



DOWNTOWN  
HEMPSTEAD

REIMAGINED

# DRI

DOWNTOWN REVITALIZATION  
INITIATIVE

# PUBLIC VISIONING WORKSHOP

SEPTEMBER 8, 2021



Laberge  
ENGINEERING  
ARCHITECTURE



Group  
SURVEYING  
PLANNING



**DOWNTOWN  
HEMPSTEAD**  
REIMAGINED



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LABERGE GROUP

# PUBLIC PARTICIPATION

YOUR INPUT CAN IMPACT...

VISION  
&  
GOALS

WHAT IS YOUR VISION  
FOR THE FUTURE OF  
DOWNTOWN HEMPSTEAD?  
WHAT AREAS / ISSUES NEED  
TO BE ADDRESSED?

WEDNESDAY

CATALYTIC  
PROJECTS  
TO REIMINAGINE  
HEMPSTEAD

WHAT OPPORTUNITIES CAN WE CAPITALIZE ON?  
WHAT TRANSFORMATIVE STRATEGIES & PROJECTS  
WILL GET US THERE?

FRIDAY

**NI MARKET**  
**CIBUS CONVENIENCE S**



**1**

### **GENERAL OVERVIEW OF DRI / OBJECTIVES**

- Overview / Background
- Project Selection – Evaluated on Selection Criteria
- General DRI Project Types
- Prior Submissions

**2**

### **PROJECT AREA / SELECTION**

- Targeted Downtown / Neighboring Boundaries
- Community and Regional Setting
- Downtown Characters & Qualities of Place

**3**

### **VILLAGE OF HEMPSTEAD DRI**

- Vision
- Benefits of DRI
- Questions / Engagement Activity



# 1

## GENERAL OVERVIEW OF DRI / OBJECTIVES

- Overview / Background
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# OVERVIEW

- The Downtown Revitalization Initiative (DRI) is a comprehensive approach to boosting local economies by transforming communities into vibrant neighborhoods where the next generation of New Yorkers want to live, work, and raise a family.
- Each of the State's ten Regional Economic Development Councils (REDCs) will select applications from within their region, choosing downtowns with potential to attract development, business, job creation, greater economic and housing diversity, and opportunity.
- The Long Island REDC will select either one or two communities to receive DRI funding this year.
- Applications are due on September 15, 2021



# PROJECT SELECTION

- The Long Island REDC may nominate either;
  - 2 downtowns to receive \$10 million awards, or
  - 1 downtown to receive a \$20 million award
- Selection Criteria Include:
  - Physical Environment, Past Investment, Future Potential, Recent or Impending Job Growth, Support for Local Vision, and Readiness.
- The Village of Hempstead will be requesting \$10 million.



# SELECTION CRITERIA

## THE FUNDAMENTAL GOALS OF THE DRI INCLUDE:

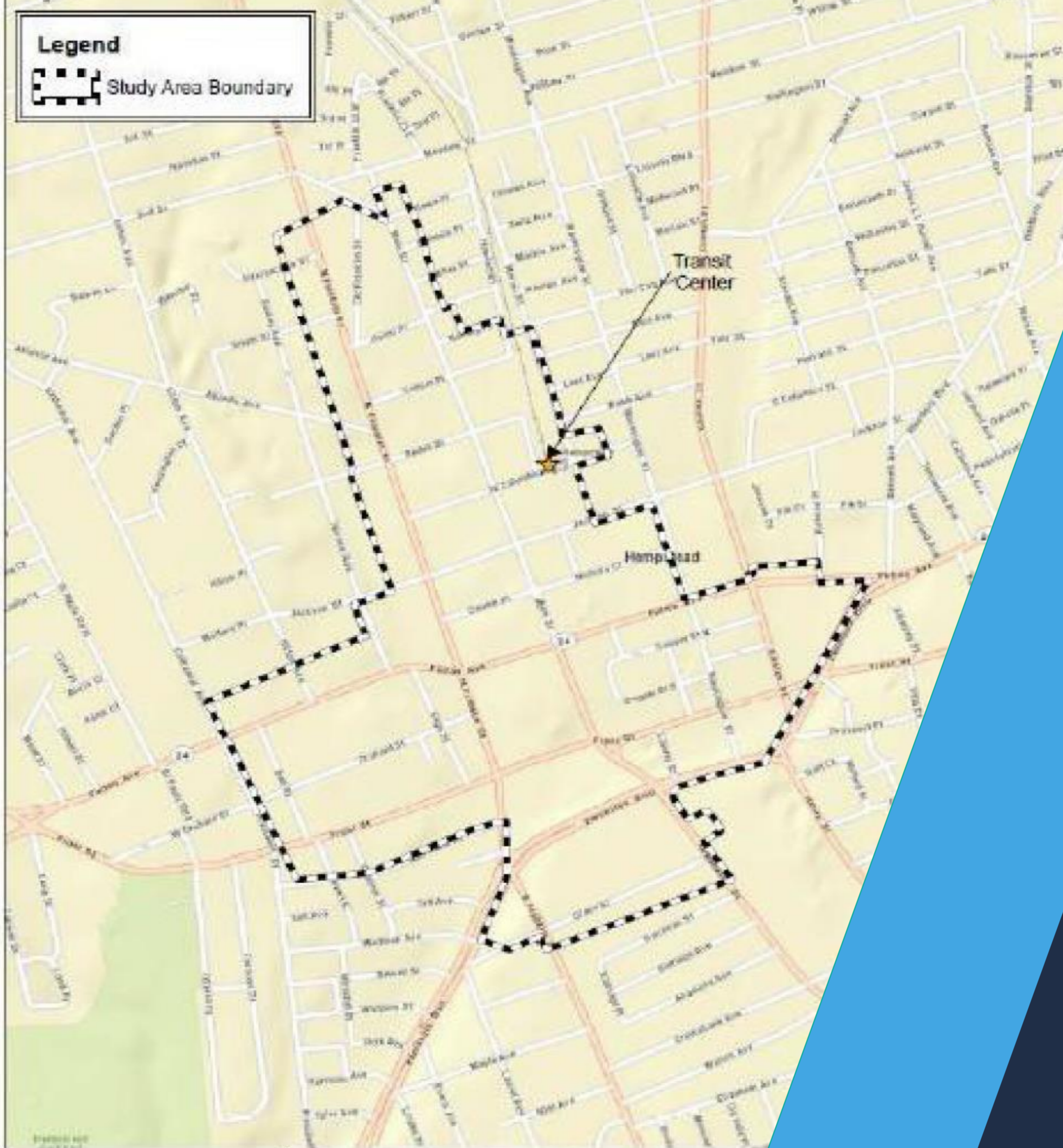
- Creating an active, desirable downtown with a strong sense of place.
- Attracting a robust mix of new businesses that provide job opportunities for a variety of skills and salaries.
- Enhance public spaces for arts and cultural events
- Building a diverse population, supported by diverse housing and employment opportunities.
- Growing the local property tax base.
- Providing amenities that support and enhance downtown living and quality of life.
- Promoting sustainability, walkability, public transit ridership and alternative modes of transportation.





# GENERAL DRI PROJECT TYPES

- New Development and/or Rehabilitation on Existing Downtown Buildings
- Public Improvement Projects
- Grant Fund or Revolving Loan Fund
- Branding and Marketing



### DOWNTOWN OVERLAY ZONES, STUDY AREA

Source: ESRI Web Mapping Service  
Scale: 1 inch = 1,000 feet

# PRIOR SUBMISSIONS

The Village of Hempstead applied for Round 3 of DRI funding in 2018.

