

The Economic Benefits of “Complete Streets” Projects



Nassau County Infill Redevelopment Feasibility Study
Baldwin – Public Presentation
October 29, 2013



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Agenda

- **Presentation – Overview** (30 mins)
- Break-out Sessions (45 mins)
- Wrap-up (15 mins)



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Study Goals

- **Enhance** livability, sustainability, and economic development
- **Promote** transit-supported development in Baldwin and Nassau County
- **Engage** the community
- **Catalyze** the development process



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This project is funded by the **Partnership for Sustainable Communities**, a HUD program designed to encourage smart development.



Coordinating investments in housing, transportation, water, and infrastructure.

Increase neighborhood prosperity

Help people live closer to jobs

Save households' time and money

Reduce pollution



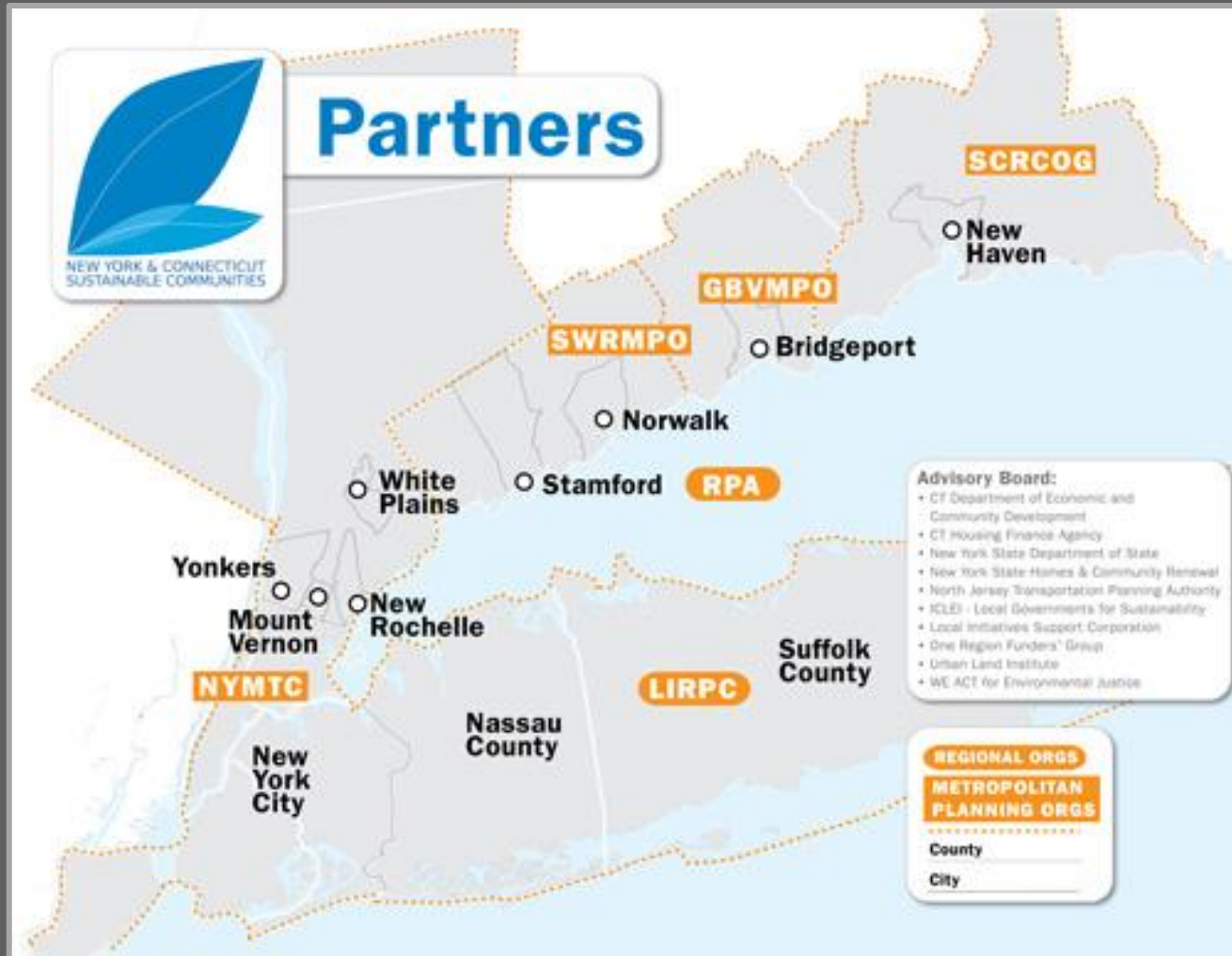
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The Larger Regional Effort



