation from the property owners - could be developed to accommodate more retail uses. A prominent two- to three- story building here could be a defining feature for the Village and will help make drivers traveling east on Sunrise Highway aware that they are entering a downtown retail district.

Total retail area added
7,000 square feet

2. Parking lots west of Church Street

The existing retail along this stretch of Sunrise Highway is clearly punctured by a gap in storefronts as one approaches Church Street. Working with two different private property owners, portions of these parking lots could be developed with a small retail building that will help

to close the gap and provide retail continuity along Sunrise Highway.

Total retail area added
6,000 square feet

Step 4. Southern Village Gateway

The intersection of Smith Street, South Main Street and Henry Street is currently characterized by a large paved triangular space with small amount of plantings and an adjacent large, one-story uncharacteristic industrial building to the north. This distinct location serves as the southern entrance to the Village's retail district and will be transformed into a Gateway for those approaching downtown from the south. The triangular plaza will be made more verdant and less "hard" and will serve as a complement to the triangular Village Green to the north. For the industrial site, a landscaped, public square will provide the proper setting for a new civic building. Perhaps a welcome center or aquarium could help to tie the nearby waterfront to downtown Freeport and constitute a southern anchor to the civic space under the LIRR tracks and to the civic building developed in North Main Street's retail district.

Total new retail space added to South Main Street District

Segments	Total retail area added (sq. ft.)
A. Henry Street	22,000
B. South Main Street & Church Street	9,000
C. Sunrise Highway between Guy Lombardo Avenue and Church Street	13,000
TOTAL	44,000

B. Landscape, Open Space & Streetscape

Step 1. Joint Use of School Playgrounds & Park Expansion

Just as with the North Main Street Corridor, there is a golden opportunity for the Village to work together with the Freeport Public School District to share school playgrounds and athletic fields with Freeport residents during those hours when they are not being used by students. One particular area of opportunity is the large, paved open space used as athletic grounds on Church Street. Directly across from retail and other businesses, this large, hard surface diminishes the downtown, neighborhood feel. It is recommended that this space be – at a minimum – edged with more trees and other plantings, and if possible, completely planted and converted into a grass field. Once the area is "greened" it will become more useful for students, residents and visitors alike.

Step 2. Open Space, Park & Landscape Improvements

Within the South Main Street District, a range of streetscape improvements of various characters is proposed. Particularly problematic are parking lots that create large "gaps" in the built form that can be considered unsightly and where the public space of the street and adjacent sidewalk become poorly defined. Additionally, major roadways like Sunrise Highway and Merrick Road are largely devoid of vegetation and there is no southern gateway to the Village.

The Landscape Plan (Section 3) details a number of improvements for the South Main Street District, including:

- New street trees on corners within new blub outs of Merrick Road
- New street trees along Sunrise Highway and plantings within curbs and in planters in striped areas

- “Parking Edge” at Dodd Middle School lot
- Targeted tree replacement/removal
- Creation of a Village Gateway and public square at the intersection of Smith Street, South Main Street and Henry Street

C. Mobility & Transit

Step 1. Park-Once & Parking Management

Managing parking in the South Main Street District will involve fine tuning what already exists to ensure adequate capacity and encourage the “park once” concept. Since it was established as a retail district, the South Main Street District already features important aspects essential to the success of the “park once” concept, including the provision of parking close to retail with lots behind the stores and on the street, and a pedestrian realm that encourages walking.

While some parking spaces will be removed to accommodate the infill development described above, redevelopment of Village Parking Field #1 into a two-level structured parking facility will double the number of available spaces to 320 spaces. This will help to ensure that there is adequate parking for visitors to the South Main Street District.

Step 2. Taming Sunrise Highway and Merrick Road

Taming automobile traffic on both Sunrise Highway and Merrick Road will be imperative to the success of the Master Plan. Just as North Main Street will require interventions to slow automobiles and create a more pedestrian-friendly environment, so will Sunrise Highway and South Main Street.

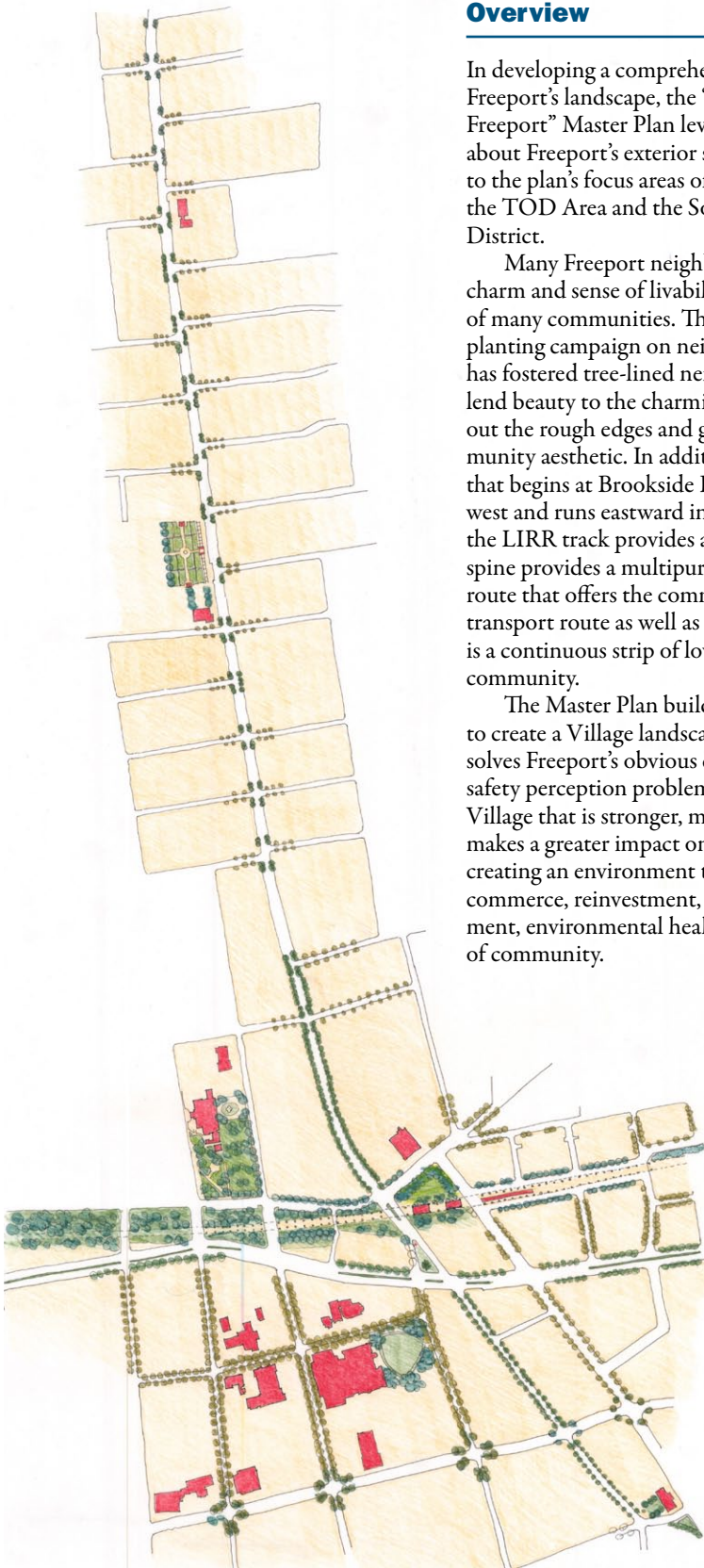
Sunrise Highway

Connectivity between what is now thought of as “South” Freeport and “North” Freeport is largely prevented by the interruption of Sunrise Highway. With heavy traffic volumes (54,222 cars per day) accommodated in six lanes of traffic, this fast moving roadway serves as a physical and psychological barrier to pedestrians on either side of the street. As described in greater detail in the Mobility Section of this Master Plan, it is recommended that the roadway be reconfigured with realigned pedestrian crossings, bulb-outs of the existing sidewalk, the conversion of striped medians into curbed, planted medians and street tree plantings along the sidewalks. These actions will help to create a more walkable environment with slower traffic through the downtown.

Merrick Road

Merrick Road serves as a local retail roadway that also moves a significant number of vehicles through the Village (22,800 per day). Already constrained by narrow widths, the roadway is not as fast-moving as North Main Street which moves a similar number of vehicles per day. Still, there are opportunities to slow the roadway further, particularly at key pedestrian crossings along the roadway. Planted bulb outs at the corners of Merrick’s intersection will help to improve pedestrian crossing across Merrick Road.

The Landscape Plan



Overview

In developing a comprehensive vision for Freeport's landscape, the "Building a Better Freeport" Master Plan leverages what is best about Freeport's exterior spaces and extends it to the plan's focus areas of North Main Street, the TOD Area and the South Main Street District.

Many Freeport neighborhoods possess a charm and sense of livability that are the envy of many communities. The long-standing tree planting campaign on neighborhood streets has fostered tree-lined neighborhoods that lend beauty to the charming homes, evening out the rough edges and gaps in its community aesthetic. In addition, the greenway that begins at Brookside Preserve to the west and runs eastward in conjunction with the LIRR track provides a green spine. This spine provides a multipurpose, multimodal route that offers the community a valuable transport route as well as a green corridor that is a continuous strip of loveliness through the community.

The Master Plan builds upon these assets to create a Village landscape that not only solves Freeport's obvious disinvestment and safety perception problems but also creates a Village that is stronger, more consistent, and makes a greater impact on visitors, thereby creating an environment that better fosters commerce, reinvestment, residential development, environmental health, safety, and sense of community.

The North Main Street Corridor

North Main Street is a major spine and entry point to the neighborhood that has degenerated through time and contains a host of problems: perilously fast traffic, lack of quality retail, extremely narrow walks, lack of shade and resting places, lack of planting, and generally poor visual quality. In addition, North Main Street is littered with driveway cuts that make negotiating it as a pedestrian confusing and dangerous. Improving North Main Street will demand that a range of issues are resolved in a synthetic manner that delivers a comprehensible image for neighborhood residents and passers-through alike.

The Landscape Plan offers numerous benefits and improvements to the Corridor:

- Slows traffic
- Improves the visual image and pedestrian experience of the street to promote a high quality of development and quality of life along the corridor
- Provides appropriate, universally accessible walkways (which are currently inadequate in some segments of the corridor)
- Provides a planting solution to locations with extraordinarily limited planting space (between the back of the curbs and faces of buildings)
- Provides a solution for planting that is compatible with existing powerlines should it be infeasible to remove them
- Provides shade and resting spaces for pedestrians
- Provides a destination community garden at the midpoint of the corridor that complements the adjacent middle school and eliminates environmentally polluting use
- Eliminates uses and facilities that negatively impact the corridor and its redevelopment
- Accommodates the existing driveway cuts and access to businesses
- Encourages a mix of residential and commercial uses
- Encourages private investment to accomplish some of the tree planting due to the extremely narrow distances between curb and right of way and/or face of building

The North Main Street Corridor Landscape Plan



- Creates a comprehensive and synthetic solution that is orderly and comprehensible to drivers and pedestrians

As shown in the illustrative sections, the proposed solution works with either the four-driving lanes or the three-driving lanes reconfiguration of North Main Street.

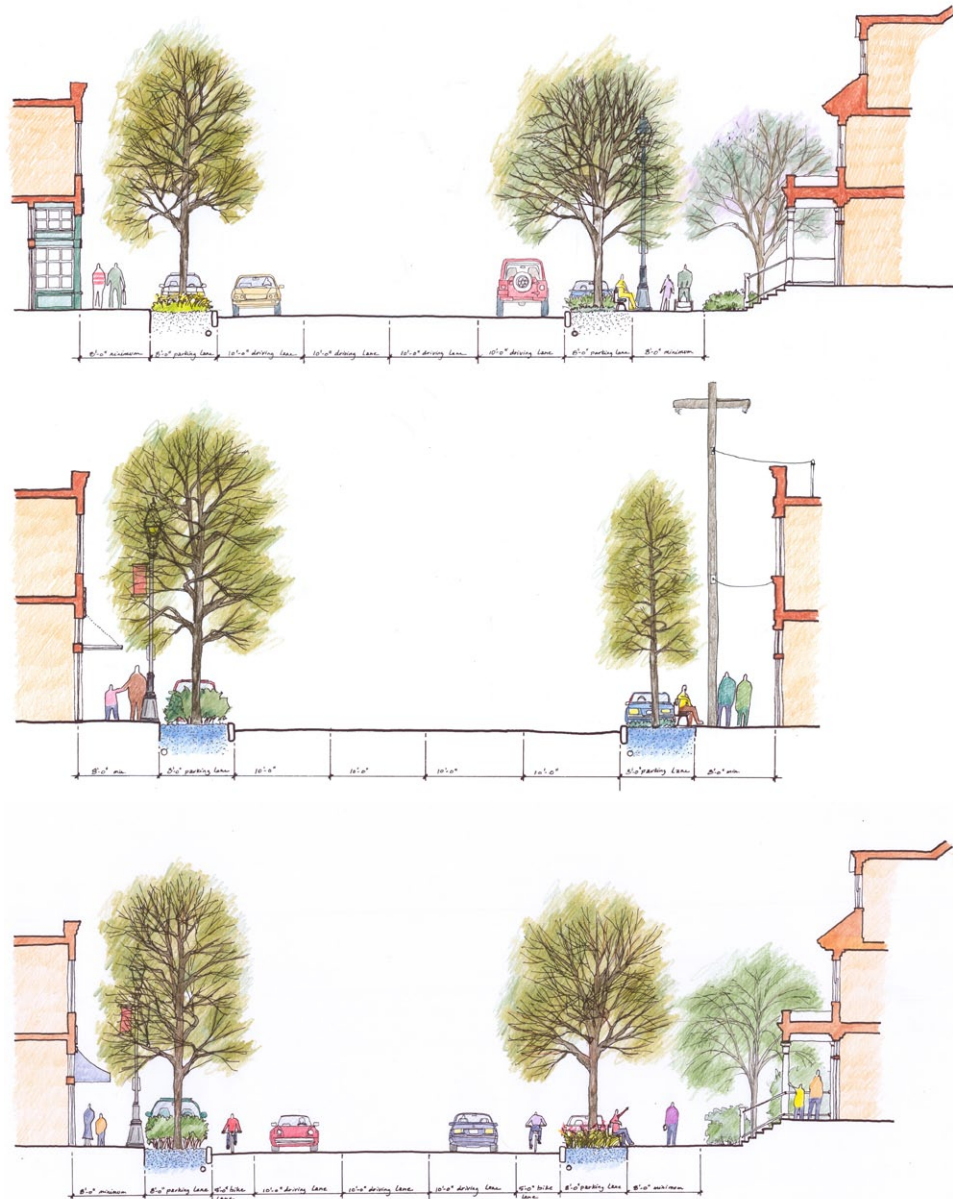
As shown by the illustrative sections, the proposed solution can also work whether or not the existing electrical utilities are placed underground (presumably at the time of the road reconstruction). The primary difference is that the east side of North Main Street – where the utility wires are located – should be planted with columnar/fastigiata species that can be grown in limited spaces. It should be noted that smaller, ornamental trees will not suffice, as they will eventually grow tall enough to conflict with the lines. Rather, it must be a tree in which the branches remain

