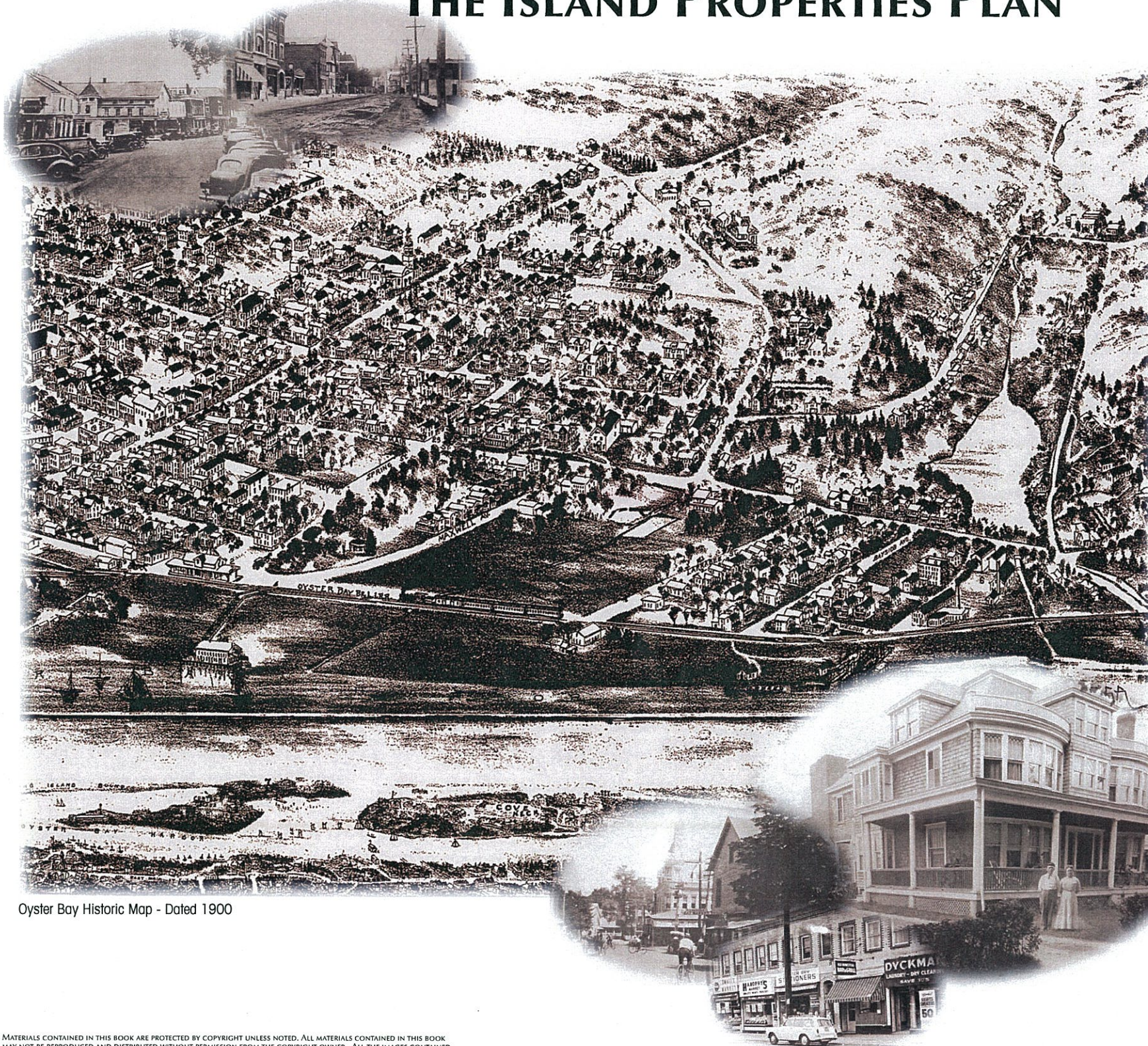


## THE ISLAND PROPERTIES PLAN



Oyster Bay Historic Map - Dated 1900

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# 1.0 OUR VISION

*"To waste, to destroy it so as to increase our natural resources, to skin and exhaust the land instead of using its usefulness, will result in undermining in the days of our children the very prosperity which we ought by right to hand down to them amplified and developed."*