<http://www.sustainablenyct.org/>



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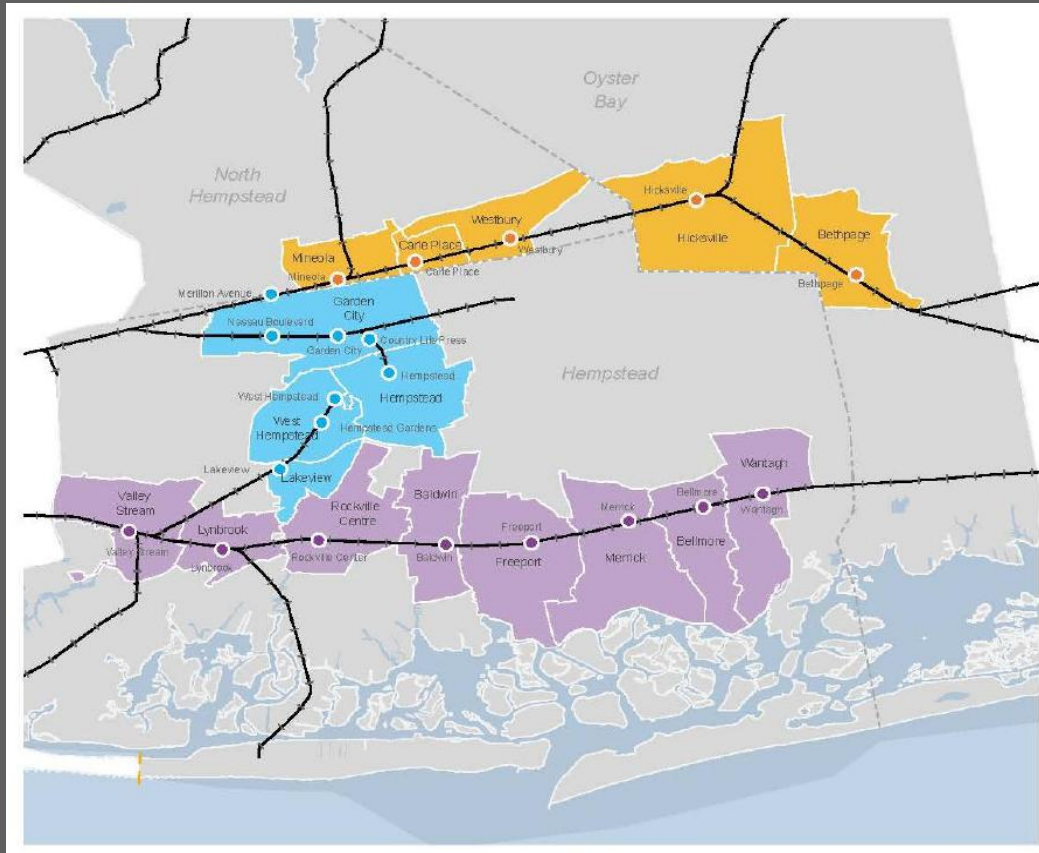
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The Nassau County Infill Redevelopment Feasibility Study evaluated 21 communities and selected Baldwin, Lynbrook, and Valley Stream.

- BALDWIN
- BELLMORE
- BETHPAGE
- CARLE PLACE
- COUNTRY LIFE PRESS
- FREEPORT
- GARDEN CITY
- HEMPSTEAD
- HEMPSTEAD GARDENS
- HICKSVILLE
- LAKEVIEW
- LYNBROOK
- MERRILL AVENUE
- MERRICK
- MINEOLA
- NASSAU BOULEVARD
- ROCKVILLE CENTRE
- VALLEY STREAM
- WANTAGH
- WESTBURY
- WEST HEMPSTEAD



Baldwin
Complete
Streets
Strategy

Lynbrook
Downtown
Growth
Strategy

**Valley
Stream**
Redevelopment
Potential



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October 25, 2012 Civic Focus Group Feedback