almost vertical throughout the tree's maturation. Examples include Ginkgo (*Ginkgo biloba* 'Fastigiata'), American Hornbeam (*Carpinus caroliniana*), Fastigate American Holly (*Ilex opaca* spp.), various Juniper species, Fastigate Red Maples (*Acer rubra* 'Fastigiata') and Fastigate Pin Oaks (*Quercus palustris* 'Fastigiata')—although the latter two are sensitive to standing water and road salt. However, with proper drainage and the high performance infrastructure techniques discussed in the following section, any of these species should be successful.

The Master Plan proposes the improvement of North Main Street through three major initiatives:

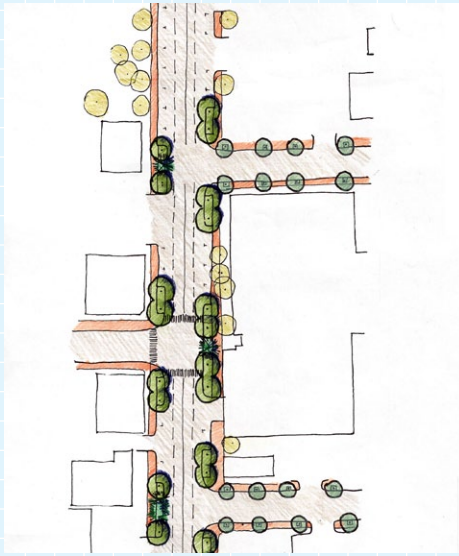
1. Street section reconfiguration
2. Architecture programming and setback modifications by changing the village development code via an overlay district

The North Main Street Illustrative Sections

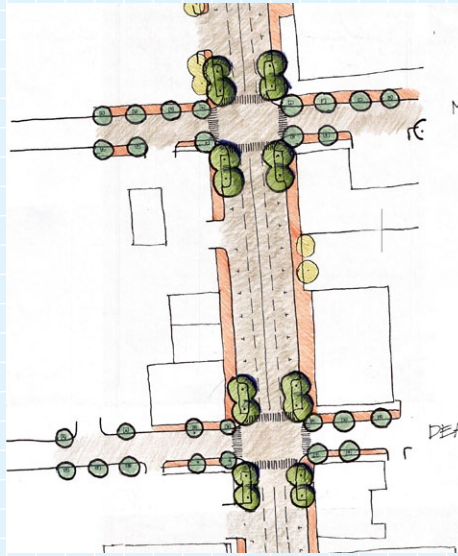


Street Tree Planting Strategy

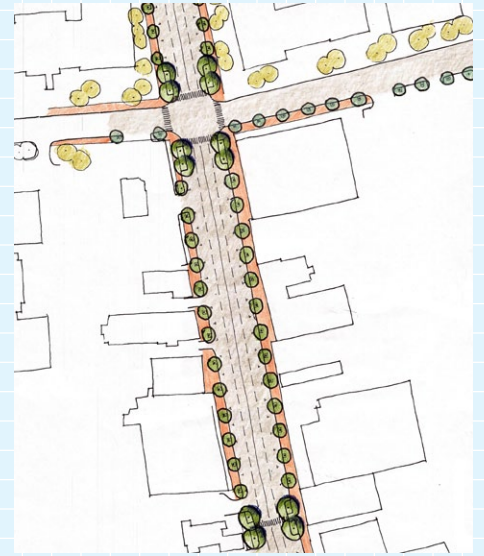
Focal Points at the Termini of Streets



Anchoring of Cross Streets



Approach to TOD Area



3. Street Tree Planting and Furnishing Program

Item 1 is addressed in more detail in the Mobility Section. Item 2 is addressed above and in the “Proposed Overlay District Zoning Regulations and Design Guidelines.” This section describes Item 3 and focuses on the planting and furnishings.

A. Street Tree Planting and Furnishing Program

The narrowing of the street section (curb to curb) and re-stripping of the interior lanes is a means to slow traffic while maintaining the current traffic volume. Narrowing also permits greater planting space and appropriate walkway widths, which are currently of inadequate width in some segments of the corridor.

Two distinctive treatments of North Main Street are proposed (northern and southern segments) and another for its side streets, each of which is tailored to its particular context:

Northern Segment (from Pleasant Avenue to Lena Avenue)

Despite the expanded depth gained for the walkway by narrowing the street, a continuously ordered planting of singular trees at regular intervals is not feasible for the majority of the street due to the numerous curb cuts and driveways currently along the North Main Street Corridor. Any attempt at single-tree planting would appear disorganized, “gap-toothed,” and do little to provide order to this visually disorganized street.

Rather than a continuous tree planting, “clusters” of planting are proposed based

on two strategies, each of which is associated with a definitive section of North Main Street:

1. Focal Points at the Termini of Streets:

When east-west streets end at North Main Street, the visual axis will be terminated with clusters of trees that are a mix of three to four evergreen and deciduous trees. These clusters will provide a significant planting mass that has higher visual impact than singular trees. The mass will be enhanced by the planting of a pair of trees on each of the terminating street’s corners. Due to the particular configuration of streets, this strategy will result in multiple clusters across Main Street from one another, accentuating the massing and visual impact.

This strategy also articulates a definable space that feels like a “place”—with edges and a comprehensible area—in which to locate a bench and trash receptacles. This approach avoids the typical scattering of furniture along the street that appears unorganized and visually cluttered. Pedestrians will be able to sit on a bench and enjoy shade, as well as have a place to discard their newspapers and the remains of a snack.

The trees will be accommodated in planting beds that are flush with the pavement to allow additional shrub and groundcover planting and to afford the greatest amount of soil volume and water capture.

This treatment will occur at the following streets (north to south): Pleasant Avenue, Holloway Avenue, Prince Avenue, W. Forest Avenue, Mt. Joy Avenue, Woodside Avenue, Colonial Avenue,

Evans Avenue, Stevens Street, Craig Avenue, Independence Avenue, Claumore Place, Leonard Avenue, Lillian Avenue, Washburn Avenue, and Lena Avenue. Due to the location of driveways, the clustering of trees must be slightly altered in some instances.

2. Anchoring of Cross Streets: When east-west streets cross Main Street, they will be punctuated with pairs of trees on their corners for a total of eight trees at each intersection. Like the terminus street version, the trees will be accommodated in planting beds that are flush with the pavement to allow additional shrub and groundcover planting and to afford the greatest amount of soil volume and water capture. This configuration will not receive benches and trash receptacles because the terminus configuration is at an appropriate distance to make furniture unnecessary at this juncture. Moreover, it would be inappropriate to have furniture this close to an intersection.

This treatment will occur at the following streets (north to south): Davis Street, Seaman Avenue, Milton Street, Dean Street, and Randall Avenue.

Due to its extended block length, additional crosswalks and a modified “cluster” treatment will be added to the block between Lena Avenue and Grand Avenue.

Southern Segment (from Grand Avenue to Broadway)

As North Main Street approaches the TOD Area, the scale of buildings and intensity of retail demands a different treatment. Continuous, regularly-spaced pattern of trees

in tree grates will be planted on both sides of North Main Street from Grand Street south to Broadway. The trees, placed at 30' intervals, should be in tree grates. Due to the narrow sidewalk width, the grates will need to be rectangular (4' x 7')—narrow enough to allow a 5' clear walkway between the grate and the curb and long enough to provide adequate soil/root space for the tree to remain vital.

Due to its extended block length, additional crosswalks and a modified “cluster” treatment will be added to the block between Randall Avenue and Broadway.

Side Streets

Trees will be planted on all side streets to the east and west of North Main Street up to the point at which homes begin. This means that the extent of trees required will vary street by street. Due to the narrow rights of way, the trees need to be placed in individual pits.

Appropriate Tree Species

Aside from the fastigiated species noted previously, the following species of deciduous trees are appropriate choices for North Main Street:

Carpinus betulus
European Hornbeam

Ginkgo biloba (male)
Ginkgo

Gleditsia triacanthos var. inermis
Thornless Common Honeylocust

Liquidambar styraciflua
Sweetgum

Nyssa sylvatica
Black Gum

Ostrya virginiana
American Hophornbeam

Quercus acutissima
Sawtooth Oak

Quercus bicolor
Swamp White Oak

Quercus imbricaria
Shingle Oak

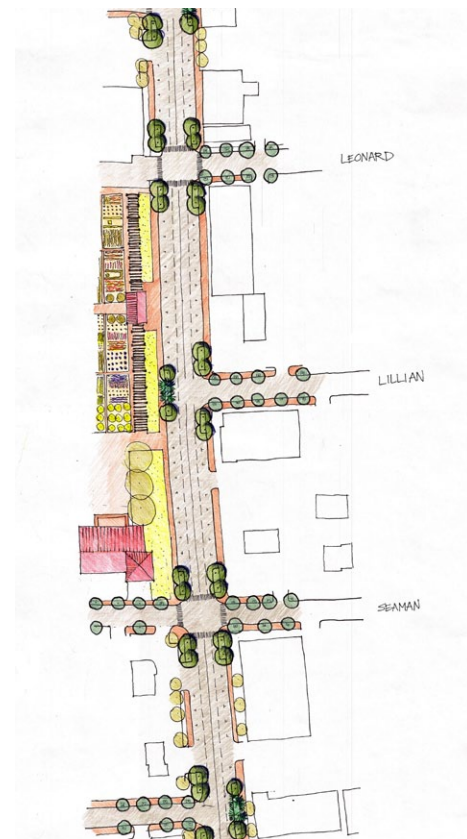
Quercus robur
English Oak

Quercus rubra
Northern Red Oak

Tilia cordata
Littleleaf Linden

Zelkova serrata
Japanese Zelkova

After implementing the landscape plan North Main Street will be transformed from a concrete strip devoid of vegetation to a healthy, green ribbon of shade and vegetation that connects to the Village's core.



B. High Performance Infrastructure

The Streetscape Plan recommends the use of stormwater best management practices (BMPs) that use planting pits and planting strips as stormwater management measures. Properly designed, the tree pits and strips manage stormwater quantities and provide excellent stormwater quality filtering and pollution sequestration. By combining streetscape beautification/planting, stormwater management, and construction practices, the Village/County can better leverage funding for the North Main Street improvements, as well as reduce its maintenance efforts and costs. Equally important, this combination will improve the environmental quality of the larger community.

C. Civic Building And Community Garden

Currently on the western side of North Main Street between Seaman Avenue and Leonard Avenue, a private bus company maintains a bus parking lot and operation facility. The Master Plan recommends that the facility be relocated to different location for three reasons:

1. The air quality concerns associated with a facility in which tens of buses “crank up” simultaneously and remain idling in the morning, particularly cold mornings.
2. The inappropriate frontage of a chain link fence and a large parking lot in relation to North Main Street.
3. Its adjacency to the Caroline C. Atkinson School, which will be better served with a related land use.

In place of the private bus parking lot and operation facility, the Village will construct a civic building and a community garden. The North Main Street frontage will consist of an attractive pergola, under which people can sit, shaded by the structure and planting above. Inside, community members will be able to sign-up for individual garden plots that they will personally tend, plant, and decorate as they wish, provided they meet certain communal standards.

As a gated facility, it will be safe from vandalism and theft, as well as unavailable to vagrants. Its location at the heart of the North Main Street redevelopment vision provides a destination for pedestrians out walking or patrons of the North Main Street commercial venues. Adjacent to the school, it also offers

an opportunity for students to learn botany through real-world experience and for all citizens of all ages to interact.

D. Implementation

There are three matters that are critical to a successful implementation of streetscape improvements:

- 1. A Synthetic Solution:** It is essential to integrally coordinate the planting, stormwater management, street narrowing, utilities, lighting, street furniture, building setback and façade treatment by developing a comprehensive solution. In other words, if the planting and lighting is executed independently of utilities or setbacks and facades, it will be money unwisely and inefficiently spent.
- 2. A Multi-faceted Solution:** North Main Street is idiosyncratic and highly varied along its 16-block length. A successful solution is not a one-flavor-suits-all scheme. As the Master Plan demonstrates, it demands a strong overall strategy as well as a block-by-block calibration.
- 3. Qualified Consultants:** Consultants who are updated and skilled with current and progressive built streetscape solutions are paramount to successful implementation. This means that they must have expertise and experience with the latest high performance infrastructure solutions, have current knowledge of the most recent studies in street tree performance, and have strong urban design talents and credentials. Even if a particular consultant has successfully executed a project in a nearby municipality or hamlet, this does not mean that they have the skills to solve the complexities of North Main Street. Second, a traditional engineering approach by an engineering firm without the necessary urban design experience is unlikely to successfully implement the project. Conversely, a design firm without the necessary technical expertise will likely be equally unsuccessful. What is called for is a consultant team that can deliver a technically progressive and elegant solution.