“ The Village seeks to leverage public and private investments to transform its downtown into a regional economic engine supporting additional strategic partnerships, public, and private equity investment. Objectives include a comprehensive assessment, infrastructure improvements and redevelopment of abandoned and underutilized properties within the downtown area. Strategic sites will be repositioned to serve as catalysts to spur economic growth and investment leading to further business development and sustainable job creation.

”

# PRIOR SUBMISSIONS

- **2018 KEY PROJECTS PROPOSED INCLUDED:**
  - Parcels totaling 35.1 acres were targeted for revitalization and development within a Downtown Overlay Zone (DOZ).
  - **DOZ designated as a NY State Brownfield Opportunity Area** – The DOZ included approximately 40 potential Brownfield sites. Strategic sites were identified to serve as catalysts for revitalization.
  - **Water Infrastructure Capital Improvement Program** – Improvements to address aging and deteriorating utilities and support prospective development.
  - **Denton Green** – Find the best use for the largest green space located within the heart of the Village's downtown area.
  - **Commercial Asset Inventory Project** – This Inventory will aid in developing a marketing strategy to attract public and private equity investment.
  - **Hempstead Community Land Trust, Inc.** – Implement a viable model to acquire, renovate and sell blighted homes to new owners.
  - **Community Based Organization (CBO) Initiative** – Capacity-building programs for CBOS which provide vital services within the Village.

# PRIOR SUBMISSIONS, CONTINUED

- **2018 KEY PROJECTS, CONTINUED:**
  - **MWVDBE Capacity Building and Certification Initiative** – Develop capacity building and certification program for local business MWVDBE owners seeking government contracting opportunities.
  - **100 Main Street Project** – Revitalization plan for the best use of a two-story commercial building occupying an entire block in the center of the target area.
  - **Conifer – Carman Place 155-179 Main Street, Hempstead, NY** – 156 residential units and 2,350 sq. ft. of retail.
  - **Concern for Independent Living – Estella (Bedell & Main)** – 96 units and 7,000 square feet of retail space. All apartments to be affordable to households making less than 60% Area Median Income.
  - **BRP – Alta 257 Main Street** – Five-story wood-frame building built around a four-story precast parking garage.
  - **Dell Bus Project** – Approved for a 9,072 sq. ft. office building and training center for Dell Transportation Inc. Projected to provide 56 permanent jobs.



## 2

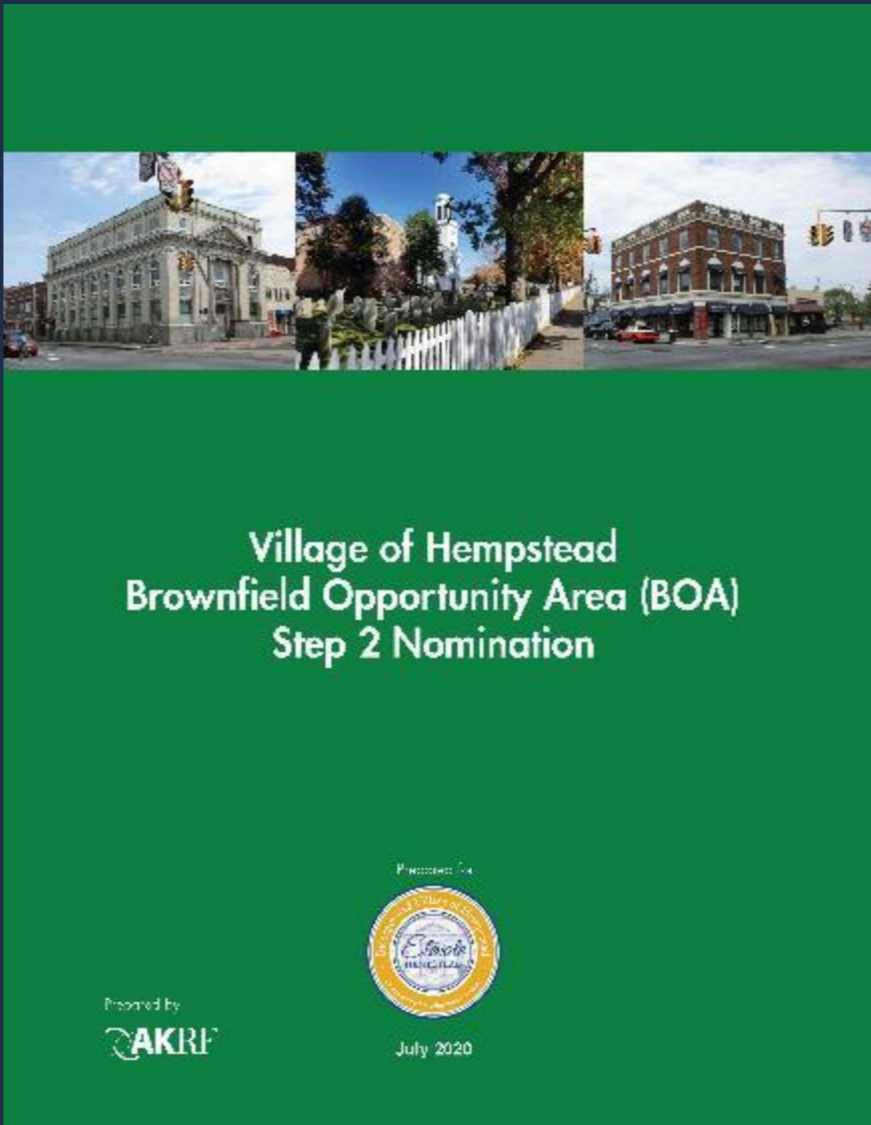
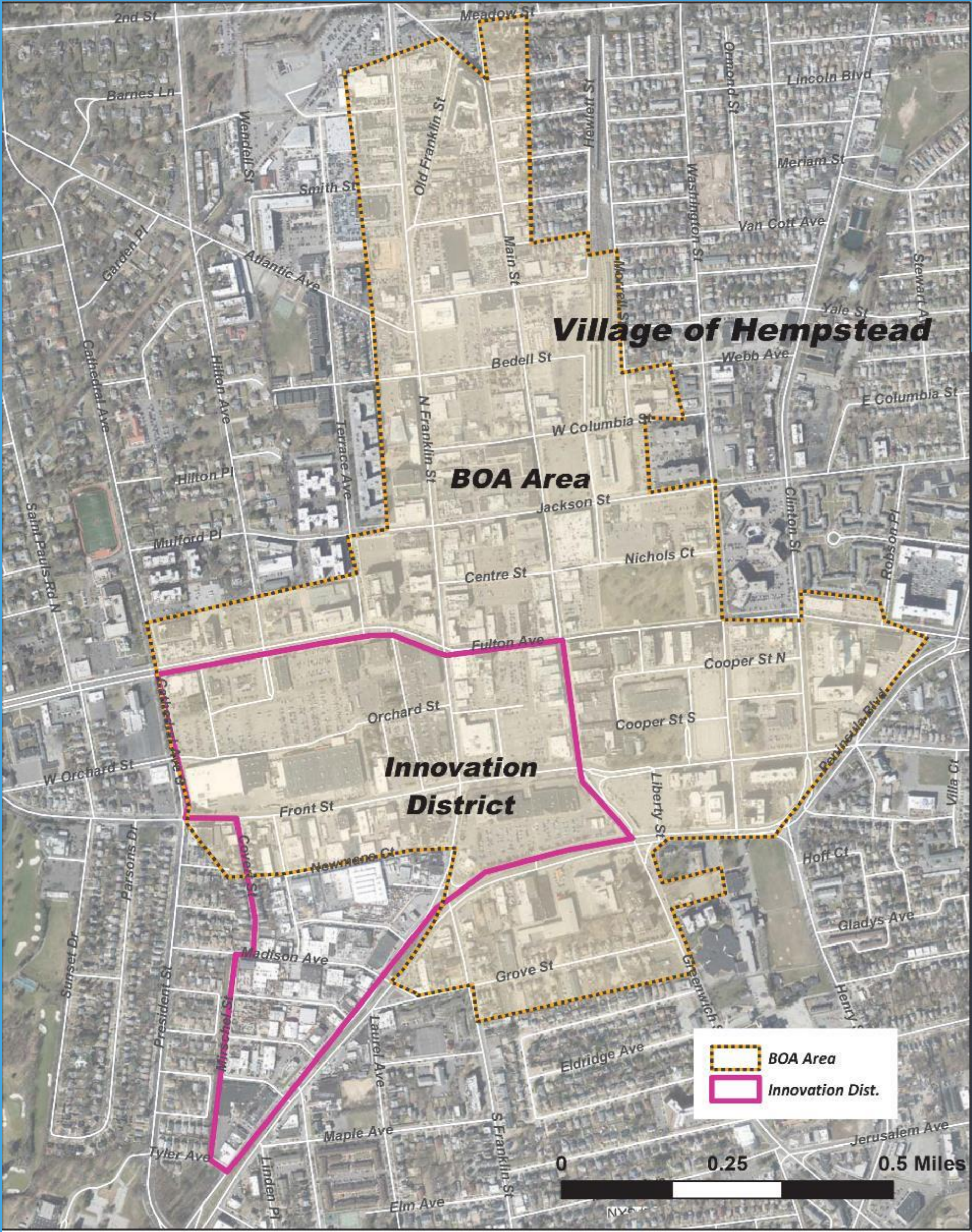
## PROJECT AREA / SELECTION