- **Connect Grand Avenue** across Sunrise Highway
- Focus on **sustainability**
- Improve Baldwin's image as a **diverse, prosperous community**
- Accept mixed-use/multi-family & retail-oriented development, with an **emphasis on scale and connections**



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Challenges

- **Lack of direct control** over planning efforts
- **Sprawling** land use patterns
- **Dependency** on the automobile
- **Irregular** commercial development patterns



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Opportunities

- Selection in the NCIRFS and **direct partnership** with the County
- Strong **desire** and **readiness**
- Transit **connection** to NYC and improved walkability within the Hamlet
- *Places to Grow*: Baldwin has **high potential** for growth and development
- Potential to **focus growth** in the downtown station area
- Connect with the on-going **NY Rising Community Reconstruction** project in South Baldwin



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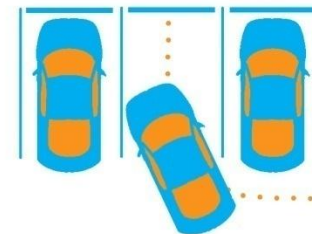


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Baldwin's Pilot Project



Complete Streets



Enhanced Parking Strategies



Mixed-Use Development



Recreation & Public Spaces



Infill & Repurposing



Sustainable Residential Development



Pedestrian Safety



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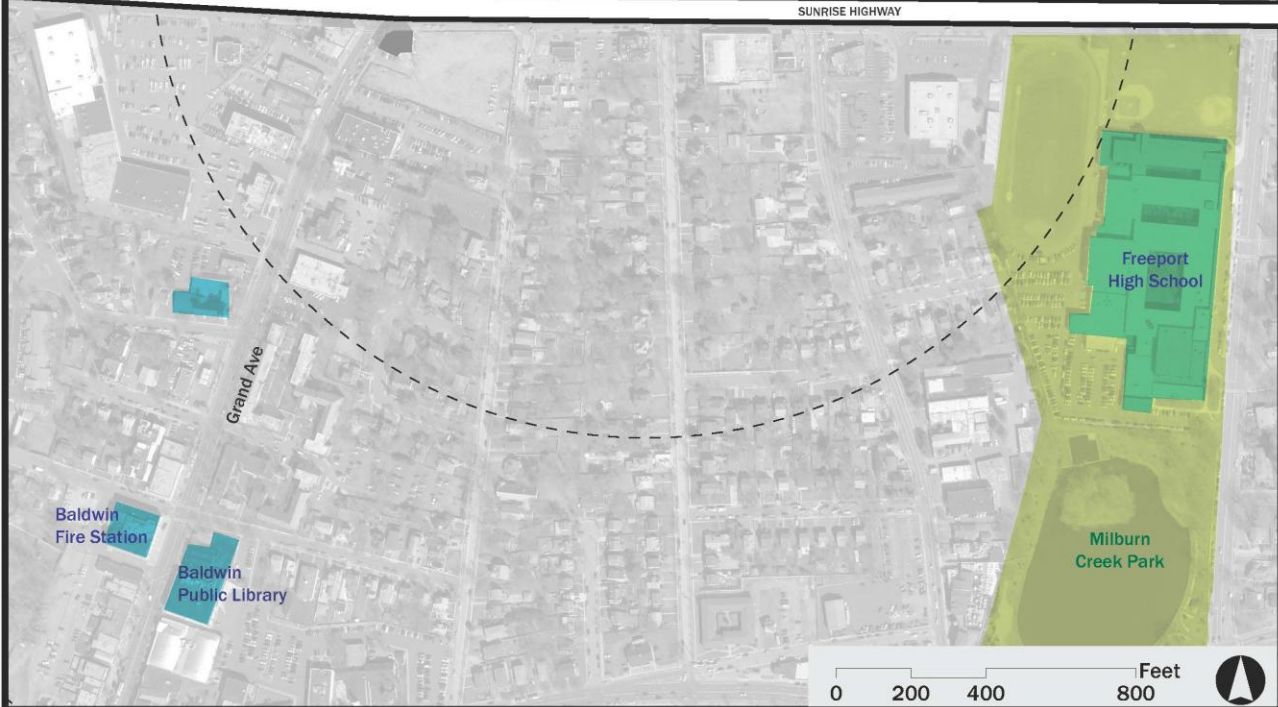
Baldwin Station Town of Hempstead