The TOD Area

The most critical landscape to address is that around the LIRR. Reclaiming this area in a public and civic gesture will send a clear message that marginal and threatening activities will no longer be tolerated. Instead, the civic space will be a welcoming heart of the community. Train riders' sense of safety will improve, prompting improved ridership and encouraging those who visit the station—particularly those disembarking a bus to/from Jones Beach—to patronize Freeport's existing and future commercial offerings.

Improved landscapes can contribute to this effort by reinforcing the reconfigured street pattern/public spaces and creating welcoming spaces and pleasing visual environments.

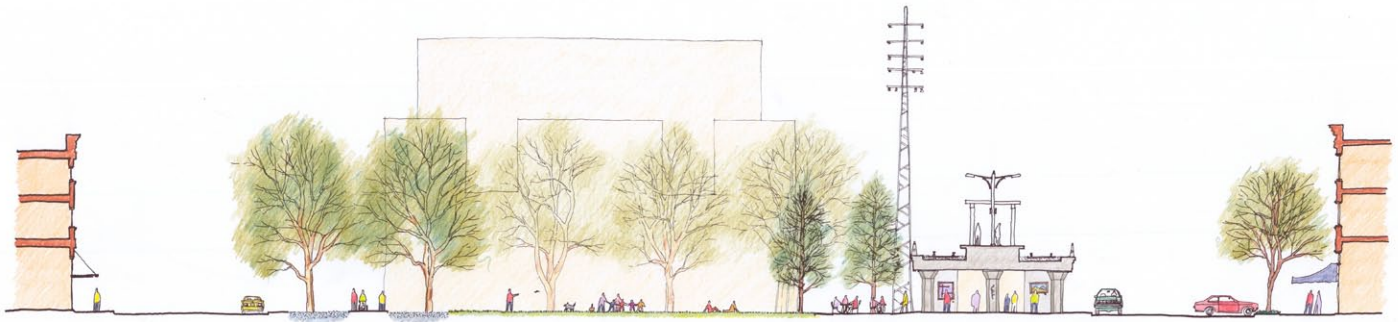
Of critical importance is how the LIRR station acts as a terminus and an eastern anchor for the greenway whose western anchor is the Brookside Preserve. Train commuters, bikers, pedestrians, and motorists alike recognize this green ribbon threading through the Village. The construction of an appropriate destination within the core of the Village will create a center and a sense of place that will offer immeasurable benefits for the Village and its residents.

A. Village Green

The most important landscape for Freeport to create is the Village Green. By reclaiming an inefficient, triangular-shaped surface parking lot, the community will gain a civic amenity within the heart of the redevelopment area while serving as an anchor for the Village Greenway to the Brookside Preserve. Simple in form and relatively economical in construction, this park will contain a plaza area, a lawn, a shady double allée of London Plane trees, and a focal point that might be a fountain or a sculpture. The double allée provides edge definition along Broadway and Henry Streets, and the statuesque character of the London Plane trees offers an element of scale appropriate to a civic space, particularly one that is adjacent to an element the scale of the elevated rail line. The Village Green is of sufficient width to provide significant shade in summer months and to act as a canopy for a hall of benches and perhaps checkerboard tables and other desired program elements. The plaza permits uses that require stable surface areas (such as tables and chairs) and can be easily maintained, which is important given its immediate adjacency to the station. The lawn permits a range of activities, particularly activities with no particular program - like throwing frisbees or playing catch - and many types of gathering for various purposes. With allée, plaza, and lawn, the

The Village Green will serve as a civic amenity within the heart of the TOD Area.





Utilizing space under tracks for a farmers market



park will function as both town plaza and passive recreation park and can accommodate a range of activities from casual coffee rendezvous to craft fairs and heritage festivals to community-wide events, such as walk-a-thon fundraisers.

It is paramount that the park be developed as contiguous to the station with no road or drive separating it from the station. The park is too small to be ringed by roads if there is any expectation of people actually using the park. Developed in this way, pedestrians will be much safer, and people are much more likely to use the park than if they must cross a road to reach it. In addition, the immediate adjacency will allow the plaza to readily service the space beneath the station, which is slated for redevelopment as an art gallery, perhaps with an adjacent café or coffee shop.

The Village Green's advantages are many:

- Demonstrates reinvestment in the station area, helping to reverse its present image
- Improves safety because it will generate greater pedestrian presence during more times of the day
- Creates a new, well-designed and well-programmed public space for Freeport that does not currently exist
- Provides a significant "image maker" for visitors to the train station
- Completely changes image of Freeport for those passing through the Village on the train

- Encourages greater ridership at the Freeport station rather than the Baldwin or Merrick stations, thereby better supporting Freeport commerce
- Eliminates cars immediately adjacent to the station, which are perceived as safety hazards and eyesores
- Provides unprogrammed free play space within walking distance of densely inhabited neighborhoods

B. Stationside/Greenway



As noted earlier, reconstituting and enhancing the greenway from Brookside Preserve to the Village Green is a key objective of the

Master Plan. In support of this objective, the Master Plan proposes additional greening along Brooklyn Avenue between North Main Street and North Grove Street. It is at this point that the greenway is most harshly broken. Accomplishing this objective requires the removal of the parking under and adjacent to the tracks and the creation of a vest pocket park lined with trees along Brooklyn Avenue.

Additional reconstituting of the greenway is proposed in the Plan's modification of the station parking (removing the southern parking bay) at Freeport Plaza West alongside and beneath the station. This action clarifies and enhances the safety of vehicular movement in the area, as well as maintains and better supports the biological needs of the existing allée of mature London Plane trees. In addition to their natural beauty, these trees lend scale to the elevated railway and provide definition and a sense of enclosure. Two actions are proposed to enhance this valuable, existing allée: 1) Remove the asphalt that has been poured between the curb and the walk because it is suffocating the trees' roots and depriving them of nutrients; and 2) Add an additional row of trees (triangulated) to strengthen this edge. The latter will be particularly important once the redevelopment of the Meadowbrook Bank Building and block are considered, as scale will become an even more pronounced issue.

C. Village Hall Site

Freeport is graced with one of the most spectacular Village Halls of any size community,

Freeport's triangular median will be improved – preserving distinctive features like the historic cannon - and will serve as a gateway to the South Main Street District.



complete with the wonderful complements of a lovely sunken garden and memorial garden. Unfortunately, the beauty of its southeastern edge has been paved to its edges for a parking lot that detracts from its charm, disconnects it from the downtown Freeport and greenway, and mars the sensibility and aesthetic of the greenway.

The Master Plan proposes refurbishment of the Village Hall parking lot (Village Parking Field #14 and #18) in a way that honors the structure and reconnects it to the greenway. It proposes two primary strategies: 1. Creating tree-planted medians at regular intervals within the existing parking lot; and 2. Creating a planted edge along Broadway Avenue by removing the southernmost edge of the parking lot's asphalt (thereby reducing parking capacity by approximately 14 spaces).

D. Community Supported Agriculture Program

The Master Plan offers solutions for numerous vacant and underdeveloped city blocks and lots. Yet, redevelopment will demand complex efforts over time to implement. In the meantime, the Village can implement a program of Community Supported Agriculture (CSA) in which vacant sites are planted with edible plants. These sites are typically overseen by a contracted manager who has experience in urban gardening, community gardens, or farming. They can also be managed by an administrative body, such as Village or County staff, or community members. Some CSA programs are organized so that those who work the gardening plots reap its fruits. In other CSA programs, citizens buy shares in the site and are allotted a percentage of the yield. In still others, citizens donate the yields to local food banks or schools. Most use organic agriculture practices.

The advantages of a CSA program are many:

- Demonstrates redevelopment interest and investment in the village core and

the neighborhoods in which the sites are located

- Provides opportunities for citizens to garden who would not otherwise have opportunity within their own living spaces
- Allows families to better support themselves with fresh fruits and vegetables
- Supports organic efforts within the County
- Provides a learning opportunity for children within the Village
- Supports community participation in the Village, thereby supporting citizens' improved connections to the Village and connections to fellow citizens
- Fosters interaction between older and younger people within the community

The Meadowbrook Bank site is an immediate and obvious choice for a pilot program, but it is not the only site. A relatively simple study by a Village task force can identify appropriate sites and implement the CSA program.

E. Triangular Median

This historic median edged by Church Street, Sunrise Highway, and South Main Street currently contains the Village's Christmas tree and historic cannon. The Master Plan proposes that the median receive additional improvements that befit its civic importance and enhance its position as an entryway to the LIRR station and gateway into downtown Freeport for motorists arriving on North Main Street. Additional shrub and ground-cover planting that do not impair motorists' lines of sight will lend dignity to the square and better ground it within what is currently very open and undefined space. Enhancements will also set the stage and encourage future development on the Meadowbrook Bank site.

The South Main Street District

Within the South Main Street District, a range of streetscape improvements of various characters is proposed. The diagram on the following page notates its proposals.

Particularly problematic are parking lots that create large gaps in the built form that are unsightly and where the public space of the street and adjacent sidewalk become poorly defined. To remedy this, implementation of non-streetfront edges is recommended to more clearly define the public space, screen the vehicles, and maintain the consistency of the built form. This treatment should also be used in other cases—such as the J. W. Dodd Middle School—in which a large, unplanted open space currently creates a gap along the street frontage.

A. Smith/South Main Street/Henry Street Intersection

The northwest corner of Smith Street and South Main Street is a site that will receive special attention as a gateway to the Village commercial center. Anchored with a new, civic building, the site's associated landscape will be developed as a public square with a mixture of walkable surfaces and planted areas that include planting beds of shrubs and shade trees.

In conjunction with the civic building site, this Plan proposes that the triangular space on the southeast corner of the intersection—a space complementary to the proposed civic space—be redeveloped as a softer and more verdant space. Currently a plaza with trees in tree grates, the redeveloped park will contain benches, trees, and shrubs to define its edge and differentiate it from the bank parking lot.

B. Landscape Strategies For The Built Environment

Freeport's street trees are exposed to stresses far beyond plants in purely residential environments. Such stresses include: road salts, air pollution, grey water, temperature extremes, urban heat islands, water availability extremes, limited root space, trunk and branch damage from vehicles and maintenance efforts, and inappropriate pruning techniques by utilities and municipal staff. Vital street tree choices are further exacerbated by utility line proximity and the natural tendency of some species of trees to break in the icy climate of New York State. The result is typical street tree life expectancy of five years—hardly a sustainable or economical strategy.

In addition to the specific projects recommended by the Master Plan, supplemental actions are important to ensuring the proper implementation of the Plan and the long-

Landscape enhancements along South Main Street

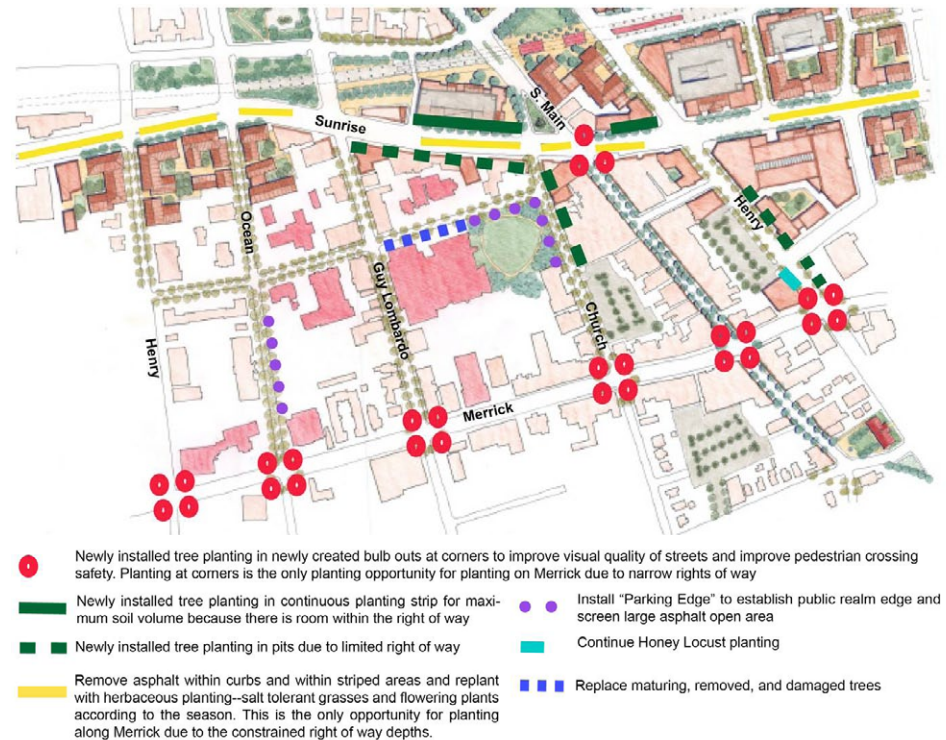


term support of Freeport's public landscapes. These actions are not physical plans. Rather, they are changes in the standards and practices that are currently used within the Village.