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- Downtown Characters & Qualities of Place

# TARGETED DOWNTOWN / NEIGHBORING BOUNDARIES

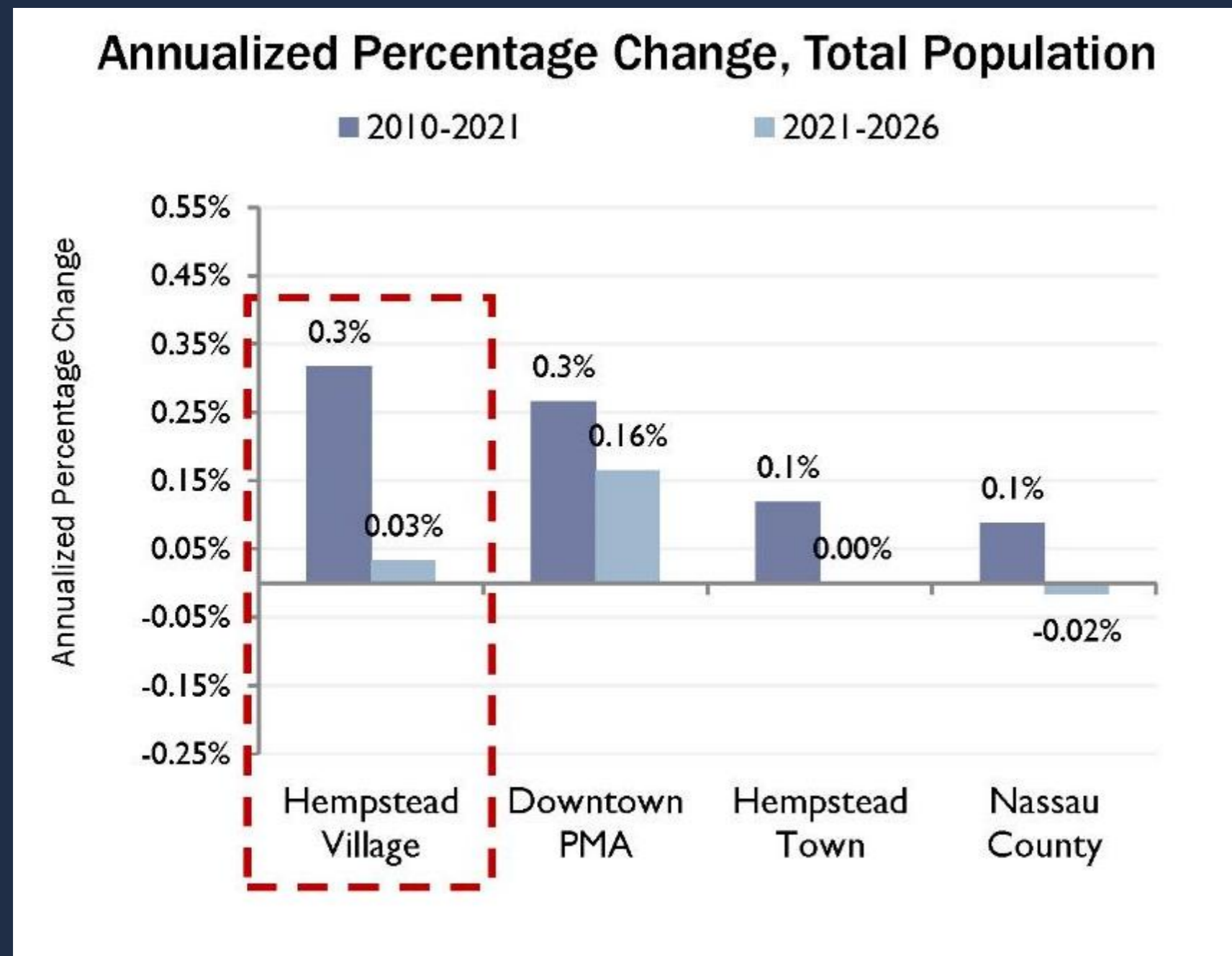
DRI BOUNDARY AREA BASED ON  
*VILLAGE OF HEMPSTEAD*  
*BROWNFIELD OPPORUNITY*  
*AREA STEP 2 NOMINATION, 2020*

THESE BOUNDARIES WERE  
DETERMINED THROUGH  
EXTENSIVE INVESTIGATION  
AND ROBUST PUBLIC INPUT.



