

SEEKING A SHARED VISION FOR NEW CASSEL

Vision Plan for New Cassel



Sponsored By

Town of North Hempstead

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Disclaimer

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PROLOGUE

The Vision Plan is the first step in the process to heal a community, making it whole, alive, vibrant and complete. The themes and design elements presented here are flexible, and serve as a general frame for final design. These types of street designs, mixed use building types, public space, mixes of housing for everyone, and other options, although based on long felt needs of the heart, have many challenges. Pro-active planning is much more complex and involving than reactive planning. Details are important. Vigilance requires many short term and long term players.

Many stakeholders took part in these sessions, and learned the common vocabulary, the inter-relationships and importance of each part to the whole. But many, many more people must now become engaged in this ongoing process. Follow-up work sessions, meetings, events, and efforts are needed. Phasing and early wins are essential.

The quest for a vision changes the way we manage. Instead of power and control for security, the community seeks beauty, pride, and passion for accomplishment, people, and place. It is a long, hard road. The communities we most often visit and return to were won the same way, one day at a time.

Summary of Findings

Executive Summary

Process Summary

Seeking a Shared Vision for New Cassel

Vision & Action Plan Executive Summary

THE COMMUNITY VISIONING EVENT

Over the course of five hot days this past July, residents, business and property owners, civic groups, labor, clergy, seniors, homeowners, renters, government officials, and youth worked together to create a vision for a revitalized downtown corridor in New Cassel. A four-day community based planning event, “Seeking a Shared Vision for New Cassel,” was sponsored on July 25– 29, 2002, by the Town of North Hempstead in partnership with Unified New Cassel Community Revitalization Corporation and Sustainable Long Island. The nationally renowned planner, Dan Burden facilitated parts of the process and was supported by a team of local architects and design professionals.

The process was focused on defining workable visions and solutions for specific neighborhood issues. All were welcomed to attend the public workshops. Translation was provided in Spanish and French/Haitian Creole for those residents for whom English is a second language.

According to Dan Burden, who has facilitated over 1,000 similar events nationally, “Seeking a Shared Vision for New Cassel” resulted in not only incredible community cooperation, but had record-breaking attendance. The event was covered by many local news media including Newsday and News 12 Long Island. [The Process Summary contains a description of the New Cassel Community Visioning event.]

COMMUNITY VOICES

According to an informal survey conducted on the first night of the event, New Cassel community residents’ highest priority is a safe, clean environment. Participants’ concerns for youth were expressed in their desire for better schools and a youth recreation center. Other important priorities identified were the ability to shop for essential goods and services in New Cassel, and for all residents to live in adequate, well-maintained housing.

Sustainable Long Island was charged with compiling the extensive community input into this conceptual Vision Plan. The primary theme of the Vision Plan is to define how to transform New Cassel’s suburban-sprawl type of development pattern into a more walkable village pattern. This method gives greater weight to the needs of people afoot or on bicycles. An increase in density provided by mixed-use buildings will help create the economic base needed to support the retail and commercial enterprises that participants hope to see in a revitalized New Cassel.

The Vision Plan contains concepts for a proposed reconstruction of Prospect Avenue, New Cassel’s downtown corridor. A better designed Prospect Avenue could slow down traffic and change the character of the street by the addition of bulb outs, pedestrian scaled lighting, streetscaping, and a raised median between travel lanes. An engineering study will be required to verify the initial findings, but it appears that traffic could be adequately handled if the features recommended are provided.

The entire length of the corridor could be redeveloped, but the initial emphasis should be directed at key locations. These include gateway areas at both ends of Prospect Avenue, the intersection at Grand Street and Prospect Avenue, and the intersection of Urban Avenue and Prospect Avenue. Buildings could follow principles that create secure, comfortable, walkable environments, including mixed uses, limited setbacks, large windows oriented to the street, and well-lit connections to off-street parking behind buildings.

Community members expressed strongly a need to create spaces for youth activities, cultural events, and other shared activities. Many people agreed that the Grand Street school site is ideal for this purpose. They envisioned an activity center that could share facilities with the Senior Complex behind the school. The Vision Plan incorporates this idea, including inter-generational activities and programming.

Overcrowded housing was often cited as a problem during the visioning process. Housing for a variety of income levels and diverse needs was proposed as a solution. Mixed-use buildings with residences over businesses, clustered small homes around shared green space, and carefully designed sites for multi-family dwellings are concepts successfully used in other communities to meet similar housing needs. Some of these strategies may require a change in zoning or codes.

Visioning participants cited that parks in New Cassel need expansion and upgrading. Small spaces throughout New Cassel's neighborhoods might be used to create "pocket parks." These spaces might be large enough for just a picnic table or bench, or they could be large enough for a fountain and a part-time, open-air market. A conceptual redevelopment plan for the existing Martin "Bunky" Reid Park is included in the Vision Plan.

PROSPECT AVENUE CORRIDOR CONCEPTS

Street Design

Prospect Avenue is a dominant factor in determining how people experience New Cassel. More in-depth traffic studies could be conducted to determine appropriate modifications to the street.

Travel Lanes

Two travel lanes of 10 feet are proposed for Prospect Avenue. Narrow lanes shorten pedestrian crossing distances and provide space for the other amenities.

Medians

Medians provide buffers between opposing lanes of traffic, increase carrying capacity, and reduce crashes. Medians perform this function by eliminating conflict points and restricting the friction of crossover traffic and lane stoppages at turning points.

Access Easements

Driveways on Prospect Avenue could be limited in number and width. This strategy reduces the number of conflict points with people on sidewalks, maximizes curb parking, and aids in the smooth flow of traffic.

Sidewalks

Youth and adults cited the need for a continuous system of sidewalks throughout New Cassel.

Planter Strips/Materials

Planter strips provide places outside sidewalk space for traffic signs, fire hydrants, utility boxes, and other operational elements for streets.

Sitting Places

Participants expressed a desire to welcome people to the community and the street, make them comfortable, and invite them to stay.

Transit Shelters

Shelters could be enclosed on three sides with transparent material with benches, and trash receptacles. Graphics could be limited to route maps and sponsor names.

On-Street Parking and Buffer Zones

On-street parking is crucial to the success of retail businesses in a village-style development. Buffer zones or bicycle lanes provide clearance between moving and parked cars on the redesigned Prospect Avenue. This space is marked with a stripe located six-feet from the curb face to designate the width of the parking bay. A second stripe is placed seven-feet from the edge of this line. The distance between the stripes, called the buffer zone (or bicycle lane), is seven-feet. Special colored paving material can be used to accentuate the area.

Deliveries

A loading zone for delivery vehicles could be designated on side streets where feasible, behind buildings with through-access, or in on-street parking areas.

Intersections

Several intersections are key sites in the Vision Plan, serving as focus points for new development and activity. The Vision Plan outlines ways to increase pedestrian safety while enhancing vehicular capacity along Prospect Avenue.

Crosswalks, Markings, and Signal Heads

Crossings at existing intersections along Prospect Avenue are only marked on some approaches, which do not always provide the most convenient route for pedestrians. Signal timing could automatically provide a walk interval.

Curb extensions/Bulb outs

Curb extensions or “bulb outs” are extensions of curbing that reduce the curb-to-curb width across the street. Bulb outs could be used at every intersection on Prospect Avenue and at sites where mid-block crosswalks are provided. Bulb outs also shorten the crossing distance for pedestrians, so they can cross in shorter traffic gaps. Bulb outs at intersections slow turning traffic, provide added space for street amenities, protect parked vehicles, and improve sight lines.

Off-street Parking

Existing off-street parking is unsightly, with many overflowing trash bins, trash, and abandoned equipment. Environmental design practices that create well-lit parking areas that can be seen from the buildings and street can be used to improve security. Property edges can then be defined with a line of trees or low-growing shrubs.

Utilities

The most essential issue surrounding telephone, cable, and power utilities is minimizing their impact on the visual quality of the street.

Landscaping

New Cassel is blessed with many mature trees, although some may not be located in an ideal place. Existing trees may be pruned and cared for, and new trees added, to create a full canopy and provide a visual separation between the street and sidewalk. A continuous system of street trees will have the greatest impact on the enhancement of the street and sidewalk environment.

Lighting

Streets that remain attractive at night have three common lighting elements. Pedestrian-scale and taller vehicle-scale luminaries combine as the first two elements. The lower, pedestrian-scale lamps provide warm radiant light, creating continuously lit corridors. The third element is theme lighting. Theme lighting often includes lights focused on building edges, crowns, entryways or other locations celebrating buildings and public space.

Buildings

Community visioning participants were eager for a face-lift for the community that would include new facades for the buildings that front Prospect Avenue, and either a new building or a new use for the old school building on Grand Street.

Consistency of design is a common trait among successful commercial areas. When consistent building types are used, the street is perceived as highly ordered and cohesive, in spite of significant stylistic variations. Transitions between commercial and residential use on Prospect Avenue could be achieved with careful planning. Too often, simple decisions about the location of entrances or parking can make the difference between a lively street and an unpleasant road.

Single-Use Buildings

Prospect Avenue has an abundance of single-use commercial buildings and churches. Many people said they would like convenient access to specialty shops, a pharmacy, and restaurants. Prospect Avenue presents an outstanding opportunity. Some of these businesses could be located in single-use buildings, but the best use of development opportunities would include multiple uses.

Mixed-use Buildings

Rather than limiting use to retail or offices, mixed-use buildings include residential floors. For example, an office or training complex could have ground-floor retail that caters to the needs of commercial and residential building inhabitants as well as nearby residents. Perhaps a coffee stand, a dry cleaner, and a specialty mailing service could be housed on the ground floor. More people to living downtown could increase the volume of shopping done there.

Storefronts

Storefronts and interior spaces are important factors in both perceived and real safety. Window signs should cover no more than a predetermined percentage of window space. Shelving and displays in storefronts should be no higher than a predetermined height for increased visibility.

Fences and Edges

Low, attractive fences and landscaping features could be used to separate sidewalks from parking lots or yards.

Pocket Parks and Open Space

Prospect Avenue provides many opportunities for the development of sites for public use.

Brush Hollow Gateway Entrance

A gateway is a feature in or near the street that greets people as they enter the community. A gateway at this location in combination with redevelopment would greatly enhance the sense of community.

Bond Street Gateway, Housing, Retail Node

The consultant team observed that some consideration could be given to the possibility of eliminating the connection between Bond Street and Prospect Avenue. It appears that such a closure might have a minimal impact on the street grid and on just a few homeowners. If this were done, and the adjacent parcels were acquired, a large parcel suitable for housing or mixed use might be available. This increased density could help support the small supermarket that many participants envisioned between State Street and Bond Street.

Grand Street Node

Several vacant parcels at this site could provide an excellent opportunity to develop mixed-use properties on three or four corners.

THE ACTION PLAN & IMPLEMENTATION MATRIX

The Action Plan is included at the end of the Vision Plan for New Cassel report. (Elements of the Action Plan are included in this summary. Proposed timelines for each recommended action are provided in the Action Plan report.)

The Action Plan will explain how physical improvements at the identified sites could be done in immediate, intermediate, and long term implementation steps. Additional community programs that would complement the physical improvements are also included in the Action Plan. These include many ideas to build on the community involvement and cooperation that helped create a Vision Plan for New Cassel.

The Action Plan should be viewed as a preliminary summary of some steps that are needed for implementation. It is intended only as a starting point. It is a living document, meant to be altered, expanded, and edited as time goes on. Action Plan items are described, in brief, below. In the Implementation Matrix, items are summarized into Immediate, Intermediate, and Long Term phases. [Please refer to page 63 for the complete details of the Action Plan.]

Enforcement

Code enforcement and added police emphasis were requested by many participants. Stepped-up enforcement could send a clear message to those not in compliance that a new day has arrived in New Cassel. Community policing presence in a storefront or in the form of foot or bicycle patrol officers was suggested by some participants.

Community Cleanup Initiative

A volunteer trash pickup and street celebration could be arranged before winter weather begins. A celebration to share in the sense of accomplishment and pride might follow. Food, music, and laughter will be plentiful!

Funding

Funding needs and opportunities could be identified and outlined.

Community Art

The community's artisans could be invited to come together and think of their own plan to develop and place local art in public spaces.

Building Community Assets

Increased training and capacity building is needed for local business owners to facilitate their access to existing and new programs to help grow and maintain their business.

Traffic Engineering Study

Proposed street designs for Prospect Avenue could undergo close scrutiny to insure that a safe, smooth flow of traffic can be maintained in a two lane street.

Pedestrian Safety

Several immediate steps could be taken to improve walkability. Automatic signals could be timed to allow ample crossing time for pedestrians without requiring activation of the signal by pushing a button.

Streetscape Program

The refinement of elements in the Vision Plan could continue with development of detailed plans for improvements. The groundwork for this effort could begin now, with the public involved early in the process. The public could have a voice in the selection of all items. Streetscape plans could incorporate sites for local art to be commissioned as funds are identified. These details can define the community's culture and character to everyone who lives in New Cassel and for those visiting.

Gateways

Gateways at both ends of Prospect Avenue could be developed and installed. The gateways may be as simple as a sign beside the street or a banner. Later, when the street is redesigned, a grander gateway could be installed.

New Codes and Design Guidelines

Existing zoning codes could be evaluated to determine if they permit the type of development envisioned in this plan. Sustainable Long Island has proposed specific design guideline recommendations for future development within the New Cassel community, a list of any changes to the North Hempstead Town Code and/or change(s) of zone which may be necessary in order to implement the Vision Plan, and the steps needed for implementation of the Design Guidelines and the Code and Zoning Change recommendations included in the report.

Facade Improvements

A facade improvement program incorporating the architectural design guidelines could be established. In addition to resources for the private sector, the facade improvement program should include information on resources and technical assistance for religious institutions seeking facade improvements. Incentives such as grants or low-cost loans could be used to encourage tenants and property owners to participate. The recommended business association group could be involved in the development of the program to ensure that it meets the merchants' needs.

Youth Civic Program

The American Planning Association has a number of publications on how youth could be involved in community planning efforts. A school-base youth civic/planning program could provide these young citizens with an opportunity to influence the future of New Cassel.

Parks

A group of citizens interested in the parks could be organized to serve as a focal point for all park efforts in New Cassel. This volunteer group could select a strong leader who can organize people and negotiate with public agencies. The group could identify potential pocket park sites and evaluate sites such as the one on Swalm Street. Volunteers can help design and build a pocket park.

Community Multi-Use Center

Some work has already been done toward realizing the vision of a community center on Grand Street. It is important that this area be open and available to all residents for multiple purposes. The design process could allow public involvement to meet the most needs and garner widespread support. A skilled facilitator could help guide this process so that it results in an outstanding design endorsed by all stakeholders.

Process Summary

Seeking a Shared Vision for New Cassel

This portion of the report summarizes five days of activities conducted in New Cassel, from Thursday, July 25 through Monday, July 29, 2002. The process involved hundreds of citizens, community leaders, and professionals. Meeting minutes are provided in the Appendix.

Community Visioning Process

The community visioning process kicked off with a press conference held at the First Baptist Church of Westbury. Supervisor May W. Newburger of the Town of North Hempstead explained that the unity demonstrated by the clergy of New Cassel and the support of Sustainable Long Island helped create the momentum needed to develop a vision for New Cassel. She pointed out that the Unified New Cassel Community Revitalization Corporation was instrumental in bringing about the unification needed to develop a common vision. She thanked the many community leaders and volunteers who were ready to work together to create the vision and implement the action plan. Friday, July 26th was the beginning of a historic moment for the hamlet of New Cassel as 350 people witnessed the culmination of many months of organizing and helped launch a full weekend of community planning.

Elected and appointed officials present throughout the process included Town of North Hempstead Supervisor May W. Newburger; Councilman Anthony D'Urso; Councilman Fred L. Pollack; Councilman



Wayne H. Wink, Jr.; Councilman Thomas K. Dwyer; CDA Executive Director Neville Mullings; Commissioner of Bldgs., Planning & Economic Development, David I. Wasserman, AIA; Nassau County Legislator Roger Corbin; State Assemblyman David Sidikman; Senator Hillary Rodham Clinton represented by staff member Resi Cooper; Deputy Nassau County Executive Peter Sylver; Nassau County Deputy Commissioner of Planning Michael Levine; and Westbury Village Trustee Alphonse Campbell.

“This was the largest opening event for a community visioning that I have ever been a part of,” said nationally renowned planner Dan Burden of Walkable Communities.

Focus Groups

A series of focus groups were conducted on Thursday, July 25th. These meetings provided an opportunity for interest groups with first-hand knowledge of conditions and needs in the community to explain their issues to the design team. The groups included:



- Political Leaders
- Town Stakeholders
- Business and Property Owner Stakeholders
- Clergy and Religious Leader Stakeholders (luncheon)
- Childcare and Youth Leader Stakeholders
- Civic/Not-for-profit Leadership
- Unified New Cassel Community Revitalization Corporation Board Members



Each group was asked to explain what they hoped to get from the visioning effort. Responses in all groups emphasized the need for a clearly defined vision that can be implemented with early results to demonstrate that this effort would be more than just talk. Although many hoped for improved streetscapes and facades, they acknowledged that appearances alone wouldn't resolve the issues in the community. Absentee landlords, illegal housing, the lack of places for people to gather and to participate in activities, and access to needed services and programs were also identified as key issues.

The groups also provided valuable insights into the assets of the New Cassel community, including the unified clergy and numerous programs for people of all ages. Several developers are poised to invest in New Cassel. A number of funding opportunities were identified.

Many shared their belief that this visioning effort will be different because the citizens are involved and the Town wants their input. Details of the focus groups are in the Appendix.



Listening to the Youth



On Friday, July 26th the Consultant team visited the Park Avenue School summer program. The youth identified the Bunky Reid Park as their favorite place in New Cassel, but they pointed out they can't go to the park unless a parent or older sibling goes with them. They told the Consultant team they would like more parks closer to their homes. They also indicated that they want fast-food businesses, a youth center and more recreational playing fields.



The youth viewed a presentation featuring sets of photos of similar places, such as housing or public spaces to expose the viewers to possible architectural alternatives. Working with Consultant team members, they discussed the merits of each photo, then shared their preferences and reasons with the rest of the group. This exercise was used to introduce the youth to structures and places different than those currently in New Cassel, and to help these youth become the architects of New Cassel's future. The groups selected sites on maps that they would like to improve and then talked about how they would improve each site.

In the afternoon, three teens accompanied the Consultant team on a tour of New Cassel. They identified the area near State Street as "downtown," and spoke of the need for places for youth to "hang out."

Community Meeting

The opening event for the community visioning was held at 7:00 p.m. on July 26th. Rev. Dr. Lionel Harvey and Supervisor Newburger were among the many leaders who welcomed the crowd of approximately 350 people. Following introductions and thanks, Sustainable Long Island team member Dan Burden asked attendees to write one word representing a value they held for their community on each of five notepapers. These were collected and later tallied by the Consultant team.

Dan then asked the group to imagine they'd been off on a journey and had just returned after twenty years. What did they hope to see in New Cassel? He asked that people write this vision on a 3 x 5 card and then invited some members of the audience to read their responses.



Values

Safe
Clean
Ambition, pride, determination
Community unity
Affordable housing
Friendly
Caring, sharing
Education
Respect
Jobs, business
Beautiful



Presentations featured images of communities that have addressed issues similar to those raised in New Cassel.

A review of all cards revealed many common themes, including cleanliness, safety, a viable business district, housing for all, activities for children, and excellent schools.