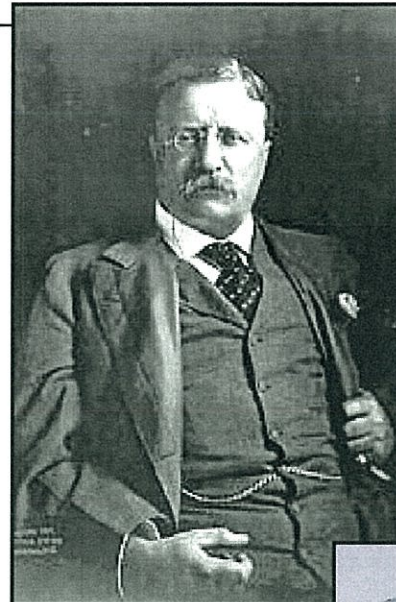
**Theodore Roosevelt** (in a message to Congress December 3, 1907)

Provoking a strong image of an historical Long Island community, the Hamlet of Oyster Bay is rich in attributes which form the foundation for a vibrant, sustainable village environment. The Hamlet's history is closely tied to the waterfront upon whose shoreline it nestles. Historic buildings of architectural significance, reminiscent of an era that evoked charm and a sense of affluence, line the streets of our business district. The area reflects a time of gentle living, a community that has been home to many industrialists, financiers and thinkers who shaped the 20th century, and will very likely shape the 21st century. It has been the home of one of America's most influential Presidents – Theodore Roosevelt.

Despite these enormous strengths, it has been a shared community view that these great attributes have not been sufficient to allow Oyster Bay Hamlet to fully reach its true potential. To the contrary, like many other downtowns across America, the Hamlet has experienced a steady deterioration over the past 25 years, as more and more retail business has shifted to the strip centers and regional malls. The Hamlet's problems have been further exacerbated by the lack of any local long-term community planning or control. For years, many studies have been undertaken in hopes of reversing the negative trend.

Most recently, Oyster Bay Town Supervisor John Venditto formed the Quality Communities Steering Committee which has issued the Oyster Bay Hamlet Plan. Island Properties served as a member of this Committee along with representatives from local government, civic and business groups, the local school district and others, representing a cross section of the diverse community. The Steering Committee performed a comprehensive analysis in completing the Oyster Bay Hamlet Plan. Island Properties has used this valuable community input, along with information from other studies as important guidance in completing this plan.

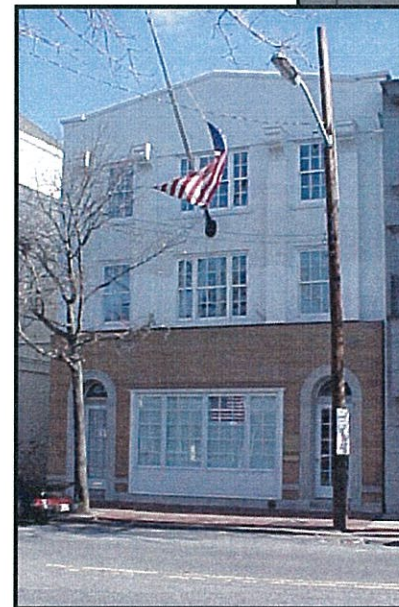
We will continue working closely with the members of The Steering Committee, especially Supervisor Venditto and other Town officials, the Main Street Association, the Oyster Bay Civic Association, the Chamber of Commerce and Friends of the Bay in our next phase, the implementation of The Island Properties Plan.