# SOCIO-ECONOMIC CHARACTERISTICS

## NEAR TERM POPULATION CHANGE



## POPULATION BY GEOGRAPHY

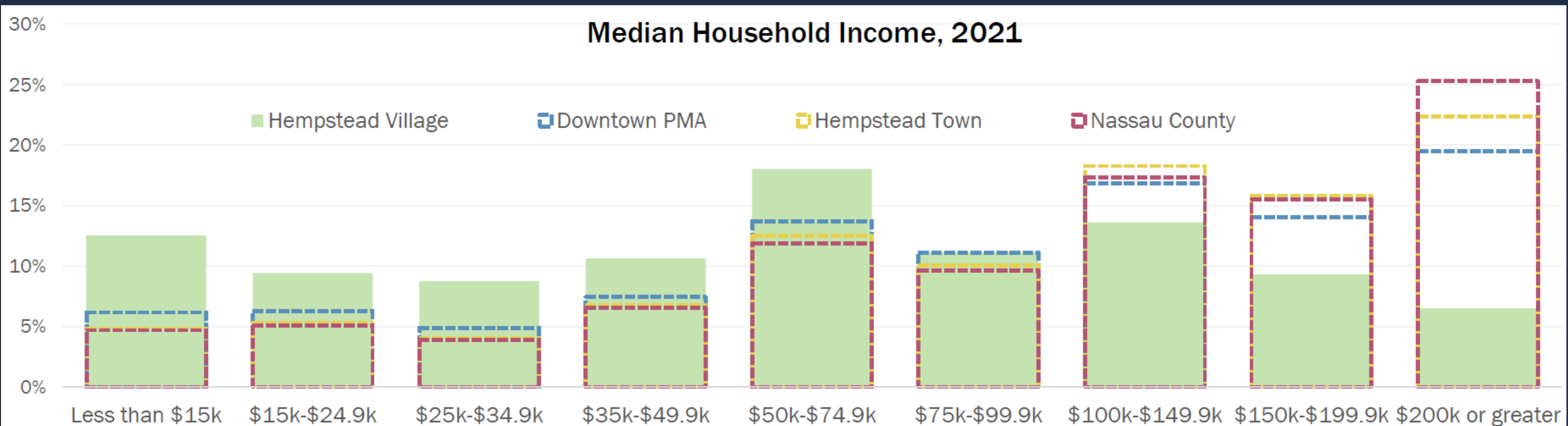
	2021	2026
Hempstead Village	55,803	55,895
Downtown PMA	236,733	238,685
Hempstead Town	769,962	769,997
Nassau County	1,352,883	1,351,790

The Village, Town, and the PMA are expected to continue experiencing positive, albeit relatively flat population growth through 2026 (increasing by just 0.03 percent per year in the Village),

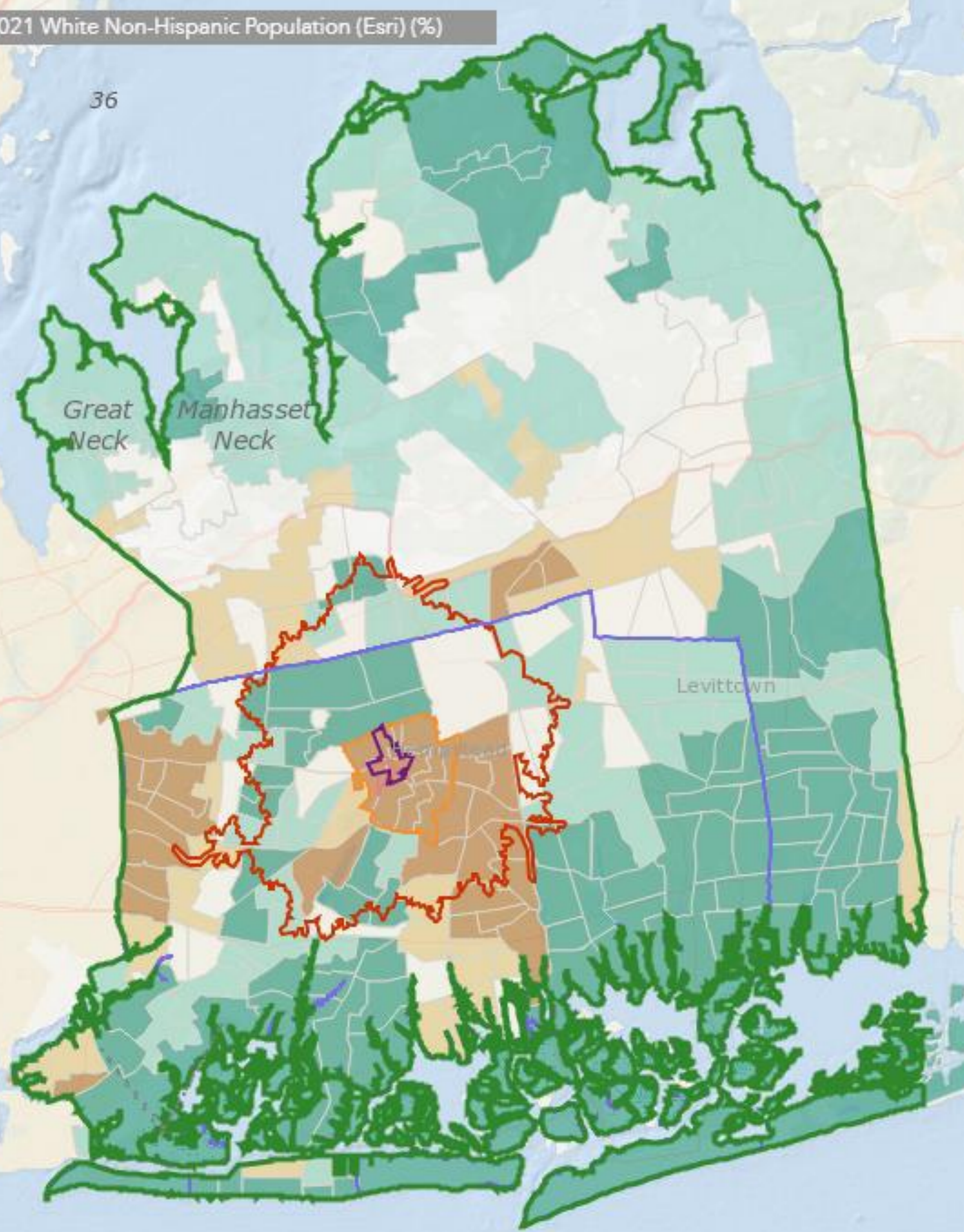
# SOCIO-ECONOMIC CHARACTERISTICS

## *Median Household Income*

The Village of Hempstead has higher shares of middle- and lower-income households (i.e. below \$50,000) and lower shares of household incomes above \$100,000.