Excerpts from the vision cards include:

- “All homeowners sustain a comfortable existence without renting rooms to pay taxes.”
- “All businesses with nice facades; cleaned up.”
- “Streets are so clean.”
- “My dream is that the spirit of love and nondiscrimination be the spirit and standards of living.”
- “Like Garden City and Fifth Avenue; In five years, new centers with daycare facilities.”
- “A thriving community with high education standards, low crime rates, a center of industry and commerce, clean streets, and all houses in decent shape.”
- “I would like New Cassel to be a safer place for children. They should be able to walk down the street without turning around to see who’s there. And gangs should all be put away. The cracks we have should be filled and a light should be put on the corner of Prospect. Homeless people should have rights just like regular people. Sincerely, a 15 year-old.”

These activities were followed by a visual presentation explaining aspects of planning and development that can be employed to resolve some of the issues identified during the focus groups. Team member Dan Burden explained that across the United States, people are learning how buildings, streets, and public spaces influence the activities, safety, and comfort in a community. They are using these principles to envision their own communities.

After the presentation the audience identified issues they wanted addressed during the visioning process. They then voted for their top seven issues. The priorities selected by the group are congruent with the top values described in the earlier exercise and consistent with many of the vision statements.



Community Design Day

<i>Priorities</i>	
Safe, clean environment	103
Better schools	60
Youth recreation center	52
Affordable housing	48
Movie theater	35
Senior citizen center	32
Lighting	31
Police protection	29
Traffic light at Hopper St	29
Daycare center	26
Safe public space	26
Landscaping	22
Local businesses/jobs	21

Saturday activities began with people working in groups to assess sets of photos in categories ranging from street furniture to intersection design. The photos are tools to stimulate conversation and help the groups understand individual preferences.

A Saturday morning training presentation that followed this exercise built on the principles discussed the evening before. These two events gave people many visual concepts to consider as they accompanied the Consultant team on walks through selected portions of New Cassel.

The events culminated with a Community Design Workshop. People gathered at tables to discuss issues and suggest solutions. Nine different groups presented the ideas they had sketched onto large aerial maps. Central themes included a community use of the Grand Street School site, street improvements, additional housing and businesses, and overall beautification.

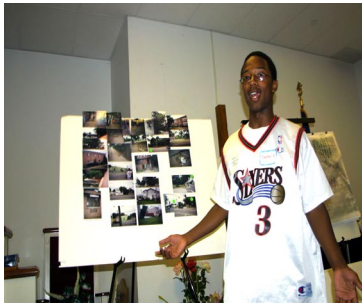


Youth Activities



The youth participated in similar activities all day Saturday. With the generous help of local volunteers, they walked selected streets of New Cassel, taking photos of what they did or didn't like. After the walk they ate lunch and talked in groups about what they had seen. They focused heavily on the litter that was everywhere, and were quick to point out that sidewalks are lacking on some of the side streets where they walked. A visual presentation containing highlights of the adults' training program was then shown. The youth divided into four groups to work on their recommendations for improvements, which were presented to the adults later in the afternoon.

Design Team



The design team met on Sunday and Monday to compile the residents' input. The analysis process required weighing the issues, suggestions, and feasibility of many concerns and creative ideas voiced by participants.

During this process, several citizens stopped by the design headquarters to offer additional thoughts or to see how the vision plan was progressing. Their suggestions were included in the analysis as progress continued.

The design team developed illustrations of the concepts incorporated into the Vision Plan. The Vision Plan was designed to provide the conceptual framework upon which revitalization efforts can be based.

Closing Presentation



The closing presentation provided an overview of the process, training of the visioning event and the conceptual vision that had evolved from the process. Following the presentation, the audience was invited to list any concerns that had not been addressed. That list and detailed minutes are in the Appendix. The audience was also asked whether there was a consensus that the plan represented what they envisioned. The response was unanimous applause.



Design Review Guide

Town of North Hempstead Hamlet of New Cassel

Building Materials
Signage
Windows
Lighting
Landscaping
Parking Code

New Cassel is poised to enhance its quality of life and create a vibrant downtown. This proposed *Design Review Guide* is a direct result of the Town of North Hempstead's community visioning process in New Cassel that identified key community values and design principles. One of the many factors that will make New Cassel a great place to live and work is the community's renewed attention to detail and respect for its setting, heritage, and quality design. New Cassel's proposed Design Review process would strive to enhance the community's unique qualities and strong sense of place by carrying out community-wide development and design objectives. If adopted, the *Design Review Guide* would help applicants prepare projects to be reviewed by the Community Development Agency and the Town of North Hempstead. Through materials such as this, the Departments of Buildings & Planning can make information available well before the final design of a project, saving the applicant and the town time and money.

BUILDING MATERIALS GUIDELINES

Building Materials

Besides the shape and design of buildings, an important factor in maintaining quality is the use of high quality materials. The quality of building materials is to be determined by the Town of North Hempstead. The use of durable and aesthetically pleasing building materials tends to improve the value of buildings and land. The use of high quality building materials also promotes visual continuity throughout the Corridor.

Guidelines:

- Building materials are to be of permanent nature (temporary materials are not consistent with the desired image).
- Predominant exterior building materials should be decorative in nature. Use of non-decorative metals and masonry block should be limited.
- Exterior building materials are to have good weathering qualities.
- Exterior building materials are to be subdued in color.
- Facade design should be complementary to a building's original materials as well as to those of adjacent buildings.
- When using new brick, care should be taken to match the color and type of original brickwork.
- Materials used near sidewalks and adjacent to building entrances should be highly durable and easily maintained while compatible with other exterior building materials.
- The surface cleaning of structures should be done by the gentlest means possible. Sandblasting and other cleaning methods, such as chemical washes that will damage exterior building materials and features should not be undertaken.

SIGNAGE DESIGN GUIDELINES*

Purpose

Signs should complement, not overwhelm, the overall picture of businesses. A sign's greatest effect comes when the overall design of the building, property and other signs nearby are considered together. This means that placement, size, materials, method of lighting, and even colors, are brought together to achieve the best possible effect – for both the business and the community. When the 'big picture' is taken into consideration, an attractive and inviting street experience is created for customers.

Placement

The placement of the sign on individual buildings or a site is very important. In New Cassel, residents are redefining their "built environment." Instead of a hodge podge of paper signs and questionable messages, signs in this community should be oriented to the pedestrian.

To accommodate the pedestrian, size, height and quality are particularly important sign characteristics. All buildings have architectural details, some more obvious than others. Even the simplest building has design elements that should be respected. Especially in older buildings, a "sign band" was actually included as part of the facade. Its proportion, in relationship to the storefront and the passerby, were all carefully considered.

Types of Signs

Signs come in many different forms. Signs can be freestanding or attached, single or multiple-sided, part of an awning, or painted on the building or window. The type of sign chosen should depend on what will work best with a building and site. However, signs with moving or movable parts, and those with flashing animated or intermittent illumination should not be allowed. Using awnings as signs is an effective method in many cases, providing a decorative element to a window or doorway, while emphasizing the *main* entry and providing shade.

Signage Lighting: Making signs readable at night is another issue. The first thing to consider is, "Does the sign need to be illuminated at all?" There may be ambient light from store windows or nearby street lights that will provide adequate light for a sign. If lighting is necessary, it should not create glare by being too bright. To cut down on energy costs, sign lights should be turned off when a business is closed or during those hours when it is not needed for security purposes.

** A review of the Town of North Hempstead's Town Code provides additional guidance on signage specifications.*

The only internally illuminated signage encouraged under these proposed guidelines would consist of an opaque background material that would allow light to pass through only at the lettering. The background material may be brushed aluminum, stainless steel, porcelain enamel, or colored as noted above. Internally illuminated sign boxes with transparent or translucent face panels are specifically not encouraged. If internally illuminated signage is used, the code could limit significantly the amount of signage dedicated to the business (as a disincentive). Fixtures could be compatible in material and style to the architectural character of the building:

Externally illuminated signage: Lighting fixtures should be shielded and directed solely to the face of the sign, away from windows, people at street level, or adjacent properties.

Back-Lit or “Halo Signs”: Signs consisting of opaque individual letters with backlighting directed at the face of the building producing a halo of light around the letters are acceptable.

Neon Signs: Proposed neon signage should be required to go through a full design review process. Using neon tubes to outline the perimeter of show windows should be discouraged. Flashing signs, moving signs, signs with moving lights or digital/electronic displays should be prohibited by the New Cassel code.

Materials: Natural materials are preferred, such as engraved and painted wood, Bas Relief carved wood, and engraved stone. Porcelain enamel, individual cast metal letters, and stainless steel or other metals that build on architectural character because these materials create their distinctive style, such as Art Deco, or Bauhaus/early modern buildings would be allowed. Materials should always be compatible with the building.

Message: The most important rule here is “simple is better.” Signs are meant to be read quickly and to offer identification. The name of the business and street address is often all that is necessary. Information such as product names, hours of operation, prices, specials, and even phone numbers may change. Why invest in making them a permanent part of signs?

Color: Color exerts a strong design influence on the appearance of a building and should be chosen carefully to avoid high contrast or garish combinations. No more than two colors, (plus white or black for secondary lettering, shading, or trim), should be used on any one sign. There are three areas of color to be considered in signage: background, lettering, and logo. The background color of the sign should not clash with the material of the building it is mounted. Generally, more muted shades and darker colors are preferable over bright, highly saturated colors. Lettering should be limited to one color for the primary title and either the same color for smaller secondary lines of text, or black, white, or gilded. Acceptable colors for the primary title include: gilded, white, black, navy blue, forest green, brick red, & grays. Color for logos is often predetermined. Therefore background colors and lettering colors should be chosen to harmonize with the logo colors. Logos should be limited in size so that they fit within a square of predetermined dimensions (to be detailed in an adopted design code.)

OBJECTIVES FOR SIGNS

- **A sign should be an enhancement to New Cassel’s heritage, visual character, and environment.**
- **Signs should enhance architectural elements of a building, not obscure or obliterate them.**
- **Signs should identify the business, not advertise brand names.**
- **Signs should be simple and neat with minimal wording to improve legibility.**
- **Sign materials should be harmonious in color, materials, and lighting with the building.**
- **Signs must not be distracting to motorists.**

Multiple storefronts occupying one building require coordinated signage. The shape, height of the signs, and mounting height above the ground of the wall signage should be the same for all tenants. By maintaining the same sign height, the wider storefronts may have wider signs as allowed by code restrictions on maximum sign area. Each business should have an individual sign with the assigned street address, rather than a “piece” of a continuous sign band. Lighting fixtures used to illuminate the sign and awning color should be the same for all businesses, or if more than one fixture type or awning color is used, a pattern accentuating the architectural rhythm or character of the building as a whole should be employed. Awning styles should always be the same across the entire front of the building with the exception that awnings may be differentiated to accentuate major architectural features, such as building entrance. Signage on awnings other than house numbers is discouraged in multiple tenanted buildings.

Signage Guidelines Specific to Sign Type

Wall Sign: Signs or individual characters should be affixed flush to, or with moderate projection from, a street facade of a building. Street facade should include facades that face municipal parking fields, public parks, or pedestrian access paths. Wall signs should be the principal signage identifying a business unless the building housing the business is set back more than 15 feet from the public right of way. Where the building is set back more than 15 feet, a ground sign may be appropriate. For horizontal signs of linear proportion the maximum height of the sign should be kept between 24-30 inches. For signs with proportions more closely approximating a square, the maximum dimension should be limited to 60 inches. Signage should not obscure significant architectural features and should be proportioned to harmonize with the architectural characteristics of the building. Lettering for the principal name or description of the business should be 7 to 15 inches in height rendered in an easily read typeface. Secondary lines of text giving additional information about the business should not exceed 75% of the height of the principal name or description.

Projected/Hanging Signs: Projected signs are mounted perpendicular to the face of the building. The hanging sign is a variant of this when the sign board itself is suspended from a projecting bracket or the bottom of an awning structure. Projected/Hanging signs should not be internally illuminated and should be limited in size to 4 square feet, and placed perpendicular only within the setback, no less than 8'-0" above grade. These signs are primarily intended for pedestrians on the sidewalk and should be positioned accordingly. Lettering should be limited to 6 inches in height or less.

Ground Signs: Ground signs are freestanding signs, supported by posts or a masonry base. Placement of ground signs should be encouraged where the principal building housing the business is set back from the public right of way by a minimum of 15 feet and preferably by a larger setback. Signs should be setback 5 to 10 feet from the public right of way and at least 10 feet in front of the building. Ground signs should not exceed 25 square feet in area or 7 feet in height above the ground.

Window Signs: Window signs are defined as either lettering painted on the window glass or other types of signage hung inside the window glass. Painted window signage is encouraged but should be limited to 10% of the window area. Traditionally painted window signage has been used as a secondary identification of the principal business, additional information about goods or services offered, or general information such as hours of operation. Lettering should be limited in height to 6 inches for the business name or description, 4 inches for information about goods and services, and 2 inches for general information. Signage hung inside the window are discouraged, with the following exceptions: 1. An area not to exceed in total 2 square feet devoted to general information such as hours of operation, or a sign indicating whether the business is either open or closed; or 2. Theme/Branding signage, see definition below.

Theme/Branding Signage: This is traditional signage generally made of carved wood or fabricated metal, (in the round or high relief), in which the primary function of the business is identified by an object rather than text. An example would be a carved fish for the fish monger, coffee cup for the café, barber pole, etc. Iconographic signs are strongly encouraged, although they should be limited to 4 square feet and should not be counted as part of the standard sign area allowance up to the suggested 4 sq.ft. They should be used as window signs, projected or hanging signs, mounted on ground or wall signs. They should not be internally illuminated, and should be fabricated of traditional materials or to give the appearance of natural materials under close scrutiny.

Murals of painted wall signs: Painted wall signs providing commercial information should not be permitted by code. Murals are defined as artwork that does not provide commercial information. Murals are encouraged, particularly to relieve large expanses of blank wall fronting on the public right of way. Murals should be site specific and enhance the character of the neighborhood.

WINDOW DESIGN GUIDELINES

Windows bring together two worlds. Windows enable an interaction between what is happening on the inside and the world outside. Windows allow occupants to share in the beauty of the yard or activity on the street, and invite the outside to become part of the interior.

This is especially true for commercial buildings. Storefront display windows serve to both enliven a street and draw customers into the establishment. The interiors of most retail stores are designed to take advantage of a tendency towards impulse buying. The same holds true for the design of the outside. By being able to see inside, customers are encouraged to enter and explore further.

Windows are also an important climate control and energy management tool. Windows on a southern exposure allow for passive solar gain while reducing winter heating bills. Windows that open allow fresh air exchange without fans and ventilation systems. However, a poor choice of windows or improper maintenance can create significant energy loss.

Size and Location

Windows are an integral part of the design structure. They are specifically sized and spaced depending on the size of the building and in coordination with the doors—especially the main entry. The placement of the first floor windows set the rhythm for other floors. It is important to lineup the upper story windows with those on the first floor, especially on the front facade and the sides. Typically the largest windows of a house appear on the first floor to balance against the overall size of the building, avoiding a “top heavy” look.

Detailing

Windows give a building character. Decorative trim including surrounds, hoods, or varying sizes and shapes of the glass panes are commonly used to further distinguish and individualize a building. Detailing reinforces the window openings and sets windows apart from the exterior wall adding relief along the facade.

DESIGN OBJECTIVES

- Windows should be symmetrically placed across the building facade and proportional to the size of the structure.**
- Windows should provide a high degree of energy efficiency.**
- Windows should have a consistent size, shape, and style. Ground floor commercial uses should include display windows along the streetscape.**

OUTDOOR LIGHTING GUIDELINES

There are several concepts and issues that must be considered before adding lighting to property. It is the combination of all of these factors that creates a quality lighting application that will benefit the user(s) and the community. Lighting can be an important tool, when used carefully, in enhancing New Cassel's revitalization. However, of all the many design issues, outdoor lighting is arguably one of the most difficult to understand and visualize.

Consider the following questions for each lighting application:

What is the purpose of the light?

What kind of light is already around the site?

Is more outdoor light needed?

- **Will it improve visibility or make the property more secure?**

How much light is really needed, and what are the long-term energy costs?

Glare

Glare causes contrasts to be washed out, and objects become much harder to see. Causes of glare include using too much light and improperly aimed fixtures. The solution is to use only as much light as needed, direct the light to where it is needed, and shield the lamp from view. Cutoff fixtures are often the best choice. Cutoff fixtures are shielded so that the light is focused exactly where it is needed (one can also use reflectors inside the lamp to aim the light). Finally, the height of the fixture helps define the area that is lit. Surprisingly, it is better to have more lights at a lower height than fewer high up. If they're too high, they will light the area directly around the light, not the area on the ground that needs it. Focusing the light directly onto strategic building locations [i.e. signage and doors] conserves energy and saves money.

Uniformity & Security

While the human eye can adjust to a wide range of light conditions, it can only adapt to one at a time - typically the brightest. This causes everything else to appear very dark in comparison. Competing light levels detract from our sense of safety and security and the overall character of a neighborhood. This kind of over-lighting is increasingly common and creates areas that are very bright and very dark.

Personal safety and site security are some of the most common reasons people add light. However, it is the quality of the light, not its quantity, that best improves our sense of security.

Energy Efficiency

Not all lights are created equal. There are wide ranges in efficiency based on both the amount of light produced per watt and the life-span of the lamp. Factors that may affect energy efficiency include: how much light is used, the amount of misdirected light, and the color of the light desired. The bottom line is that no-one wants to spend more than necessary.



Color

The color of the light used affects how objects appear compared to ordinary sunlight. The color chosen is often based on two factors - the task and energy usage. Incandescent lamps (the basic light bulb) offer the closest to natural light, yet are very inefficient energy users. High pressure sodium (HPS) lamps, while very efficient and long lasting, emit an orange-yellow light that distorts color as well as our ability to identify features at a distance. Metal halide lamps emit a cool white light, which makes for more accurate object identification and adds to our sense of security. This white light creates a skyglow similar to moonlight rather than the orange glow of HPS, and are only slightly less efficient at commonly used wattages.



DESIGN OBJECTIVES

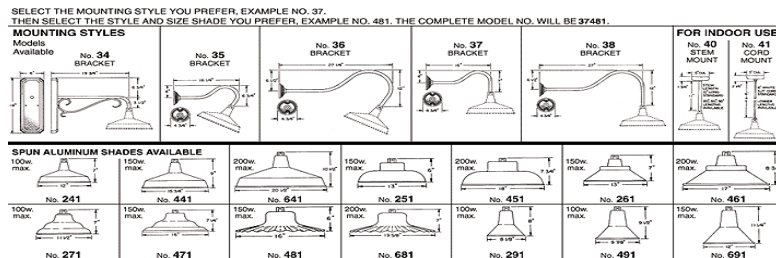
- **The lighting level and color should be appropriate to the task. Remember, less is more!**
- **Lighting levels on the property should be reasonably uniform to avoid very bright and very dark areas.**
- **The lamp should make objects appear as close to a natural color as possible and provide high energy efficiency.**
- **The fixture should minimize glare and spill-over onto adjacent property or into the sky. This can be done through the use of cutoff fixtures and/or reflectors in the lamp.**
- **The mounting height of the fixture should be as low as possible.**
- **Sensor-controlled lights (typically heat or motion) should be considered for security lighting and for energy savings. Consider the warm-up time of the lights.**



If lighting is proposed on a site, a lighting plan will be required. This should include the proposed fixture style, photometrics plan, wattage, location, mounting height, and any existing light fixtures that will be replaced, relocated, or remain.

Suggested Signage Lighting Spec's:

Commonly used RLM Gooseneck Shade



Examples of outdoor traditional street lighting. There are many styles to choose from - light performance, durability, maintenance and tamper resistance should be of primary concern.

LANDSCAPE DESIGN GUIDELINES

Landscaping is much more than window dressing; it is an important consideration in the Design Review process. Plants and trees add accent and value to a property, improve air quality, provide wind breaks and shade, and can be used for screening. Landscape guidelines help create a visually pleasing and safe environment and by doing so, encourage retail and pedestrian activities.

Planned into a Project.

