

Date: June 28, 2023

Project Name: Long Beach NY Forward  
Subject: Local Planning Committee Meeting #2

Meeting Location: 6th Floor, Long Beach City Hall, 1 W Chester St, Long Beach, NY 11561  
Meeting Date: June 28, 2023  
Meeting Time: 12:00-2:00 PM

Participants: **Local Planning Committee**  
Ronald J. Walsh (Co-Chair)  
Resi Cooper (Co-Chair)  
Jacquetta Odom  
Myra Dejesus  
Luke Heneghan  
Pastor Mark Moses  
Anthony Rector  
Nicole Bergman  
Darren Gallo  
Tara Lannen-Stanton  
Johanna Mathieson-Ellmer

*Not present: Rabbi Jack Zanerhaft, Rob Richards, Brian Berkery, Leah Rosensweig-Tozer*

**New York State**

Kevin Garrett, Department of State (DOS)  
Elizabeth Muehlemann, Empire State Development (ESD)

**City of Long Beach**

Patricia Bourne, Director of Economic Development & Planning  
John McNally, Director of Public Relations & Special Projects  
Cindy Rogers, Deputy City Manager  
Jordan Schieber, Assistant Planner

**Consultant Team**

Peter Van den Kooy, Associate Principal, BFJ Planning  
Silvia Del Fava, Associate, BFJ Planning

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The purpose of this meeting was for the Local Planning Committee (LPC) to discuss an update on the Downtown Profile and Assessment and a revised version of the Vision, as well as refine Goals and Strategies through an interactive exercise. Approximately one member of the public joined the meeting as attendees. The presentation is posted on the [Long Beach NYF Website](#).

### Introductions and NYF Code of Conduct

- Peter Van den Kooy of BFJ Planning started the meeting by introducing the LPC, consultant team, NY State team, and City staff.
- Resi Cooper read the LPC preamble for disclosure and recusal.

### Planning Process and Engagement Updates

- Silvia Del Fava of BFJ Planning presented an overview of the NYF timeline, the upcoming pop-up event, and public workshop.
- Ms. Del Fava stated that Public Workshop #1 will take place on July 12, 2023 (7-9 PM) at the City Hall Auditorium, 6<sup>th</sup> Floor. This meeting will include an interactive component to solicit feedback on community needs, challenges, and opportunities; and community vision and goals. It is requested that the LPC helps spread the word about the upcoming Public Workshop via social media promotion and the distribution of flyers. LPC members are encouraged to participate to the workshop to hear public feedback but they will not have an active role that evening.
- Ms. Del Fava described the launch of Online Engagement in coordination with the Public Workshop on July 12, 2023. This will consist of an interactive “Ideas Wall” exercise hosted through Social Pinpoint.
- Ron Walsh suggested that the LPC members are listed on the boards at the pop-up event. Mr. Walsh also reminded LPC members that people may suggest project ideas, but is important to ensure project readiness and viability.
- Elizabeth Muehlemann stated that it is essential that all potential applicants fill out the NYF project form.
- Members of the LPC emphasized the importance of involving businesses/landlords in the NYF area, despite the fact that some landlords do not want to invest or participate in the process. An LPC member stated that is acceptable if a business owner or landlord does not want to adhere to the uniformity of buildings, however, they must maintain their properties.
- Resi Cooper reiterated the importance of outreach to property owners in the NYF area, especially those who support transit-oriented development, which was mentioned as a priority in the NYF application.
- An LPC member stated that community partnerships should be developed in the future to maintain this momentum and help with grant opportunities. The LPC could remain in place after the NYF program to have follow up discussion on how to implement the vision for Long Beach.

### Open Call/Office Hours

- Ms. Del Fava described the purpose of the Open Call as a process used to identify NYF projects sponsored by private or non-profit entities. All potential sponsors must submit an Open Call Project Form, including public entities
- Ms. Del Fava stated that the Open Call was launched on June 26, 2023 and submissions will be accepted until August 9, 2023 (11:59 PM). It is available on the project website.

- The Project Team will host Application Assistance Office Hours virtually on July 19, 2023. Additional one-on-one opportunities will be available for members of the public that would like to submit a project. Registration for this event will be publicized on the project website.
- An LPC member asked if a project proposal can be located outside the boundary. The Project Team explained that the NYF Project Form states that the boundary can be adjusted dependent on project ideas.

