### **DOUGLASTON LOCAL DEVELOPMENT CORPORATION** Douglaston (Queens), NYC

# DOUGLASTON VILLAGE MAIN STREET STRATEGY + STRATEGIC ACTION PLAN

Preservation & Revitalization / Redevelopment





### **Downtown Revitalization Group**

115 West 30th Street New York, NY 10001 212-239-8293

9 Maple Street Liberty, NY 12754 845-292-0461

In Progress – **PRELIMINARY Draft: PUBLIC WORKSHOP II** December 13, 2011

# **Tonight's AGENDA:**

### I. Introduction – by the Douglaston Local Development Corporation:

incl. Background, and History of the Douglaston Village Revitalization Effort –to date

### Community Planning Partners of the **DOUGLASTON LOCAL DEVELOPMENT CORPORATION:** Douglaston Village Chamber of Commerce Douglaston and Little Neck Historical Society Douglas Manor Association Douglaston Civic Association Doug Bay Manor Civic Association Udalls Cove Preservation Committee Douglas Manor Environmental Association

+

- II. Professional Consulting Services: Brief Review of Process / and Update of Progress-to-date, by the DOWNTOWN REVITALIZATION GROUP team
- **III. Summary of Community Visioning Process**
- IV. Presentation of MAIN STREET STRATEGY: <u>Preliminary STRATEGIC ACTION PLAN -Proposals</u>
- V. Questions & Answers, and Discussion / Next Steps





# **Professional Consulting Services:** by the DOWNTOWN REVITALIZATION GROUP team:

- a) Survey and Inventory of Existing Buildings and Properties, in the designated Douglaston Village project area;
- b) Final Documentation of (previously completed) Community Visioning efforts, and information received (2009-to-present);
- c) Preparation of Existing Base Plans Urban Plan document, and also (preliminary) 3-D computer model & rendering document for use, in the planning & design process;
- d) Research current Zoning issues & requirements, and (begin process) to pursue potential "Special Zoning District" for area, with NYC Dept. of City Planning, etc.
- e) Public Meeting / working session/workshop with DLDC / DLNHS / DVCC/ local Community members, and civic organizations, and stakeholders, etc.
- **f**) **Preparation of a Douglaston Village Main Street Strategy and Strategic Action Plan,** written report and document –based upon all information and input received, and including detailed urban design plan / renderings, and recommendations for implementation, and potential funding sources



 a) Survey and Inventory of Existing Buildings and Properties, in the designated Douglaston Village project area; Description of Historic Merit, and Preservation recommendations, incl. research possible Historic Register, etc.;