Too often landscaping is the last part of a project to be planned and the first to be cut when the project is over budget. The result can be disastrous for the property as well as the neighborhood. Landscaping should serve a purpose, such as emphasizing a style or design element, screening an object, or defining the street. Trees in the front yard and greenbelt help frame buildings and add a sense of privacy from the road. Size, placement, color and/or texture of plantings should compliment the building and site year round.

Choosing Appropriate Plants.

Consider using plants to meet specific design needs and use objectives. For example, rather than rely on a metal or wooden fence, consider a barberry hedge or other type of “living fence.” Small to medium sized Dogwoods allow for many landscape applications including municipal and commercial landscape because little pruning is needed. Also consider planting drought tolerant shrubs like Forsythia, Lilac, Spirea, and Hydrangea as well as perennials such as Asters, Coreopsis, Daylily, Hostas, and Black-Eyed Susan.

Maintenance.

Nothing is maintenance free, and landscaping is no exception. The maintenance required to keep various plants vigorous should be part of the initial planning and design. An easy way to minimize maintenance is to use native landscaping materials when appropriate. Periodic pruning, especially in the plant’s early growth, will set the stage for a long healthy life by ensuring the tree or shrub develops a strong branching pattern. Finally, remain on the lookout for signs of insects or disease that may damage or even kill this valuable investment. Regular watering will help plants get through periods of drought.

TREATMENT OBJECTIVES

Landscaping is an important investment. It should be used to add value and function to a project. Plantings can effectively be used to form barriers, define areas, screen objects or emphasize a design objective. It is typically a small investment compared to the total project, but its benefits really do grow over time!

Specific points the Town should consider when reviewing site plans:

Has every effort been made to save and protect existing trees and landscaping?

- **Is landscaping part of the overall design or a last minute add-on?**
- **Will landscaping be used as screening for utility meters and other objects?**
- **Is the amount of landscaping appropriate (not too little or too much) to the site?**
- **Have appropriate plant materials been chosen for the intended purpose of the site?**

PARKING CODE



The design, location and configuration of a parking lot is an important consideration requiring careful thought and planning.

Parking can be one of the most challenging aspects of any development process. We recognize the necessity of having cars, yet they create their own set of difficulties when trying to make room for them in a growing community. Parking lots can quickly disrupt the pattern of buildings and undermine efforts at creating New Cassel's revitalized commercial corridor. No one wants acres of pavement and, of course, land is expensive, yet parking needs to be convenient, safe, and accessible.



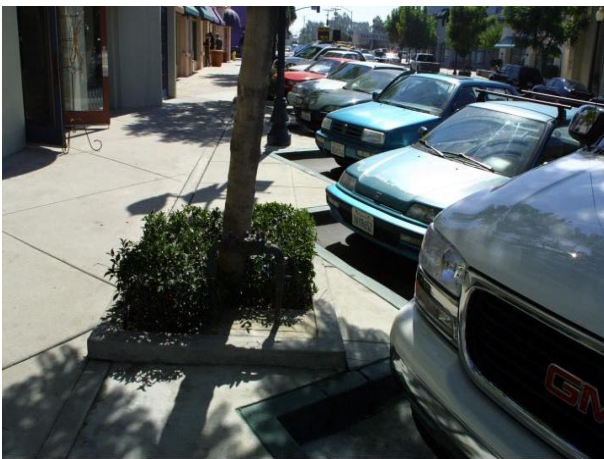
Location

Parking helps create or detract from the front facade of a residence or store. Parking can be convenient, thus, inviting people in, or create a barrier to access the front entry.

The placement of parking lots has an effect on people as they pass by. Drivers tend to speed up and drive through an area when the roadside offers nothing of visual interest. However, if pedestrians, landscaping, and attractive buildings are prominent, drivers tend to slow down to better understand and appreciate their surroundings.



Parking could be secondary to the design and placement of the building on a site. Traditionally, buildings were placed close to the street: framing the public way, complementing each other, and inviting people towards them. Ideally then, parking is found behind or at the side of the building - accessible, yet out of view. The screening of parking from the street with landscaping is very important to creating New Cassel's new sense of place.



Zoning Changes

Town of North Hempstead Hamlet of New Cassel

CURRENT ZONING:

Residence D District (R-D)

Business A (B-A)

Prepared in association with FOX & FOWLE ARCHITECTS

The following summarizes the major provisions of the applicable zoning regulations that apply to the **Prospect Avenue Study Area**, and seeks to identify barriers to implementing redevelopment as currently envisioned in this report. The report proposes “an increase in density provided by developing mixed-use buildings that will help create the economic base needed to support the retail and commercial enterprises participants hoped to see in New Cassel.” To achieve this goal, a mix of uses is proposed including: community uses; multi-family housing for a variety of income levels; housing over retail; live/work; and professional offices. Prospect Avenue is zoned Residence D District and Business B District. The following review assumes the residential buildings being constructed in the Residence D District and the mixed-use structures in the Business A District. This summary it is not intended to be an exhaustive list of all requirements in detail. It is based upon zoning regulations currently in effect.

Site Information

Location: Prospect Avenue, New Cassel, NY

Zoning Districts _____ Suggested Zoning Alternatives

R-D **Attached Residential**

B-A **Mixed Use Retail-
Residential-Live/Work**

Article VII: Residence D District

Allowed Uses

The Residence D District allows for housing as of right.

The allowed housing uses include: two-family attached and detached dwellings; single-family attached and detached dwellings.

Single and multi-family attached townhouses are only allowed if conforming to the provisions of this Article only within an area designated as an urban renewal area under Article 15 of the New York State General Municipal Law or when the lot or premises was previously occupied by a single-family attached townhouse constructed under the requirements of this article. The Prospect Avenue Corridor lies in the Prospect Avenue Corridor Urban Renewal Area, designated under Article 15 of New York State General Municipal Law.

The zoning district does provide a limited opportunity for Live/Work housing as professional offices of a doctor, dentist, lawyer, teacher, artist, architect, engineer, accountant, ophthalmic dispenser or musician, is allowed if the office is located in the dwelling in which the professional person resides. The expansion of permitted home offices should be expanded upon to promote a greater opportunity for entrepreneurship.

Although the zone does allow for a variety of attached housing, the zoning does not allow multi-family housing. This may be a hindrance to promoting a mix of housing opportunities for the community.

Height.

- The zoning allows for a dwelling or residence with a maximum height of 30 feet and 2 1/2 stories.

Article VII: Residence D District - Allowed Uses-
(continued)

Plot area or density of population

- The zoning requires that no two-family attached residence building shall contain more than four residence units. This effectively limits attached two-family dwelling to side-by-side duplexes and would prohibit the density afforded by row houses.
- The minimum lot area per family for two-family is 2,000 square feet per family. This should be considered in light of the resultant lot width and its impact on the resultant streetscape.
- An attached townhouse building shall contain at least two and not more than eight residence units. This does allow for uniform street walls to be formed by the housing, however, single-family attached townhouses are only allowed within an area designated as an urban renewal area.
- The minimum lot area for attached townhouse buildings shall be 1,600 square feet per family. The minimum parcel for townhouse development shall be 5,000 square feet. This will accommodate the proposed residential developments.

Front yard.

- The minimum front yard depth shall be the same as the average front yard depth of the existing buildings within 200 feet on each side of the lot and within the same blockfront and district or 25 feet, whichever is greater.
- No front yard shall be required to have a depth greater than 40 feet.
- The zoning specifies minimum setbacks. To maintain uniform streetscapes a maximum setback should be established.
- A front yard of less than 25' should be considered to emphasize the pedestrian oriented nature of streets.
- Front porches should be encouraged and should be a permitted encroachment.

Side yards.

- Two-family attached residence building on interior lots are required to have two side yards, each of which shall be not less than 20 feet in width. This should be reviewed as two family attached residences are only permitted in a maximum cluster of four units, this will result in excessive breaks in the building facades and a discontinuity in the street wall.

Business A District

Allowed Uses

- The Business A District allows for a variety of retail and office uses. The allowed uses will allow for a vibrant shopping district.
- Residential and Live/Work uses, other than senior housing, which is allowed as a conditional use, are not allowed.
- Residential and Live/Work uses are a key component in the outlined strategy for revitalizing the Prospect Avenue Corridor and consideration will need to be given to revising the zoning to promote a mix of uses which includes residential uses.

Height

- Buildings up to three stories, with a maximum height of 40 feet are allowed. This will allow for a properly scaled shopping street.

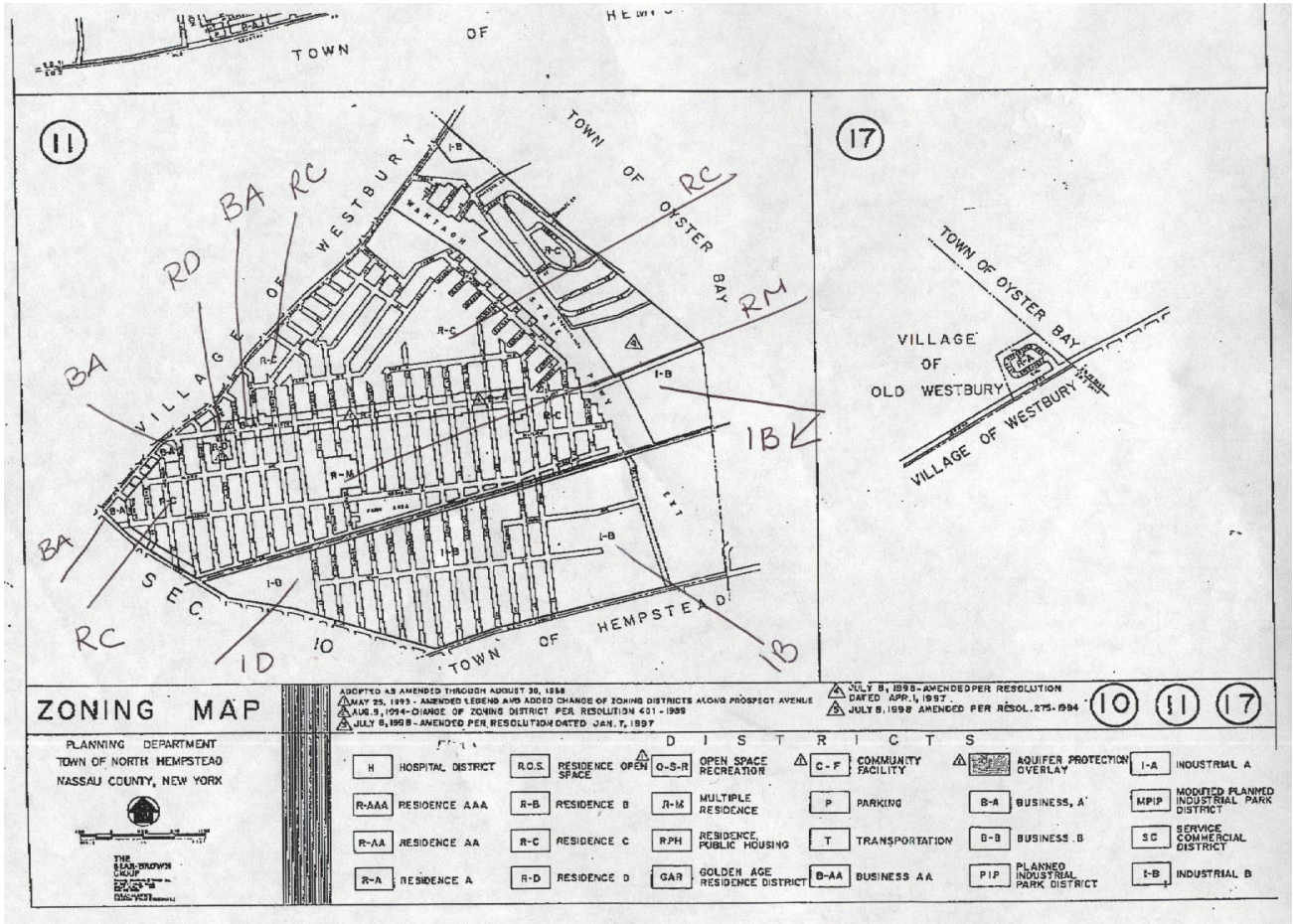
Front yard

- A minimum front yard depth of 10' is required.
- The front yard depth of 10' should be reconsidered, as this distance does not foster an interaction between pedestrian traffic and retailers. In any instance, the front yard for retail use should be an extension of the sidewalk.
- Side yards are not required unless adjoining a residential district. This will promote a continuous retail façade.

See Existing Zoning Map Attached — Zoning Exhibit 1 (page 33)

Current Zoning Along Prospect Avenue

Please refer to Allee, King, Rosen & Fleming's Market Characteristics Report



Land Uses

Sustainable Development Ordinances (Please see Appendix.)

Sustainable Long Island has surveyed model sustainable development ordinances throughout the United States and is attaching a copy of what we believe is the best example of enabling ordinances to build a sustainable community. The state of Minnesota's, which is attached, reviewed the best practices from the nation to include in its model. Included in Minnesota's ordinances are references to ordinances from leaders in the sustainable development movement like Maryland, Ohio, and California. We submit these ordinances for your review and consideration as a guide for the Town of North Hempstead to create community specific ordinances.

For additional information please consult:

Allee, King, Rosen & Fleming Market Characteristics Study

Implementation

Vision Plan

Action Plan

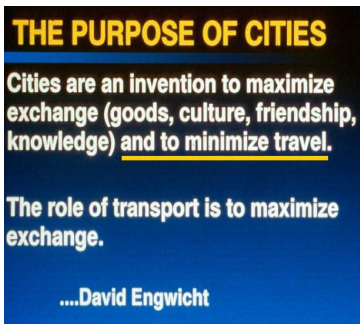
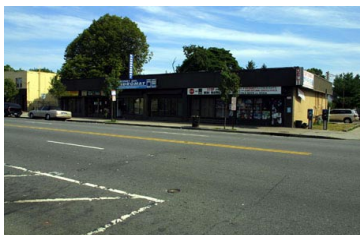
Implementation Matrix



Prospect Avenue, New Cassel's 'Main Street,' was widened in the 1960's. The corridor is currently zoned for residential use in some areas and retail use in other segments.



The building in the photo above is set back from the edge of the sidewalk to allow parking in front. This style of development is common in suburban areas that favor cars over foot traffic. The building below has a "footprint," or edge, closer to the sidewalk. This is more typical of a walkable environment.



This portion of the report further explains the principles and details included in this plan. The Vision Map on the following page gives a graphic overview of the elements.

Development Patterns

Speaking from their hearts, participants identified the elements that comprise a walkable village atmosphere. They asked for attractive streets where they would feel safe walking, places to gather, stores that sell daily necessities, and housing that meets the needs of those in the community.

In the past the development pattern in New Cassel emphasized convenience for the automobile. Prospect Avenue has four wide travel lanes that encourage high speeds and make pedestrian crossings difficult. Vacant lots along Prospect Avenue are plentiful. They create "dead" space that collects trash and does nothing to attract walkers or invite people to enjoy the street. Or there are strip malls of stores with asphalt parking in front, making these stores convenient for cars and not for people. This is typical of the suburban-style development pattern that caters to automobiles and weakens the streetscape of downtowns. Further, such placement does nothing to contribute to the sense of place participants envision for the New Cassel of the future.

Many times during the participatory events the Consultant team asked people to identify the "heart" of New Cassel. Where is its center, the place people say is New Cassel? Where is the place that bonds the people of the community together? Where is the community's culture and uniqueness obvious to a visitor? Answers varied. The young children thought it was the park. The older youth referred to the area near State Street as "downtown." Many adults simply said there is no center. This is typical of suburban-style development. There is no sense of place, no identity that defines the unique qualities of the community.

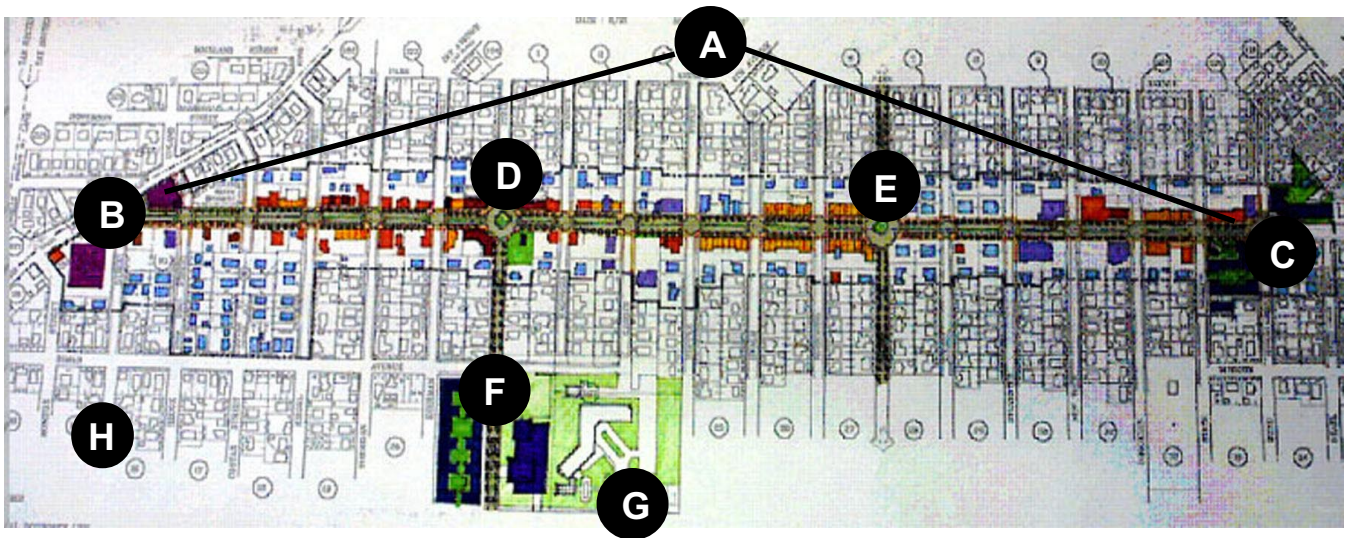
Village-style development focuses on creating spaces for people first. Space for public activities, both indoors and outdoors, is emphasized. Buildings are designed and placed to encourage foot traffic, and parking areas are pooled to encourage drivers to park once and visit several destinations afoot. Transit and bicycle use is encouraged through the design of places that accommodate the people using them. These and many other details of village form are the foundation for the Vision Plan.



Vision Plan Map

The design team began with an analysis of an aerial map of New Cassel. The priorities established by the public were evaluated in the context of available public space, including the street, sidewalks, Town/Community Development Agency (CDA)-owned properties, parks, schools, and the former water facilities site. As shown in the drawing on the left, the connections between the various locations are an important consideration. The objective was to compile public input into a conceptual plan. The resulting plan would serve as a starting point for promoting the development

of projects that would enjoy community and Town support. Consideration was given to many issues, such as the need for programs and the desire to avoid property tax increases. Key areas identified for physical improvements



<p>Secure/Safe Low speeds, safe neighborhoods with many eyes on the street and other public places, many people</p>	<p>What is a Livable New Cassel?</p>	<p>Welcoming Places of the heart, packed with pride, joy and passion</p>
<p>Efficiency/Access Sidewalks, ramps, curb extensions, crosswalks, passageways, links and frequent transit</p>	<p>Convenient Compact and mixed use... many small parks, schools, shops, transit links, services</p>	<p>Comfortable Shade, benches, green, rewarding buildings and great place</p>

- A. Prospect Avenue corridor improvements**
- B. Brush Hollow gateway entrance**
- C. Bond Street gateway, housing, and retail node**
- D. Grand Street node**
- E. Community Center/Multi-Use Center**
- F. Parks**
- G. Housing (Community-wide)**

Gateway areas at points B and C link the street elements and building redevelopment along the length of Prospect Avenue. Development activity might begin at the gateway areas and at points D and E. These nodes are envisioned as the centers for surrounding areas within approximately one-half mile. Community activities areas are primarily in areas F and G, which are within walking distance of node D. The site specific recommendations identify residents' priority areas.

are shown below.