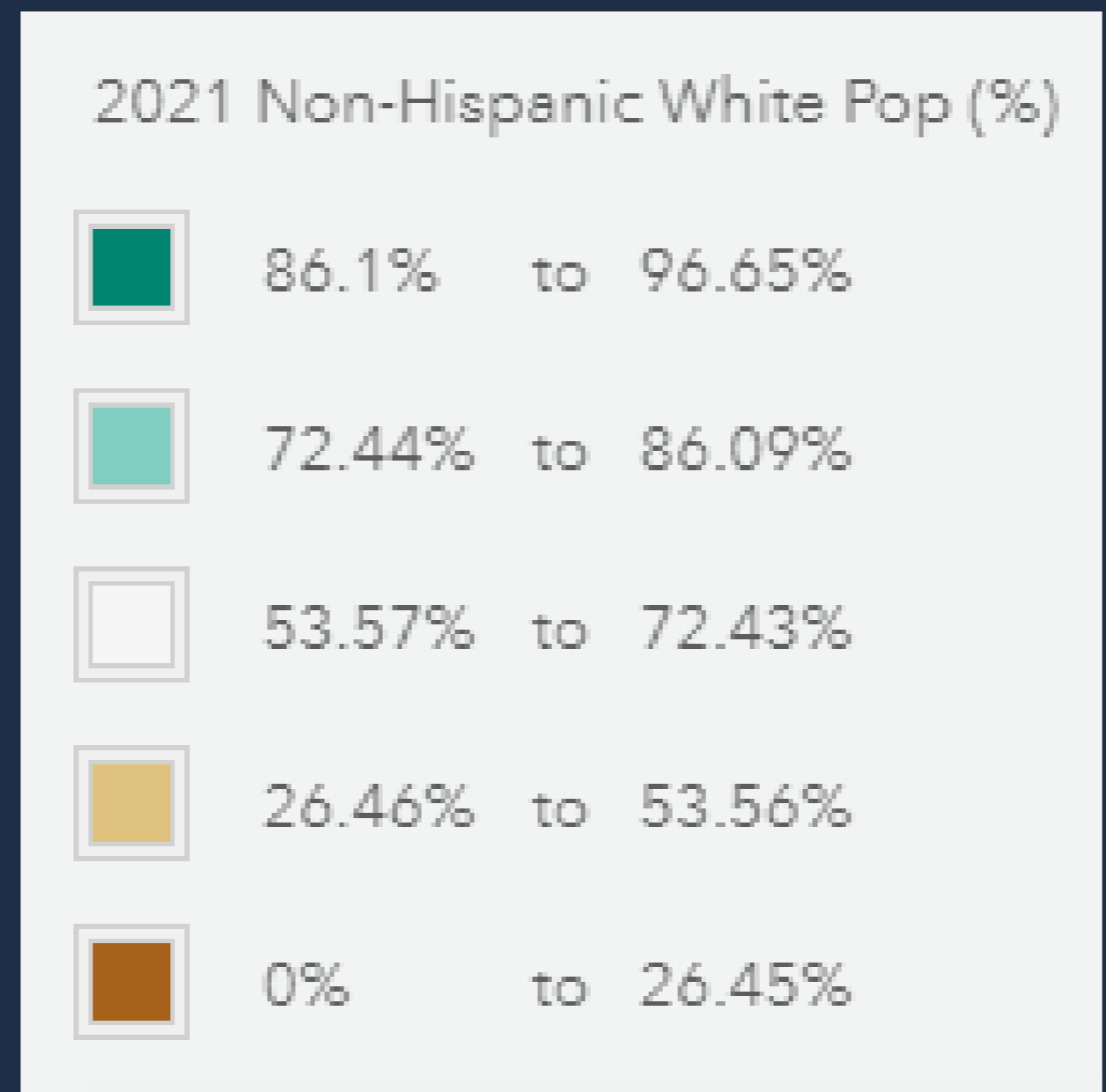




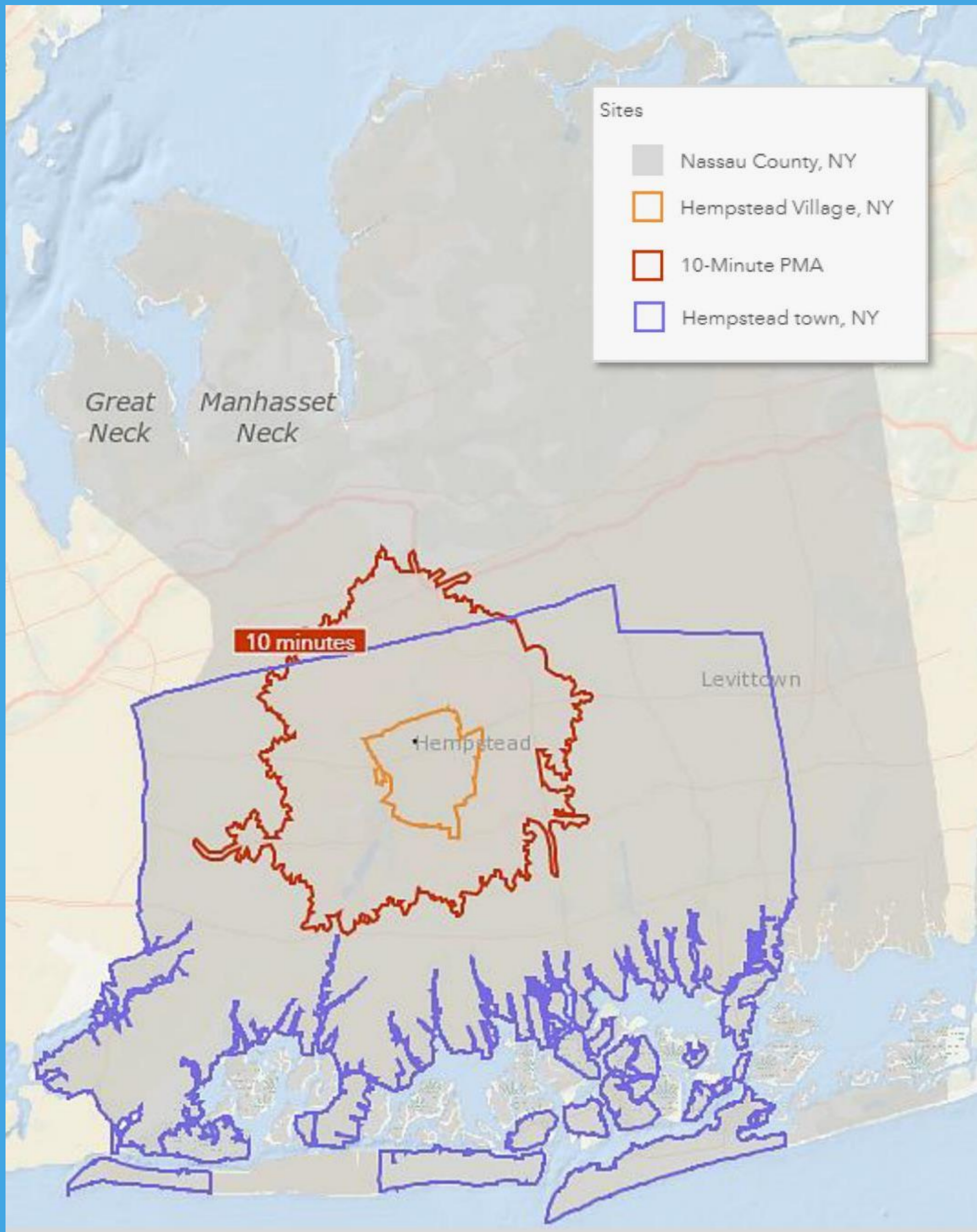
# Minority Populations

According to 2021 race data, the highest shares of White Non-Hispanic persons are located in the northwest portion of Hempstead Village.

The block group where the Hempstead station is located is composed of 98% minority residents.