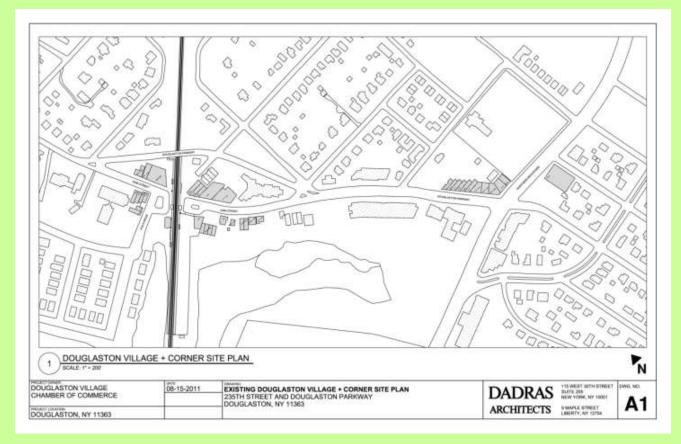


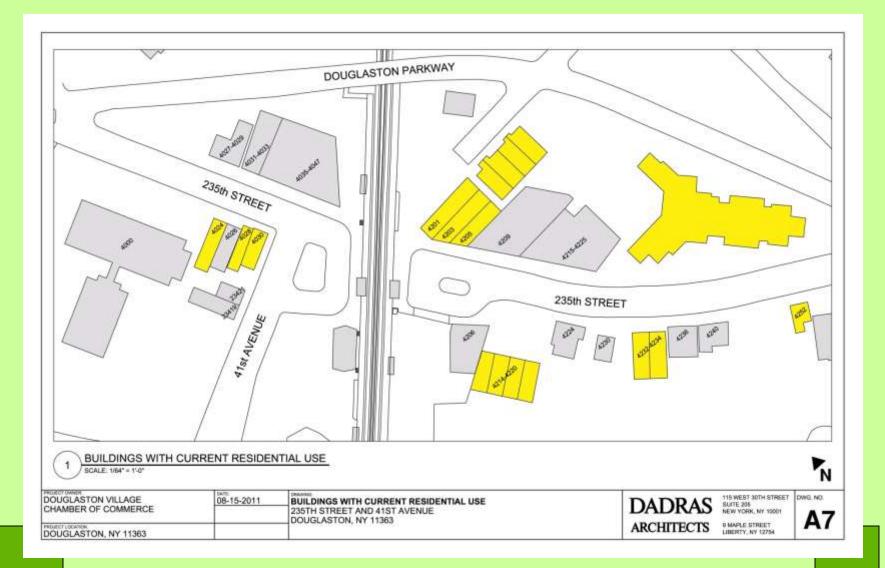


b) Final Documentation of (previously completed) Community Visioning efforts, and information received (2009-topresent); preparation of Final Visioning document – for record, and potential public distribution, etc.;



 c) Preparation of Existing Base Plans – Urban Plan document, and (selected) elevations, etc. and also (preliminary) 3-D computer model & rendering document for use, in the planning & design process;







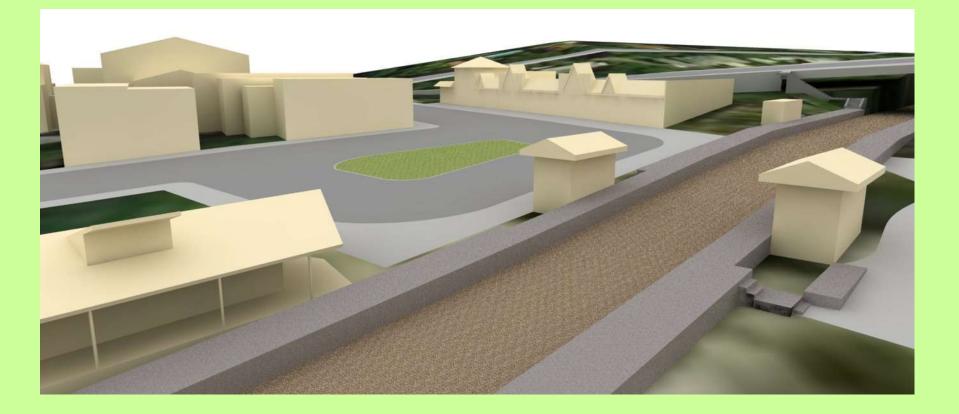








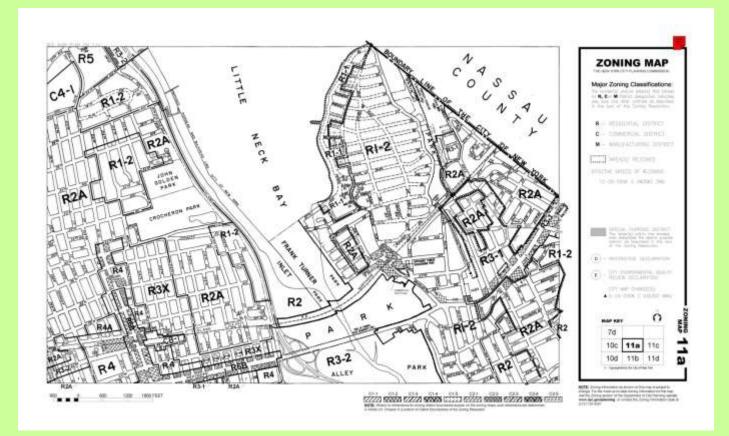








d) Research current Zoning issues & requirements, and (begin process) to pursue potential "Special Zoning District" for area, with NYC Dept. of City Planning (and potential other "associates"), etc.





Douglaston - Little Neck Rezoning - Approved! Existing Context and Zoning

### **Commercial Overlay Districts**

C1 and C2 overlay districts mapped within residential districts permit the retail and service establishments needed in residential neighborhoods. C2 districts permit a slightly wider range of uses than C1 districts, but both have the same bulk and parking requirements. Maximum commercial floor area can reach 1.0 FAR, with commercial uses limited to the first or second floor. Parking requirements are determined by the use, requiring <u>one accessory parking space per 300 to 800 square feet</u> of commercial floor space.