A. Prospect Avenue Corridor Improvements

Street Design

Prospect Avenue is a dominant factor in determining how people experience New Cassel. Preliminary research indicates that current traffic levels could be accommodated on a well-designed, two-lane street. The excess space formerly dedicated to travel lanes could be allocated to a mix of wider sidewalks, bicycle lanes, and a landscaped median in the center of the street. Because Prospect Avenue is a critical link between major roadway arteries and public transportation linkages, the Town of North Hempstead could pursue funding for the necessary engineering and traffic studies, and improvements. Each element of the street envisioned is described in the following pages.

Implementation can be incremental, as shown in the diagrams below, but an essential first step is a comprehensive traffic analysis of the concepts proposed in the Vision Plan. Engineers could gather current and forecasted travel data to ensure that the street and surrounding network will support the additional development and proposed reconfiguration without generating traffic congestion and delay. Diagram 1 below shows how the street could be restriped to provide two travel lanes, a center turn lane, a 7' buffer or bike lane, and a 6' parking bay. In the next phase, diagrams 2 and 3 can be implemented. Diagram 1 and 2 both fit into existing curb-to-curb paved areas. The configuration in diagram 3 would require negotiation with property owners as areas are revitalized. Each street element is explained in detail in the following pages.

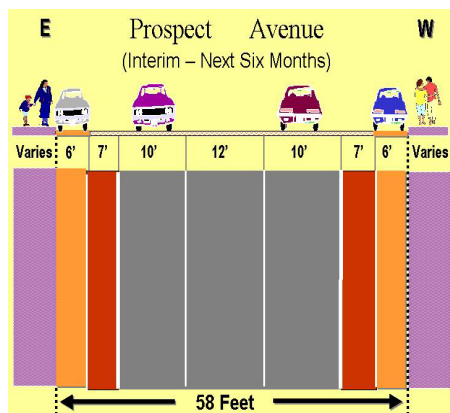


Diagram 1

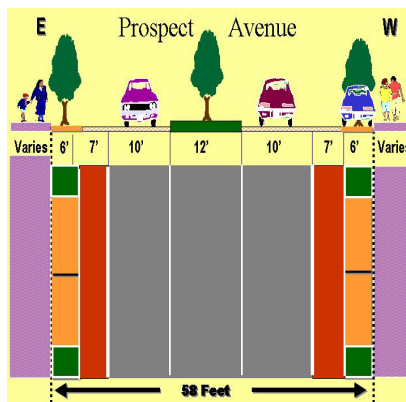


Diagram 2

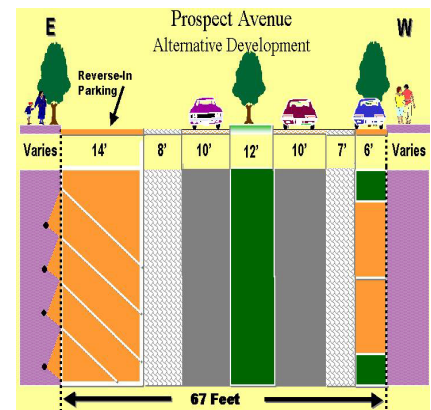


Diagram 3

Travel Lanes

Two travel lanes of 10 feet are proposed for Prospect Avenue. Narrow lanes shorten pedestrian crossing distances and provide space for the other amenities.

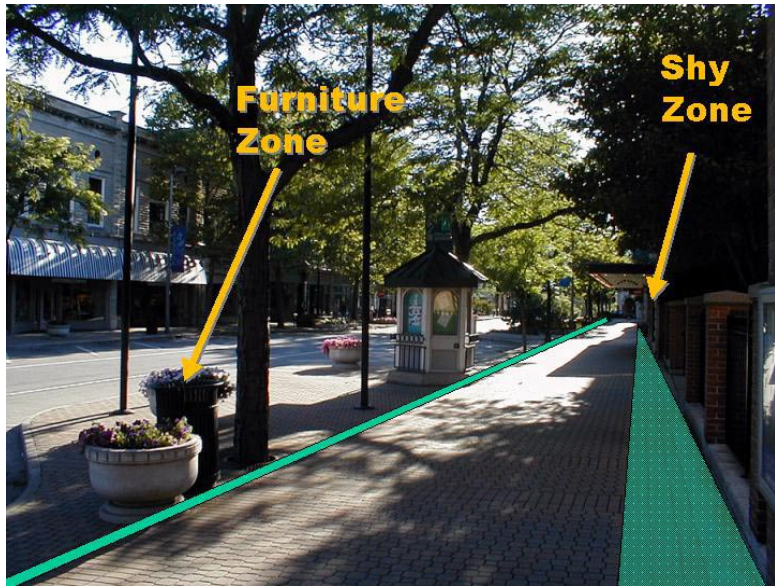


Medians

A center two-way turn lane may be used in the early phases by striping only, but it could possibly be replaced with a raised median as the street is reconstructed, dependent upon required turning points. Medians provide buffers between opposing lanes of traffic, increase carrying capacity, and reduce crashes. Medians perform this function by eliminating conflict points and restricting the friction of crossover traffic and lane stoppages at turning points. Necessary turning points could be identified during the implementation period.

The pedestrian zone is...specifically reserved for pedestrian travel. It should be completely free of obstacles, protruding objects and vertical obstructions.

Designing Sidewalks and Trails for Access, Federal Highway Administration



This image illustrates proper placement of street furniture along the curb edge of the sidewalk or in the planter strip area. This area may be a planter strip, as described below, or it may be an extension of the sidewalk. The sidewalk area should be at least 8 feet wide in commercial areas, preferably with a “shy” zone to allow people to stop and look in shop windows without impeding the flow of pedestrians.



Bike racks should be located outside the walking area of the sidewalk at highly visible locations convenient to likely destinations. Racks in obscure, inconvenient, poorly lit areas are not likely to be used.

newspaper racks, street furniture, or other features added after construction. Curb ramps could be perpendicular to the street and drainage could be provided nearby to prevent water from ponding in the ramp.

Bike racks could be provided in highly visible, convenient locations. Trash receptacles could be provided to discourage litter. All street furniture should be located outside the walkway.



Atlanta, Georgia

Planter strips/materials

The area between the sidewalk and curb, referred to as a “planter strip,” can bring streets to life with the beauty of landscaping and space for attractive street furniture, lighting, and other amenities as space permits. Ideally, planter strips are mirrored pairs, creating balance and harmony to streetscapes.

Many people walk in New Cassel. Sidewalks need to be wide enough to make their experience pleasant and foster the social interaction that bonds people to their community. The walking environment is more comfortable and inviting when the sidewalk is separated from traffic by a planter strip or other buffer zone.

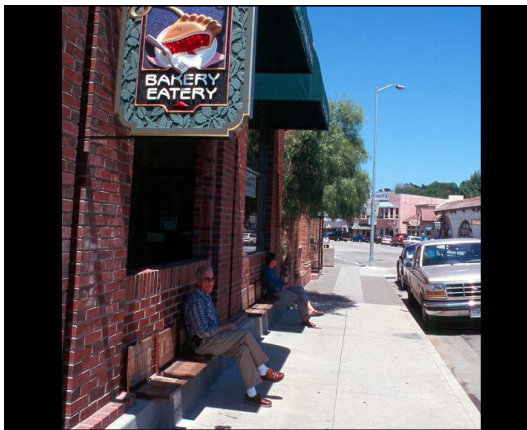




Planter strips provide places outside sidewalk space for traffic signs, fire hydrants, utility boxes, and other operational elements of streets. Planter strips also provide space for snow storage.

Sitting Places

Participants described undesirable “loitering” on the street, and wanted ordinances to prohibit people from standing on the street. But there is also a need to welcome people to the community and the street, make them comfortable, and invite them to stay. The sense of place that people envisioned for New Cassel is not created only by physical attributes; it is also created by the people who are present in the public space.



The principle of improving security by encouraging citizens to watch over the street is widely accepted in programs such as the Neighborhood Watch. In both residential and commercial areas, the presence of people observing the space can be a deterrent to crime. In retail areas like those pictured below, the presence of people is a sign of success.

Sitting places can be formal or casual, just like sitting places in our homes. A mixture of sitting places is best, and can include benches, ledges, and other sitting areas.



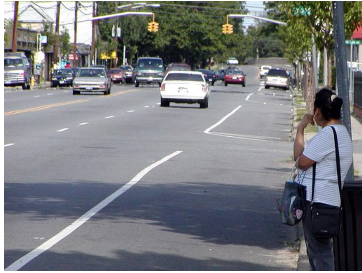
Benches, ledges, and other sitting areas provide a sense of welcome. When selecting locations for sitting places, consider the visibility and comfort of the site. People like to sit where they can see and be seen, and where there is shade (or sunshine in the winter).

People lingering in clean, attractive places designed to welcome them are not perceived as loitering. They are simply people being social, or perhaps shopping or just watching others.





Provide a bench at all transit stops.



The photo above shows how a stripe can be placed to create a “buffer” or safety zone between the parked car and the travel lane. The photo below shows the principle of a colorizing the buffer area for greater distinction between the buffer and travel lane.



places attached to buildings. Sitting places could include lighting, trash receptacles, shade and other amenities. These places encourage people to enjoy public space and are essential for the mobility and health of disabled and elderly populations.

Sitting places might be organized on all blocks, especially at transit stops, on popular corners and in open locations where many eyes are on the street. Older populations need sitting places arranged even closer, typically every 200 feet.

Transit Shelters

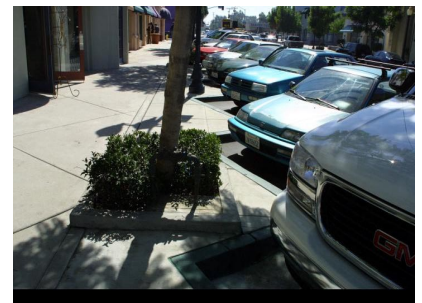
Shelters offering the safety, comfort, convenience, and welcome so essential to the success of New Cassel, could be strategically located at bus stops on the far side of intersections near pedestrian destinations. Shelters could be enclosed on three sides with transparent material and complete with benches, trash receptacles. Graphics could be limited to route maps and sponsor name.

On-Street Parking and Buffer Zones

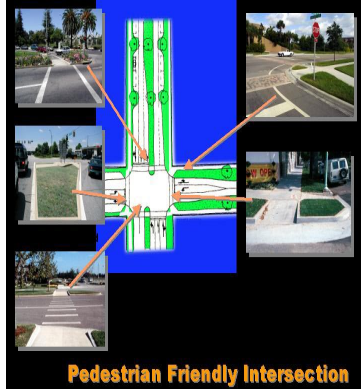
On-street parking is crucial to the success of retail businesses, even in a walkable village-style development. Parking spaces six-feet wide encourage drivers to park close to the curb. Buffer zones or bicycle lanes provide clearance between moving and parked cars on the redesigned Prospect Avenue. This space is marked with a stripe located six feet from the curb face to designate the width of the parking bay. A second stripe is placed seven feet from the edge of this line. The distance between the stripes, called the buffer zone (or bicycle lane), is seven feet. Special colored paving material can be used to accentuate the area.

The buffer zone has multiple benefits. First, it aids drivers entering and exiting parking spaces. It provides a way to exit vehicles without stepping directly into the travel lane. It enables drivers entering from side streets to see approaching vehicles more easily. And, finally, it offers a buffer between the active lane and parked cars for the operational needs of standard and oversized vehicles and mirrors. The zones could also be designated as bicycle lanes.

Although the Americans with Disabilities Accessibility Guidelines (ADAAG) do not contain technical specifications for accessible parallel parking spaces, the buffer zone (or bicycle lane) provides an access aisle as recommended for on-street ADA accessible parking spaces. A curb ramp can also be provided at the head or foot of the vehicle parking space. If the accessible space is adjacent to a street



crossing, a curb ramp on the bulb out may be adequate. Additional study could produce further suggestions for on-street parking along Prospect Avenue.



Deliveries

A loading zone for delivery vehicles could be designated on side streets where feasible, behind buildings with through-access, or in on-street parking areas.

Intersections

Several intersections are key sites in the Vision Plan, serving as focus points for new development and activity. Redesign of the intersections at Brushhollow Rd, Grand, Urban and State Streets could be undertaken to promote pedestrian safety, calm traffic, and identify their importance..

All intersections on Prospect Avenue could be designed to provide the shortest possible crossing point for pedestrians. As shown in the image on the left, there are many details to consider.

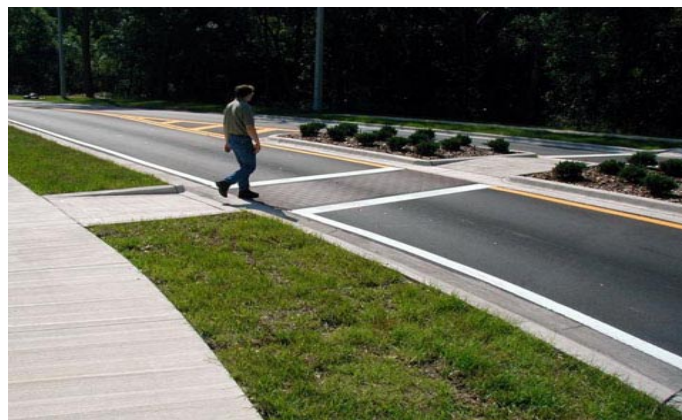


Crossings should be marked on all four legs of intersections.

Crosswalks, Markings and Signal Heads

A walkable environment is developed in part by carefully fine-tuning the provisions made for people who are not in cars. Walkers might be more inclined to use designated crossing points when they are “rewarded” for their effort by an enhanced and convenient crossing. At signalized intersections, all four approaches could be marked and all should have pedestrian signal heads. Preliminary investigations suggest, crossings at existing intersections are only marked on some approaches, which do not always provide the most convenient route of travel. Signal timing could automatically provide a walk interval for pedestrians, rather than requiring them to push a button.

Crossings at signalized intersections, and selected uncontrolled locations could be as short as possible, highly visible, and convenient for those afoot. Marked crosswalks could be well lit and well marked with long wearing materials.



The splitter island on this street provides a refuge area where pedestrians can wait for a gap in traffic or for a driver to yield.

Stop bars show drivers where to stop before reaching a crosswalk and could be provided at both mid-block and intersection crossings. Where no signage/signs are in effect, appropriate signage yielding the right-of-way to pedestrians could be posted.

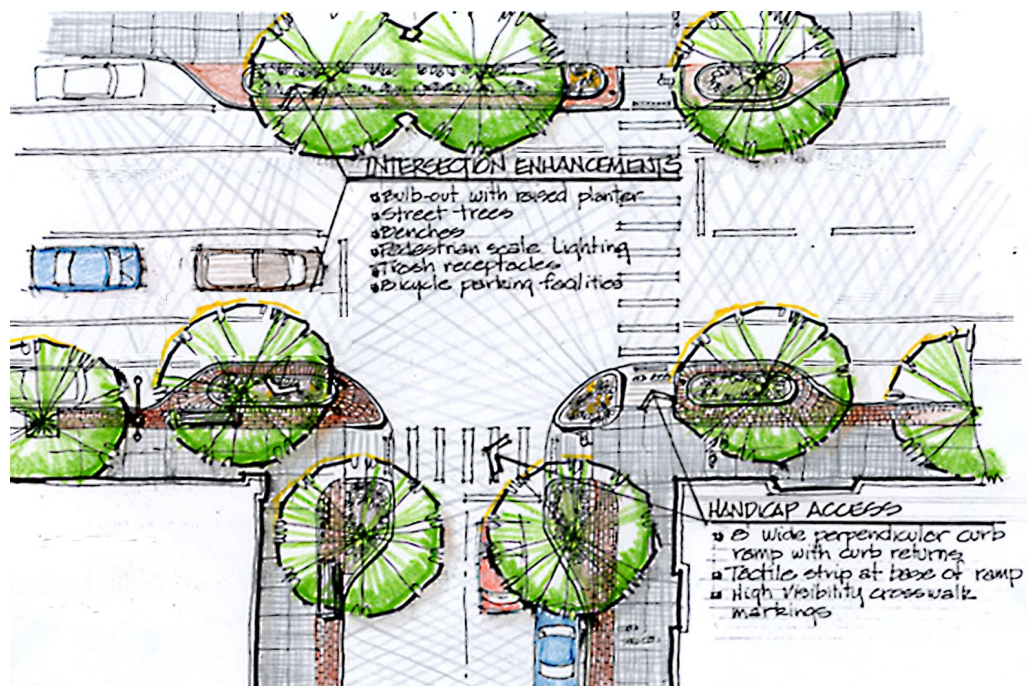
Curb extensions/Bulb outs

Curb extensions or “bulb outs” are extensions of curbing that reduce the curb-to-curb width across the street. Bulb outs might be used at appropriate intersections on Prospect Avenue and at sites where mid-block crosswalks are provided. Extending the curb line beyond parking lanes puts the pedestrian in a better position to be seen by drivers and discourages drivers from encroaching on the crosswalk while they wait for a gap in traffic to turn right. Bulb outs also shorten the crossing distance for pedestrians, so they can cross in shorter traffic gaps. Bulb outs at intersections slow turning traffic, provide added space for street amenities, protect parked vehicles, and improve sight lines. Further investigation could indicate the precise placement of bulb outs in relation to the parking lane.

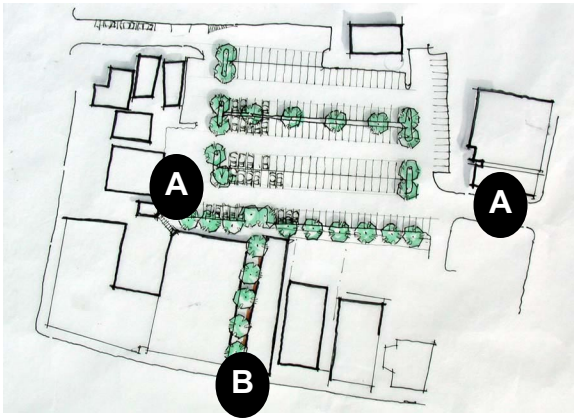
As shown in the illustration below, another benefit of bulb outs is the additional space that facilitates provision of the separated curb ramps. They also add space that could be used for landscaping and street furniture in summer months and snow storage in winter months, define parking areas even when cars aren’t present, and protect parked cars.

The illustration shows a typical bulb out at a “T” intersection. At an intersection with four legs, the bulb outs are constructed at every corner as shown in the bottom half of the drawing.

Bulb outs may be less convenient for snow removal on the travel lanes, but they do provide space for snow storage. Care could be taken to maintain a clear passage to



Illustrated by Scott Lewendon, ASLA



This sketch illustrates some principles of well-managed off-street parking. The lot provides parking for a cluster of buildings, but uses just two driveways (A). In addition to backdoor access to buildings, a corridor (B) provides a pedestrian link to the street. The link in the photo above is clean, wide, and well-lit, which is crucial to creating a sense of comfort and welcome.

sidewalks through the plowed snow.

Off-street Parking

Existing off-street parking is unsightly, with many overflowing trash bins, trash, and abandoned equipment. Environmental design practices that create well-lit parking areas that can be seen from the buildings and street can be used to improve security so the tall, unsightly chain link fences may be removed. Property edges could then be defined with a line of trees or low-growing shrubs.

Parking lots could be clearly visible from the building or street, but they should not be located between the front of the building and the sidewalk. Separating pedestrians from the building and catering to cars will not create the walkable environment needed for a village-like atmosphere. Windows and doors in the rear of the buildings provide links to the lots, which contributes to safety. Parking areas and walkways could be well-lit and clean. Comfortable, secure and welcoming passageways are needed to connect parking to the shopping, residences, public space and community services. Policies could require that a minimum of predetermined percentage of area within parking lots be devoted to landscaping and public space. Garbage areas could be concealed and kept clean.