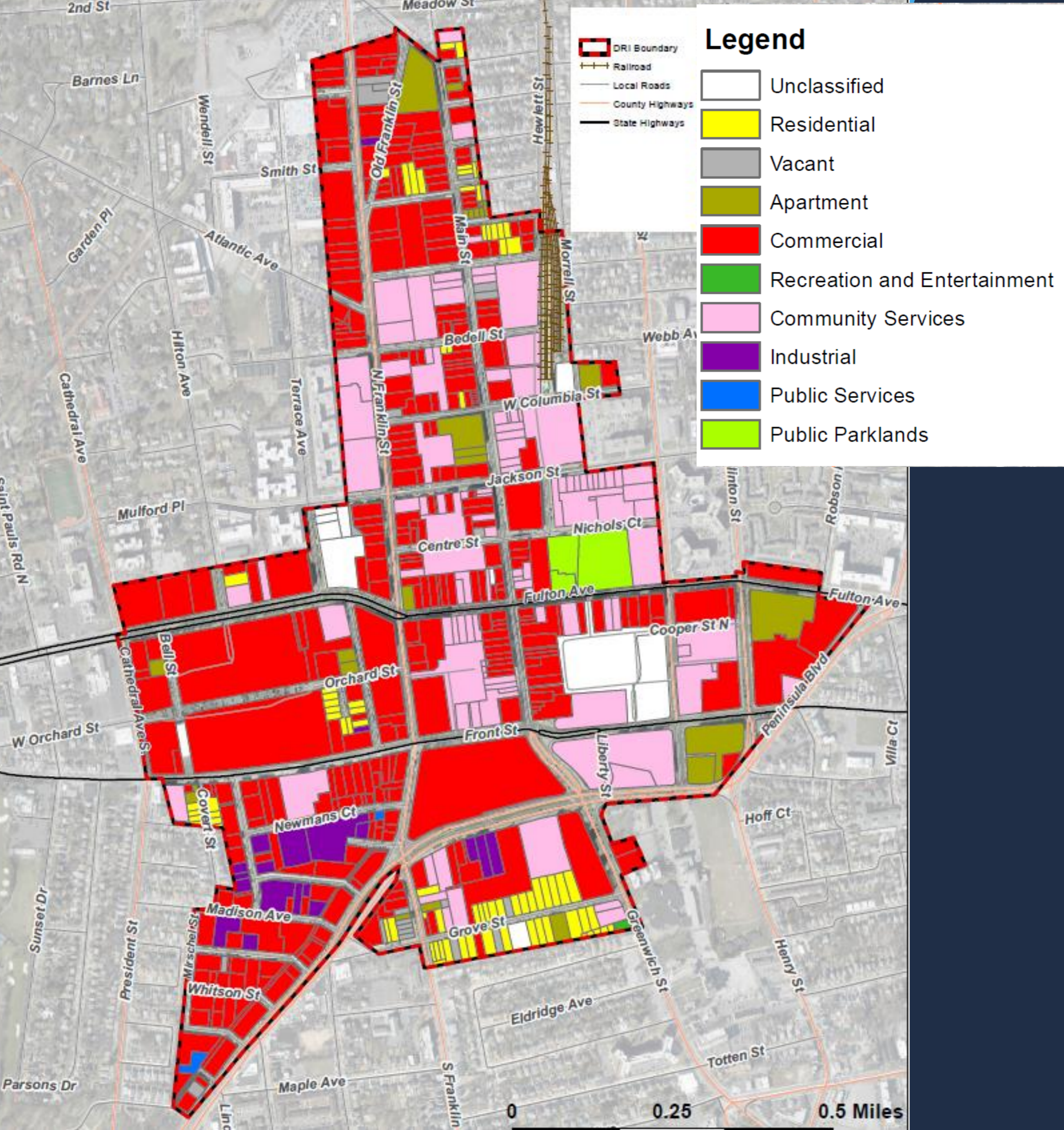
# Labor & Industry Trends



Understanding SOCIO-ECONOMIC / LABOR TRENDS in a regional context helps to identify potential market strengths.

Understanding REGIONAL TRENDS & LOCAL MARKET POTENTIAL helps to identify prospective land uses within the Village of Hempstead.

This map provides regional context by showing Downtown Hempstead relative to the Town of Hempstead and the primary target area (a 10 minute drive from the LIRR station).



# Land Use Trends

The proposed DRI area is mostly composed of institutional uses, including religious institutions, not-for-profits, community organizations, government uses, and commercial uses, most of which are retail uses.

Industrial uses are clustered along Peninsula Boulevard.

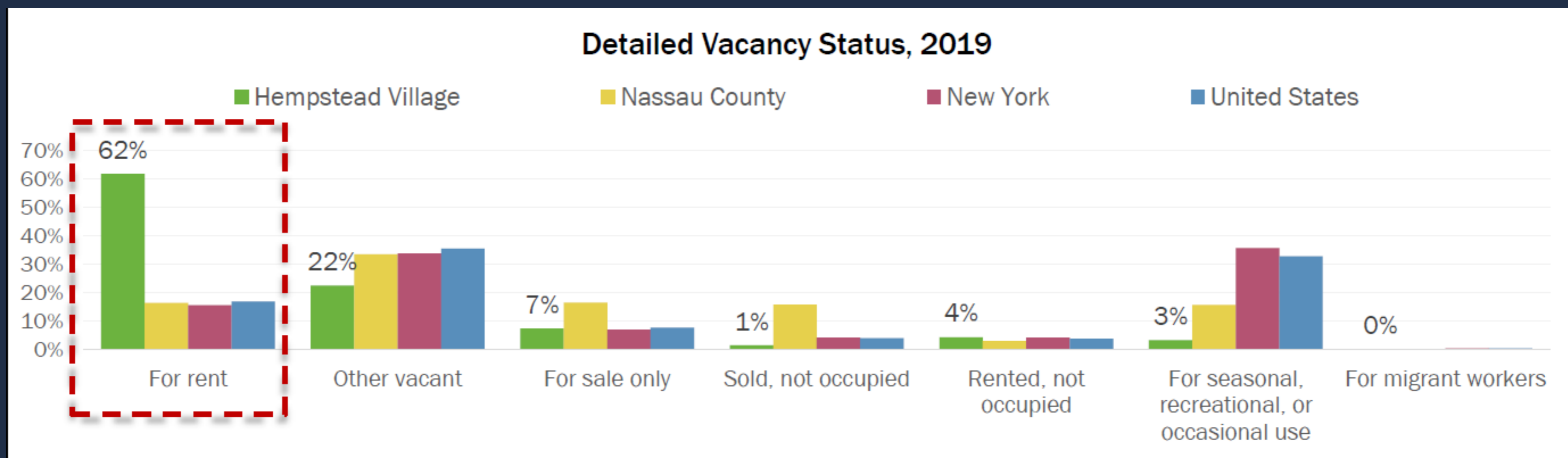
The Downtown has a large number of surface parking lots.

# Real Estate Analysis

High share of vacant rental units (8.6 % in 2019).

Between 330 and 470 new residential units needed due to demand of primary workers that commute into the Downtown PMA (84.5% of PMA workers).

Demand for more owner-occupied housing. The majority of housing is renter-occupied (58%). A healthy housing market satisfies both owner and renter opportunities. Need more diverse housing options for all income levels is needed while discouraging gentrification and anti-displacement mechanisms.



# STUDY TAKEAWAYS

## PROSPECTIVE MARKET-RECEPTIVE (strong-economic-potential) LAND USES

### GROCERY ANCHORED SHOPPING CENTER

Development of at least one, if not two, full-service grocery stores, which not only serve the community's consumer needs, but also create entry level career path job opportunities. Further, grocery stores generate foot traffic for smaller retail and service businesses.



### MEDICAL & RESEARCH OFFICE

Development of medical office and research facility buildings within the Innovation Zone - stimulating the creation of support retail and service businesses and associated employment opportunities for local residents.



### TRANSIT ORIENTED DEVELOPMENT

Transit oriented development within the transit center area, creating housing, retail and small-scale office buildings. TOD projects help stimulate private investment within a 1,000 foot area, leading to increased real estate values, job and business creation.



These economic development opportunities are identified as market-receptive within the Village of Hempstead's BOA and Innovation District and should be considered strategic focus projects of a DRI plan.