The C1-2 commercial overlay districts in the rezoning area are generally mapped to a depth of 150 feet along the area's major arterials: Northern Boulevard, between Little Neck Parkway and the city line; on four block fronts that surround the Douglaston LIRR station; at the northeast corner of Douglaston Parkway and Northern Boulevard; on the south service road of the LIE at Marathon Parkway and the north service road at Little Neck Parkway. C2-2 commercial overlay districts on the north side of Northern Boulevard between 244th and 250th streets are occupied by auto sales, a shopping center and drive-thru fast food facilities.

 e) Public Meeting / working session/workshop with DLDC / DLNHS / DVCC / local Community members, organizations -on the Preservation, and Revitalization, issues and priorities for the Douglaston Village project area

# **Downtown Revitalization Group**

Proposed Public Visioning Workshops – Fall 2011 – led by:

#### NORMAN MINTZ DESIGN ASSOCIATES

Main Street Revitalization Consultants Historic Preservation Design Guidelines Public Participation and Visioning Public Spaces & Placemaking

\*date: October 20th

#### **DADRAS ARCHITECTS** \* Lead Organization

Main Street Revitalization Consultants Architecture and Urban Design Façade Improvement Programs & Streetscape Design Housing and Community Development Design Guidelines Historic Preservation & Adaptive Re-Use Economic Development Strategies Public Participation and Visioning \*date: I



\*date: December 13th

Proposed Public Visioning Workshops – Fall 2011 – led by:

**REGIONAL PLAN ASSOCIATION** Robert Lane, Senior Fellow for Urban Design

\*proposed date: TBD



#### **OTHER Potential\* Downtown Revitalization Group members (\*tbd):**

### SITEWORKS LANDSCAPE ARCHITECTS, LLC.

Long-range Open Space Planning & Detailed Site Planning Landscape Architectural Design + Streetscape Design Construction Management / Cost Estimating

#### **NELSON / NYGAARD CONSULTING ASSOCIATES**

Transit Planning & Parking Planning + Traffic Calming Downtown and Town Center Planning

### LARISA ORTIZ ASSOCIATES

Retail and Market Analysis Advisors in Commercial District Revitalization

### **STUDIO L'IMAGE**

Graphic Design Studio + Visual Communication Image & Identity Development Architectural Signage & Graphics Interpretive Design

# **Douglaston Village – Strategic Action Plan**

f) Preparation of a Douglaston Village Main Street Strategy and Strategic Action Plan, written report and document –based upon all information and input received, and including detailed urban design plan / renderings, and recommendations for implementation, and potential funding sources

# DOUGLASTON VILLAGE MAIN STREET STRATEGY + STRATEGIC ACTION PLAN Preservation & Revitalization / Redevelopment



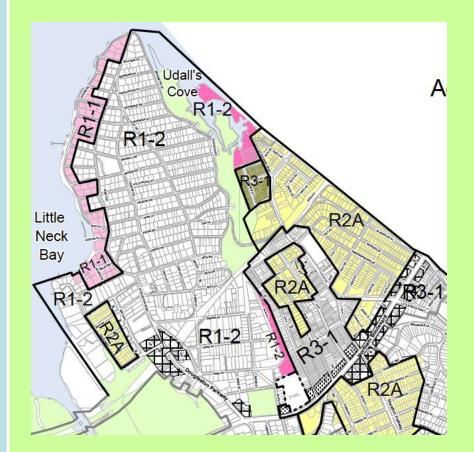


# Zoning & Land-Use Regulations

Current Regulation

roduct of down zoning in 2006

- C1-2 Local Retail District
- •Overlay of a R1-2 District
  - •Parking requirements: 1 space/300-800 feet commercial floor space

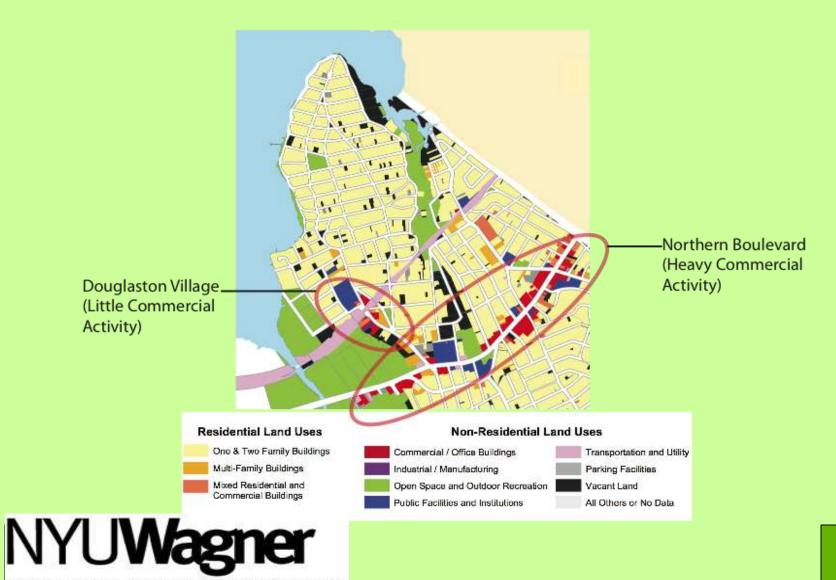


City Planning Department,200

# NYU Wagner

Robert F. Wagner Graduate School of Public Service

Visioning Douglaston: Revitalization of Douglaston Village Intro to Urban Planning/ Fall 2009