Recommended are the following actions:

1. Suspend the planting of Callery or Bradford Pears (*Pyrus calleryana* and varieties), as their branches are notorious for breaking, particularly in icy conditions. Despite their popularity, these varieties are widely identified by experts as a poor street tree choice.
2. Develop a High Performance Infrastructure Standard, making biofiltration, rain gardens, shallow wetlands, and other progressive stormwater techniques the standard.
3. Develop an Approved Street Tree Plant List identifying which trees are to be permitted within rights of way. A number of municipalities across the country have such lists, which help guide the protection of the public landscape's visual and experiential qualities, as well as assist in protecting municipal services, strained staff and budgets.
4. Require that streets without trees receive plantings that include a mix of species, as monocultures are vulnerable to mass dying in the event of a pest (e.g. Dutch Elm Disease).
5. Plant street trees in planting strips whenever possible to afford roots the maximum growing space, air space, nutrient availability, and oxygen availability. Use grated tree pits only when space or programmatic needs dictate that they are the sole option. Instead, when tree pits are necessary, use as large a tree pit as possible, with a minimum of 5'x5' opening or 25 square feet per tree. Also ensure adequate depth, with an absolute minimum of 400 cubic feet of soil per tree. Soil depth/square footage opening should be calibrated according to the

Suggested streetscape Improvements in the South Main Street District



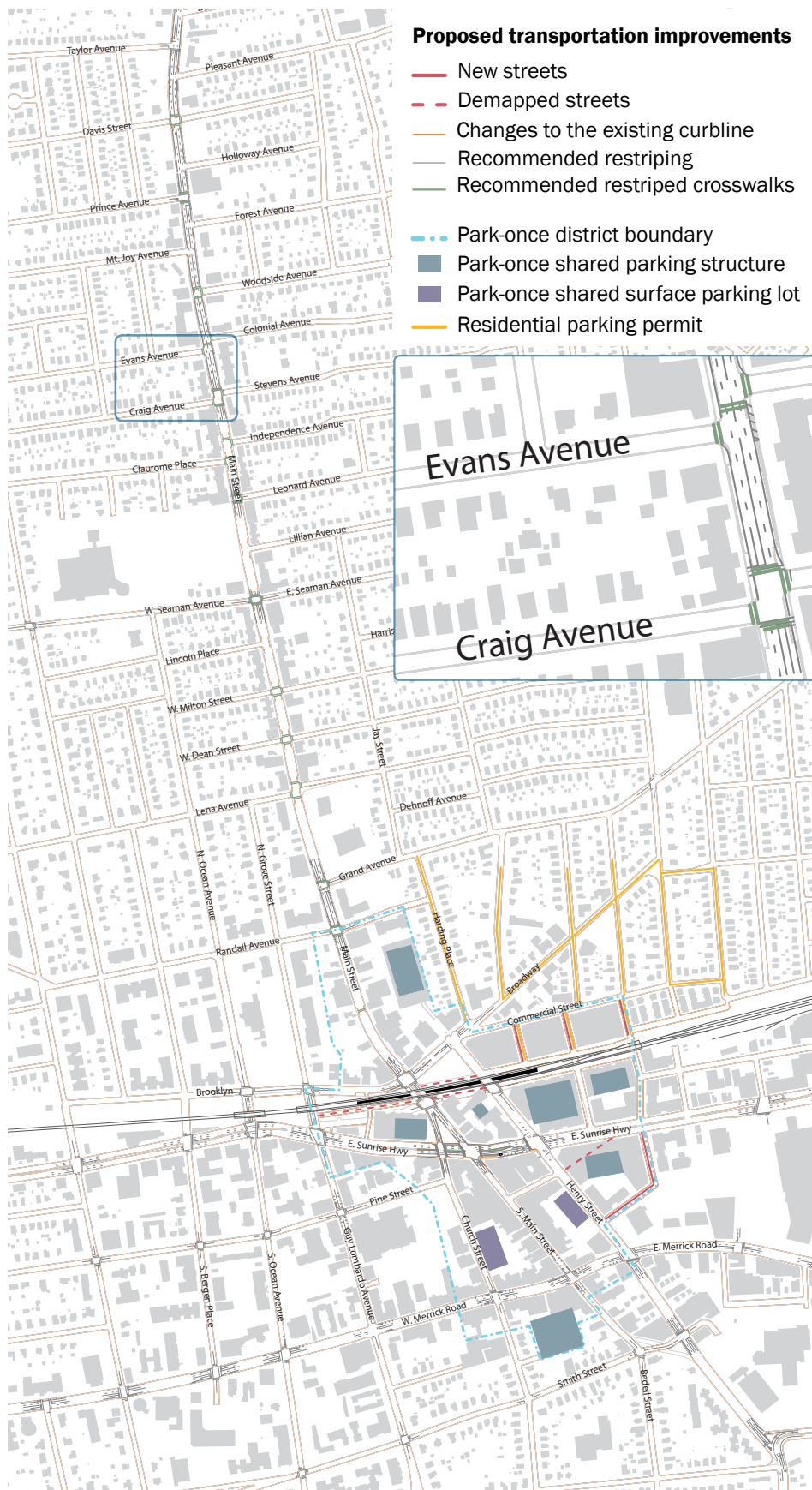
sidewalk width, tree species, and design conditions.

6. Require proper aeration and drainage for all new tree pits and planting strips, executed by a trained professional who can demonstrate successful installation experience that is at least five years since installation. It is important to review the details of the installation and check references, as many installations may be aesthetically pleasing but are actually biological failures. Ideally, the Village/County should implement a standard detail after consulting experts in the field.
7. Require a two-year replacement guarantee on all new street tree plantings.
8. Ensure that contractors or the Village/County have established an appropriate watering regime before planting and

require documented compliance during warranty period (as plants are often under-attended and just as frequently drowned due to non-rigorous watering programs).

9. Develop a Village/County Tree Care Training Program to educate appropriate government employees about proper tree care and maintenance. This will protect against actions that would damage or kill the trees, such as laying asphalt over their roots.

The Mobility Plan



Proposed transportation improvements

- New streets
- - Demapped streets
- Changes to the existing curbline
- Recommended restriping
- Recommended restriped crosswalks
- - - Park-once district boundary
- Park-once shared parking structure
- Park-once shared surface parking lot
- Residential parking permit

The goal of the Mobility Plan for the North Main Street Corridor and Freeport’s downtown is to create a positive environment for pedestrians, cyclists, public transit and automobiles. The recommendations of the “Building a Better Freeport” Master Plan aim to ensure a safe and walkable community that effectively balances the needs of pedestrians and vehicles, while contributing to the vibrancy of the Village.

This will be achieved by reshaping the design of the Village’s major thoroughfares and public ways, focusing on efficiencies in public transit, and developing smart parking management strategies.

Design Treatments

The major thoroughfares that pass through the Village include – by decreasing order of volume – Sunrise Highway, Merrick Road and North Main Street. The design of these roadways currently favors the quick movement of vehicles over pedestrian safety, yet each of these roadways passes through important retail and commercial areas, with North Main Street and Sunrise Highway intersecting the Village’s LIRR station.

The following design treatments are recommended for the aforementioned streets as well as other areas critical to the successful implementation of the Master Plan. They will help to ensure pedestrian safety, connectivity, and the efficient flow of automobiles and public transit.

A. North Main Street

North Main Street runs from Sunrise Highway north as a spine through the Project Area. It is one of the few north-south conveyances available to motorists in the area. The existing condition of the built environment lining this corridor is poor and the thrust of the Master Plan is to improve this area both in terms of building programs and thoroughfare rehabilitation.

There are two options presented in this plan:

1. Maintain the four-lane section with slightly narrower lanes, or
2. Construct a “road diet” by converting it to three lanes¹

¹ A road diet refers to a series of techniques to calm traffic and make roads safer and more accessible to alternative modes of transit, such as walking and cycling. This often includes reducing the number and/or width of lanes, widening sidewalks and shortening crossing

The latter approach has been used successfully throughout the country to calm traffic and provide a safe and comfortable environment for non-motorists. As previously noted, the current traffic volumes on North Main Street are in the range of 22,000 vehicles per day. The following figure presents an overview of a few road diets and their traffic volumes:

It is recommended that the Village of Freeport look very seriously at this option for a road diet along North Main Street. It may very well be the preferred option even when considering additional traffic increases in the future. Mitigations for traffic increase should include transit as a viable option (see Transit section below).

Design Interventions

- In either scenario, the North Main Street Corridor will include bulb-outs, mid block chokers, restriping pedestrian crossings and countdown pedestrian timers.
- The existing overhead utilities should be placed underground. This allows for unobstructed pedestrian access and higher aesthetics.
- The addition of trees at least at the intersections will also provide a more comfortable environment for pedestrians.

B. Sunrise Highway

Connectivity between what is now thought of as “South” Freeport and “North” Freeport is largely prevented by the interruption of Sunrise Highway. With heavy traffic volumes (54,222 cars per day) accommodated in six lanes of traffic, this fast moving roadway serves as a physical and psychological barrier to pedestrians on either side of the street. Sunrise Highway has a number of pedestrian crossings that do not optimize pedestrian crossing times. One goal of this Master Plan is to improve these crossings and make the roadway more pedestrian friendly in general.

Design Interventions

- There are a number of places where the asphalt is cross striped to direct traffic into the travel lanes. These areas should have the adjacent sidewalk extended into them. This will create mini-plazas and provide additional pedestrian circulation.
- The center line is striped about five-feet wide in a number of places. These areas should be turned into a curbed median with low plantings.

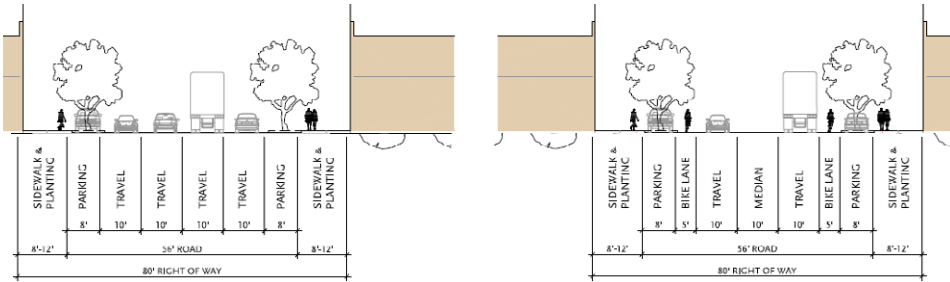
distances to achieve the desired improvements.

Examples of lane reduction projects on arterial streets with volumes that exceed or exceeded 20,000 vehicles per day

Street Section	Change	ADT Before Change	ADT After Change
Lake Washington Blvd. (Kirkland, Washington)	4 lanes to 2 lanes + TWLTL* + bike lanes	23,000	25,913
Grand River Blvd. (East Lansing, Michigan)	4 lanes to 2 lanes + TWLTL* + bike lanes	23,000	23,000
Danforth Street (Toronto, Ontario)	4 to 2 lanes + bike lanes, 4 to 2 lanes + turning pockets + bike lanes	22,000	22,000
North 45th Street (Seattle, Washington)	4 lanes to 2 lanes + TWLTL*	19,421	20,274
Edgewater Drive (Orlando, Florida)	4 lanes to 2 lanes + TWLTL* + bike lanes	20,501	18,131
Main Street (Santa Monica, California)	4 to 2 lanes + TWLTL* + 4 to 2 lanes + median + bike lanes	20,000	18,000

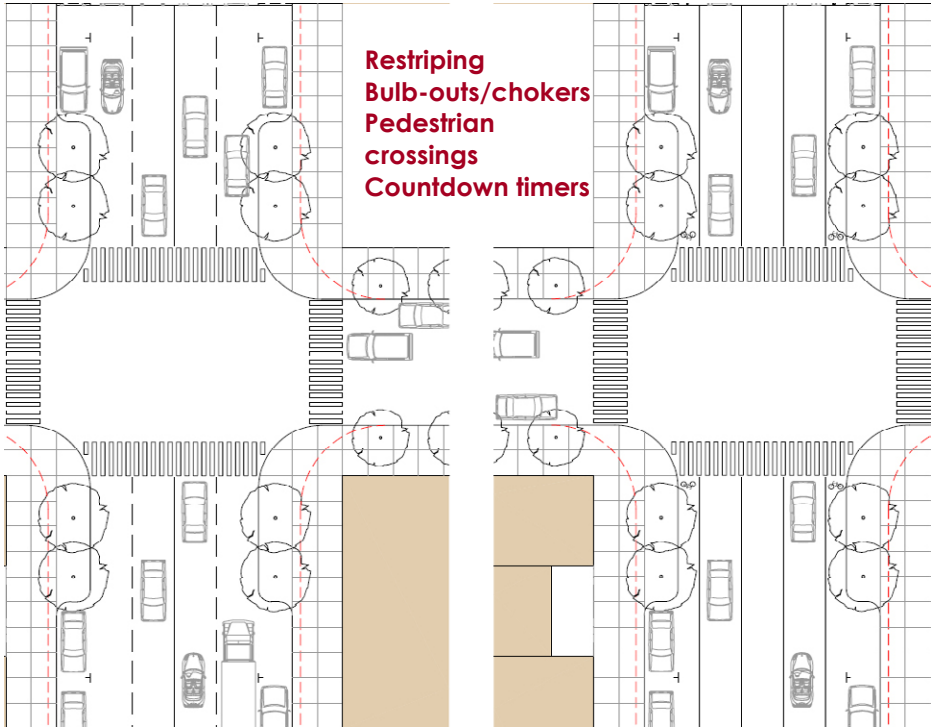
*A TWLTL is a two-way left turn lane situated between the two driving lanes.
Sources: Road Diets - Fixing the Big Roadsby Dan Burden and Peter Lagerwey (1999); Edgewater Drive Before & After Re-Striping Results by the City of Orlando Transportation Planning Bureau (November 1, 2002).