President Theodore Roosevelt



10 Audrey Avenue - Historical Photograph



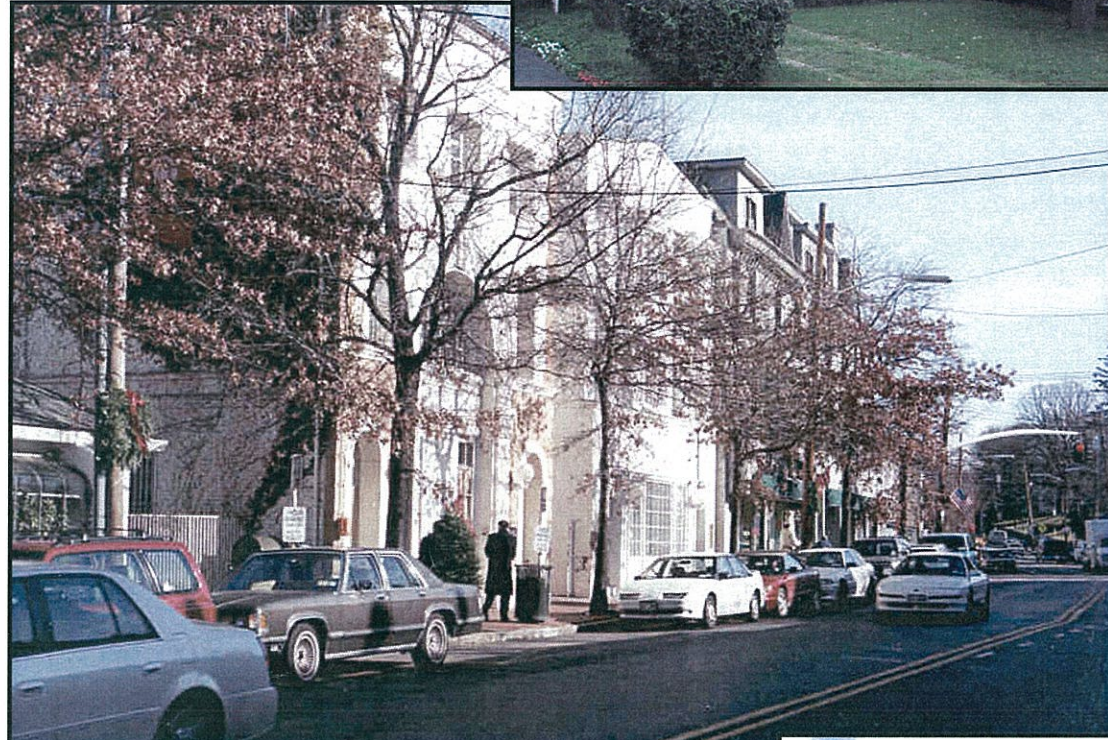
10 Audrey Avenue - Present Day

Island Properties, L.L.C. was borne out of its investors' vision for a great rebirth for Oyster Bay Hamlet. Having witnessed the continuing downward trend for many years, we felt that the only way to secure a successful turnaround for the Hamlet was to take action with the intention of becoming a catalyst for necessary change and growth. Island Properties' goal all along has been the revitalization and beautification of the downtown area in order to improve the overall quality of life in the community. We want to help make Oyster Bay Hamlet a place where all Hamlet families, and their friends and neighbors from the surrounding communities could "live, work and play". Unfortunately, we have seen a disregard for zoning laws, building codes, and parking regulations. This disregard has siphoned the life out of the business community and tarnished the luster of life that was once associated with living in the Hamlet. We believe that by working together with other community leaders, Oyster Bay Hamlet can finally achieve its true destiny. If we are lucky, perhaps the Hamlet can even become an important model for other communities suffering from the same ills.

The initial phase of our plan was to acquire a critical mass of properties in the downtown area in order to have the ability to make a significant impact. This phase was completed at the end of the summer of 2000 with the purchase of some 70 properties, primarily in the business and light industrial districts. At that time, we announced our "Open Planning Phase", which has resulted in the release of this plan. We believe our efforts have sparked a renewed interest by many groups and individuals in the community to actively participate in planning its future and implementing the Town's "Oyster Bay Hamlet Plan".







10 and 20 Audrey Avenue - near the intersection of South Street and Audrey Avenue

In completing The Island Properties Plan, we have taken great pain to conform with stated municipal goals and objectives, with a sound foundation for planning principals and an understanding of prior plans prepared for the Hamlet (see appendix). Our plan attempts to increase the economic utilization of underutilized properties, to reinforce and expand the quaint character of the Hamlet, to promote a sense of community, to capitalize on the natural resources and beauty of the area and to promote business, educational and recreational activities. Furthermore, The Island Properties Plan shows how we intend on using our holdings in the Hamlet to facilitate the overall revitalization of the downtown by setting an example and partnering with other property owners and businesses.