Areas for snow storage and ease of snow removal could also be considered in the overall layout and design of these parking lots. In some cases, permeable materials can be used for overflow parking locations. These may be ideal locations for snow storage.



Relocating utilities will improve the visual appeal of Prospect Avenue.

Policies to effectively manage parking should be put into place now, before the area is revitalized. As properties redevelop, parking should be “pooled” so that properties share facilities. This limits the number of driveways and encourages people to park once and frequent several businesses. A merchants’ association could serve as the overseer of shared parking, with code enforcement and other support from the Town.

Utilities

The most essential issue surrounding telephone, cable and power utilities is minimizing their impact on the visual quality of streets. Many communities choose to place utilities underground in order to allow full tree canopies to flourish, minimize power disruption from storms, and increase the visual appeal of streets. Above ground utilities are most often set in planter strips,



These trees in Olympia, Washington, are planted in tree wells between the parking spaces.

especially if sidewalks are placed at the back of public rights-of-way. Utilities can also be relocated to alleys, back lots, or utility corridors.

If utility lines cannot be moved, attention could be given to the type of trees that are planted beneath them and the pruning care that these trees receive. Medium size trees with irregular branching habits might be chosen over large formally branched trees (honey locust versus linden). The irregular branching habit allows selective pruning of branches for proper clearances without ruining overall branching habits of the trees. Utility wires in canopy locations can be sleeved to reduce friction. Utilities can also be raised to heights where good tree canopies can hide their negative appearances.

Landscaping



The illustration above shows how landscaping and street furniture can be used between buildings to conceal parking lots until redevelopment efforts are complete. Drawing by Trent Greenan

New Cassel is blessed with many mature trees, although some may not be located in an ideal place. Existing trees might be pruned and cared for, and new trees could be added to create a full canopy and provide a visual separation between the street and sidewalk. A continuous system of street trees could have the greatest impact on the enhancement of the street and sidewalk environment. A structural soil and subsurface drainage system could be placed in the upper 30 inches of backfill beneath the entire sidewalk to provide an enhanced growing medium for street trees. A structural soil is a specially designed blend of larger stones that will support the load of the sidewalk, and a typical planting soil mixture that will support root growth. The investment in the structural soil will be returned with longer living trees and the saving in maintenance of sidewalks heaved by tree roots.

In addition to a continuous line of trees, ground covers and clustered trees and shrubs could be used to emphasize bulb outs. Edge plantings in the urban environment are used to enclose space and provide continuity of line. Perhaps the most important function of an edge planting is to provide continuity of facades where buildings are missing along the street. Where vacant lots are adjacent to Prospect Avenue a line of major shade or ornamental trees could be planted behind the sidewalk to form a green wall that will visually connect the adjacent facades. Low hedges or shrub plantings might be placed along the sidewalk to screen the view of parked cars from passing pedestrians. Plantings that are pruned maintain a sense of security and ‘eyes on the street’.



This landscaped bulb out makes the corner a special place.

Selection and placement of trees and plant materials could maximize summer shade, minimize maintenance, and assure that drivers have adequate visibility at entry points. In general, trees could be spaced between 30 and 50 feet apart. Features influencing spacing and placement of trees include overhead and underground utilities and vaults, fire hydrants, sight distances at corners, storefronts, available space and other important views and vistas. A diversity



Pedestrian-scale lighting could be provided using new light poles that support banners and hanging baskets.

of trees is envisioned to add color and character year round. The need to see buildings and retail stores could be considered during the careful selection of tree varieties.

Lighting

Streets that remain attractive at night have three common lighting elements. The first combines pedestrian-scale and taller vehicle-scale luminaries. The lower, pedestrian-scale lamps provide warm radiant light, creating continuously lit corridors. The higher light poles provide more diffuse, general area lighting.

The second element is theme lighting. Theme lighting often includes lights focused on building edges, crowns, entryways or other locations celebrating buildings and public space. Trees, landscaping, and medians can also be lit. Whatever features selected to be lit could be universal in design. That is, if building crowns are to be the emphasis, there should be no gaps.

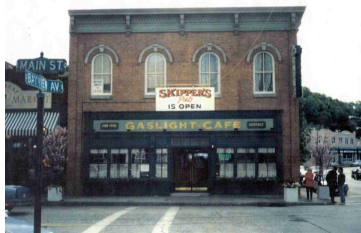
The third lighting element is the warm, radiant glow of interior lighting from ground level establishments similar to that shown in the photo below. These lights can be set on timers and should remain lit until a designated hour, such as midnight on weeknights, or 2:00 a.m. on weekends. The combination of these three sources of light create welcoming, secure, night conditions





Northport

Before



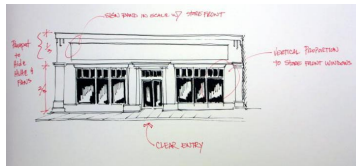
After



The photos at the left illustrate how a facade built for a movie production temporarily transformed the architectural features of the building. The drawing above is a rendering showing how the building could look after a planned renovation. These images demonstrate the potential for New Cassel buildings inviting evening walks.

Buildings

Charrette participants were eager for a face-lift for the community that would include new facades for the buildings along Prospect Avenue and either a new building or a new use for the old school building on Grand Street. There are several vacant lots along Prospect Avenue that could be developed. During focus groups, participants stated that developers were waiting to see how they could propose projects that would serve the vision created by the community. The Vision Plan identifies a number of key areas and proposes buildings suitable for uses that are congruent with public input during the charrette.



Design guidelines can be developed to establish facades that create a street perceived as highly ordered and cohesive.

Having buildings with similar designs is a trait common to successful commercial areas. When consistent building types are used the street is perceived as highly ordered and cohesive, in spite of significant stylistic variations. As shown in an illustration at the bottom of the page, transitions between commercial and residential use on Prospect Avenue can be achieved with careful planning.



High quality urban buildings follow very specific site design principles. Without proper site placement, even the most ornate and well-conceived structure would not contribute to the overall quality of a street, a block, or a district. Too often, simple decisions about the location of entrances or parking can make the difference between a lively street and an unpleasant road. Although New Cassel is not an independent municipality with the ability to pass ordinances, the Town of North Hempstead could employ a number of strategies to require certain design features for new and





Illustration by Body Lawson Associates

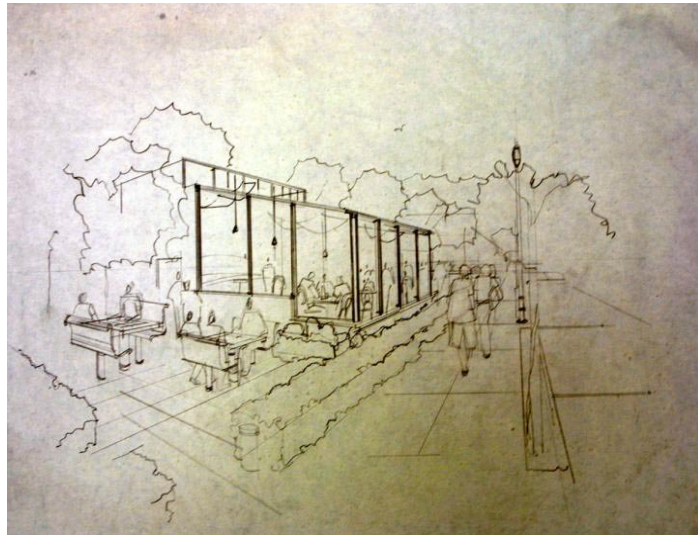
refurbished buildings within specified areas of New Cassel. (Please refer to the Design Guidelines for greater detail.) These design features and many others can help put the “eyes” on the street that are needed to discourage criminal activity and create a distinct character for New Cassel.



The photo on the top of the rendering shows an existing facade on Prospect Avenue near the corner of State Street. The sketch below the photo shows how a new facade could be designed with additional floors added to the building. Illustration by Victor Body-Lawson, AIA, Body Lawson Associates



The sketch above shows a concept for a mixed-use building and gateway feature near the intersection of Brush-Hollow. The sketch below is another example of a mixed-use building. One of the next steps is to decide on the features that will be common to the new facades and developments in New Cassel.



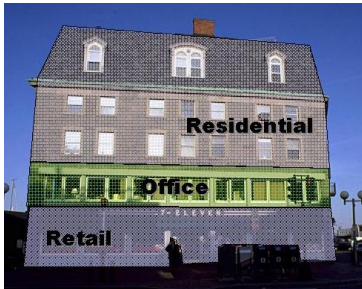
Single-use Buildings



A pharmacy was one of the business types often mentioned as needed in New Cassel. It might be located in a building of its own or in a mixed-use building. Off-street parking should be located in the rear of the the building.

Prospect Avenue has an abundance of single-use commercial buildings and churches. While ample space is available for commercial use, the size of the community and its proximity to massive shopping areas hamper the ability to attract large retailers. This can be viewed as an asset, since many participants expressed a desire for opportunities that allow local entrepreneurs an environment in which to “home-grow” businesses. Many people said they would like convenient access to specialty shops, a pharmacy, and restaurants. From this perspective, Prospect Avenue is an outstanding opportunity. Some of these businesses could be located in single-use buildings, but the best use of development opportunities would include multiple uses.

Mixed-use Buildings



Rather than limiting use to retail or offices, mixed-use buildings include residential floors and sometimes parking. For example, an office or training complex could have ground-floor retail that can cater to the needs of other building inhabitants as well as nearby residents. Perhaps a coffee stand, a dry cleaner, and a specialty mailing service could be housed on the ground floor.



Encouraging mixed-income housing as a component of mixed-use in-fill building brings a number of benefits. Allowing more people to live downtown will increase the amount of shopping done there. Allowing employees and business owners to live downtown eliminates the need for commuting, thereby easing traffic and parking needs. Finally, mixed-use housing allows people to occupy the downtown twenty-four hours a day—not just during business hours. Safety is enhanced because there are more people visible on the street and opportunities for social interaction are multiplied.



Mixed use buildings could help meet the demand for diverse housing options. People who live or work in the 2nd and 3rd levels of mixed use buildings are more “eyes” on the street. They are also potential customers for the businesses that many participants said they would like to have in New Cassel. These residents also contribute to the tax base, thereby distributing the burden, yet not expanding the service area for police, fire or other public services.





Storefronts

Storefronts and interior spaces are important factors in both perceived and real safety. Window signs should cover no more than a predetermined percentage of window space. Interior shelving and displays in storefronts should be no higher than a predetermined height to enhance visibility into the store from the street. This helps create clear visibility between the store and the street. Cash registers should be located so that cashiers have a clear view of those passing by, approaching, and entering the store.



Fences and Edges

Property boundaries can be defined in a number of ways. The use of tall chain link fences creates unfriendly spaces that send a message that a place is unsafe. Low, attractive fences and landscaping features can be used to separate sidewalks from parking lots or yards. These “friendly fences” contribute to the character needed so people feel a sense of ownership for the Prospect Avenue corridor.

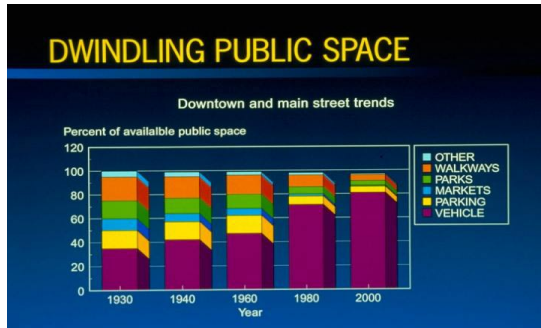
Edges can define property lines and contribute to security in a number of ways. Currently, there are many chain link fences in New Cassel. Other ways to define property include attractive, low fencing and landscaping. A continuous facade in the commercial area is desirable, but may not be realized for many years. Attractive edges could be used in the interim to create a comfortable, welcoming environment.

Fences like those below create attractive edges to define property edges.



Although a continuous facade is desirable, it may not be feasible in all cases. Where buildings are not continuous, edges similar to those in the image on the left can make the walking area more appealing while defining the property edge. Links from the sidewalk should be provided to the building entrance.

Pocket Parks and Open Space



Recreation, parks, and open space contribute to the quality of life for everyone in a community. In fact, it is ranked as the highest priority by owners of small businesses when they evaluate locations. As shown in the chart, public space is dwindling, although communities that have invested in walking areas and open spaces have seen positive economic impacts. Recreation fields and swimming pools require large parcels of land, but Prospect Avenue provides many opportunities for the development of sites for public use.



Children love water fixtures. The fountain in the photo above is located in Sparks, Nevada in front of a movie theater complex near the downtown district. Benches and trees ring the fountain, inviting people to linger and keep watchful eyes on the youth.



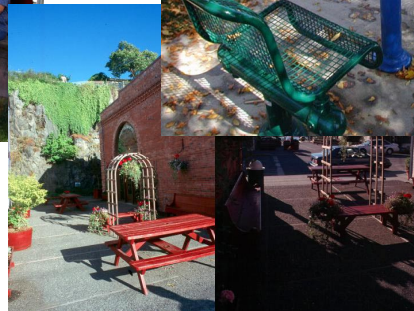
Safe, welcoming open space could be created in many areas in New Cassel. In the photos above, space for music and other community gatherings has been created adjacent to retail areas.



Water features can be as simple as a shallow reflection pond or as complex as the most intricate fountain. Cost and maintenance may dictate a modest feature, but it can still be a focal point in the community.



Open spaces on Prospect Avenue can have multiple uses. Spaces can be equipped with a table for checkers or a simple bench for resting, but be could be converted for a farmer's market or small scale community event.



B. Brush Hollow Gateway Entrance

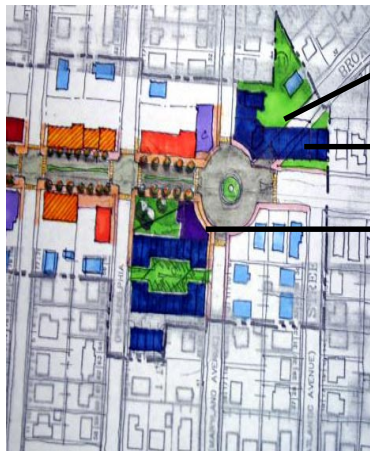


A gateway is a feature in or near the street that greets people as they enter the community. It may be as simple as a green space with a sign, or as impressive as a roundabout with a statue in its center. The concept at this location is to use the redevelopment sites available in the vicinity to complement the gateway feature. Mixed use buildings with ground floor retail and second and third story offices are recommended. Ground floor shops could be oriented to serve building occupants and nearby residents with goods and services such as postal services, coffee and lunch, dry cleaners, and other retail endeavors that would maintain similar operating hours. All buildings could be situated close to the street, with off-street parking at the rear or side of the building. Buildings could include public plazas where people could take a relaxing break from work or sip a cup of coffee.

C. Bond Street Gateway, Housing, Retail Node

The consultant team observed that some consideration might be given to the possibility of eliminating the connection between Broadway and Prospect Avenue. It appears that such a closure might have a minimal impact on the street grid and on the few homeowners who would be impacted. If this were done, and the adjacent parcels were acquired, a large parcel suitable for housing or mixed use would be available. This increased density could help support the small supermarket that many participants envisioned between State Street and Bond Street.

Concept for Bond Street area



Open space and parking

Housing

Supermarket/housing area



This 17,000 square foot Safeway grocery store is in Middlebury, Vermont. This is much smaller than some supermarkets, but large enough to be competitive and viable. A market could be combined with housing, either as a second story or in a creative site plan if the lot is large enough. Careful planning for both cars and people on bikes and afoot should go into the placement of the building and any supplemental features.



D. Grand Street Node

Several vacant parcels at this site could provide an excellent opportunity to develop mixed-use properties on three or four of the corners. Some participants envisioned a town square or pocket park here. The building setbacks and features that might be incorporated are discussed earlier, including parking in the rear, ample windows, and pedestrian-oriented entrances.

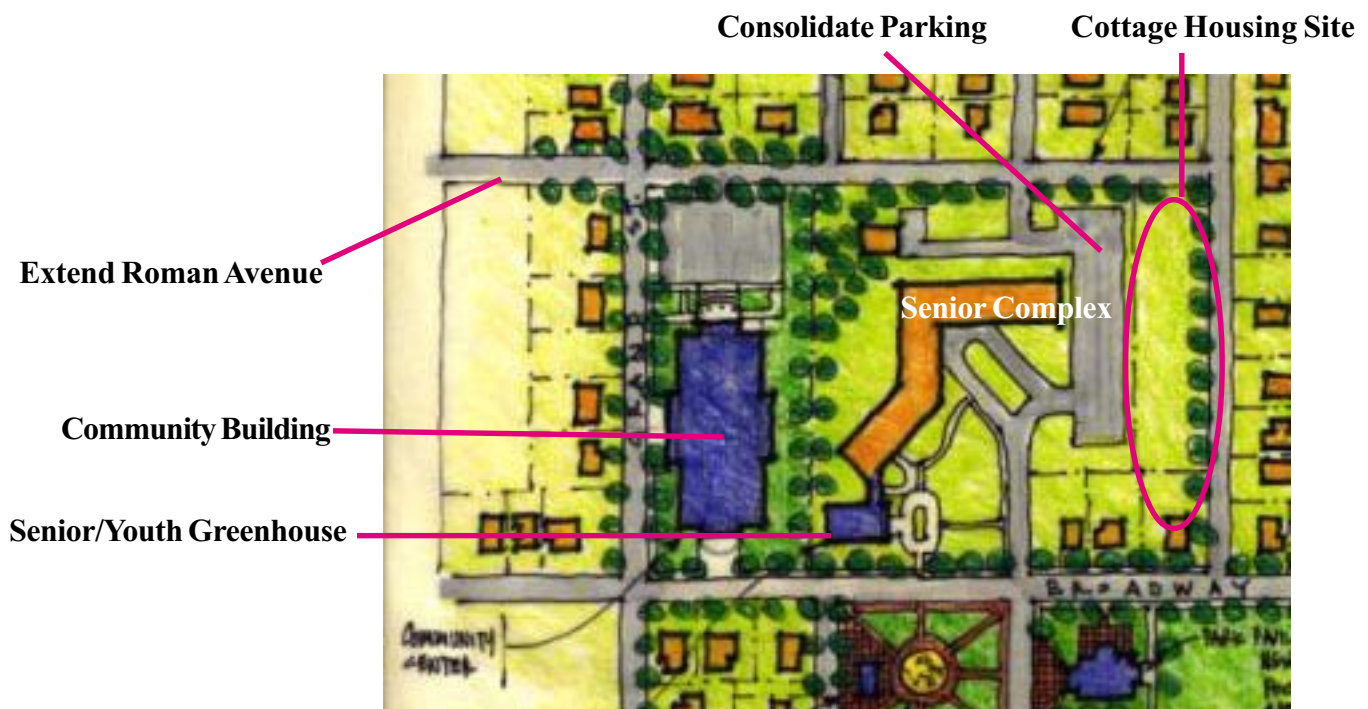


E. Community Multi-Use Center

Many participants requested a place for youth activities. The underutilized school building on Grand Street is an excellent site, although there is some question whether a new building would be required or the existing building could be restored. The site is close to the Senior Complex, which facilitates diverse use of the space. Some work has already been done toward realizing the vision of a community center on Grand Street. It is important that this area be utilized for multiple purposes and be open and available to all residents. This location was identified by youth and adults alike as a desired central public meeting location. The drawing below shows concepts for maximizing use of the two sites.

Stateholders young and old clearly articulated redefining public space in the community, creating a physical community center, and a location for community based activity as priorities. Stakeholders expressed that the lack of a community multi-use facility places a strain on everyone in the community.