**Robert F. Wagner Graduate School of Public Service** 





# Visioning the Douglaston Village

a SUMMARY of the Community Visioning Process: 2009-2011





\*Based upon the Public Meetings, Surveys, and information gathered: 2009-2011

 I - The most important asset, most worthy of preservation, that the Community acknowledged was the small-scale, "village" character, history of the area, and "uniform facades" (street wall) of the buildings



The second most popular, and cherished aspect was the "green space" / natural environment (and improve access to) sense of community, location, and "quiet" atmosphere



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The greatest concern, of a majority of the Community was the concern over inappropriate new development. the current "disrepair" of the buildings, facades, and streetscape (poor lighting), lack of cleanliness, and congestion, and need for improvements to the LIRR station and tunnel, etc.









IV- The Community would like to see the commercial area retail stores improve in quality; support for local businesses;

and expand and attract new service retail, such as: fresh produce, bakery, coffee shop, butcher, and shoe repair.





 V- Finally, the Community expressed a desire for a community place / public space (gatherings); for expanded festivals, a farmer's market, and a Community Center –possibly incorporating seniors, children, history, and the Arts.



# Douglaston Village **MAIN STREET STRATEGY :** <u>Preliminary STRATEGIC ACTION PLAN -Proposals</u>

\*Based upon the Public Meetings, Surveys, and information gathered: 2009-2011



I- Improvements to the Physical Environment:

 Building Facades
 Streetscape, including sidewalks & street lighting, and Public spaces (\*also, see # III)
 Develop Guidelines: urban design & building "envelope"
 Revisions to Zoning: potential special overlay district





### I- Improvements to the Physical Environment: Building Facades



I- Improvements to the Physical Environment: Streetscape, including sidewalks & street lighting





Improvements to the Physical Environment: Building Facades Streetscape, including sidewalks & street lighting, and Public spaces (\*also, see # III) Develop Guidelines: urban design & building "envelope"

**|**-



Improvements to the Physical Environment:

 Building Facades
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 Develop Guidelines: urban design & building "envelope"



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the funding of the project

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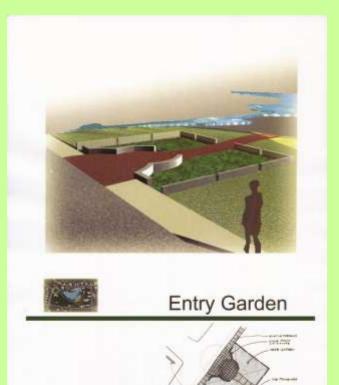


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- community gathering areas, for multiple (year-round)
  events: expanded community festivals, farmer's markets, etc.
- to help preserve and encourage pedestrian-scale use
- develop outdoor space for sidewalk cafes, related to restaurants
- potential use of NYC Plaza program



### II- Develop Public Plazas (north & south sides) to create civic spaces

- 1 Improvements to the Physical Environment
- II Develop Public Plazas (north & south sides) to create civic spaces
- III Improvements to the LIRR station environment
- IV Develop Entry/"Gateways", & Improve connection to the Corner (N, 8lvd.)



V - Preserve "Green space", & Improve connections to nature and the environment (and recreation)

VI - Improve existing/ expand and Attract new Retail establishments

VII - Explore opportunities for development of a new Community Center; and a new Cultural - History & Arts Center

VIII - Identify and develop Ideas/guidelines for potential Development Sites





















- station building & waiting room
- platforms, stairs & ramps, and bicycle parking, etc.
- underground tunnel / underpass
- MTA parking lot (\*also, see # IX)

















#### 111-Improvements to the LIRR station environment

# **Retail Opportunity on Rails**

#### BY SHITLET BANJO

The Metropolitan Transportation Authority is alming to turn some of Westchester County's oldest train stations into new dining and retail hotspots. There's just one catch: Those who run the stations will have to agree to keep serving commuters their daily coffee during the morning rush

The MTA this week is planning to put stations in Peekskill, Tarrytown, Ossining and Port Chester on the rental market. Bids for the buildings are due next month. The MTA also said it wants to offer additional stations for rent across Westchester and Long Island in the coming year.

being offered this week along year lease from the previous the Hudson Line date back to the owner, turning the space into a 19th century, Built mainly to house ticket booths and to give commuters headed to Mashattan a place to wait during incientent. weather, the smaller stations traditionally offered only scant provisions, such as morning coffee and daily newspapers.