- Transit Station (train)
- 1/4 mile radius from station
- Transit Routes (train)
- Crossing
- Potential Development Sites
- Key Commercial Corridors
- Barriers to Movement
- Priority Pedestrian Improvement Locations
- Major Intersection

- Pertinent Land Use**
- Commercial/Retail
 - Civic

SUNRISE HIGHWAY



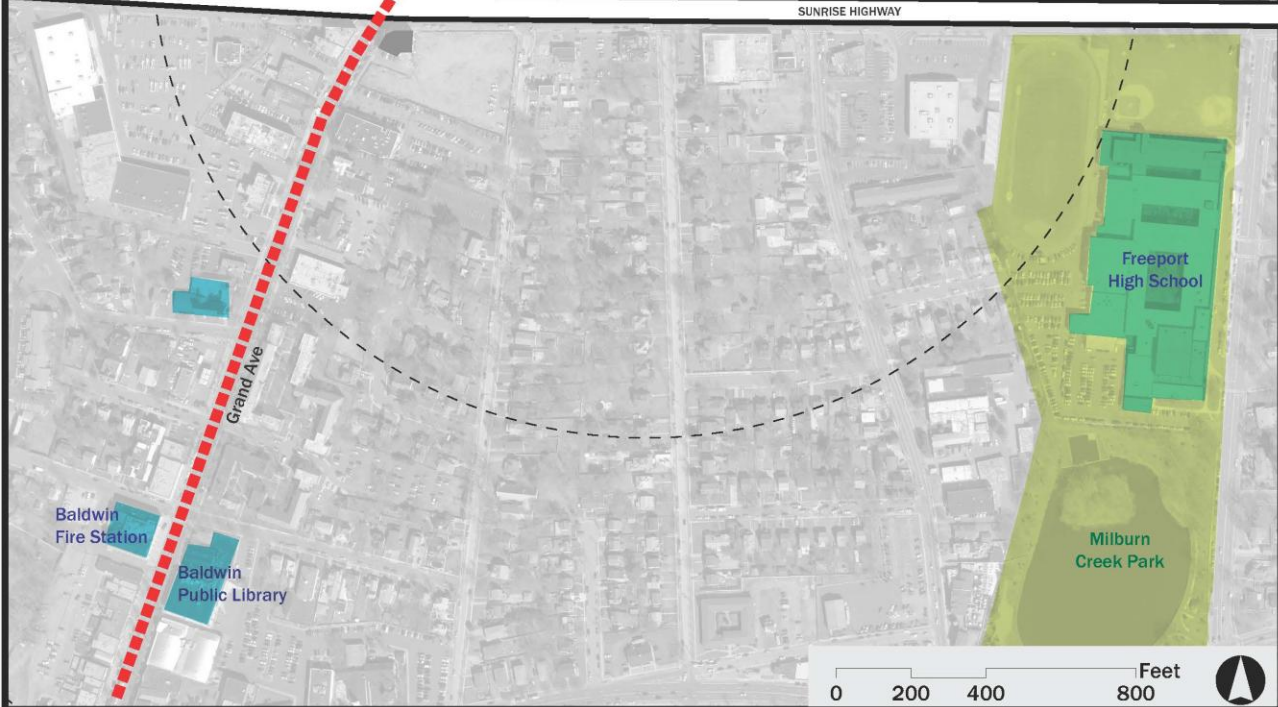
Baldwin Station Town of Hempstead

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- Pertinent Land Use**
-  Commercial/Retail
 -  Civic