Consolidating the parking close to the building would provide space for a cluster of small cottages along the edge. These small residences could serve those who want to be close to the activities in the Senior Complex, but prefer independent living. Attractive, well-lit pedestrian walkways should connect the Community Building, the Senior Complex, and the park. This design addresses many of the concerns expressed during the charrette, such as the perception that seniors are cut off from the rest of the community. It opens up the possibility of a host of interactive programs for seniors and youth to work together to grow plants and share experiences. Roman Avenue is connected to Hopper Street to complete the street grid.





Small, individual cottages could line the edge of the Senior Complex grounds along Hopper Street.

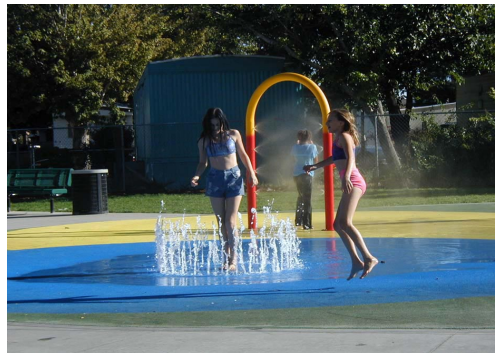


Parks could welcome people with appealing features.

F. Parks

The youth of New Cassel named the Martin “Bunky” Reid park as their favorite place, but added that they don’t feel safe in the picnic area and that the pool is too small. Clergy representing the Hispanic community said a soccer field might rank as a top priority for that group. There are soccer programs, but many participants felt there are not enough playing fields available to residents of New Cassel.

The conceptual drawing below shows an Olympic-sized pool. However, it should also be noted that many communities find water play areas, like the one shown in the photo below, are very popular, inexpensive to install, and easy to maintain and operate. They could be included within pool boundaries, or installed in areas where they can be accessed at any time. Tennis and basketball areas remain the same, but other features are modified. Angled parking is shown near the playing fields.



Revitalized Martin “Bunky” Reid Park



Pocket Parks

The space of one house lot (100 x 50 feet) serves as an ideal gathering point.

Space these no more than each 600 feet along the trail.

These parks serve adjacent neighborhoods. Surround these parks with housing. Security and supervision is added by surrounding housing.

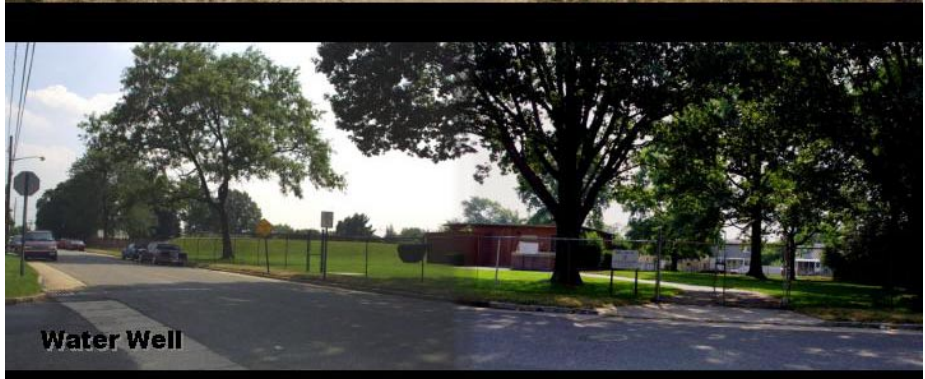


Multi-use trails can serve recreational needs and provide links between school, homes, parks and other destinations. Trails, like other public space, need to be designed so that they are watched over by the community.

Small parks and open spaces were mentioned under the Prospect Avenue section, but there is also a need for neighborhood open spaces throughout the community. Youth could have opportunities to walk to a secure play area that is watched over by people in the neighborhood. The series of images on the left show a park built on a small lot between homes. Residents combined their talents to construct creative space for people of all ages to enjoy. This type of community involvement creates the ownership needed to generate a sense of place and pride. There are a number of vacant or under-utilized areas within the neighborhoods that could be transformed into a magical place like this one.

Other public spaces could be made more accessible and beneficial to the community. The school and the water-well area are very large spaces that do not appear to be well-utilized. As our urban areas grow and vacant land becomes scarce, communities must explore all options for maximizing open spaces. Walkways, trails, and “par course” work-out areas can be quite compatible with other land uses. Trail systems can link neighborhoods to schools, commercial areas, transit, and work centers.

Open public space is a valuable asset that could contribute to everyone’s quality of life for everyone and make the community more appealing to those seeking commercial locations.



G. Housing

This section supplements previous discussions of housing at specific locations. Housing that meets the needs of the community was a top priority. Participants complained that the community lacks housing options, and that some people rent out basements and attics to people who sleep in shifts. The participants felt housing owned by absentee landlords was the biggest culprit. Some said that some owners who occupy their homes also rent rooms to defray property tax costs. The Town has evicted tenants from illegal housing in response to complaints in the past, but the demand for affordable housing is so great that soon after the eviction new tenants occupy the premises.

More code enforcement could be investigated and studied as a way to alleviate code violations and promote safety. Housing to suit variable incomes and lifestyles could also be provided. More choices are needed for senior citizens, working single parents, couples, and families. This need fits well into the vision of more dynamic, vibrant commercial areas in New Cassel. Mixed-use buildings could provide ground-level retail with residences on the second or third level. Residents in commercial areas help provide the necessary economic base to support local restaurants and retailers. Their presence provides “eyes” on the street and they share a sense of responsibility to protect the space.

A balance of housing, retail, and other commercial space could help realize dreams for a clean, safe, economically viable New Cassel. While some may view increased density with suspicion, studies show the per-capita cost of services in low density, sprawl-like communities could potentially be much higher than that of higher density areas.

Tips for Safe, Crime-free Neighborhoods

- Design neighborhoods to be self-policing.
- Require developers to provide public space such as pocket parks and community gardens when redeveloping areas.
- Mix uses and housing types.
- Make sure that windows face the street and other public space.
- In multi-family housing, provide semi-private courtyards.
- Revive commercial areas as a community gathering place; add housing to encourage the presence of people in the area at night.

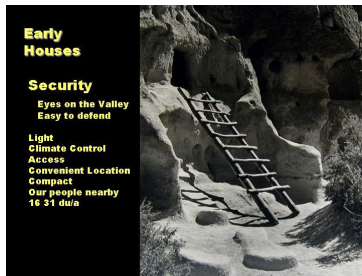
Center for Livable Communities



This single family affordable home in New Cassel is nearly complete. This type of housing meets the needs of one market segment, but a variety of housing opportunities are required to address the overcrowding of single family residences.



Small, ancillary units provide multiple benefits. A homeowner could rent the space, provide an independent home to a loved one, or move into the smaller space themselves as space needs change over time.



Separating housing with paved parking areas does nothing to contribute to a sense of place or provide the open space all inhabitants need for socializing and privacy.

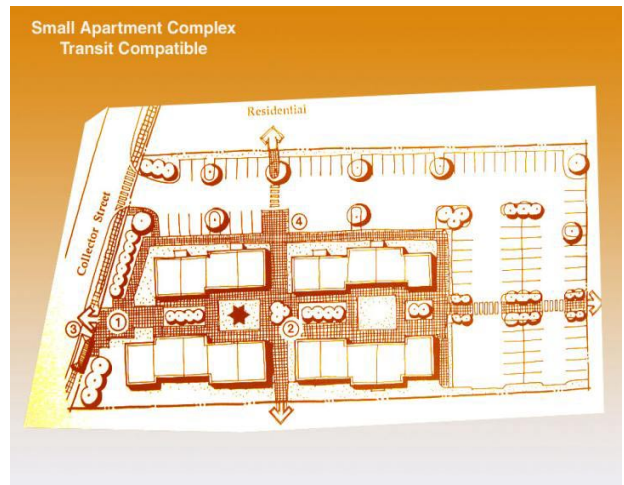
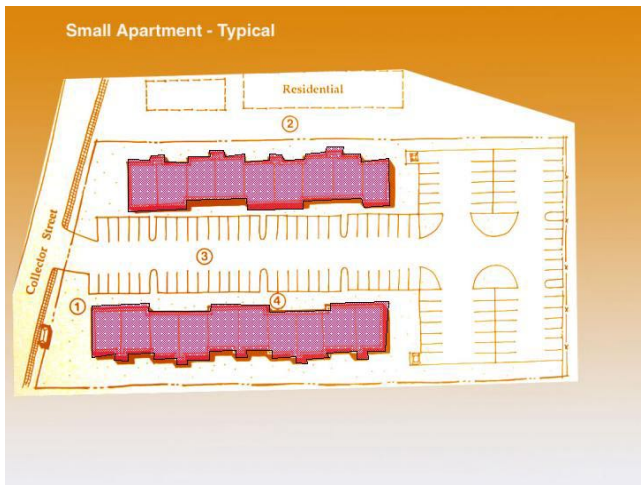
“When people feel connected to a sense of place, emotionally, culturally, and spiritually, they are more apt to care for it.”
*The Making of Place
 Urban Land Institute.*

Density is a relative term, and doesn’t necessarily mean high-rise apartment buildings. It may mean an anillary home adjacent to some single-family homes, where parents or grandparents might live. Or perhaps the owner will move into the smaller unit someday and rent the larger home. Either way, one unit remains owner-occupied.

The housing dilemma confronts many communities throughout the United States. Working class families in the country’s larger metro areas cited affordable housing as a issue in a recent poll conducted by the Fannie Mae Foundation. Forty-one percent of these families, with incomes up to \$54,000 a year, identified the lack of affordable housing for low and moderate income families as a big problem, compared with thirty-nine percent who ranked health care first. Working full-time no longer guarantees access to decent housing. About 28 million Americans spend more than 30 percent of their income on housing. Home ownership for Blacks and Hispanics lags 27 percent behind the national average.

Some communities are facing these issues with creative strategies, such as ordinances to encourage the ancillary housing mentioned above. Some are clustering homes, courtyard fashion as shown below, to conserve land, control costs, and increase security. These small homes could still have private courtyards, but they are oriented to shared open space. The site plans and images on the following page show how multiple units can be situated to provide outdoor space that helps create a sense of place and promote a feeling of community.





These two site plans could provide equal indoor living space, but the site plan on the right also provides shared public space in addition to small, private areas behind each unit. Careful site planning makes the best use of space and provides housing opportunities that meet the diverse needs. These ideas are in use in communities like Cotati, California, and others seeking a diversity of housing for their residents.



Charles Street Village in Cotati now officially open
 They cut the ribbon in Cotati for the grand opening of 42 Charles Street, low income village of senior apartments. In front, Bill Mulligan of the planning commission, Mayor [unclear] of Cotati, planning director Dennis Dorch, former Cotati mayor Sandy [unclear], president of the Cotati Chamber of Commerce. The 48 units were sold rapidly and there is a one year to 18 months waiting list, said Carol Fuller, resident manager. Units rent for \$309 maximum. Financing came from HUD, City of Cotati Redevelopment Agency, Sonoma County Community Development Commission, National Bank of the Redwood Empire, Bank of San Francisco and Burbank Housing Development Corporation. Photo by Jeff [unclear] Egan and Midstate Construction was the general contractor.

Porches, play areas, and gathering spots replace stark parking lots in these housing developments. Shared public space contributes to the quality of life for residents and increases security. Note in the photo below that covered parking has been provided behind these clustered multi-family units. The space over parking allows a private patio and storage area for each residence. The houses face a central courtyard that contains a play area.





In this drawing, a new face for the two buildings are illustrated above and a new structure is added that blends with the others. These drawings illustrate how multiple family dwellings could be integrated with single family homes. The building in the center is a four-plex. This method distributes density, rather than clustering many people into one area while other areas are sparsely populated.

Renovating Existing Housing

Some New Cassel residential properties warrant renovation. The illustration above is one example of how a new facade could completely changes the character of the building. Some of the multi-family structures that were built in the past may not merit additional investment. This will open up opportunities for redevelopment that incorporates principles discussed in the previous pages.

In Conclusion....

Together, the streets, open spaces, commercial buildings, housing, and activity centers of the Vision Plan create a the New Cassel of the future. The concepts of the Vision Plan might be refined as implementation moves forward. Developers could use the Vision Plan as a guideline to understand the needs of the community and design to incorporate the vision into their projects. For New Cassel to achieve the hopes and dreams of its various stakeholders, visioning, planning and implementation must become the elements of a recurring cycle of sustainable development.

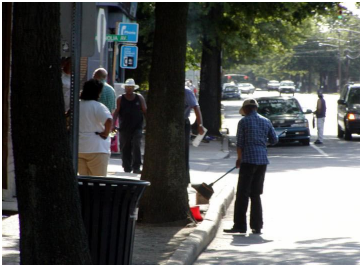


Action Plan

The Vision Plan is the first step toward creating a new future for New Cassel. New Cassel has been the subject of studies and plans in the past, but little progress had been made toward a comprehensive effort to transform the community.

This vision, too, could become another report on a shelf. But in the focus groups and throughout the process participants told the consultant team that this time was different. This time the plan would be implemented. Why? Because it has the combined support of a group, Unified New Cassel, the clergy, political leaders, and most important, the citizens. Participants also made it clear they wanted an Action Plan included in the report.

The Action Plan included here could be treated as a preliminary summary of some steps that are needed for implementation. But it is intended only as a starting point. It is a living document, meant to be altered, expanded, and edited as time goes on. Action Plan items are described below, then summarized by Immediate, Intermediate, and Long Term phasing concepts.



Enforcement

Code enforcement and added police emphasis were requested by many participants. Stepped up enforcement could send a clear message to those not in compliance that a new day has arrived in New Cassel.



Community policing presence in a storefront or in the form of foot or bicycle patrol officers was suggested by some participants.

Community Cleanup Initiative

This shopkeeper in New Cassel could serve as a role model for others in the community. The consultant team observed that his property is trash free and tidy. A volunteer trash pickup and street celebration could be arranged before winter weather begins. Trash companies could be solicited to contribute, as well as civic groups, schools, and code enforcement officers from the Town. A celebration to share in the sense of accomplishment and pride might follow. Food, music, and laughter will be plentiful!

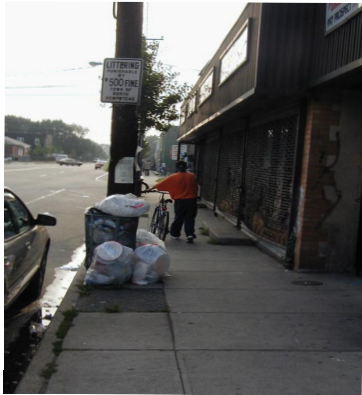
Funding

Funding needs and opportunities could be identified. Strategies such as a Local Development Corporation may be useful tools for seeking public and private investment.



Community Art

At least one talented artist participated in the visioning process. There are probably many more in New Cassel. Children in San Diego created the tiles in the photo on the left. The tiles were then used in various redevelopment sites throughout the community. The community's artisans could be invited to come together and think of their own plan to develop and place local art in public spaces.



Building Community Assets

Building Communities from the Inside Out, by Kretzmann & McKnight, urges a new approach to resolving community problems. It suggests problems are best solved when the community pools resources with assistance from other sources. This publication describes methods for identifying New Cassel's assets and develops a program to mobilize those assets. The sense of place and pride that participants yearned for could be built from the inside out. Increased training and capacity building is needed for local business owners to facilitate their access to existing and new programs to help grow and maintain their business.



Traffic Engineering Study

Proposed street designs for Prospect Avenue could undergo close scrutiny to insure that a safe, smooth flow of traffic can be maintained in a two lane street. The Consultant team recommends that the engineer selected for this responsibility might have similar lane-reduction, pedestrian-friendly designs experience in other communities on Long Island.

How to Build Community

Turn off your TV. Leave your house. Look up when you are walking.
 Know your neighbor. Sit on your stoop. Greet people. Plant flowers.
 Garden together. Use your library. Play together. Help a lost dog.
 Share what you have. Buy from local merchants. Take children to the park.
 Read stories aloud. Dance in the street. Talk to the mail carrier.
 Listen to the birds. Put up a swing. Help carry something heavy.
 Have potlucks. Support neighborhood schools. Fix it even if you didn't break it.
 Ask a question. Open your shades. Ask for help when you need it. Pick up litter.
 Hire young people for odd jobs. Turn up the music. Turn down the music.
 Organize a block party. Start a tradition. Share your skills. Bake extra and share.
 Honor elders. Take back the night. Sing together. Learn from new and uncomfortable angles.
 Listen before you react to anger. Mediate a conflict.
 Seek to understand.

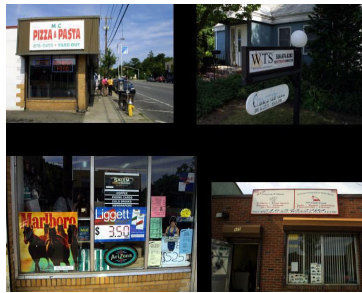
Pedestrian Safety

Several immediate steps could be taken to improve walkability. Automatic signals could be timed to allow ample crossing time for pedestrians without requiring activation of the signal by pushing a button. In a walkable environment, pedestrians receive the same consideration as autos.



Streetscape Program

The refinement of elements in the Vision Plan could continue with development of detailed plans for improvements. The groundwork for this effort could begin now, with the public involved early in the process. The public could have a voice in the selection of all items.



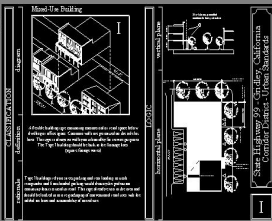
Streetscape plans can incorporate sites for local art to be commissioned as funds are identified. These details can define the community's culture and character to everyone who lives in New Cassel and for those visiting.

Architectural Regulations

Building Type:

- Diagram
- Definition
- Rationale
- Vertical and Horizontal Constraints

These all define the PUBLIC REALM



Gateways

Gateways at both ends of Prospect Avenue could be developed and installed. The gateways may be as simple as a sign beside the street, or a banner. Later, when the street is redesigned, a grander gateway could be installed.

New Codes and Design Guidelines

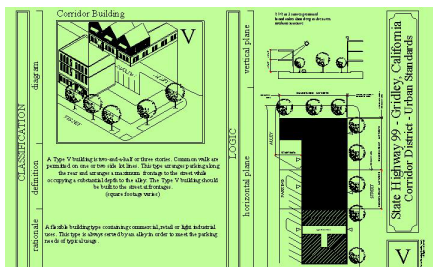
This report provides initial recommendations for design guidelines. A specialist in zoning codes that promote walkable, sustainable communities should be retained to review existing codes and develop new ones. The best new codes are being developed like that in the image on the right. These visual codes provide clear guidelines for developers.

Creating a Code

- Urban and Architectural Standards are Reviewed Through the Public Hearing Process and adopted as guidelines which are enforceable by covenant.
- The Guidelines are translated into legal language called a Code which is enforceable by contract.
- The Code is adopted as an ordinance and enacted into municipal law.

Facade Improvements

A facade improvement program incorporating the architectural design guidelines developed could be established. In addition to resources for the private sector, the facade improvement program could include information on resources and technical assistance for religious institutions seeking facade improvements. Incentives such as grants or low-cost loans could be used to encourage tenants and property owners to participate.



Code Implementation Prospect and New Cassel

Tools provided:

- Traffic design
- Street Design
- Retail / Commercial Evaluation
- Cost Estimate
- Urban Regulations
- Retail Regulations

Youth Civic Program

The American Planning Association has a number of publications on how youth could be involved in community planning efforts. A school-based youth civic/planning program would provide these young citizens with an opportunity to influence the future of New Cassel.

Parks

A group of citizens interested in the parks could be organized to serve as a focal point for all park efforts in New Cassel. This volunteer group could select a strong leader who can organize people and negotiate with public agencies. The group could identify potential pocket park sites and evaluate sites such as the one on Swalm Street. Volunteers can help design and build a pocket park. They could also work with the School District to make better use of the playground area. Concurrently, plans to upgrade the Martin “Bunky” Reid park might be developed and funding procured. The group could also negotiate with the Water District to develop a plan that uses some portions of the public land at the water-well site.