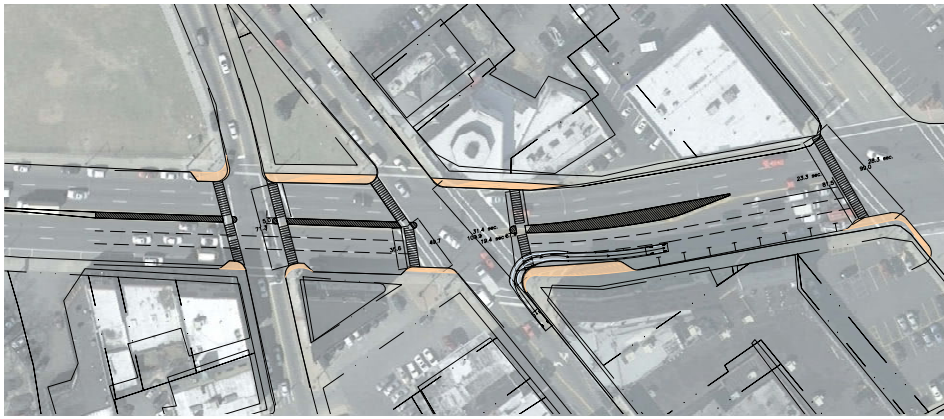
North Main Street configuration options



4-LANE OPTION
1. NORTH MAIN STREET
80' R.O.W. - 56' C.C

3-LANE W/ BIKE LANE OPTION
1. NORTH MAIN STREET
80' R.O.W. - 56' C.C





- It is strongly suggested that the sidewalks have trees planted along their edges. This will have a traffic calming effect as they become mature.
- The existing lanes vary from 10 to 10.5 feet in width. These widths are very appropriate for this corridor and should be maintained.

C. Merrick Road

Merrick Road serves as a local retail roadway that also moves a significant number of vehicles through the Village (22,800 per day). Already constrained by narrow widths, the roadway is not as fast-moving as North Main Street which moves a similar number of vehicles per day. Still, there are opportunities to slow the roadway further, particularly at

key pedestrian crossings along the roadway. Planted bulb outs at the corners of Merrick's intersection will help to improve pedestrian crossing across Merrick Road.

D. Other Key Areas throughout the Village

- 1. Brooklyn Avenue** west of North Main Street is slated to be reconfigured to contain diagonal and parallel parking. This will serve the proposed farmers market and many other commercial and retail uses in the area of the LIRR station.
- 2. The block between Commercial Street and Freeport Plaza North.** Just north of the LIRR station will be reconfigured to allow several north-south streets to permeate this area. Vehicular and pedestrian connectivity will be significantly

enhanced while allowing an appropriate building program next to the station.

- 3. Freeport Plaza West/East** between Grove Street and Henry Street will be removed because it will serve little purpose after the adjacent blocks develop.

E. General Street Design

Street design in the project area utilizes three fundamental concepts to produce a varied, interconnected and context-sensitive network of streets: Context-Sensitive Design, Pedestrian-First and Complete Streets.

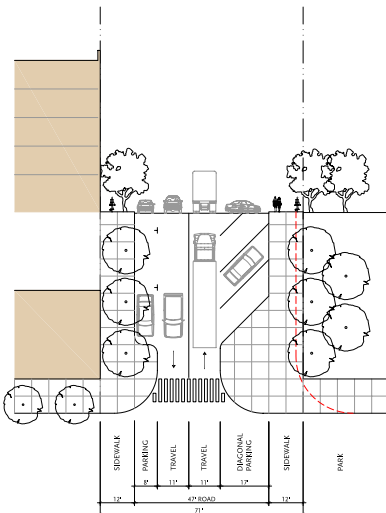
Context-Sensitive Design

This concept works from the perspective that the elements of a street both reflect and help to define its surroundings. Streets are much more than conveyors of vehicular traffic and help to establish a sense of place for all who use it.

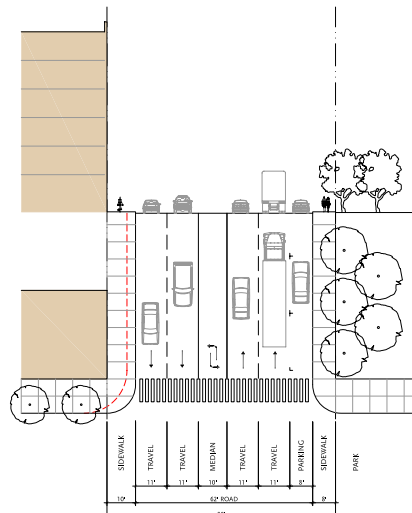
Pedestrian-first

This concept establishes pedestrian movement (including cyclists) as the most important ingredient in the design of traditional urban places. Most will likely arrive at the Project Area in wheeled vehicles, but at some point they will become pedestrians, who move at no more than four miles per hour. As pedestrians, they need to circulate safely and conveniently to their destinations. For example, conventional, wide streets and arterials are typically very uninviting and potentially unsafe for pedestrians and cyclists because

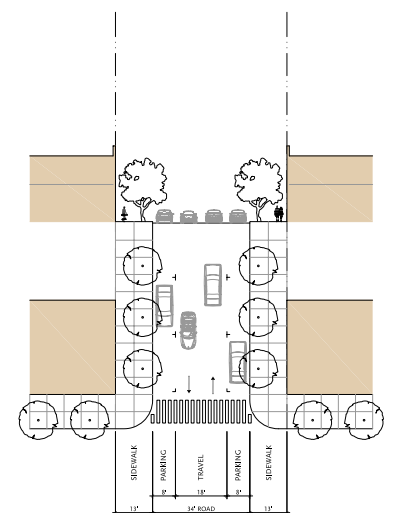
Proposed Revisions and New Streets



16. BROOKLYN AVENUE AT N. GROVE STREET
47' C.C.



17. BROADWAY B/W N. MAIN AND HENRY ST.
80' R.O.W. - 62' C.C.



NEW MIXED-USE STREET
60' R.O.W. - 34' C.C.

cars travelling faster require greater braking distance. In contrast, narrower streets whose turning radii are reduced encourage pedestrians and cyclists because such streets tend to slow vehicles, making pedestrians safer and comfortable.

Complete Streets

This concept elevates the needs of pedestrians and cyclists to a state of balance with other modes of transportation within all right-of-ways of residential and commercial thoroughfares, as appropriate. As the walkability of a place increases, so does its livability and economic vitality. Expanded options for movement through the city, whether walking, cycling, or driving, enhance the vitality of the streets as well. All these elements combine to create a much higher trip quality regardless of the mode.

The above approach emphasizes that proper street design is a significant determinant in creating a vibrant, pedestrian oriented public realm that accommodates vehicular needs. To carry this forward, the following policies shall appropriately slow traffic within the project area, while allowing for the smooth operation of emergency vehicles and maintaining the same capacity for long-term vehicular flow:

Street Design Policies

1. Limited lane widths to calm traffic;
2. Two-way traffic and on-street parking, including guests, to maximize frontage and mobility options;
3. Tighter curb radii to calm traffic and improve walkability;
4. Narrower street crossings to calm traffic and improve walkability;
5. Ample sidewalks and generous streetscapes to maximize appeal and image;
6. Compatible lighting that is both effective for commerce, pedestrians, and cyclists, to maximize appeal, image and safety

Safety

The design of streets has also been found to have a direct impact on accident frequency. In particular, it was found that the wider the street, the greater the frequency of accidents.² Thus, it is recommended that the design or re-design of streets in the Village incorporate narrower lanes where feasible.

² Swift, Peter P. E., Painter, Dan AICP, Goldstein, Matthew. Residential Street Typology and Injury Accident Frequency. 2006.

Transit

With eight public bus routes passing through the Village and a centrally-located Long Island Rail Road station that moves over 5,000 passengers per day, Freeport is well-served by public transit. Thus, the plan for transit in the Village involves improving upon what is already there with an emphasis on generating greater efficiencies, closing transit gaps and ensuring a more user-friendly transit experience. The goal is to reduce the number of car trips generated and encourage use of public transit.

A. Rubber Tire Trolley

It is highly recommended that a rubber tire trolley service be established in the project area that not only connects the LIRR station area to North Main Street, but connects South Main Street and the Nautical Mile. This will not only act as traffic mitigation, but will encourage additional economic health through non-motorist connectivity.

The purpose of the service is not to replace current bus service, but instead to accentuate it. The trolley will serve as more of a neighborhood connector that collects residents from within their neighborhoods and brings them to the major features of the Village, including major retail areas, the LIRR station, parks, the Village Recreation Center, the post office, the Freeport Memorial Public Library and the Nautical Mile, amongst others.

Care should be taken to develop the appropriate route and schedules that are aligned with rail and connecting bus routes, in consultation with the greater community.

B. Bus Shelters

Most of the Village's bus stops – particularly along the North Main Street Corridor – do not have bus shelters for waiting passengers. To encourage increased ridership, the Village should work with the necessary partners to build bus shelters along the routes threading through Freeport. The shelters should be transparent, block the wind and provide shade. Comfortable benches should also be provided.

C. Pedestrian Improvements at LIRR Station Area

One of the focal points of the Master Plan is to ensure that the area immediately around the LIRR station serves as a community gathering place and destination. In addition to the new developments and the improvements described in the Landscape Plan, there are a number of mobility improvements that

will facilitate pedestrian use and walkability. These include:

- Traffic pattern to be left as is in its current loop around the station
- Enhancements to the social (southern) side of station
- Widening of the sidewalk (12')
- Additional benches
- Connections to retail across the street
- Enhancements to streets that connect north and south sides of station (i.e. pedestrian crossing under tracks)
- Conversion of the west side under tracks into a beautiful columned program area (for farmers market, craft fair, exhibition space etc.)
- New green square with terrace and enclosed glass structure attached to east side of LIRR station
- Installation of a marquee to welcome people to the district

D. Equitable Transit Passes

Those who stand to receive the most benefit from public transit are often those of low-income, who seek access to regional job centers. Unfortunately, the cost of monthly MTA/Long Island Bus or LIRR passes is unaffordable for many. In order to increase ridership and opportunity levels for residents, it is recommended that the Village work together with the MTA to develop a program that provides subsidized transit passes for low-income residents.

Parking Management

The effective management of parking is critical to the success of a vibrant, mixed-use downtown. How the competing parking needs of residents, commuters, visitors, shop-owners and employees are balanced impacts everything from transit ridership and traffic congestion to residential building occupancy and retail sales. As more mixed-uses are introduced to larger areas of the Village, steps need to be taken to ensure that there is not only sufficient parking, but parking situated in such a way that walking is encouraged in these areas – the "Park-Once" concept – and that respects the aesthetics around it by lining structures with other uses. At the same time, the Village should not provide more parking than is needed, which is why developing a shared parking program is recommended. Finally, it will be important to use tools such as a Parking Improvement District (refer to proposed Parking Policy #4 below) and

charging for parking to ensure a sustainable system that values the true cost of parking.

A. Parking Strategy

Residential Development - All parking for dwellings will be provided onsite or accommodated through on-street parking. Park-Once garages could provide for residential overflow guest parking.

Non-Residential Development - All parking for commercial, office or civic uses is to be strategically dispersed in a way that maximizes its use, throughout the day and evening, allowing it to be shared by a variety of businesses and uses. Through a combination of public off-street and on-street parking, the district-wide parking needs will be satisfied. This approach to non-residential parking will result in significant savings in daily trips and required parking spaces, for three reasons:

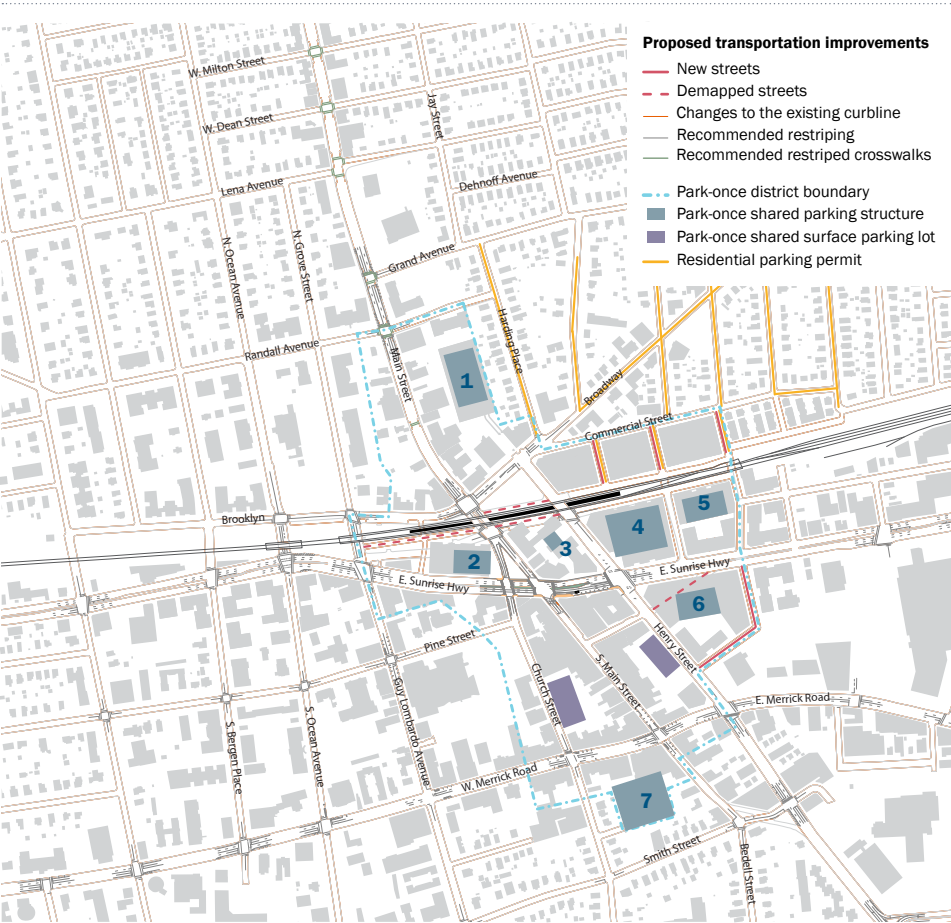
- **Park-Once** - Those arriving by car generate just two vehicle movements, parking just once, and completing multiple daily tasks on foot.
- **Shared Parking Among Uses with Differing Peak Times** – Spaces are efficiently shared between uses with differing peak hours, peak days, and peak seasons of parking demand (such as office, restaurant, retail, and entertainment uses), lowering the total number of spaces needed.
- **Shared Parking To Spread Peak Loads** - Parking supply is sized to meet average parking loads instead of the worst-case parking ratios needed for isolated buildings. This common supply allows shops and offices with above-average demand to be balanced by shops and offices that have below-average demand or are temporarily vacant.