Because the MTA has largely replaced ticket booths with machines throughout its system, if is looking to rent out the entra ings, doggie dress-up days and space to restaurateurs and retailers eager for a steady stream of foot traffic in downtown ar- community destination. eas. The MTA also wants to offload maintenance costs on the tenants, who would be charged with taking care of bathrooms and waiting areas.

"Station buildings have be-

come excess and we want to do the right thing by the passengers by retaining minimal service while allowing the value of the huildings to be maximized by private interests," said David Bosch, director of leasing and acquisitions for the MTA.

To fill reoccurring hudget gaps, the cash-strapped MTA has been trying to wring out extra dollars through its expansive real-estate holdings. In March, it said it was exploring selling or leasing some of the 3 million square feet of office space it controls, including its 20-story headquarters complex on Madison Avenue

Restaurateur Carla Gambescia jumped at the chance to rent out the Mt. Kisco train station in The brick buildings that are 2008. She bought out an eightcontemporary Italian eatery called Via Vanti.

Even though she launched during the economic recession, she said the train station's 1,400 daily commuters that passed by her restaurant helped jump-start the business. To have busy commuturs, she offered home-made gelato and pizza and paninis togo. She also held poetry readart exhibits in an effort to turn

Still, Ms. Gambescin said taxes. transforming a rail station into a dining destination can be hard work. For instance, the station's or restaurateurs who can take historic status required her to over the space, but the terms are get various approvals from the negotiable.



This train station in Peekskill is one of four the MTA is offering to rent.

state's Historic Preservation Of fice to make improvements. "Phus, opening at 5 a.m. to serve coffee to commuters makes for a long day," Ms.

Gambescia said. "But people have their morning patterns, so It was a requirement." The buildings for rem range from 1,200 square feet in Ossining to 7,400 square fost in Peekskill and most of them come with parking spaces and bathrooms. Because the stations are Via Vanti from a pit-stop into a owned by the MTA, lease-holders don't have to pay property The MTA said it is aiming to sign 10-year leases with retailers



#### **Douglaston LIRR Station** Customer Count - 2009

Weekday Usage (Monday-Friday):

Morning Peak Hours:	1,021
Evening Peak Hours:	693
Other:	661
Total:	2,375

#### Weekend Usage:

Jord 12, 2011

Per day:

1,023

#### Total Weekly Usage:

Weekday:	5 * 2375 =	11,875
Weekend:	2 * 1023 =	2,046
Total:		13,921

Clearly, these numbers do not take into account holidays, weather and seasonal variations such as school vacation periods.

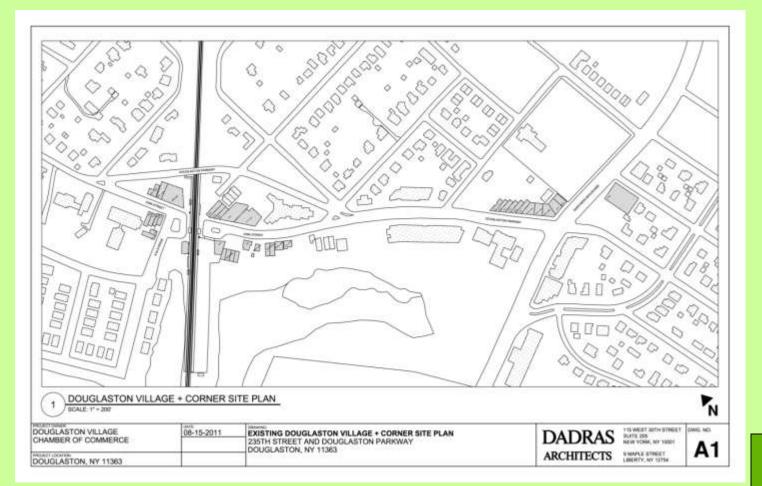
IV- Develop Entry/"Gateways", & Improve connection to the Corner (Northern Blvd.)

- improve streetscape, and lighting
- develop "wayfinding" and signage between N.Blvd "corner" and Village
- develop Information kiosks / community message boards
- designate district through distinct gateway entries, and "welcome" signage

-develop hiking, running, and biking trails (\*also, see # VI)



IV- Develop Entry/"Gateways", & Improve connection to the Corner (Northern Blvd.)