SUNRISE HIGHWAY



**Discontinuity
between north
side and south
side of Sunrise
Highway**

Baldwin Station Town of Hempstead



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SUNRISE HIGHWAY

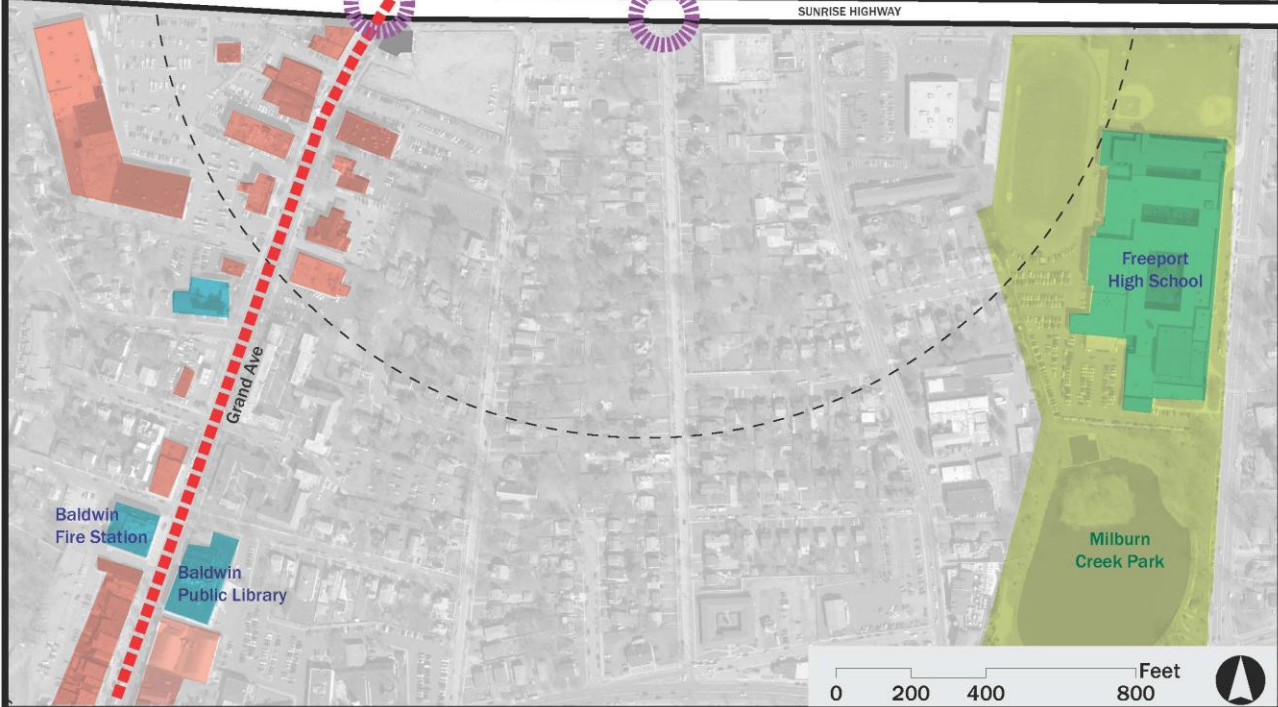
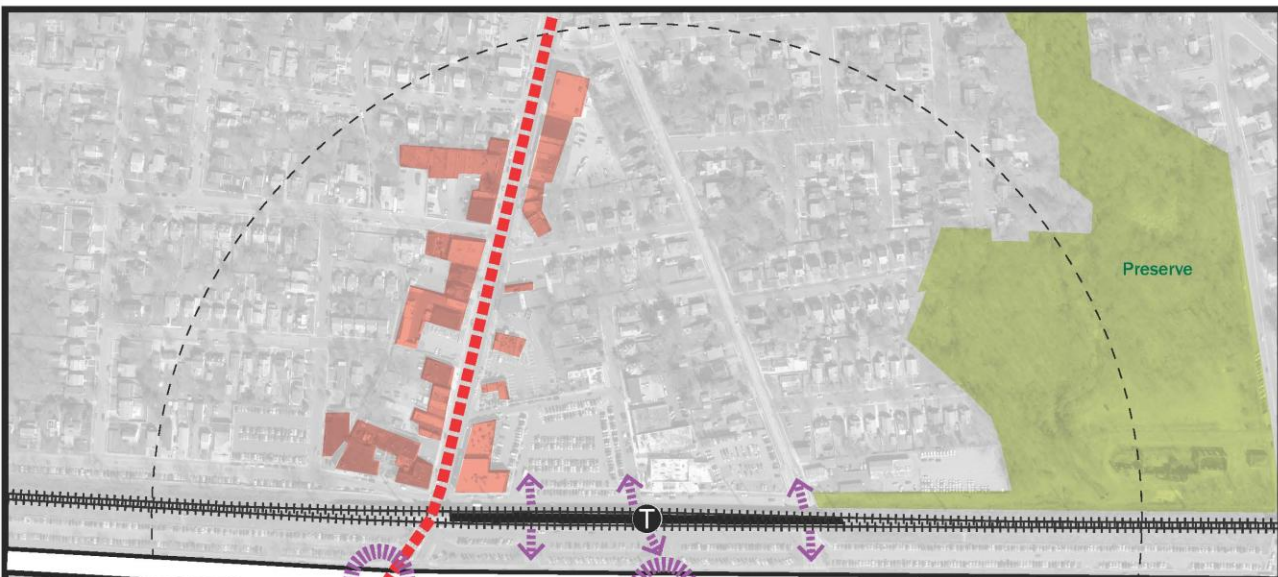