Parking Policies

To reduce non-residential parking demand, its need for land, and to spark redevelopment, the following measures are proposed. These measures proceed in ascending order from low cost, readily implementable measures to much higher-cost measures (specifically parking garages) that will take more time and money to finance, design and realize. If revitalization proceeds rapidly, however, many of the following steps should be pursued simultaneously. This active approach to the issue of parking is at the core of successful district and neighborhood revitalization across the country. The following policies support the parking plan:

1. **Put customers first.** Always available, convenient, on-street customer parking is of primary importance for retail

Shared Parking, Residential Permit and Street Improvements



New Park-Once Parking Structures

Location	Number of Decks	Spaces per Deck	Total Spaces
1. Randall Avenue	5	150	750
2. Meadowbrook Property	6	100	600
3. Hotel Underground	0	60	60
4. Freeport Plaza East	5	100	500
5. Benson Place	2	60	120
6. Henry and Sunrise	3	80	240
7. Village South	2	160	320
TOTAL			2,590

to succeed. Short-term parking that is strictly enforced creates rapid turnover and gives the motorist a reason to stop on a whim, potentially adding to the retailers' profits. Business owners and their employees must therefore relinquish the best spaces to customers, and park instead in upper garage floors or in all-day spots at the periphery, where spaces can be less expensively provided. As the area thrives and transitions from free to paid parking, parking prices and validated parking programs must be set to reward short-

- term, sales-tax generating customer trips, discouraging long-term employee parking in the best spots.
2. **Make better use of existing parking areas and vacant lots.** Existing surface parking areas and vacant lots should be seen as able to address two fundamental needs: in the short-term, these lots will provide additional parking for the district that may be unrealized due to the lots being private and vacant; and in the long term, these parking areas can be

transformed into parking garages and/or mixed-use or civic buildings. In addition, converting private parking areas and vacant lots to public parking allows the existing parking to be shared and used much more efficiently, contributing to the vitality of the place.

3. Community Parking Arrangements.

Consider allowing smaller property owners with some adjacency to create community parking agreements for shared parking arrangements and encourage development code to accommodate such policy.

4. Form a Parking Improvement District.

Parking should be managed as a public utility, just like streets and sewers, with public parking provided in strategically placed municipal lots and garages. Parking should not be dedicated to a single building or use but rather shared between nearby uses. The Village should be able to allocate parking revenues for such improvements in the project area as parking construction and operations, streetscape improvements, transit, bicycle and pedestrian improvements, transportation demand management programs, security, street cleaning, and marketing. Such programs provide a range of benefits for employees who voluntarily choose not to drive, rather than being a mandatory ordinance imposed upon employers as some programs are. The Village should work with parking experts to fully develop a plan for a PID.

- 5. Public Parking Garages.** Downtown Freeport already has a substantial amount of public parking, largely in village parking fields. The Master Plan targets around half of these fields for mixed-use redevelopment, which will result in the removal of these spaces for other uses. The projected parking need for the redevelopment of the TOD Area and South Main Street District may be met in part by maximizing the use of existing spaces, with way-finding signage, making associated streets more walkable and by instituting a rubber wheeled trolley that stops at parking fields. New garages will also need to be constructed to accommodate the projected parking need, either with public funds, through private investment, or by public/private partnerships. These areas are identified in the figure on the preceding page. The majority of the parking structures will be lined with residential, commercial or retail uses that will serve to hide the parking structures from view.

6. Unbundling the Cost of Parking.

Perhaps the most important concept of all with regard to parking is that it is not free. The land on which parking is located is expensive. Paving, landscaping, maintaining and managing surface parking lots is expensive and includes the added cost of the lost return on the latent, dormant value of such underutilized property. Additionally, the construction, maintenance, management and operation of structured parking facilities are very costly.

In almost all suburban settings, and in a large number of urban settings as well, the cost of the parking facilities is embedded in the cost of the associated facilities and uses. The cost of a condo automatically includes the cost of two, enclosed parking spaces, which in structured parking will cost tens of thousands of dollars. If the parking must be purchased with the condo, the price of the housing is inflated by the parking cost.

Anyone who actually wanted to live a transit-oriented downtown lifestyle would be stuck subsidizing a parking structure they do not want or need. This would make the cost of the downtown, multi-family housing uncompetitive with suburban housing built more cheaply on less expensive suburban land on the fringe of the municipality, incentivizing sprawl rather than compact form. The same is true of other land uses as well.

The solution to this problem is simple. The true cost of parking must be visible to the user, so that the user can make a choice. Such a plan must be phased in over time. It is vitally important to charge for both on-street (meters) and off-street parking from the outset. Initially the price will be low, and as the amenity of living, working and shopping in TOD Area and South Main Street District become well established, the rates can be raised by the parking authority to the point that the full cost of parking is being recovered.

3

Implementation

Introduction

The implementation of the “Building a Better Freeport” Master Plan is the next step in transforming downtown Freeport into a bustling economic and cultural center. However, turning vision into reality is no small task. It requires the coordinated efforts of multiple parties, both public and private, to support the goals outlined in this Master Plan. This process must include significant investments of public and private monies, the involvement of talented designers and committed developers, and the ongoing support of the Freeport community and its leaders.

This chapter outlines the implementation process for the revitalization of Freeport’s downtown. The objective is to provide a manageable roadmap for the long term execution of the plan. The chapter focuses on five main areas of implementation: assets, players, priority projects, phasing and funding.

Assets

Downtown Freeport already possesses many of the assets necessary to become a regional center on Long Island. These include:

1. Connections to major roadways and public transit: As the implementation unfolds, new attractions in downtown Freeport will be easily accessible to individuals throughout the region.
2. Access to beaches and waterways: With new businesses and restaurants, Freeport’s downtown will increasingly capture the recreational time and dollars of individuals venturing to Jones Beach and the Nautical Mile.
3. A rich history and commitment to arts and culture: Freeport’s cultural history, ongoing commitment to the arts, and current arts organizations and institution are invaluable resources for positioning Freeport as an arts hub on Long Island.
4. Support of the Freeport community: Over 500 community members participated in developing the vision for Freeport through a series of workshops and meetings in 2009 and 2010.

Players

The successful implementation of the Master Plan must include the participation of a

broad range of players in the public and private sectors.

Public: The Master Plan is first and foremost the plan of the Freeport community, crafted from the vision of hundreds of residents. However, the Village of Freeport must undertake the primary role of coordinating the implementation of the Plan. Actions should include securing public and private investment, ensuring new development meets the new guidelines outlined by the plan, and providing overall leadership throughout the implementation process.

Private: Private investment in the Master Plan is necessary to secure sufficient resources for its implementation. Participants from the private sector should include investors, developers, entrepreneurs, business owners, homeowners and tenants.

In addition to efforts to attract external capital, the Village should draw upon the resources of committed residents. Some of the individuals who attended workshops and public meetings throughout the planning process are local business owners and developers, many of whom expressed interest in investing in the revitalization of Freeport’s downtown. Whether moving local businesses back into the heart of the downtown or redeveloping the physical structures in Freeport’s downtown, these local entrepreneurs can provide vital support to the implementation.

Phasing & Project Timeline

This section divides the implementation into a series of three phases that will take place over a period of 10+ years, plus an initial list of “Priority Projects” recommended for the first year. The projects and phases are summarized in the chart below and described in greater detail in Section 3.2 below.

Funding

Section 3.3 provides an overview of various public funding sources at the county, state and federal level. These resources include tax credits, grants and loan programs that cover a range of implementation areas, from preliminary design to construction and capital projects. The Village should draw on these public resources as a means of direct implementation, as well as a vehicle to increase private investment in the redevelopment of the downtown area.

Project Phasing

Village-Wide Actions

Upon adoption of the Master Plan, the Village should immediately pursue the following actions to ensure that the Plan’s recommendations are implemented and that no development in the Village occur that runs counter to the recommendations:

- Call a moratorium to streetscape, storefront, and housing projects and review their compliance with the Master Plan
- Develop a Building Restoration Task Force to evaluate and inventory existing buildings
- Adopt recommended overlay districts from the Form Based Development Code.
- Institute a program for “high performance infrastructure” in which street tree planting and stormwater management are conjoined.
- Maintain the project Steering Committee and reconvene for periodic updates on progress and for their input

Priority Projects (Within 1-year)

Similarly, it will be important for the Village to demonstrate immediate action within the first year of adopting the Master Plan to show that the plan is in fact being enacted and to demonstrate its benefits through smaller but effective projects. These early steps will generate support in the Village from residents as well as generate interest by investors, who will be critical to carrying out the next stages of the Plan. These projects – broken into the three locations that comprise the project area – include the following actions.

A. North Main Street Corridor

Pedestrian-friendly improvements

The Village should work closely with Nassau County to make North Main Street more pedestrian-friendly. Before making any changes to road design or sidewalks, the Village and the County can work together on more immediate projects, including:

- Improving and increasing the number of crosswalks

	Priority Projects Within 1 year	Phase I 1-5 Years	Phase II 5-10 Years	Phase III 10 + Years
North Main Street Corridor	Adopt Overlay District Improve crosswalks Install countdown timers Install bus shelters Community Garden at Atkins School Street tree planting	Façade Improvements Infill development Civic building at new park Bury utilities Street reconfiguration Street furnishing New park next to Atkins School	Develop mixed-use node Infill development	Infill development
TOD Area	Adopt Overlay District Village Green (Parking Field #28) Police substation under tracks Triangular Median landscape enhancements CSA pilot project at Meadowbrook Bank site and other vacant lots	Parking structure and mixed-uses north of LIRR (parking field #4) N. Main Street and Brooklyn Avenue redevelopment Brooklyn Avenue parking re-design and greening Commercial Street corner redevelopment Civic Space under tracks LIRR Station Plaza enhancements Hotel and mixed-use development Henry Street and Freeport Plaza East corner redevelopment Meadowbrook Bank site redevelopment	Commercial Street development Sunrise Highway and Henry Street North redevelopment Henry Street east development Village Trolley	Sunrise Highway South redevelopment
South Main Street District	Adopt Overlay District Street Tree planting Landscaping improvements at Southern Gateway triangular median	Façade improvement along Sunrise Highway Infill development at Henry and Sunrise Highway Infill development Church Street/South Main Street and Sunrise Highway Civic building and public square at Southern Gateway Sunrise Highway traffic calming Merrick Road street improvements	Henry Street west infill development	Infill development Sunrise Highway and Guy Lombardo Avenue

- Installing countdown timers
- Installing bus shelters
- Planting street trees

Community Supported Agriculture (CSA) on vacant lots

Additionally, the Village should work closely with the Freeport Public School Board and other property owners to identify appropriate sites for planting community gardens on vacant lots and school properties along the corridor.

B. TOD Area

Village Green

The Village can show its commitment to residents and demonstrate a striking change to the TOD Area by removing parking from Village Parking Field #28 (located just north of the LIRR station) and creating a new Village Green. This early action will provide public benefits to the area and indicate to residents that the vision of the Master Plan is becoming a reality.

Police Substation

At the same time, the Village should work closely with the MTA LIRR to secure a space beneath the rail tracks – directly across from

the Village Green - for a 24-hour police substation. The Village could station its own police force here or work with Nassau County to station Nassau County Police here. This substation will help to alleviate safety concerns in the area and encourage use of both the Village Green and the LIRR station.

Triangular Median

Enhancing the already popular triangular median with more plantings and further civic monuments will signal to residents that the Master Plan aims to not only bring new elements to Freeport, but enhance what is already cherished in the Village.

CSA at Meadowbrook Bank site

What is already a visual symbol of stalled attempts at redevelopment, the site surrounding the Meadowbrook Bank building should serve as a pilot site for a Village-wide Community Supported Agriculture (CSA) program (See Chapter 2.2). Other vacant lots should also be explored for opportunities. To carry out the CSA program, the Village will need to work with all relevant property-owners in the area.

C. South Main Street District

Street Tree Planting

The Village should begin to follow the recommendations in the Landscape Plan (See Chapter 2) and reinvigorate the street tree planting program at key locations.

Southern Gateway

The triangular median at Smith Street, South Main Street and Henry Street should be visibly greened and made a prominent gateway to the downtown.

Phase I Projects

The first five years of implementation of the Master Plan are critical to the overall success of the plan. The goal will be for the Village to make early investments that build off of the Priority Projects described above that help to yield larger investments and support for projects later in this Phase I, as well as the later phases. The Village will need to work closely with a wide array of partners including Nassau County, MTA LIRR, MTA/Long Island Bus, New York State Department of Transportation (NYSDOT) and a variety of property owners in order to successfully achieve the recommendations for this phase. It should be noted that all new development, redevelop-

opment and infill development will require that the Village work very closely with private property owners to reach agreements about sites including finding alternative locations if necessary for current uses. When ready to develop properties, the Village should issue specific Requests for Proposals (RFPs) that set the boundaries for what they want to see accomplished at each site. Those boundaries should closely follow the recommendations of this Master Plan.