#### **Downtown Profile and Assessment Highlights**

- Mr. Van den Kooy provided an overview of progress on the consultant team's development of the Downtown Profile and Assessment.
- The section began with maps showing the Regional Context of Long Beach and the NYF boundary.
- Van den Kooy provided a summary of past planning efforts, including the ongoing Comprehensive Plan (2022-2023). The NYF process will build upon the City's previous planning efforts, as well as recent/pending investment in the NYF area. These investments include \$2.5 million in improvements to Park Avenue underway (supported by NYS funding), pedestrian safety projects underway around City Hall, and planned MTA/LIRR rebuilding of LIRR station and platform.
- Van den Kooy continued the Downtown Profile section with an overview of economic and demographic findings. Key takeaways included:
  - There has been population growth in most race/ethnic groups.
  - Long Beach is older and gaining population at a slower rate than Nassau County.
  - The NYF area has few residents and is primarily commercial. Population counts of the NYF area are based on Esri estimates.
  - The NYS DEC mapped the North Park Neighborhood, including part of the NYF area, as an Environmental Justice Area.
  - The ownership rate increased in Long Beach between 2010 and 2021.
  - The overall vacancy rate increased from 11.3% in 2010 to 13% in 2021.
    - However seasonal units have increased during the same timeframe.
  - The median rent in Long Beach in 2021 was \$2,159, requiring a household income of \$86K to be affordable.
  - The NYF area includes 283 businesses: 47 of which are in Food Services, 22 in Professional, Scientific and Tech Services, and 33 in other services.
  - The NYF Area employs 2,206 people, and there is an average of 7.8 employees per business.
  - In Long Beach, apartments pose the greatest real estate opportunity. There is some potential for flex research & development and retail uses. There is little senior housing demand and no office demand.
- An LPC member stated that there might be other residential uses in the NYF area not captured by the analysis, i.e. a nursing home.
- Ms. Del Fava presented maps of Land Use, Zoning, Transit Networks, City-Owned Land and Historic Sites, FEMA Flood Hazard Areas, and Commercial Districts.

- Ms. Del Fava concluded the section with an overview of challenges and opportunities. This included opportunities to:
  - Improve safety and conditions of crosswalks
  - Add greenery & seating
  - Increase visibility and consistency of wayfinding signage
  - Create a more unified streetscape

### Visioning Exercise

- Ms. Del Fava introduced the Visioning Exercise by presenting the revised preliminary Downtown Vision and a re-cap of LPC-identified top priorities or opportunities for the Long Beach NYF.
- LPC members were satisfied with the revised version of the vision statement, which will be tested with the public at the first workshop for further feedback.
- Ms. Del Fava explained that the purpose of the exercise is to move from a vision that guides the process, to goals that are action-oriented to move towards the vision, to revitalization strategies that are discrete, measurable actions required to achieve a goal. The strategies will be a few for each goal.
- The Visioning Exercise began with Goal #1 focused on street safety and connectivity. In addition to the priorities and projects proposed at LPC Meeting #1, the LPC identified the crossing of National Blvd, between Kennedy Plaza and Starbucks as a priority area. There is no light there, the corners do not match up, and there are often conflicts with parked cars.
- The LPC discussion of Goal #2 focused on making Long Beach a year-round regional destination with a variety of attractions. The LPC identified additional opportunities as the Burger King site, Temple Israel due to the space being underutilized and in need of remediation, Library, Verizon building, and currently vacant Five Guys. An LPC member suggested the dance studio site on Long Beach Blvd and Park Ave, which is a good project that has received permits but the developer is running into remediation issues that will delay the project. The Project Team noted that past DRIs have covered, at least in part, remediation costs for capital projects.
  - A member of the LPC volunteered to reach out to the developer of such site to inform them about the NYF program
- Goal #3 highlighted public sites resident opportunities. Sites mentioned, in addition to Kennedy Plaza, the LIRR station, the library, included:
  - The bus stop and waiting area, which needs seating, and may have planned improvements already funded.
  - A structure for vendors on Kennedy Plaza, to complete a vision for a more vibrant plaza.
  - The western portion of the Stop & Shop parking lot, which is less utilized.
- Goal #4 focused on uniformity and continuity of streetscape. Previous LPC-identified priorities included gateway enhancements, consistency of streetscapes, and a consistent theme/brand.

### **LPC Discussion on Project Requirements**

- The LPC can review project requirements and eligibility criteria as listed in this presentation.

### **Next Steps and Public Comment**

- Promote Open Call for Projects and Conduct Outreach
- Finalize Vision, Goals, and Strategies
- Continue working on Downtown Profile and Assessment for State Review
- Begin Project Profile Development (public and private)
- Upcoming Public Outreach Events:
  - Pop-Up Event: Sat, July 1, 2023 (rain date: July 8) @ Farmer's Market & Arts on the Plaza in Kennedy Plaza
  - Public Workshop #1: Weds, July 12, 2023 (7-9PM, City Hall, 6th Floor)
  - LPC Meeting #3: Weds, August 16, 2023 (12-2, City Hall, 6th Floor)
  - LPC Meeting #4: Weds, September 20, 2023 (12-2, City Hall, 6th Floor)