#### IV- Develop Entry/"Gateways", & Improve connection to the Corner (Northern Blvd.)



1- Potential Connection to Environment: Canoe/ Kayak Launch

2 - North Entry Intersection

3 - Douglaston Village Revitalization District "Potential "Special Zoning District"

4 - Potential Connection to Alley Pond Park + Trails: Hike, Bike, Run

5 - South Entry Intersection

6 - Improve Streetscape Connection to Commercial

7 - Northern Boulevard Entry Intersection

8 - Douglaston Corner Commercial

9 - Potential Development Sites

V- Preserve "Green space", & Improve connections to nature and the environment (and recreation)

- potential partnering with Udalls Cove Preservation Committee, APEC, and Alley Pond Park
- explore development of hiking, walking & jogging trails and access points





- explore development of biking trails and access points
  \*connection to NYC trails / network
- explore potential educational / interpretive opportunities (w/partners, above)
- explore development of nature viewing platforms (birdwatching, "sunsets", etc)
- -explore development of kayak / canoe access to

waterways - launch site(s)



V- Preserve "Green space", & Improve connections to nature and the environment (and recreation)





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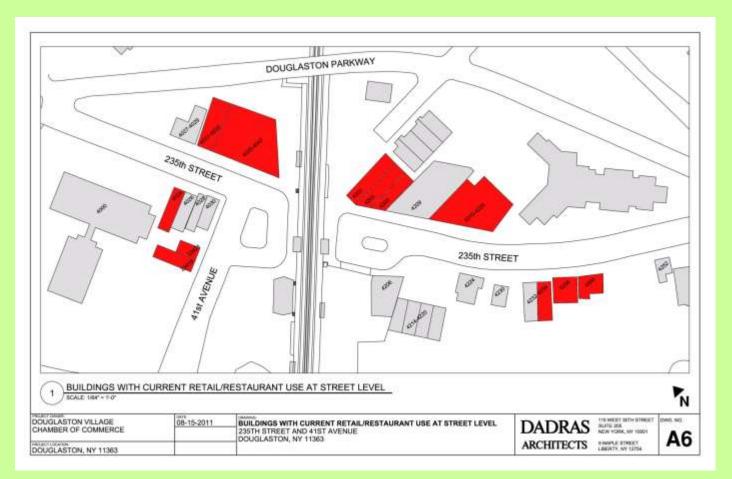






- working with DVCC, landlords and merchants:
- promote economic development, assist existing local businesses
- assist restaurants (incl. encourage development of new restaurants) with sidewalk cafés –public spaces (work with Community Board & DCA)
- plan for retail attraction (consultant), for desired new service retail businesses
- -develop "branding" opportunities, and improve image
  -explore addition of kiosks, "ribbon retail", and incubators ("pop-up shops")







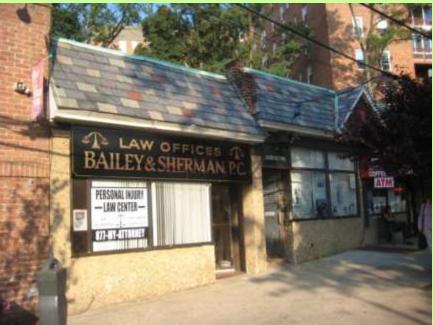














VII- Explore opportunities for development of a new Community Center; and a new Cultural – History & Arts Center

- potential center for seniors, and children (after school)
- potential coordination with local Arts, theater, history & Civic organizations
- explore use of existing (or develop new) space
- explore potential for connection to existing local institutions, including local colleges, etc.

(potential "annex" / satellite campus)





VII- Explore opportunities for development of a new Community Center; and a new Cultural – History & Arts Center



#### VII- Explore opportunities for development of a new Community Center; and a new Cultural – History & Arts Center



- -develop guidelines for (form-based) community appropriate development
- explore opportunities to attract developers / development partners
- exploit the abilities of Local Development Corp., to assist development process
- explore potential for improvements (and potential development) of MTA parking lot site































## VIII- Identify and develop Ideas/guidelines for potential Development Sites



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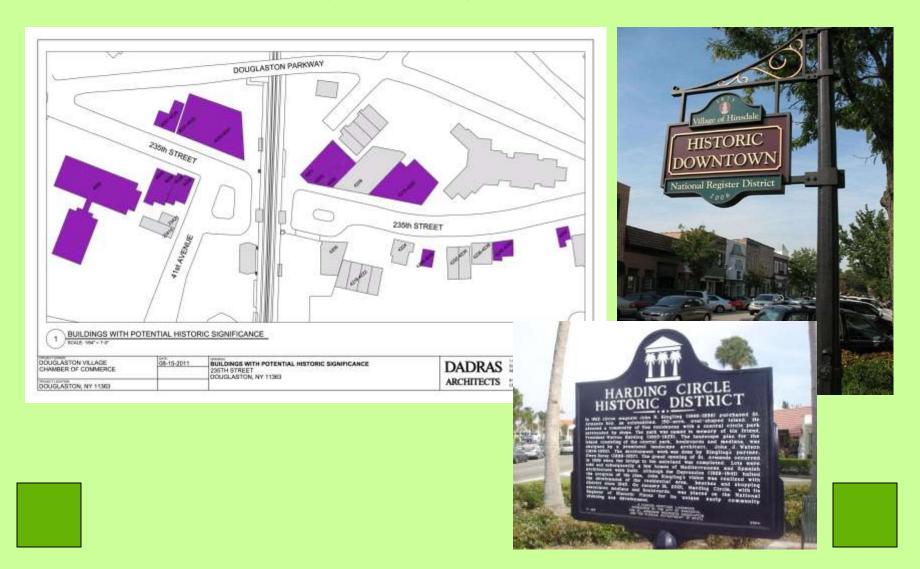