The following outlines those steps that will be carried out in Phase I:

A. North Main Street Corridor

Façade improvements of existing buildings

Partners: Village, Building Restoration Task Force, building-owners

Infill development and redevelopment, targeted along North Main Street as opportunities arise.

Partners: Village, property-owners

Bury utilities along North Main Street

Partners: Village, Nassau County

Street reconfiguration to calm traffic and enhance pedestrian activity.

Partners: Village, Nassau County

New park that adjoins the Atkinson School and helps to connect shared space of athletic facilities.

Partners: Village, property-owner, School District

Civic building at new park, to be built and serve as a community anchor to the North Main Street Corridor.

Partners: Village, property-owner and possible non-profit organization to operate program in building

Mixed-use node built from existing uses, new infill development and redevelopment of current uses.

Partners: Village, property-owners

B. TOD Area

Parking structure and mixed-uses north of LIRR station

- Redevelop Village Parking Field #4 (located north of the LIRR station between North Main Street and Harding) into six-story, 600 space parking structure
- Develop a four-story parking structure and surrounding residential and mixed-uses
- Develop residential uses along Randall Avenue
- Develop mixed-use retail

Partners: Village, property-owners

North Main Street and Brooklyn Avenue redevelopment including infill development and façade restoration of existing buildings.

Partners: Village, property-owners

Brooklyn Avenue parking re-design and greening.

Partners: Village

Commercial Street Corner redevelopment for retail-residential mixed-uses

- Remove parking from portion of Village Parking Field #29 (along Freeport Plaza North)
- Develop and issue RFP for site
- Redevelop/develop new corner building

Partners: Village, property-owner

Civic space under LIRR Tracks.

- Close Freeport Plaza North and East
- Remove parking under LIRR tracks just south of Village Parking Field #28
- Enclose area
- Develop program or work with non-profit organization to run programs

Partners: Village, MTA LIRR, non-profit organization

LIRR Station Plaza enhancements

- Widen sidewalks
- Additional seating
- Enhanced pedestrian connections
- Weekend farmers market
- Welcome marquee

Partners: Village, MTA LIRR

Hotel and mixed-use on site of private parking and bank

- Work with property owner to redevelop site, with the potential relocation of bank onto hotel premises
- Close Freeport Plaza West between hotel and tracks
- Develop and issue RFP for site

Partners: Village, property owners

Henry Street and Freeport Plaza East corner redevelopment for retail uses.

- Remove some parking from Village Parking Field #7 (located between Freeport Plaza East and Sunrise Highway)
- Develop and issue RFP for site

Partners: Village and nearby property owners

Meadowbrook Bank site redevelopment, including adjacent lot.

- Develop RFP and issue for site(s)
- Develop six-story, 600 space parking structure lined with commercial, retail and live-work uses
- Redevelopment of bank building for commercial use

Partners: Village, property owner

C. South Main Street District

Façade improvement along Sunrise Highway between the west side of Church Street to Henry Street.

- Historical restoration

Partners: Village, Building Restoration Task Force, building owners

Infill development at Henry Street and Sunrise Highway for retail use.

- Develop and issue RFP for site

Partners: Village, property-owners

Infill development at Church Street/South Main Street and Sunrise Highway for retail use.

- Develop and issue RFP for site

Partners: Village, property-owners

Civic building and public square at Southern Gateway for possible use as aquarium or other appropriately-themed community use.

- Work with community to determine best use for site
- Develop and issue RFP for site

Partners: Village, property-owner, community, non-profit

Sunrise Highway traffic calming, including bump-outs, street tree plantings, and median plantings.

Partners: Village, NYSDOT

Merrick Road street improvements, including enhanced crossings and street tree plantings

Partners: Village, Nassau County

Phase II Projects

Building largely off of the work begun under Phase I, the projects of Phase II are either an expansion of Phase I work or a natural follow-up to various projects. The implementation of Phase I projects will have led to new uses of different parts of the Village, opening new opportunities for adjacent uses as well as continued investment in the new Downtown Freeport. The Village should continue to engage the community in decisions made

as well as use RFPs to help guide developers in achieving projects that most benefit the community.

A. North Main Street Corridor

Develop mixed-use node that capitalizes on improvements made to North Main Street and new TOD Area to the south.

- Will contain a mixture of existing uses, infill opportunities and complete redevelopment of existing sites
- Develop and issue series of RFPs for sites

Partners: Village, property owners

Infill development along the corridor will continue as opportunities arise.

Partners: Village, property owners

B. TOD Area

Commercial Street development will continue eastward from Phase I corner development.

- Removal of remaining parking
- Three new north-south streets to divide into development parcels
- Largely residential and live-work units
- Develop and issue RFP(s)

Partners: Village, property owners

Sunrise Highway and Henry Street North re-development will build off of the corner building developed in Phase I and should include a five-story, 500 space lined parking structure and mixed retail, commercial, residential, live-work uses.

- Remove remainder of parking from Village Parking Field #7 (located between Freeport Plaza East and Sunrise Highway)
- Develop and issue RFP for site

Partners: Village, property owners

Henry Street east development to create retail, commercial, residential, live-work uses, including a 2-story, 160 space lined parking structure.

- Close Newton Boulevard
- Develop and issue RFP

Partners: Village, property owners

Village Trolley route will be established and rubber-wheeled trolleys purchased to connect neighborhoods to Village attractions.

- Use community input to develop best route
- Pursue funding to purchase trolleys and implement program

Partners: Village, NYSDOT, Nassau County, residents

C. South Main Street District

Henry Street west infill development to create new retail uses.

- Remove approximately 20-25 parking spaces from Parking Field #12 (located along Henry Street between Newton Boulevard and East Merrick Road)

- Develop and issue RFPs for sites

Partners: Village, property owners

Phase III Projects

Phase III will see the completion of much of the work begun in both Phase I and Phase II as well as the initiation of some new development opportunities along what will be a calmer Sunrise Highway.

A. North Main Street

Infill development along the corridor will continue as opportunities arise.

Partners: Village, property owners

B. TOD Area

Sunrise Highway south development to create new commercial and residential uses.

- Develop and issue RFP(s) for sites

Partners: Village, property owners

C. South Main Street District

Infill development Sunrise Highway and Guy Lombardo Avenue to create new retail uses.

- Develop and issue RFPs for sites.

Partners: Village, property owners

Project Funding

Funding for the implementation of the Master Plan will come from public and private sources. The full implementation of the plan will require substantial investments from the private sector. However, a variety of public funding programs can also contribute considerably to the goals of the plan. The following offers information on a variety of public funding sources that the Village should pursue to implement particular projects and phases of the plan.

Economic Development and Capital Projects:

Empire State Development Corporation

Empire Zones Program¹

Program to stimulate economic growth through a variety of State tax incentives designed to attract new businesses to New York State and to enable existing businesses to expand and create more jobs.

Businesses must be certified by Empire State Development to participate in the Empire Zones Program

Certification requires that:

- Business is located in an empire zone, or qualifies as a regionally significant project
- Business demonstrates that it will create new jobs and/or make investments in the empire zone and be consistent with the local zone's development plan, including a cost-benefit analysis.

Benefits for Empire Zone certified companies:

Wage Tax Credit

- Available to companies hiring full-time or full-time equivalent employees in the zone. Credits are available for up to five consecutive years.
- Credits are \$1,500 per employee; for employees in special targeted groups the amount is raised to \$3,000 per employee per year. In investment zones, this credit is increased by \$500 for workers with wages over \$40,000.
- Unused credits can be forwarded indefinitely and new businesses (those that have been taxable for five years or less) are eligible for a 50% refund of unused credits.

Investment Tax Credit

- Available to companies making an investment in the zone for depreciable property and/or equipment which is principally used in manufacturing, processing, assembly, industrial waste treatment or air pollution-control facilities, R&D or financial institutions.
- 10% (8% for personal income tax filers) of the eligible investment can be taken for credit.
- Unused credits can be forwarded indefinitely and new businesses are eligible for a 50% refund of unused credits.

¹ Note: Program set to sunset June 30 2010. Additional information available at: <http://www.empire.state.ny.us/BusinessPrograms/EmpireZones.html>

Employment Incentive Credit

- Additional credit equal to 30% of the investment tax credit available for each of the three years after the Investment Tax Credit (ITC) is claimed if employment is increased when the investment is made.
- Unused credits can be forwarded indefinitely and new businesses (personal income tax only) are eligible for a 50% refund of unused credits.

Zone Capital Credits

- A 25% tax credit available for personal or corporate income tax payers for eligible investments in certified zone businesses, or contributions to approved community development projects.
- Lifetime limit of \$100,000 in zone capital credits per contributor for Community Development Projects and \$100,000 lifetime limit in zone capital credits per investor in a Direct Equity Investment project.

NYS Sales Tax Refund

- A refund of the State portion [4%; 4.375% in the MTA region] of the sales tax is available for the purchase of building materials used in the construction, expansion or rehabilitation of industrial or commercial property located in a zone. Empire Zone certification not a requirement to receive this benefit; however, the purchaser must be buying for a property in the zone.

Contact: Evette Beckett-Tuggle

Nassau County Office of Economic Development
1550 Franklin Ave Suite 235, Mineola NY 11501
Phone: (516) 571-1948
Fax: (516) 571-1052
Email: ebeckett-tuggle@nassaucountyny.gov

Qualified Empire Zone Enterprises (QEZE)²

In order to qualify for QEZE enhanced benefits a business must be:

- (1) Zone certified under the requirements outlined in the eligibility and certification section; and
- (2) Must pass additional tests based on the business' employment history and operations.
- QEZE eligibility should be discussed with local zone coordinator.

Sales Tax Benefit

- In some circumstances a credit or refund from the State portion of the sales tax is available for goods and services used directly and predominantly in the zone.

Real Property Tax Credit

- Tax credit for real property taxes paid based on a formula that considers job creation, wages and benefits or investments made in the zone.
- Further calculations may apply depending on a business' location in either an Investment Zone or Development Zone.
- Credit available for 10 years and unused credits may be obtained as a cash refund in the year they were earned.

Tax Reduction Credit

- Tax credit against tax equal to a percentage of income taxes attributable to the zone enterprise based on its employment growth in the zone.
- Credit available for 10 years and can reduce a company's tax liability to zero – eliminating the alternative minimum and fixed dollar minimum tax.

Contact: Evette Beckett-Tuggle
Nassau County Office of Economic Development
1550 Franklin Ave Suite 235, Mineola NY 11501
Phone: (516) 571-1948
Fax: (516) 571-1052
Email: ebeckett-tuggle@nassaucountyny.gov

Federal Recovery Effort

American Recovery and Reinvestment Act³

Federal program created as a direct response to the economic crisis intended to:

- Create jobs and save existing jobs
- Invest in long term economic growth

Grants and loans available for "shovel ready" projects

ARRA opportunities available on Grants.gov

Nassau County

Capital Programs⁴

Projects that represent a major investment in County assets

Projects may be included in the capital budget if:

³ Additional information available at: <http://www.recovery.gov/>

⁴ Additional information available at: <http://www.nassaucountyny.gov/agencies/DPW/CapitalPrograms.html>

- their cost exceeds \$100,000; and
- the useful life exceeds 5 years

Major physical improvements such as:

- construction, renovation, or acquisition of buildings or property; or
- purchase of long-lived equipment or technology assets.

Administered by the Department of Public Works

Contact: Nassau County Department of Public Works

Phone: (516) 571-9600

National Park Service

Federal Rehabilitation Tax Credit⁵

Federal income tax credit for 20% of the cost to rehabilitate a certified historic structure.

Some older by non-certified historic buildings are eligible for a 10% tax credit.

Administered by the National Park Service, IRS and State Historic Preservation Office.

Cannot be used to fund renovations on owners own residence (may be exceptions if owner uses personal residence as a place of business)

Building must be registered in National Register of Historic Places or included in a National Register historic district to qualify.

- Some buildings that have been determined eligible by the State Historic Preservation Office for individual listing in the National Register or that are included in a local certified historic district or in a historic district that is potentially eligible for listing in the National Register may also qualify.

After rehabilitation, the historic building must be used for an income-producing purpose for at least five years.

The cost of rehabilitation must exceed the pre-rehabilitation cost of the building.

The rehabilitation work must be done according to the Ten Principles for Standards for Rehabilitation designated by the Secretary of the Interior.

Contact: Historic Preservation Services
National Park Service
1849 C Street, NW (2255)
Washington, DC 20240
Phone: (202) 513-7270
Email: NPS_HPS-info@nps.gov

² Additional information available at: <http://www.tax.state.ny.us/sbc/qeze.htm>

⁵ Additional information available at: <http://www.nps.gov/hps/TPS/tax/index.htm> or <http://www.preservationnation.org/issues/rehabilitation-tax-credits/federal/>

New York State Council on the Arts

NYSCA Grants⁶

The Council awards grants to nonprofit organizations incorporated in New York State, Indian tribes, and units of local government.

Grants support a wide range of arts initiatives

Deadline: January 22nd (check website for updates)

Capital Projects Grants⁷

Offers support for the improvement, expansion, or rehabilitation of existing buildings owned or leased by nonprofit cultural institutions *receiving programmatic funding from the Council*

Restricted to funding construction costs

Funds must be used within 12 month period of allocation

Projects should demonstrate "design excellence" and address at least one of the Council's project priorities

Organizations approved for capital funding by other New York State programs or agencies for the same project are not eligible to apply for Capital Projects support.