Sporadic retail patterns

Baldwin Station Town of Hempstead

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Pedestrian barriers

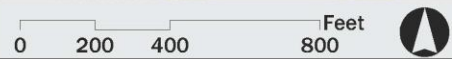
Baldwin Station Town of Hempstead



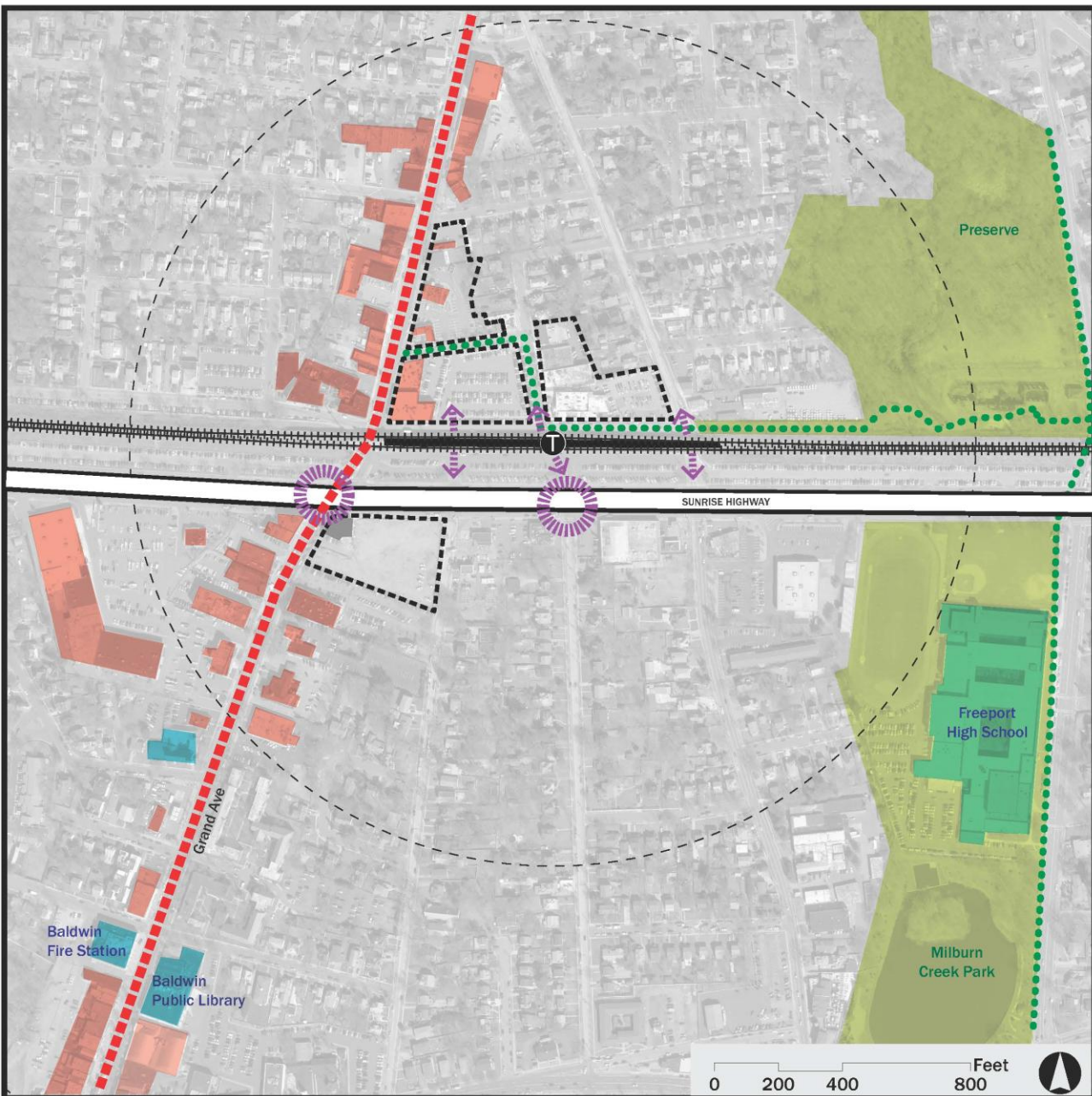
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**Lack of
walkability**