Any suggestions or questions about this plan can be addressed to Island Properties, 10 Audrey Avenue, Oyster Bay, NY 11771 or [info@northernbay.net](mailto:info@northernbay.net). Our goal is to maintain an open line of communication with other community members concerned about the Hamlet's future.



Theodore Roosevelt Memorial Park



Oyster Bay Harbor



Land at Whites Creek



# 2.0 GEOGRAPHY

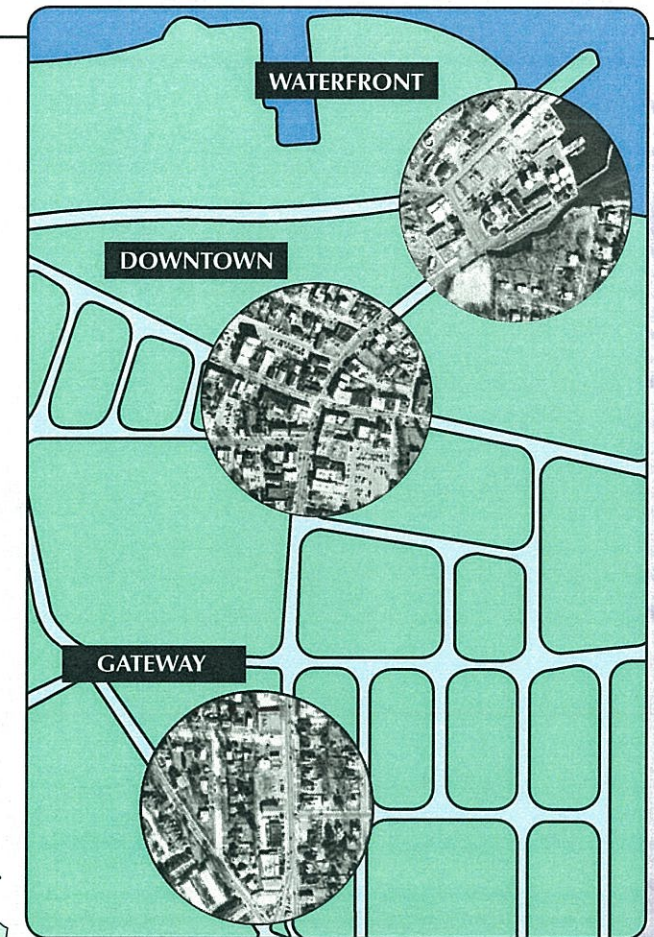
## 2.1 REGIONAL OVERVIEW

Historic Oyster Bay Hamlet is a small community located on the north shore of Long Island, in the town of Oyster Bay, New York. The Town of Oyster Bay is home to approximately 291,000 residents in 33 diverse communities covering 110 square miles between the Atlantic Ocean and the Long Island Sound. The Hamlet, comprised of approximately 6,000 residents, is located at the northern portion of the Town, adjacent to Oyster Bay Harbor, which opens to the Long Island Sound.