The Council will award up to 50% of the costs of construction materials and labor.

The maximum grant is \$50,000; the minimum grant is \$7,500.

Deadline for FY 2011 (check website for updates):

- Registration: January 22nd 2010
- Application April 12th 2010

Contact: Anne Van Ingen, Director
Phone: (212) 741-7013

Email: avaningen@nysca.org
Contact: Nancy Cohn, Associate
Phone: (212) 741-7014
Email: ncohn@nysca.org

New York State Department of Environmental Conservation

Environmental Restoration Program⁸

Fund designed to support clean-up and redevelopment of Brownfield sites

NYS municipalities are eligible:

- Must own the property and not be responsible for contamination

⁶ Additional information available at: <http://www.nysca.org/public/grants/index.htm>

⁷ Additional information available at: http://www.nysca.org/public/guidelines/capital_projects/index.htm

⁸ Additional information available at: <http://www.dec.ny.gov/chemical/8444.html>

- Purpose must be to investigate or remediate hazardous substances or petroleum on the property.
- Property cannot be listed as a Class 1 or 2 site on the New York State Registry of Inactive Hazardous Waste Disposal Sites

Two types of grants:

- Investigation Grants
 - To determine the nature and extent of contamination; and determine the appropriate remedy
- Remediation Grants
 - To support the design and construction of the cleanup selected in the ROD

Contact: Chittibabu Vasudevan, Director of Remedial Bureau A (Regions 1 and 5)
Phone: (518) 402-9625

New York State Department of State Division of Coastal Resources

Environmental Protection Fund Local Waterfront Revitalization Program⁹

Annual grant program administered by the NYS Department of State

Provides local governments for 50/50 matching grants from the New York State Environmental Protection Fund's Local Waterfront Revitalization Program.

Funds planning, design and construction expand public access to NYS waterfronts

Focus on economic development, and community, environmental and recreational improvements

"The Department of State's Division of Coastal Resources administers EPF grants available to local governments for planning, design and construction projects that advance preparation or implementation of Local Waterfront Revitalization Programs, community revitalization strategies, watershed management plans, adaption to climate change, coastal education programs, blueway trails and urban waterfront redevelopment."¹⁰

90 grants totaling over \$14 million awarded in 2009.

Check website for updates on deadlines

Contact:
Email: coastal@dos.state.ny.us

⁹ Additional information available at: http://nyswaterfronts.com/grantopps_EPF.asp

¹⁰ Quote from 2009 news release issued by the New York State Department of State. Full release available at: <http://www.dos.state.ny.us/pres/pr2009/123009-waterpr.html>

Phone: 518-474-6000

New York State Department of Transportation (NYSDOT)

See section on U.S. Department of Transportation, Federal Transit Administration (below)

New York State Division of Housing and Community Renewal

New York Main Street¹¹

The NY Main Street grant program provides funds from the New York State Housing Trust Fund Corporation (HTFC) to units of local government, business improvement districts, and other not-for-profit organizations that are committed to revitalizing historic downtowns, mixed-use neighborhood commercial districts, and village centers.

Grants focus on reinvestment in mixed-use areas that in which more than 50% of the residents earn less than 90% of the area median income of the surrounding community, or which has been designated by a State or federal agency as an eligible area for the purposes of a community or economic development program.

- Awards for contracts up to \$500,000
- Funded applicants (Local Program Administrators) will have up to two years to complete the terms of the contract

Contact: Karl Gustafson
Senior Community Developer, Capital and New York City Region
Hampton Plaza
38-40 State Street, 9th Floor
Albany, New York 12207
Phone: (518) 474-2057

Contact: Greg Watson
Regional Director, NYC Regional Office
25 Beaver St.
New York, New York 10004
Phone: 212-480-7644
Fax: 212-480-7164

New York State Office of Parks, Recreation and Historic Preservation

New York State Historic Preservation Tax Credit

Rehabilitation tax credit program provides incentives to developers, municipalities, businesses and residents to make investments in distressed areas by rehabilitating historic properties that are listed on the State and National Registers of Historic Places

¹¹ Additional information available at: <http://nysdhcr.gov/Programs/NYMainStreet/>

Will be improved over 5 years

- Gradually increase over five years the cap on the commercial credit value from \$100,000 to \$5 million and the residential credit value from \$25,000 to \$50,000;
- Target the credit in “distressed” areas -- those located within a Census tract identified at or below one hundred percent of the median family income;
- Increase the share of qualified rehabilitation costs that commercial property owners can claim for the credit from 6 percent to 20 percent; and
- Offer the Preservation Tax Credit as a rebate for lower income homeowners to provide them with a stronger financial incentive with relatively smaller tax liability.

New York State Tax Credit Program for Income Producing Properties¹²

Tax credit covers 20% of costs for substantial rehabilitation of historic income-producing properties

Must be used with the Federal Investment Tax Credit Program for Income Producing Properties

Qualifying properties are historic commercial, office, industrial or rental residential (not owner residential) buildings listed on the National Register of Historic Places

Final dollar amount depends upon the total cost of work done

The work performed (both interior and exterior) must meet the Secretary of the Interior’s Standards for Rehabilitation and be approved by the National Park Service.

Contact: Virginia Bartos
National Register and Survey Unit
Phone: (518) 237-8643 x 3256
Contact: Sloane Bullough
Technical Assistance and Compliance Unit
Phone: (518) 237-8643, ext. 3252

New York State Historic Homeownership Rehabilitation Tax Credit¹³

Tax credit covers 20% of qualified rehabilitation costs of historic residential structures, up to a credit value of \$50,000.00.

In order to qualify, houses must be:

- (1) Owner-occupied residential structure

- (2) Individually listed on the State or National Register of Historic Places, or a contributing building in a historic district that is listed on the state or National Register of Historic Places
- Located in an eligible census tract.

At least \$5,000.00 must be expended on qualifying work.

At least 5% of the total project must be spent on the exterior of the building.

All work must be approved by OPRHP prior to start of construction.

Contact: Virginia Bartos
National Register and Survey Unit
Phone: (518) 237-8643 x 3256

Contact: Sloane Bullough
Technical Assistance and Compliance Unit
Phone: (518) 237-8643, ext. 3252

Community Grant Opportunities¹⁴

Multiple grant opportunities for various community projects through the New York State Office of Parks, Recreation and Historic Preservation

U.S. Department of Housing and Urban Development

Hope VI Grant¹⁵

Affordable housing funding for Main Street Rejuvenation projects

Program provides grants to small communities to assist in the rejuvenation of an historic or traditional central business district or “Main Street” area by replacing unused commercial space in buildings with affordable housing units.

Objectives of Program:

- (a) Redevelop Main Street areas;
- (b) Preserve historic or traditional architecture or design features in Main Street areas;
- (c) Enhance economic development efforts in Main Street areas; and
- (d) Provide affordable housing in Main Street areas.

Local governments eligible to apply must:

- (a) Have a population of 50,000 or less; and
- (b) Not be served by a local government, county/parish, regional, or state public housing agency (PHA) that administers more than 100 physical public housing units within the local government’s jurisdiction.

¹² Additional information available at: <http://nysparks.state.ny.us/shpo/tax-credit-programs/>

¹³ Additional information available at: <http://nysparks.state.ny.us/shpo/tax-credit-programs/>

¹⁴ Additional information available at: <http://www.nysparks.state.ny.us/grants/>

¹⁵ Additional information available at: <http://www.hud.gov/offices/pih/programs/ph/hope6/>

Awards up to \$1,000,000

Application date: Typically, annually in March¹⁶

Contact: HUD New York Regional Office, Region II

Joanna Aniello, Regional Director
26 Federal Plaza
Suite 3541

New York, NY 10278-0068

Phone: (212) 264-8000

Fax: (212) 264-3068

Email: NV_Webmanager@hud.gov

Community Development Block Grant Program (CDBG)¹⁷

Federal grant program designed to address a range of community development needs: multiple grant and loan programs run under CDBG umbrella

Grant programs include:

State Administered CDBG¹⁸

Loan guarantee provision of the CDBG

Provides communities with a source of financing for economic development, housing rehabilitation, public facilities, and large-scale physical development projects.

Loan commitments are often paired with Economic Development Initiative (EDI) or Brownfield Economic Development Initiative (BEDI) grants¹⁹

Eligible applicants include the following public entities:

- metropolitan cities and urban counties (i.e. CDBG entitlement recipients);
- non-entitlement communities that are assisted in the submission of applications by States that administer the CDBG program; and
- non-entitlement communities eligible to receive CDBG funds under the HUD-Administered Small Cities CDBG program (Hawaii). The public entity may be the borrower or it may designate a public agency as the borrower.

Eligible activities under Section 108:

- acquisition of real property;

¹⁶ Grants.gov posting available at: <http://www.grants.gov/search/search.do?sessionId=mF0rLfjvjs1QpnBpyt5q49xYmMtTsg11pTNs5CVx1LFpmChNQ!-1299818899?oppId=50180&mode=VIEW>

¹⁷ All federal CDBG programs listed at: <http://www.hud.gov/offices/cpd/communitydevelopment/programs/>

¹⁸ Additional information available at: <http://www.hud.gov/offices/cpd/communitydevelopment/programs/108/>

¹⁹ Additional information on EDI and BEDI grants available at: <http://www.hud.gov/offices/cpd/economicdevelopment/programs/edi/> and <http://www.hud.gov/offices/cpd/economicdevelopment/programs/bedi/>

- rehabilitation of publicly owned real property;
- housing rehabilitation eligible under CDBG;
- construction, reconstruction, or installation of public facilities (including street, sidewalk, and other site improvements);
- related relocation, clearance, and site improvements;
- payment of interest on the guaranteed loan and issuance costs of public offerings;
- debt service reserves;
- public works and site improvements in colonias; and
- in limited circumstances, housing construction as part of community economic development, Housing Development Grant, or Nehemiah Housing Opportunity Grant programs.

Funding levels:

- A non-entitlement public entity may apply for up to five times the latest approved CDBG amount received by its State, minus any outstanding Section 108 commitments and/or principal balances on Section 108 loans for which the State has pledged its CDBG funds as security.

Contact: HUD New York Regional Office, Region II

Joanna Aniello, Regional Director
26 Federal Plaza
Suite 3541
New York, NY 10278-0068
Phone: (212) 264-8000
Fax: (212) 264-3068
Email: NV_Webmanager@hud.gov

U.S. Department of Transportation, Federal Transit Administration

Transit program federal funding was part of the same transportation act that expired in 2009

U.S. Environmental Protection Agency

Smart Growth Grants²⁰

Occasional funding opportunities

Grants support activities that improve the quality of development and protect human health and the environment.

Eligibility and funding levels vary depending on grant

RFP will be post on EPA Smart Growth Grants website and Grants.gov

Additional Resources:

Catalog of Federal Domestic Assistance²¹

Provides descriptions and information regarding 2,052 federal assistance programs

Federal Grants Database

Grants.gov

Centralized database of federal grant opportunities

Houses information on over 1,000 grant programs and provides access to approximately \$500 billion in annual awards.

Managed by the US Department of Health and Human Services

Institute of Museum and Library Services

Museum Grants for African American History and Culture²²

Grants to enhance institutional capacity and sustainability through professional training, technical assistance, internships, outside expertise, and other tools.

Successful proposals will focus on one or more of the following three goals:

- (1) developing or strengthening knowledge, skills, and other expertise of current staff at African American museums;
- (2) attracting and retaining professionals with the skills needed to strengthen African American museums; and
- (3) attracting new staff to African American museum practice and providing them with the expertise needed to sustain them in the museum field.

Grants range from \$5,000 to \$150,000

Eligible applicants are museums whose primary focus is African American history/art/culture or public or private non-profits that support African American museums

Deadline for FY 2010: January 15th

21 Additional information available at: <https://www.cfd.gov/>

22 Additional information available at: <http://www.imls.gov/applicants/grants/AfricanAmerican.shtm>

NYS Assembly

Monthly Grants Action News²³

Monthly newsletter of public and private grant opportunities

NYS DOS Division of Coastal Resources

NYS Brownfield Opportunity Areas Program²⁴

Program designed to assist municipalities or community organizations with the completion of revitalization plans and implementation strategies for areas affected by Brownfield sites

NYS Smart Growth

Grants Resource List²⁵

List of multiple public and private grant opportunities

Small Business Administration

Office of Women's Business Ownership²⁶

Women's Business Centers (WBC) provide management and technical assistance to women entrepreneurs and small business owners

Focus on women who are economically or socially disadvantaged

Offer comprehensive training and counseling to help women start and grow their own business

23 Monthly NYS Assembly newsletter available at: <http://assembly.state.ny.us/gan/>

24 Additional information available at: http://www.nyswaterfronts.com/BOA_program_summary.asp#Preferences

25 Full list available at: <http://www.smartgrowthny.com/grants.shtml>

26 Additional information available at: <http://www.sba.gov/aboutsba/sbaprograms/onlinewbc/index.html>

20 Additional information available at: <http://www.epa.gov/smartgrowth/grants/index.htm>



MOULE & POLYZOIDES
ARCHITECTS AND URBANISTS



Funding for this project was secured through Congresswoman Carolyn McCarthy (NY-04), the Nassau County Community Visioning Initiative, the Village of Freeport and Bethpage Federal Credit Union.

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Community Development Agency**
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516.377.2203
www.freeportny.com

Nassau County Planning Department
100 County Seat Drive
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516.571.5844
www.nassaucountyny.gov

Congresswoman Carolyn McCarthy (NY-04)
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516.739.3008
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4 Irving Place, 7th Floor
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212.253.2727
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516.873.0230
www.sustainableli.org