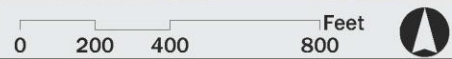
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Community-identified potential development sites



The Benefits of a “Complete Street”

Improves pedestrian safety and reduced auto collisions

Revitalizes a Downtown district or retail corridor

Strengthens municipal budgets and increases tax revenues

Elevates local economic activity



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Typical “Complete Streets” Design Strategy



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Case Studies to Highlight Economic Gains

HR&A identified three case studies where an investment in “complete streets” resulted in positive and quantifiable economic benefits for the community.

★ University Place, WA

★ Hamburg, NY

★ Baldwin, NY

★ Lancaster, CA



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Key Findings from Case Studies

A \$7 to \$10 million investment in “complete streets” can generate returns ranging from \$20 to \$100 million.

These returns produce tangible outcomes:

Creation of new jobs
Attraction of new businesses
Reduction in retail vacancies

Small-scale projects can catalyze large-scale revitalization.



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Case Study 1: City of Lancaster, CA

Use of “complete streets” to advance economic development agenda



Location

Central retail artery
(Lancaster Blvd)

Scale

9 blocks
(0.6 miles)

Timeline

Proposed in 2008
Completed in 2011



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Case Study 1: City of Lancaster, CA

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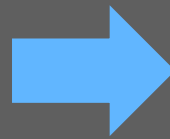
Investment

Public investment
of **\$11.5 million**

Wider sidewalks

Reclaimed public
space

Extensive tree
plantings



Outcome

\$130 million new
private investment

1,900 net new jobs

48 newly created
local businesses

Source: US Environmental Protection Agency, 2012 National Award for Smart Growth Achievement, <http://www.epa.gov/smartgrowth/awards>



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Case Study 2: Village of Hamburg, NY

“Complete streets” as a growth driver during an economic slowdown



Location

Village central core
(Rte. 62 & Main St)

Scale

1.8 miles

Timeline

Proposed in 2006
Completed in 2009



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Case Study 2: Village of Hamburg, NY

“Complete streets” as a growth driver during an economic slowdown

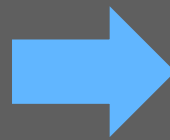
Investment

Public investment
of **\$20 million**

Narrowed lanes

Four new
roundabouts

Increased street
parking



Outcome

Revitalization
of the town center

33 development
projects

3% vacancy rate
versus 10% village
average



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Case Study 3: City of University Place, WA

Long-term economic benefits of “complete streets” investments



Location

Major thoroughfare
(Bridgeport Way)

Scale

1.5 miles

Timeline

Proposed in 1996
Completed in 2002



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Case Study 3: City of University Place, WA

Long-term economic benefits of “complete streets” investments

Investment

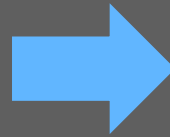
Public investment
of **\$8.2 million**

(funded by state & city)

Removed traffic lane

New landscaped
median

Added bike lanes



Outcome

Durable local
economic impacts
after 10 years

Lower vacancy than
city average

60% higher rents
than city average



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Next Steps for Baldwin

- **Planning and Community Outreach**
 - **Host** workshops to define a vision for the project based on community sentiment.
 - **Determine** economic development goals.
- **Technical Feasibility**
 - **Engage** Nassau County to gather data on current and projected traffic volumes.
 - **Coordinate** with other agencies involved in creating a complete street (i.e. NYSDOT).
 - **Determine** project Area and potential project phasing.
- **Design**
 - **Identify** a designable and implementable “complete streets” project.
 - **Work** with Nassau County to identify potential funding.
 - **Collaborate** with the community on final design.
- **Construction / Implementation**
 - **Execute** design plan and inform the community of progress.



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Questions for the Community

- Would you like to see a complete streets project in your community?
- Do you see Grand Avenue becoming a denser place?
- What types of density would you like to see?
- Is walkability to the LIRR station important?
- How would the Sunrise Highway crossing be improved?
- Are financing strategies available to implement this project?
- What are other critical next steps?



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Thank You

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