Community Multi-Use Center

Some work has already been done toward realizing the vision of a community center on Grand Street. It is important that this area be open and available to all residents for multiple purposes. The design process could allow public involvement to meet the most needs and garner widespread support. A skilled facilitator could help guide this process so that it results in an outstanding design endorsed by all stakeholders.

CONCLUSION

The Vision Plan is the first step in the process to heal a community, making it whole, alive, vibrant and complete. The themes and design elements presented here are flexible, and serve as a general frame for final design. These types of street designs, mixed use building types, public space, mixes of housing for everyone, and other options, although based on long felt needs of the heart, have many challenges. Pro-active planning is much more complex and involving than reactive planning. Details are important. Vigilance requires many short term and long term players.

Many stakeholders took part in these sessions, and learned the common vocabulary, the inter-relationships and importance of each part to the whole. But many, many more people must now become engaged in this ongoing process. Follow-up work sessions, meetings, events, and efforts are needed. Phasing and early wins are essential.

The quest for a vision changes the way we manage. Instead of power and control for security, the community seeks beauty, pride, and passion for accomplishment, people and place. It is a long, hard road. The communities we most often visit and return to were won the same way, one day at a time.

New Cassel Vision Implementation Matrix

(Projected from the date of final adoption by the North Hempstead Town Board)

Action Item	Immediate (present to 6 months)	Intermediate (6-24 months)	Long Term
Enforcement	Request increase police patrol and foot officer; increase code enforcement		
Community Cleanup	Community Cleanup Initiative: Volunteer trash pickup and street celebration; public education; street sweeping by County; emphasis on code compliance		
Funding	Identify funding opportunities for all Action Plan items.	Continue funding efforts; Establish a Local Development Corporation (LDC); seek public, private investment	Continue funding efforts; Mixed use buildings constructed and occupied
Community Art	Work with school to develop a youth program to contribute art to public space; Conduct a community art contest to help identify local talent.	Begin display of community art; conduct a craft fair featuring arts and craft produced in the community; utilize local talent to conduct art programs	Continue to nurture the arts within the community
Community Asset Building	Identify people, groups, institutions and other community based assets; determine how these assets can contribute to the revitalization of New Cassel	Identify gaps in programs and services; match community resources to needs; establish a community technical assistance program.	
Traffic Engineering Study	Complete an engineering study to verify feasibility of narrowing Prospect Avenue. Lower posted speed limit.	Re-stripe Prospect Avenue to interim cross section specifications	Reconstruct Prospect Avenue; bury utilities
Pedestrian Safety	Study ways to facilitate pedestrian safety. Establish a program to add missing sidewalks and repair existing pedestrian crossings.	Add high visibility crosswalk markings and pedestrian signal heads as needed.	Add medians and bulbs outs during Prospect Avenue Reconstruction
Streetscape Program	Develop required preliminary plans or obtain permits as necessary. Purchase and distribute trash cans and benches to participating shopkeepers and bus stops. Hang banners.	Install bus shelters; install lighting; purchase and distribute planters	Final phases of streetscape in conjunction with the reconstruction of Prospect Avenue
Gateways	Gateway at Prospect and Brush Hollow	Gateway at Prospect and Bond	
New Codes and Design Guidelines	Adopt codes and standards to support the vision plan	Establish overlay district; adopt codes and standards	
Façade Improvements	Outreach to commercial property owners to provide information about TNH/CDA sponsored programs	Complete façade improvements	
Youth Civic Program		Establish in-school planning and community-building training program for youth	
Parks	Identify existing parks and potential sites; review existing conditions	Develop plans to improve existing parks and identify potential for new parks	Martin "Bunky" Reid park improvements; water-well site
Community Multi-Use Center	Identify potential sites and issues that must be addressed before design and building can begin.	Complete preliminary designs	Community Multi-Use Center

Stakeholder Group Meetings

July 25 2002

On Thursday, July 25, 2002, a series of group meetings were held at the First Baptist Church of Westbury at 212 Rev. Stanley Hines Street. Each group was informed by Dan Burden, facilitator, that these meetings allow the design team to gain valuable insights that help shape presentations and identify issues. The questions Dan used to elicit input from participants are listed below in italics. Highlights of participant responses from participants are listed as bullet points.

Group 1: Political Leaders

What do you hope to get from this visioning effort?

- A roadmap; master plan that will enable us to forge a path toward revitalizing the community; to understand what the community needs so we understand how to focus our economic efforts.
- Tangible plan that is ready to be put into work. This is a community that was totally neglected; I'd like to see creation of community trust and belief that something will come out of this process; that we will do things that make this a real community; none of the basics are there now.
- The basic amenities are missing; no supermarket, no bank; nothing that gives a community a center; can't fill a prescription here. It says to me that people didn't believe enough in this area to make it a community. We need to show people that they should come here.
- Something that works needs to come from this. I want a very diverse community that changes rapidly.
- In addition to gaps in services I would like to know what the community considers their identity and sense of place, and why they like New Cassel.
- The process should generate an action plan and give participants a sense of social and economic empowerment.
- Prospect is a disjointed street with churches and homes; some sense of identity has to be determined for the community. If we are looking for a town center, the fabric of the street should define that.
- A sense of place; walkability; positive impacts on social and culture conditions.
- We would like an environment that makes sense for the community; a sense of center with a quality that sustains the community. We look at main street redevelopment with the contextual issues and landscape issues.
- Assess the retail and economic needs of the community. Determine how we can support existing merchants and attract additional businesses to support the community.
- Focus this Vision Plan on the corridor; we hope to have a plan that will be effective for this community.

Share your insights: What will be the magic that makes it work this time?

- This project has the support of the community, including the real estate owners. The town is supporting this project. We expect to have something doable.
- What we really need is the community input. If they are shy we need to encourage them to speak up so staff will know what they need.
- The magic will come from being able to listen to what the community has to say. Respecting the diversity of the community will help.
- Need an action plan as a result of this.

- The community is still changing. The rapid expansion – 2000 census shows an increase of 30%.
- The relationship between the Town and the community will make this effort different. There is a Memorandum of Understanding that defines how in concert the redevelopment will proceed. In some communities the groups form around the availability of money and when the money disappears those groups dissolve.
- Economic incentives must be identified and put in place for the residents so they can be part of the economic movement of this town. This movement will lead somewhere; the question is how we control it. There has to be some element of sustainability where people who buy into the system can afford to be part of the system.
- Cultural, economic, social and environmental sustainability. To make this a special place, for example what is this street? What assets are here? Maybe we can build that asset?
- This is the first time we've been involved in a visioning process. The support of the town is a new type of effort I've not experienced. The role of Sustainable Long Island and the unified community gives us a better pipeline into the community. The community is now seeing that the Town is focusing on New Cassel.
- My focus is how does New Cassel become a safer community? I'll be looking for input from the residents (3rd precinct) so we can work together as team players.
- The input from the community is basic. Without that we are imposing something on them. For our part, we've focused on New Cassel, but we were focused on individual needs. Some of the past resistance and disbelief will be erased when they see they are part of developing this plan. The other thing is that you do need the partnership. This is the first time we've had an organization to help us bring the groups together.
- We have been to Washington three times to lobby for funds and this last time was our most successful. We got money to do a feasibility study on brownfields. I hope there is more money coming to address environment issues. It is clear New Cassel is a top priority for potential funding. New Cassel is included in the County's Empire Zone application. Affordable and appropriate housing.
- There has been study after study that did not focus on implementation. With the letter of understanding between Unified New Cassel and the Town we are able to show momentum to help us gain financial support. The important thing is that we develop a plan that can be implemented.

Group 2: Town Stakeholders

What is it that you, as a stakeholder in the Town, most want to get a sense of this weekend?

- To get as much information as possible to relay to others in the Town.
- I hope to see many leaders and residents in the community participate in the charrette so that everybody's opinions and ideas are included so we can move forward and realize the dreams of what New Cassel should look like.
- Confidence from the community. That there is a vision plan, that there will be tangible results in six months or a year; new buildings and new businesses so people get a sense of accomplishment.
- Tangible results; streetscape sidewalk façade improvements; something that the community can walk down the street and see.
- Would like to see an excited, engaged community that stays engaged; I'd like to see a final draft of the vision plan by September 30 so we can get rolling.
- In current zoning codes there are a lot of issues with respect to how we can facilitate the type of ideas that will come out of this. We need to know our zoning code is facilitating the effort.
- Looking forward to seeing government at work with the community.

What are the details we now need to focus on? We know we need the involvement of the community and the ownership. What are the details that I, as the facilitator, need to draw out from the people?

- Community acceptance of change; we've had resistance in the past over garden apartments. People in the community looked at that as bringing in welfare people.

- Identify the various scales of the streets and the town; design guidelines which will respond to those scales. We should look at transportation and commercial activity; open spaces; recreational space; lighting, facades. Is it a walkable main street or are we going to have cars going back and forth?
- Follow up process.
- Some conceptual plans still needed early; then some early tangible results. What do we in New Cassel what to see in the future?

Are there any good examples of other towns or villages that have recovered from this level of neglect?

- No. Plaza in the Great Neck area created the first BID in the state. It's very exciting when people see those changes. Port Washington also has a BID doing some tangible improvement. There was never a commercial core to put together a BID in New Cassel.
- Right now there are a couple of projects through CDA that, had this process not been going forward, they would have been ready to go several months ago. They have now been asked to participate in this process, so once this process is done they are ready to go.
- Harlem is precedence, even though it isn't the same economically. There could be some kind of resistance when you see a lot of change overnight. When a lot of physical change occurs overnight people think of gentrification. You have to give people some incentive so they can be a part of the economic development. Some organization like a BID needs to be set up to give people a sense of taking part.
- We need to understand what the stumbling blocks are and what services need to be established to help support the local merchants and some sort of process to continue to engage local merchants and keep them informed.
- In looking at other villages, some of the problem is that the use is too limited; the stores are repetitive. You need variation. There is a lot you can learn within our own Township.
- In terms of neighboring communities, Islip, Bayshore have come along way. Freeport is another Village; they have done their waterfront using Federal and State funds; still have a long way to go.
- We are aware a community is an organism like a human.
- Design this in phases so each part could stand on its own.
- Help the community decide their priorities.
- The streetscape work seems to attract the development, but isn't a guarantee.

What's the relationship between New Cassel and the rest of Long Island? Where is the public transportation? Demographically New Cassel is much younger than much of Long Island, but we need to look at it as a larger whole.

- Central Islip is a good model for that regional approach. They have built a community around something that was nonexistent when the psychiatric hospital closed.
- I want a plan that is separate pieces that altogether will create the New Cassel.

Group 3: Business

We want to sense of your viewpoint of the opportunities in New Cassel. Share with us what you think is going to be the most important outcome ? What are you interested in achieving?

- Would like to build a daycare center in New Cassel and would like to see this barren land turned into a place.
- Interested and excited and want to see where they can help out.
- Working with CDA on affordable rental housing. Our firm built and manages over 3000 rental units.
- Time for New Cassel to get an uplift, to get the community leaders and owners to get involved.
- Keep going until we get what we need.

- Keyspan: minority women marketing.
- New Cassel Properties LLC owns two blocks; they are working on a revitalization property. Bring up a community acceptable to everyone. Make area suitable for everyone.
- I would like to see buildings on vacant lots. I would like to see it beautified; less talk. More livable; people should feel less afraid to walk around. Nobody wants to walk through a group of people hanging around in front of the shops.

How do we build something that allows us to have appropriate lingering space instead of a space that invokes fear?

- I think there should be places where they should go – recreational places and parks.

What are the reasons why this is the time to invest? What are some of things we have to overcome in order to make this the right time and place? Why do you think this is the time to be here?

- I'm here at the invitation of Spr. Newburger, who has committed full support to the community.
- Looks are important. The community needs work. I want to purchase more property, like a coffee shop or diner but you get a little scared doing things the way it looks now. We want something done soon.
- From our perspective New Cassel presents a unique opportunity because it has suffered some neglect and decay. It is somewhat of a bedroom community. The workers here need a decent place to live.

What is stopping you as investors?

- Properties have been empty for years.
- People hang out and say there is no place, but there is a park.
- Leadership. I've been involved with development and upgrade in the center of the village. What I've gotten for the last year and a half, what I've gotten in the way of determination and support, is excellent but it's not enough.

What is special about New Cassel?

- Central location; it is a very sensitive location to Hicksville. Right now people are flying up and down and don't want to stop.
- Each of us should help and we should watch. It is not only the leadership; it depends on each of us as well. We must treat the neighborhood, the block, and the street with respect. We need to work as a team. Let's give our support to our leaders.

Would you say education is critical?

- Yes, and support the leadership and believe in yourself. Nobody else will come and clean up your house. We know the community and the leaders is backing us. If you see two or three guys hanging around and you expect police to come after them that is the wrong attitude. If you see old cars dumped you need to tell them. The police are supportive.
- New Cassel is negative to other people. When we first opened we were excited and hopeful. As the years have gone on people won't come in our shop. They remember things that happened five years ago.
- We have been trying for many years to clean up the community but we are now seeing positive things happening. The question is, can we allow no loitering on the street? Is it the young people hanging around on the street?
- The loitering issue you are speaking of is the same everywhere. You can't put up anti-loitering laws and expect enforcement because of constitutionality. The overall look of the community, lighting, and other factors may contribute.
- Many people are expecting something we are not working for; people don't participate when there is a meeting.

- The unity must go beyond this room.
- There was an effort to get a group of merchants organized. (that failed over time)
- A lot of the kids come from dysfunctional homes.
- We need more visible police officers; there is something going on where they are standing around.
- Calling the police moves the kids to another store.
- Business counseling.

Group 4: Clergy

A lunch meeting was held with clergy from various denominations. The focus group was conducted during the lunch.

What do you hope will be the result of the work? What are you hearing from the people?

- One of the things I'm impressed with is the working unity with the community. I hope this is ongoing. This could be the beginning. Then it will be successful.
- I would like to be one of the people to help make the change. We need to get together.
- Works with jails and legal aid; many clients are from this neighborhood. I believe the people in this community look to churches for help.
- Unity within the community essential.
- Here to help in whatever way I can.
- Involved with transitional housing for drug rehab men/women. Glad to be a part of the changes taking place.
- Excited because everyone is here seeking shared vision. We all need to come together on a continuing basis. We're all on the same page.
- Family friendly community where our children can go out at night without fear. This good work will move us toward that end if we work together.
- The turnout today shows positive signs for good things happening in this community. I hope for the day when you can feel comfortable stopping at any store.
- There used to be a pharmacy and a dry cleaner here. I want them to return.
- As black people we know we have health risks and they are not being fully addressed. We need to incorporate health issues more so people can benefit from it. People need services and medical care readily available.
- Happy to have unity among us.
- A leader among Hispanic people; was a superintendent of schools in Central Islip. That community is viewed as one that has turned around. Westbury is a low wealth high tax area. The Spanish-speaking community is the one that has grown the most on Long Island.
- The immediate need when he visits with Hispanics is for housing. It is a different subculture in America for the Hispanic. It is a tremendous challenge. We hope we can get the diversity together for the good of the community.
- My concern is a need for a better quality of life.

What would you like to say that would help the team make New Cassel livable and affordable?

- We need more housing. There has not been preparation for rental properties. People don't have a place to live. The property available for development is limited.
- We need a community center for our young people. And someone to make sure it is well run.
- The Salvation Army would like to have a gymnasium for the entire community. They have been to the Town Board several times trying to get the project approved but it has been denied. They still have plans to tear down the old Grand Street building and put up a new building, but it will be a challenge to get it done. With this we can maybe do it. The young people have no where to go.
- One of the greatest needs for the Hispanic community is a soccer field.
- A park setting, the soccer field and gym, should be set in a setting that is beautiful and people can sit on benches and people can come and enjoy the space.

The spaces we have now that are open must be beautified and they should be protected.

- Along Prospect there are businesses that need new facades. Post Avenue for awhile had empty storefront and now it looks better. I think we can compete with Post Avenue.

If we weren't looking at the physical things, what can you suggest to us that we can implement in the master plan that may not be physical that can help to make this a better community?

- Consider establishment of drug free zones in the community. Perhaps around a recreational complex with a park, pool, gym, whatever. That would be something people in the community would be.

Do you use the pulpit to discuss the intangible issues about community living?

- I don't think the problem is within the church. I think most of the people who attend church do care. It is outside the church. There are more un-church people in New Cassel than church going people. We need to be a better tool in getting outside the church. We aren't reaching everyone. Once we have some win situations I think people will care more about their community. The aesthetics are important.
- Affordable housing attracts people to this area.

Group 4: Youth Leaders

What do you think will be the most important thing to bring the whole vision of New Cassel come together to be achieved? How do we provide the kids what they need? What is it going to take?

- I want to get some feedback on the projects. I think for the kids it is valuable to get the children's input. They don't have the filters we adults have.
- Westbury Youth Services tries to reach out to at-risk kids to refocus on where they are going. They are taking advantage of the activities.
- Parents need to be involved too, but they are busy with two jobs. Most kids are latch-key. They have no transportation to programs that are offered; parents come from other cultures and don't understand some of our efforts.
- Headstart program wants to know how they could be of help. New Cassel residents have to go to Hempstead to obtain services. They have services for HIV and AIDS, displaced homemakers. They do outreach and Westbury is targeted. Some programs are mobile.
- Role is to address children and families in need. New Cassel needs programs; clergy needs to play a supportive role. Need to keep kids busy, active and involved.
- Some people in the Village now come to New Cassel with their kids. Kids need an array of athletic and educational opportunities.
- There are so many things we need in New Cassel. One thing is not going to stop them from getting in trouble; it takes many things and they will make mistakes because even adults make mistakes. We need so many things. Schools have soccer fields. New Cassel Park has a soccer program.
- Every school has a field where soccer and baseball can be played and a gym that can be utilized. Some schools close at 5 p.m. and don't open until the next morning when the janitors arrive. The youth are held hostage in this community. We don't bring the youth the table to ask them what they need in the community. We tell them what we want for them. Recreation may be the card that brings them into a place where we can work with them. We have the real estate to do an all purpose center.
- We could use a YMCA. There is no swimming for local kids. We need a dance studio. We didn't have a facility when we tried to get a program started.
- Reduce speeds on Prospect Avenue.
- All of the youth programs in New Cassel are generated by public sector funds. There are grassroots programs but they aren't here.
- The kids in previous visits pointed out they are pushed from place to place because they are accused of loitering and that there are no garbage cans to deposit litter.

Group 5: Not for Profit Leadership

Share what you think is the most important thing to help New Cassel through the visioning process.