# 3

## VILLAGE OF HEMPSTEAD DRI

- Vision
- Benefits of DRI
- Questions / Engagement Activity



## VISION

The Village of Hempstead  
is applying for a  
Downtown Revitalization Initiative (DRI) grant  
– **\$10 MILLION** –

If secured, these funds will help establish  
both a broad vision and  
a specific implementation plan to  
**REIMAGINE,  
TRANSFORM,  
AND REVITALIZE**  
Downtown Hempstead.

This initiative is

***DOWNTOWN HEMPSTEAD REIMAGINED***

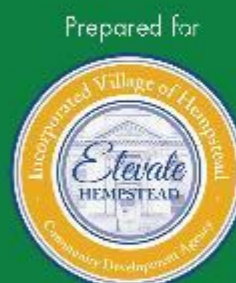
# LEVERAGING PREVIOUS WORK

*BUILD ON STRATEGIES DEVELOPED  
DURING THE **2020 BROWNFIELD  
OPPORTUNITY STUDY,**  
EXPAND ON THOSE  
AND DEVELOP ADDITIONAL STRATEGIES*



Village of Hempstead  
Brownfield Opportunity Area (BOA)  
Step 2 Nomination

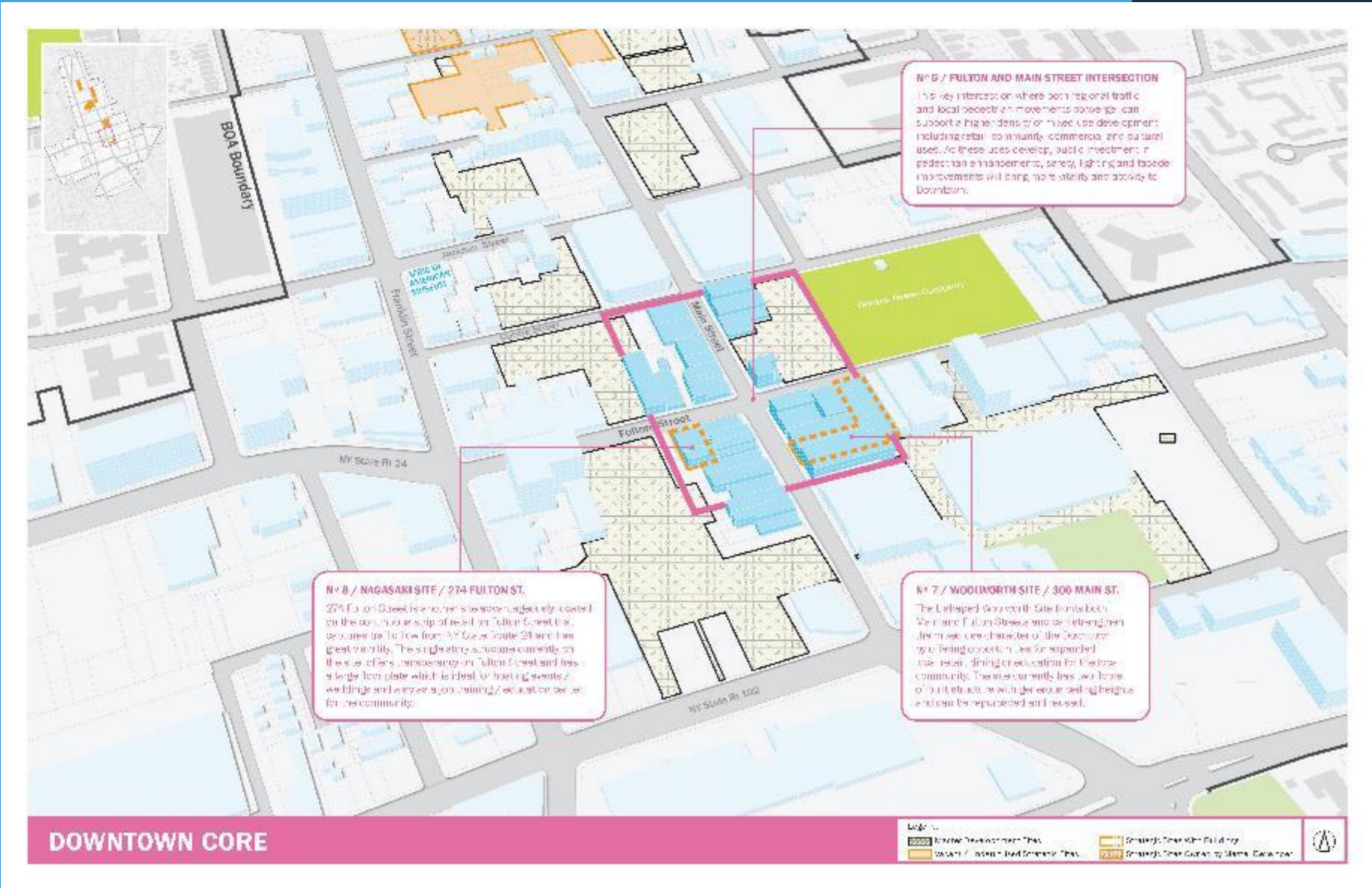
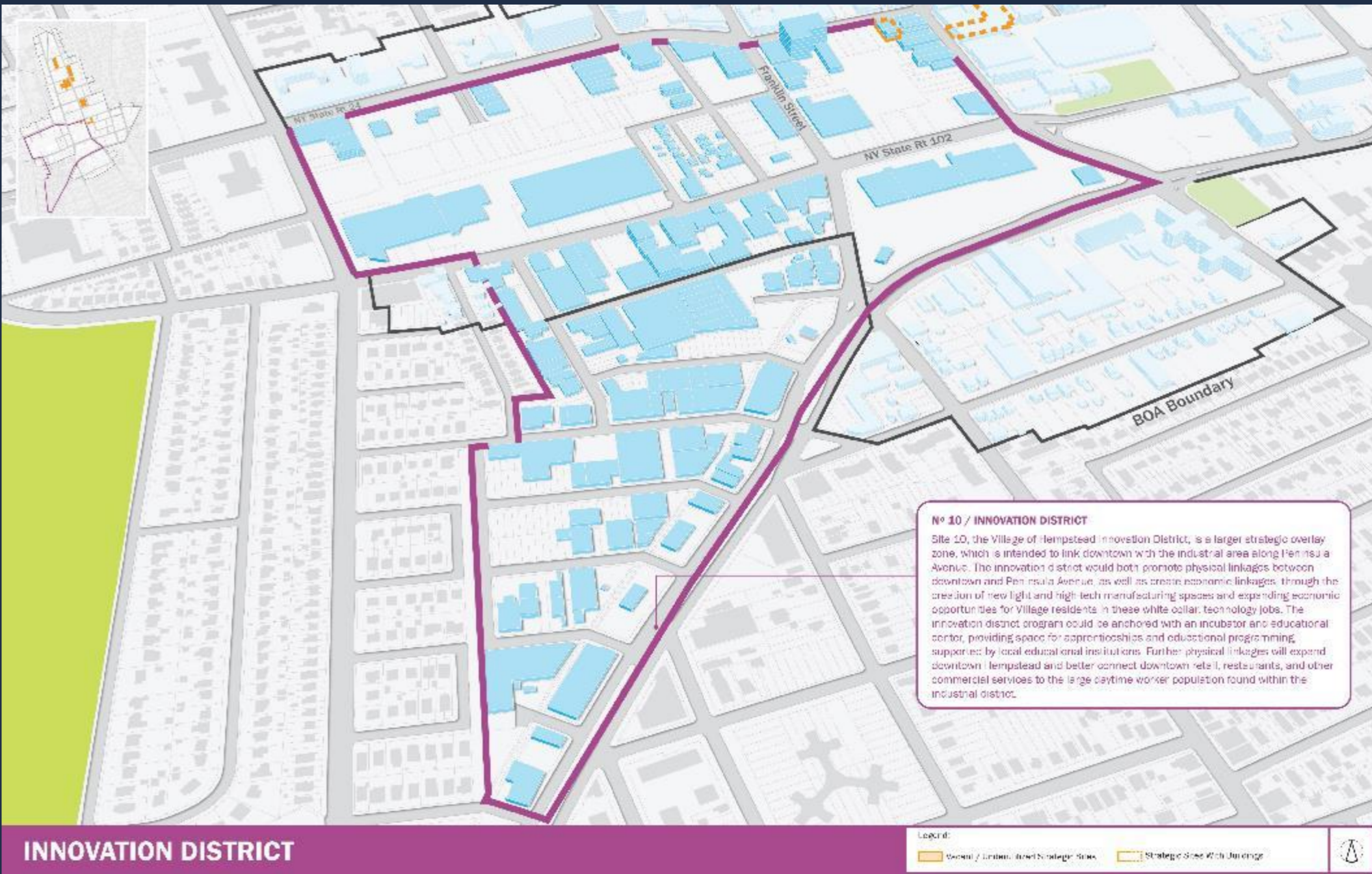
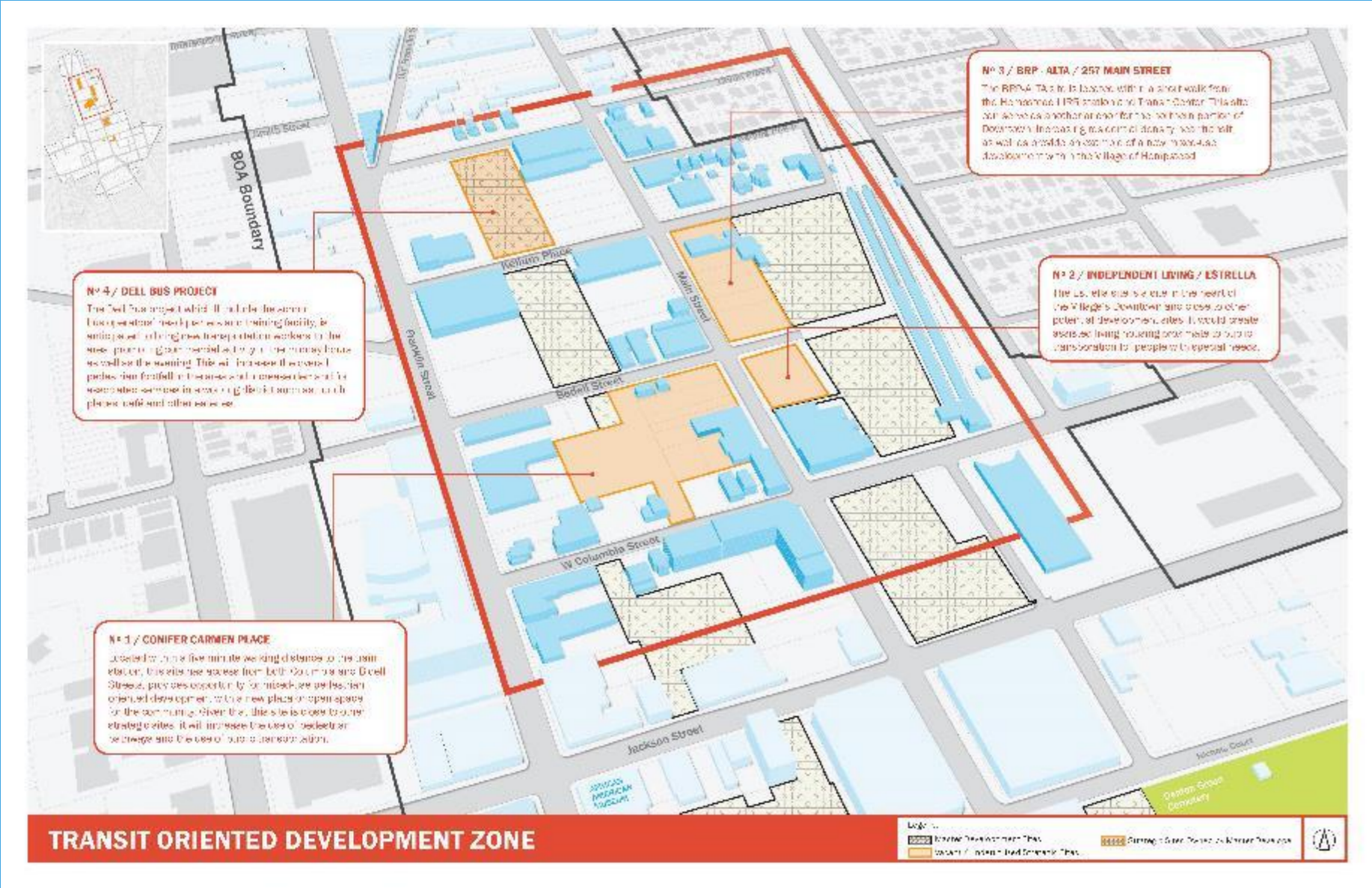
Prepared by  
**AKRF**