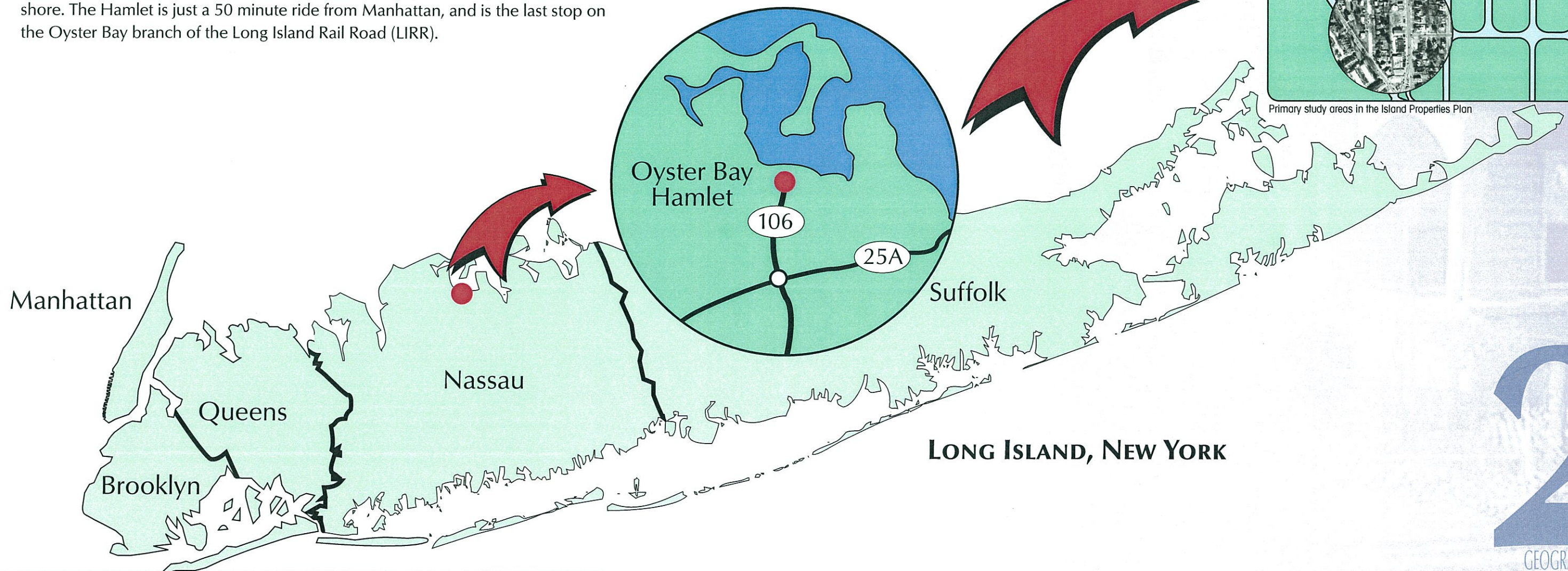
The Hamlet is accessible by car from several local collector roadways. The primary means of access is via Pine Hollow Road, also known as Route 106. Route 106 is a major north-south highway, connecting the Hamlet with the Long Island Expressway (I-495), Northern State Parkway and Long Island's south shore. The Hamlet is just a 50 minute ride from Manhattan, and is the last stop on the Oyster Bay branch of the Long Island Rail Road (LIRR).

## 2.2 OYSTER BAY HAMLET

The Island Properties Plan studies three primary areas, the gateway, downtown business district and the waterfront area. For the purposes of this plan, the gateway is the primary entryway into the Hamlet and is the section located on South Street (Route 106) at the intersection of Berry Hill Road and Lexington Avenue. The business area associated with downtown Oyster Bay includes those properties that generally lie along Audrey Avenue, East Main Street, West Main Street and South Street. The waterfront study area includes the properties along the waterfront from Beekman Beach on the western perimeter, and extends eastward to the Commander Terminals facilities



Primary study areas in the Island Properties Plan



# 2

GEOGRAPHY



# 3.0 OYSTER BAY HAMLET: THE BIG PICTURE

## 3.1 DEFINING CHARACTERISTICS AND CHALLENGES

### HISTORY

The name of Oyster Bay was first recorded in 1639, gaining its name from the abundant historical population of Long Island oysters. Oyster Bay Harbor has its roots in shell fishing and shipbuilding. From the mid-19th Century to the mid-20th Century, shipbuilding was a part of Oyster Bay. Jacobson's Shipyard, which was acquired by the Town, flanks the western portion of the harbor, and was at one time a historic ship building facility that ceased operations in the 1980's. At the turn of the century, Theodore Roosevelt had offices in town while he was Governor of New York and during his Presidency. To this day, Theodore Roosevelt continues to invoke a feeling of pride in Oyster Bay and Long Island residents alike. His residence, Sagamore Hill, is a national park and draws many visitors to the area.