#### IX- Creation of a Douglaston Village Historic District

- continue to pursue State & National Register designation
  to help recognize the history of the area, and to celebrate the quality and character of the district
- to help preserve & protect the historic structures



#### IX- Creation of a Douglaston Village Historic District



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#### Victor,

It was nice talking with you this afternoon about the **potential for a small** commercial district in Douglaston, Queens. It sounds like you are well along on survey efforts of the downtown area. It is my understanding that you have already prepared building descriptions, photographed buildings and streetscapes, and done some mapping of the district boundaries.

Based on our conversation, I recommend that you send us your documentation along with a brief written description of the proposed district and its boundaries, and a narrative statement of significance. In addition, please fill out the attached application form and include that with your submission. Dan McEneny, the NR rep for NYC, will review your application to see if the district meets the National Register criteria for listing. If the district is found NR eligible Dan will prepare a determination of eligibility and guide you through the subsequent steps for listing. I've also included handouts on our flow chart and FAQ's.

On another note, we also look forward to working with you on the survey of Forest Hills. Cheers,

Kathleen A. Howe Historic Preservation Program Coordinator Survey Unit NYS OPRHP P.O. Box 189 Peebles Island Waterford, NY 12188 518-237-8643, extension 3266 kathy.howe@oprhp.state.ny.us





### X- Continue to strengthen & Improve Organizational Capacity of Community

-work towards the continued growth & improved capacity of the Douglaston Village Chamber of Commerce (DVCC), including potential future B.I.D., etc.

 work towards the continued growth & improved capacity of the Douglaston Local Development Corp. (DLDC), including new & expanded membership, fundraising opportunities, and other potential funding sources (including writing/applying for grants; corporate, institutional, and government contributions, etc.)

- continue to strengthen cooperation & coordination between all co-sponsors and community partners, including DLNHS, all Civic organizations, environmental organizations, etc.

 explore potential for possible "community presence"/shared space in the Village

 develop website (internet presence), smartphone/tablet "app"; social media, newsletter, advertising, sponsorship & awards, etc. –all, to further improve communication with greater community

X- Continue to strengthen & Improve Organizational Capacity of Community

# Douglaston Local Development Corporation





Doug Bay Manor Civic Association



The Douglaston/Little Neck Historical Society







The Udalls Cove Preservation Committee





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August 8th - 12th, 2011



#### **Revitalization begins in Douglaston**



Local revitalization efforts stretch beyond our borders: our neighbors in Douglaston, Gueens are beginning their own revitalization process. The Douglaston Local Development Corporation has hired urban design firm Dadras Architects to work to revitable the the area surrounding the Douglaston LIRR station while maintaining the neighborhood's quaint. historic charm.

As part of the "strategic action plan," the firm plans to start by reaching out to residents, business owners, community leaders and other local stakeholders to gather ideas. There will be several public hearings this fail to gather opinions with a report expected in the writer. Upgrades would likely be completed in phases. The Development Corporation inques to attract new businesses, such as cales and service-based retail as well as new apartment units. The plan is also to work on beautification projects including sidewalk repairs and new lighting and planting at the train station.

Victor Dadras, of Dadras Architects and a resident of Douglaston, said that "this is not a small group of people making decisions for the community. It's intensive, all-encompassing community planning that will involve input and consensus."

The community is already working on several initiatives. GrowNYC, the group that runs the popular Union Square Greenmarket, opened the Douglaston farmers market this summer, which runs every Sunday from Sam-Bpm at the LIRR station. The local chamber of commerce and historical society have also been sponsoring events, such as a Thanksgiving turkey trot and an aertal photography event.

"The community is coming together like never before," Dadras said. "This is just an ongoing process we're starting here. But the community will be responsible for creating positive change in our neighborhood

Read more in the Douglaston Patch and see a video from NYT hisks.

#### Blant Me Log In Charges Towns: Pullow this Pater DouglastonPatch tigthon Daim Bastot and Places Events Mark-staliet Voluminer Security

Local Development Corporation Retains Consulting Firm for Revitalization Project

Group will heat public meetings in the fail during on upgrades for the neighborhood.