- Seniors do not feel they have contact with the community.
- Satellite library in the Park Avenue School to serve children; would like to use it to a greater capacity and would like people in the community to make use of main library. It is about a mile.
- Housing is a big issue. Our school district consists of children in the Village and the New Cassel area. In the fifth grade telementoring group we teach the youngsters an idea of the history of Westbury. At the end of the year the children participate in a mock Village meeting. School District is subsidized from New Cassel and Westbury; there is one post office.
- Park Avenue school program and a free youth camp. I feel we need to weed before we can seed. Absentee landlords and illegal housing is a problem. We coach people to call police and authorities to report problems. It doesn't matter what business we bring into the neighborhood until we weed out the problems. We need the business to help us. Programs come and go. (By weeding she means cleanup the issues and problems.) We need the businessmen who care about the neighborhood. More police presence; report problems; have leadership be aware that some businesses are not legitimate.
- My concern is the safety and the availability of programs for children. There are too many cars due to illegal housing. There is a communication problem between community and services.
- Children aren't allowed to venture out after school.
- Improve the condition of families. A list of gang violence and drug abuse would show that this starts at home. Kids are home alone because parents are working two or three jobs because they don't have an education. This group is trying to centralize resources so people can access the services. Peer mediation and mentoring programs have been successful in other areas. They are identifying available resources now and want to locate in New Cassel.
- Drum and bugle corps: problem with the lack of parental responsibility.
- New Cassel Environmental Justice Program. The quality of life in New Cassel: decent, affordable housing, not low income housing. Even seniors would like to stay here but there is no housing here. The government officials are lax in this town; too few people are attending. One of the main problems is our illegal housing. It affects our school district. The community was geared for one family per home. There are many homes where the basements have been converted and also garages; absentee landlords. School district is overcrowded. School taxes are going up. A lot of the home owners here send their children to private schools. There is housing all over the island.
- The industrial area is a State Superfund site. Waste companies dump there; auto shredders are there. There have been explosions there in businesses who weren't supposed to be located there at all.
- There were a lot of paint companies and they did not dispose properly of the material.
- All peoples need to come together to clean up New Cassel; all nationalities must be included or some will say they didn't know. I see people urinate in their yards. Those things have to be addressed.
- Hope the community as a whole tells us what direction they want to go in. It can't just be a few fragmented pieces.
- My passion is for beautification. I believe this will generate pride in the community. I want the malt liquor and cigarette ads taken down. We can't afford to wait; on Tuesday or Wednesday something needs to happen. We need to be able to implement it right away.
- Some of these goals should be reviewed through the legal system so that the action plan consists of things that can have the most impact.
- "No loitering" isn't unconstitutional if there is a vested public interest. It has to be an at-large public interest.
- We need to educate people in the community as to what we intend to do so they will have some sense of ownership.
- We should look at how we can get some creditable businesses in the community. We don't have a post office or a pharmacy.
- Out of town landowners don't care who they rent to and don't take care of their properties.

- My concern is the children. We need to focus on them. We must bring something out of this meeting.
- Youth, public education, immediate results.

What instructions do you have for the design team?

- A participant asked if it was realistic to expect immediate results. There are ways to reclaim and redesign your space without using “hard” design such as bars over windows. There are things that can be shown as case studies that can teach the community how to create a welcoming place. The first thing might be that we aren’t tolerating garbage. This is not a municipal problem. It might be that those of us who don’t litter might have to be encouraged to pick it up to model the behavior for the community. The framework will be important.

Community Visioning Day

Saturday - July 27, 2002

Many people of all ages spent most of the day Saturday participating in a variety of activities to develop a vision. The following is a summary of the events and outcomes.

Adults

As people gathered they viewed sets of images depicting aspects of streets, buildings, public space, and transportation. They worked in informal groups to discuss the six images on each card and select a favorite. This exercise was used to introduce different options the group could consider during their design session. The adults then viewed a training presentation by Dan Burden of Walkable Communities.

The adults were divided into walking groups according to their primary interest area. One group focused on housing and commercial architectural issues; one group focused on streetscape issues; one group addressed overall issues. Accompanied by a Design Team facilitator, the groups walked areas of New Cassel to discuss their observations, identify improvements needed, and explore possible solutions.

After lunch, adults gathered at tables to discuss issues and work together to identify possible solutions. They used aerial maps to identify sites for proposed improvements. Each table presented their ideas to the entire group. A summary of their presentations follow.

Group Presentations

Table 1

- Redirect heavy vehicles to Railroad Avenue.
- Two lanes on Prospect Avenue.
- Bunky Reid Park: basketball courts too close to RR tracks; relocate park closer to a town center area; redesign park area for quiet and recreational spaces.
- Grand Street School: use it for Senior and Child Day Care. Have youth around older people. Increase the number of senior units originally planned.
- Brush Hollow Rd. and Prospect Avenue is the entrance to the community. A technical learning center or high tech learning center with an internet café would introduce the future to this community. It would encourage further development of similar and related businesses on Prospect Avenue.
- We have many churches on Prospect, but many need help to rebuild or perhaps relocate into a structure that would celebrate their faith. We thought of a church plaza where several denominations could be located near each other.
- Affordable housing around the park edges.
- Instead of having all the little grocery stores, get them to merge and have one big supermarket on State Street.

Table 2

- The churches should be consolidated with no more than four on Prospect. The facility could be shared.
- In the business areas they specified near Brush Hollow a number of business and some on the other end of Prospect. We decided to have several roundabouts along the street so people wouldn't just step on the pedal. Some trees and benches staggered at places where people take the bus.
- The Grand Street School would be a combined community center with performing arts and child care. Performances and a central area for people to gather.

Table 3

- Make Prospect two lanes wide.
- Reface the storefronts.
- Widen sidewalks; wide enough for outdoor eating.
- Redo apartment buildings.
- Create a “hub” between Hopper and Garden.
- Grand Street School: integrate senior citizens with children’s daycare.
- Create a pocket park in one of the vacant lots on Prospect Avenue.
- Put a pharmacy at the triangle.
- Meter parking to prevent all-day parking.

Table 4

- Divide the street with a median.
- Plant flowers or trees to beautify the street.
- Beautiful gateway homes at Prospect Avenue and Brush Hollow Homes.
- Empty lots identified for flower shop, art, restaurant, other small shops and possibly some entertainment.
- They want to have the businesses, but they don’t want to overcrowd it with too much traffic.
- Retail center with a dance studio, coffee shop, and pharmacy.
- Renovate existing businesses to blend in with the new business coming to the community.
- A community center at Grand Street school with the seniors and children in close proximity.

Table 5

- Security: hidden cameras; maintenance; continuity and multi uses of facilities.
- Keep Roiman and Annes, but add a patio.
- Make sure we have a resource complex.
- Gateway with roundabout; first thing you would encounter is a cultural arts center. Office space, performing arts, art exhibits to speak to the character of what we have.
- Transition to residential area but put a resources center with tech services, a club house.
- Transition to commercial area on the other end.
- In green boxes at transition sites on either end of the residentially zoned area there would be restrooms and bus stops. The current bus stops are loitering areas. People don’t really catch the bus there.
- We spoke about the park that is beautiful but get rid of the boundary fences.
- Medians in the center of Prospect Avenue.
- Maintenance. Keep up what we do.

Table 6

- Brush Hollow and Prospect: nice renovated bus stops; bigger welcome sign by triangle area.
- Lot between Sheridan and Sherman: a McDonald’s with a small park and community center across the street.
- Banking center.
- Roundabout at Grand. Affordable housing by the water tank. Retail center and park by Bond and State Street.
- On Prospect, two lane road with a turnaround (roundabout) to slow traffic down.
- Mini-market.
- Senior citizen center at Grand School, with services including a bank close by.

Table 7

- Brush Hollow Road: roundabout. We need something there to attract visitors, so we want something like a gazebo, trees, and benches. Something pretty. Take the Christmas bulbs off the tree.
- Maintenance.
- Where the gas station used to be, put in an assortment of businesses or a computer learning center.
- Ditto to all that's been said: a divider in the middle with two lanes.
- At State Street, a library that would serve as a meeting place in back, a park for seniors and children.
- Wider sidewalks, with diagonal parking and in the back of retail stores, adequate light.
- Everything on Prospect should shine like the sun. It is not comfortable to go into those stores.
- Brick for our sidewalks, not just plain old sidewalks.
- Improve the makeshift basketball court on Swalm Street.
- Roundabout coming over the bridge from West John; at Brooklyn, have a café where you could sit. Light up night and day in the parks and the library. Adequate affordable housing by Brook Street. Tear down the blue house and put in affordable housing.
- The barbershop area should be utilized so when you arrive in New Cassel it is attractive. People will take pride in the neighborhood.
- No illegal rentals.
- Tear up Roman Avenue and start all over again.

(Tables 8, 9, and 12 were not occupied)

Table 10

- A bicycle path on Prospect because there are so many people who use bicycles.
- Wider sidewalks and narrower street. Allow sidewalks to enhance the businesses with landscaping etc. Sitting space.
- Parking lots behind the stores to eliminate some street parking.
- Union Avenue and Brush Hollow: commercial building to attract other businesses into the area. The large building would demonstrate the community is viable. A restaurant near this site. Fast food is fine, but we would like a restaurant that would attract people from the businesses and the outside.
- Near the Wantagh Parkway we want a shopping center with a bank, stationery store, and a small office complex. We don't have the little medical centers you see around the island, or any lawyers. That would complement the bank.
- We want a traffic circle. Hopper is a cut through onto Brush Hollow which the turnaround would help.
- We need housing and suggested it at the Grand Street School. The building is over 60 years old and would require too much of an investment to restore it. The property is right next to the senior citizen housing, so why not put other levels of housing there? In the meantime, everyone has said a community center so we left a spot on Grand Street for a community center. On the other side where we have senior housing near Headstart we could utilize this for housing.
- No more absentee landlord housing; require owners to live in their properties.

Table 11

- In coming in from Brush Hollow road we would do a roundabout to slow traffic and make a gateway. The empty lot would be flowers with chairs for the bus stops. Next to it they have a café so when people enter they see this. They would put a library across the street.
- Get rid of the empty lots.
- Put in a post office so seniors don't have to walk to Post Avenue.
- A dry cleaner, a pharmacy and a bank in the vacant lots so it is convenient for the senior citizens.
- Make the Grand Street School a cultural center for all ages. There could be movies there for teens and youth, cultural activities and other meetings.

- Make some of the stores look almost like homes with flowers and more attractive fronts.
- Pull out the curbs to give more room for people to walk.
- Flowers down the middle. Speed limit 25-30, not 45. Ice Cream center, market.
- State Street – small supermarket.
- Signs that say “Welcome to New Cassel” on both ends of Prospect Avenue.

Youth

Volunteers working with youth used similar images to prompt discussion about what they did and didn't like. The youth told which images they liked best and what they like. In general they showed a preference toward attractive places where people were lingering, such as sidewalk cafes and outdoor seating areas.

The youth walked portions of a prescribed route with their group leaders. They discussed what they saw, taking photos along the way. When they returned they worked together to make lists of what they liked about New Cassel and what they felt was missing. They identified the trees, green places, clean yards, and park as good things, but they were far more interested in telling about what they didn't like. The litter and lack of sidewalks were of particular concern to them. Although some of their input described places they would like such as a McDonalds, they also talked about how they would like more parks, an improved swimming pool, and improvements to the existing park.

After lunch a short presentation similar to that shown to the adults was shown to the youth, then they formed groups to develop their recommendations for New Cassel. The youth used their photos later in the day to create posters. The following is a summary of their written captions by area:

Overall

Clean up litter; add garbage cans
 Need better sidewalks
 Fix up dilapidated houses
 Lots of bumps (in the sidewalk) and trash on the ground
 Disliked chain link fences
 Like people who smile
 Like clean yards
 Too many people live in some buildings
 Too many churches
 Give youth a place like a technology center

Prospect Avenue

Put a park or food store in the vacant lot at State Street
 Stores need to clean up entrances and repair steps
 Traffic is too fast; New Cassel is a town, not a highway
 Traffic circle to slow traffic at Grand Street
 Planted median in the middle of the street; two lanes only
 Cleanup parking lots
 Wider brick sidewalks with planters and benches
 Is the Police station needed? No one is ever there.
 Add CVS pharmacy
 Pocket parks
 Youth Center
 Restaurants

Use attractive fences

Fix up stores

Martin “Bunky” Reid Park

Liked pool

The pool needs a roof on the dressing room

Move picnic area closer to the security area (so people won't take their food away)

Clean up picnic area

Move baseball field to picnic area

New bathrooms near office

Clean the pool

Broadway at Magnolia

Houses behind seating area with benches and a fountain

Restaurant

Grand Street School / Senior Complex

Playground rusted and unsafe: beautify and install new equipment

Establish teen mentor program for tutoring younger children

Maintain senior grounds; cleanup, prune trees, plant flowers, etc.

Build a pharmacy near senior complex

Closing Presentation

July 29, 2002

Rev. Harvey opened the meeting with a prayer, and following introductions of many community leaders he invited Rev. Patrick Duggan of Sustainable Long Island to greet the crowd.

Rev. Duggan mentioned the scripture that says without vision, people will perish. He pointed out that many residents and Town staff have made efforts in the past to improve New Cassel. “There was a lot of energy, but there was no shared vision. No sense of what we should be. After these days, I believe what you will see tonight is a shared vision of what New Cassel can be. But it is what comes after this that will make the vision a reality. The Town, County and many others will need to work together over time. There are some short term things, such as a community cleanup day, that can happen soon. But other, bigger items, cannot be expected to happen overnight.” However, he assured the crowd that everyone here is committed. He pointed out that when you plant a seed in the ground there is a long period when there is activity underground before the seed breaks through and is seen. He stated that, “with the help, support, and commitment of everyone, we are going to make this happen.”

He then introduced Dan Burden, of Walkable Communities, who headed the team that put together tonight’s presentation. He explained that Dan has walked through at least a thousand communities helping them make a new tomorrow. He explained the group would see the “first cut” of the vision, that would later be refined.

Dan explained he would do the presentation in two parts. First, setting the foundation, and second, outlining the Vision Plan. He explained that this plan is not something to be turned over to government, but to be nurtured by the community as parents nurture a child.

Dan began his presentation by discussing events that led up to today. “This plan is focused on the next generation. We will build it, but they will use it. During the last fifty years we have created conditions that compromise the health of many people. We must rebuild our communities to return that health.” He pointed out that all people, of varying physical abilities and diverse backgrounds need to be able to enjoy our streets. A place that is crafted so that all people feel comfortable creates opportunity for social interaction. Public art, plazas, and activities are needed in communities.

He told the community that during the evening he would show places where people should be invited to rest on a bench or to linger. He asked the group to think about how everyone can work together to achieve the vision. This is the time in the sun for New Cassel, but they cannot begin to do it alone.

“The elements of a successful hamlet or village include security, comfort, convenience, efficiency, and welcome. All the essential services, of proper size and scale, belong here. Necessities need to be available, not just by car, but by bicycle or foot. We can take an open place, and put “eyes” on the space to create the security and comfort we seek.

One bad building on a street can seriously impair the success of the other buildings, so this effort must be done together. The good news is that when one good building comes into town, it attracts more buildings. We must pay attention to the fabric if we want to have a successful block. Create something that adds to the pride, so that people don’t want to drop something on the ground.

We asked ourselves why there was so much trash on the ground. It could that some things are happening that are against the rules. We also notice some people were taking more care of their property. A small public investment can transform passageways and other areas. We are going to ask that you play upon your desire for beauty, and possibly consider raising flowers to plant in the community.

Seating areas can serve multiple uses. Every piece is used to define your unique character and quality, which is something that will come from your community. Today there are some streets that are more attractive than others. The edges of Prospect Avenue are falling apart. Some opportunities are as simple as improving the store windows. An investment of \$500 in every store window could greatly increase trade if done in every window up and down the street.”

He gave a brief overview of the process that had begun, showing numerous images of the people who have been engaged in activities to help define a vision for New Cassel. The values and brainstorming activities showed that the most important things in the community are consistent. He explained how the input from the process had been analyzed and use to come up with the key ideas.

Dan began the presentation of the Vision Plan with an overall conceptual plan. He showed images of the corridor, explaining that the street would have two lanes and three roundabouts, as well as a number of buildings with a variety of uses. At Bond Street, we noticed that Broadway in this area may not be a necessary element of the street network. It is possible this public space could be used to create a larger lot that could accommodate a housing development. Further analysis would have to be done, but it is a concept to explore. He showed a number of sketches that demonstrated concepts for existing sites.

He pointed out that the children talked a lot about how wrong the park is today. A park plan that relocated many elements was shown. As people cross the street, there would be a greenhouse that would allow senior citizens to have a project which they could share with children. Building this in this place makes sense for the community and is being done in other communities.

The park building does not serve the public in a positive way. Several images were shown of other parks that contain features that could be included in the park in New Cassel. He also pointed out that it may be feasible to allow public use some of the space around the water well.

Participants were so clear that housing was a top issue that the presentation featured numerous images to demonstrate how existing buildings could be improved. Mixed income neighborhoods, with a variety of economic levels, is healthier than areas where all incomes are the same. When people own their homes they have a stake in the area. Some larger lots can have ancillary housing. He pointed out that when a rental space has its own kitchen and bathroom it is being used as intended. He shows images of before and after façade improvements on rental properties.

He also said that Prospect Avenue will work with fewer lanes when key intersections are handled with roundabouts or extra lanes for turning vehicles. You can give up a lane, lower speeds, and no one loses. The Consultant recommendation for the street includes parking, bike lanes, and planter strips. Narrowing the traffic lanes allows the redesign of the sidewalk corridor, which could include adequate width and different types of building materials.

Dan showed an interim change in Prospect Avenue that could be achieved within six months if a significant level of cooperation could be achieved. The image depicted Prospect Avenue with markings used to create two travel lanes, a center turn lane, bike lanes, and parking within existing curbing. Tree wells could be used to free the sidewalk of trees and put the trees where they will do much good. As entire blocks are acquired for redevelopment, a setback can be negotiated with the owner to allow room for diagonal parking. Reverse-in parking will allow people a full view of the street when they pull out. This could be done in stages as blocks are redeveloped.

A redevelopment opportunity on Bond Street was used as an example of how a setback could benefit the developer.

Dan also showed how fencing materials make a big difference in the appearance of places. Landscaping and trees make people feel more comfortable. Buildings in the future should have multiple uses, with residential on the top, although there may be some residential-only buildings.

Buildings must have a certain rhythm to create unity to the street. All buildings need features that make you feel like you want to come to this place. Uses can be combined in a single building, such as a library and meeting rooms. Signing, lighting, and size of buildings are all important to the overall vision.

The work must be phased, beginning with some action within the next few months. Other elements can be accomplished within two years, and some will be done as long term projects. The codes to facilitate the vision must be created, and materials that make it clear to developers what you want must be created. Dan closed by explaining that the report will contain a lot of text that tells you where to go next.

Dan concluded and asked the people who attended if they had left out anything. A participant pointed out that one of the photos was property on which his church was built and he didn't want any misunderstandings. He fully agrees the community and the church property need to be beautified.

The community offered the following items for further consideration as the Vision Plan is refined:

- Include a health club.
- After we do the cleanup, how do we keep the streets clean? *Dan explained that it will take a steady effort. Dan recommended that the first clean up be within the next 3-4 weeks. The community can start with one block, then do another the following week.*
- Pay attention to drainage; create no new drainage problems during reconstruction.
- Block parent programs for children.
- Block associations; block leaders; pass along information to create more awareness.
- The dumping situation on Railroad Avenue (is meant to become a green street to buffer the residents from the industrial area to buffer train noise).
- Are you going to have a place where people won't wait on the corner for people to pick them up (after work)?
- More employment opportunities and job training.
- Will assistance be provided to organizations that work with job training programs?
- There is a lot of economic development that can happen.
- Code enforcement needed.
- What can be done about commercial vehicles in the neighborhoods?
- We already have codes that aren't working. Are they going to enforce those before you write new ones? *Supervisor May Newburger pointed out the new Public Safety Commissioner was present and poised to improve code enforcement.*
- Rebuild Roman Street. It is falling apart. The lighting is about to fall down.
- What are the requisite skills a person (staff) will need to be the catalyst to make this work?
- When do we start the cleanup?
- How do we deal with current permits (to make sure they are compatible with the Vision Plan)?

Dan invited people to come up and write any added ideas to the list. He also asked people to write on their 3 x 5 card what they personally are going to do to help make this plan become reality. Samplings of the cards revealed that many are ready to contribute time and energy to the revitalization effort. The cards were collected by Sustainable Long Island staff.

After Dan's concluding presentation, Rev. Harvey asked those in attendance to indicate their support for the proposed recommendations that came out of the community visioning process. Participants were asked to stand to indicate their support. The overwhelming majority of the 350-400 people in attendance stood together and with resounding applause, expressed their support for the community visioning process recommendations.