### NATURAL RESOURCES

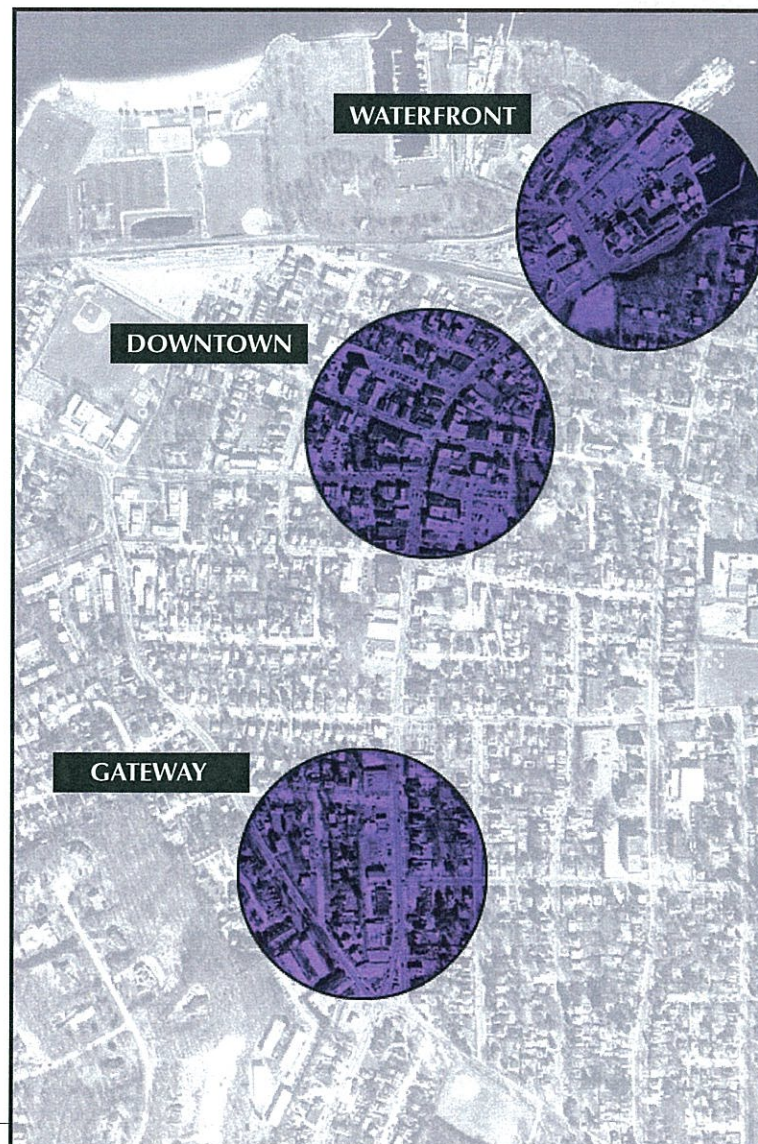
Oyster Bay Harbor is a rich visual and natural resource, which is unfortunately isolated from the rest of the Hamlet. At present, the only viable water access and scenic area is associated with Theodore Roosevelt Memorial Park. This publicly owned land is open to residents of the Town of Oyster Bay, and is a heavily used resource. While other opportunities for harbor views and scenery exist, they are surrounded by economically underutilized land with restricted access due to private property constraints. Unsightly light industrial uses further detract from the unique natural beauty that surrounds it. Some recreational boating is available through the Town, and to a lesser extent, from private facilities.