By Malthan Date: Exist Det addear Area 26, 2011

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Dougtaston's Local Development Corporation's

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#### Keeping it real is Douglaston commission's goal

Dadots said he recently began working

**BY HOHOLASHER** DOUGLASTIN A DOUGLASTING prosp has communicated a unique study to prospany we el-character development sets for Long Island Roll Read station. The \$50,000 study will seek community uput on how to evolution the involved contenuoual unve along 2010. Bit without The Disglamon Long Developer Corp. Is also paying consultants to analyze exercing basic core for a report dised to be completed by facility Loudi hope the uniput will lead to take

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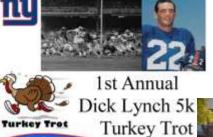
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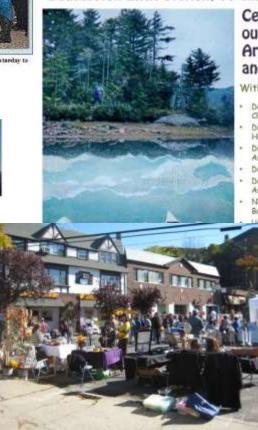


- Data & Time Thankophing Moming 11(25/2510 @ 5AM; Registration @ 7:30AM at Memorial Field (Douglas Rd. Knotwood Aw.) Registration 520 Adults, Kils ner FREE!
  - All proceeds benefit the Douglaston Vilage Chamber of Commerce. Additional Donations are appreciated.
- Race Deginning at Memorial Field running through Douglas I and concluding at the Manor Market by the Douglaston Station.

Register Online @ www.douglastonvillagechamberofcommerce.org

## The 2<sup>nd</sup> Annual Douglaston Village Arts Festival '10 Sunday, September 26

Rain date: October 3 Douglaston LIRR Station, 11 am to 5pm



#### Celebrate our local Art, Music and Food

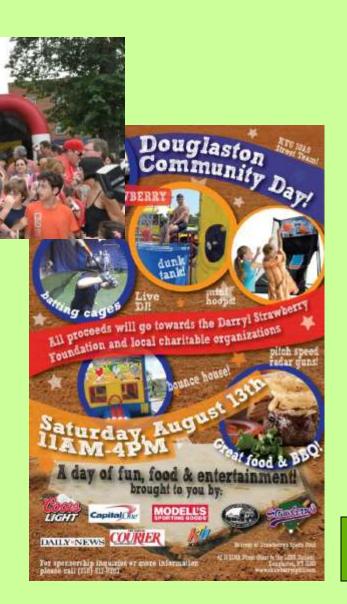
With Support from:

- Douglaston Village Chamber of Commerce
- Douglaston Little Neck Historical Society
- Doug Bay Manor Association
- Douglas Manor Association
- Douglaston Civic Association
- NYC Queens Community Board 11
  - Lidall's Cove Preservation
    - uttee laston Gorden Club
    - n's Club af astan
    - er information contact) agi (347) 306-8067 or debudanten linerili arboxer



FLIGHTS OF FANCY: Afriat Photographs of Douglaston and Little Neck





# Douglaston Village - MAIN STREET STRATEGY : Preliminary STRATEGIC ACTION PLAN -Proposals

\*Based upon the Public Meetings, Surveys, and information gathered: 2009-2011

- I- Improvements to the Physical Environment: Building Facades, Streetscape, Develop Guidelines, Revisions to Zoning
- II- Develop Public Plazas (north & south sides) to create civic spaces
- III- Improvements to the LIRR station environment
- IV- Develop Entry/"Gateways", & Improve connection to the Corner (N.Blvd.)
- V- Preserve "Green space", & Improve connections to nature and the environment (and recreation)
- VI- Improve existing/ expand and Attract new Retail establishments
- VII- Explore opportunities for development of a new Community Center; and a new Cultural – History & Arts Center



- VIII- Identify and develop Ideas/guidelines for potential Development Sites
- IX- Creation of a Douglaston Village Historic District
- X- Continue to strengthen & Improve Organizational Capacity of Community



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VI - Improve existing/ expand and Attract new Retail establishments

VII - Explore opportunities for development of a new Community Center; and a new Cultural - History & Arts Center

VIII - Identify and develop Ideas/guidelines for potential Development Sites

## V. Questions & Answers, and Discussion / Next Steps

#### Community Planning Partners of the **DOUGLASTON LOCAL DEVELOPMENT CORPORATION:** Douglaston Village Chamber of Commerce Douglaston and Little Neck Historical Society Douglas Manor Association Douglaston Civic Association Doug Bay Manor Civic Association Udalls Cove Preservation Committee Douglas Manor Environmental Association