July 2020



# LEVERAGING PREVIOUS WORK



# REAFFIRMING AND BUILDING ON WORK DONE FOR THE 2020 BROWNFIELD OPPORTUNITY STUDY

# CAPITALIZING ON THE INNOVATION DISTRICT



The Village of Hempstead Innovation District is a large strategic overlay zone, which is intended to link downtown with the industrial area along Peninsula Boulevard. The innovation district would promote physical linkages between downtown and Peninsula Boulevard, as well as create economic linkages through the creation of new light and high-tech manufacturing. Physical links would better connect downtown retail, restaurants, and other commercial services to the large daytime worker population found within the industrial district.

INNOVATION DISTRICT

Legend:

 Vacant / Underutilized Strategic Sites

 Strategic Sites With Buildings



# BENEFITS OF DRI

PRIVATE & PUBLIC INVESTMENT

JOB CREATION/OPPORTUNITY

WORKFORCE DEVELOPMENT

TAX REVENUE

# PUBLIC PARTICIPATION

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# QUESTIONS / ENGAGEMENT ACTIVITIES

# What is your Vision for the Village of Hempstead's Downtown?

# What are the strengths or assets of Downtown Hempstead?

# What are the weaknesses or challenges of Hempstead's Downtown?



# What would like to see in the Downtown DRI area?

Mix of Housing

Medical / Research Office Space

Industrial Opportunities

Educational or Institutional Services

Retail and Businesses

Community Facilities and Services

**If you could reimagine one thing in Downtown Hempstead,  
what would it be?**

# How would you invest \$10 million into Downtown Hempstead?



THANK YOU



Laberge  
ENGINEERING  
ARCHITECTURE



Group  
SURVEYING  
PLANNING



***SUBMIT QUESTIONS  
AND COMMENTS ONLINE***

*[www.labergegroup.com/hempstead](http://www.labergegroup.com/hempstead)*