Pedestrian-oriented streets



"Victorian" Neighborhoods



Map of areas covered by the Island Properties Plan

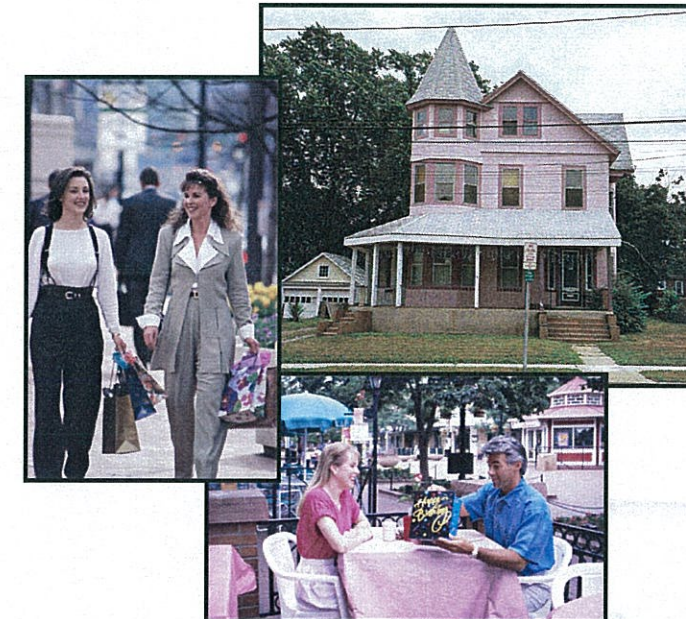
### CHARACTER

Oyster Bay is a traditional mixed-use Hamlet surrounded by affluent residential communities and other mixed-use village centers nearby. Although somewhat neglected and with some underutilized properties, the overall architecture of the Hamlet and mix of uses creates a strong community identity. It has all the makings of a classic "American" harbor side village, with its range of Victorian style buildings, pedestrian-oriented streets, a mix of local retail businesses servicing residents, religious and educational institutions and an underlying theme of boating and fishing.

### HOUSING

A majority of the Hamlet's residents live in modest sized homes arranged in a traditional neighborhood pattern surrounding the downtown area. A significant 40 percent of owner-occupied housing units were valued at \$300,000 or over. Approximately one-quarter of the housing units are rentals, and fewer than half of all housing units are detached, single-family homes. More than 30 percent of the Hamlet's housing is located in multiple dwellings of three units or more.

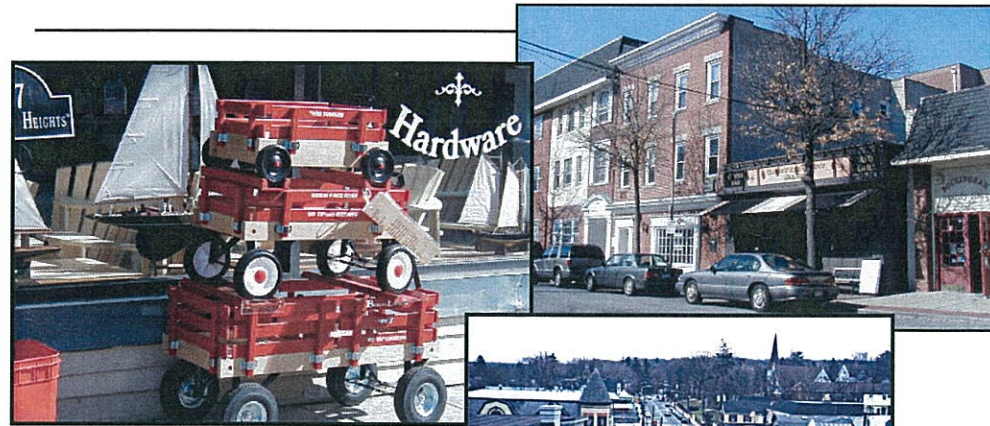
Second floor space in the downtown area offers alternative housing including densely occupied units; at times, beyond permitted levels. This latter point can present an issue balancing affordable housing with safe occupancy levels. Recent initiatives have brought "assisted living" and senior housing to the market in apartment-like complexes.



# 3

OYSTER BAY HAMLET: THE BIG PICTURE





Retail / Office space and street side parking

### OFFICE MARKET

In the downtown area, office use is dominated by Town Hall, while small two and three story brick buildings in varying levels of upkeep offer the next largest supply of space. The current real estate market in the downtown is considerably stronger in the office sector than in the retail sector. With little to no rent differential between ground floor and upper floor space, office users have been able to either outbid retailers for ground floor space, or have simply been there ready to rent at a time when competing retail tenants have been lacking.

Ground floor office use reduces the amount of retail offered in the downtown, which in turn reduces the number of shoppers willing to come to the downtown. The visual appearance is often diminished and the character of the buildings is obscured due to cluttered window displays. The Oyster Bay Hamlet Plan proposes limiting ground floor space to retail.

### RETAIL MARKET

As with the office market, retail uses are predominately in the downtown area and should remain as such. Unfortunately, many street level storefronts are either vacant or used as office space. A limited variety of shops further dilutes the vitality of the Hamlet's retail market.

Another challenge facing downtown Oyster Bay is that it is not the only retail area serving local residents. Instead, it competes with other strip-shopping centers located along local roadways, and to some extent with the large regional malls and big box stores found along major highways. The market gets its share of local residents, but would be better served by tapping into the surrounding neighborhoods.

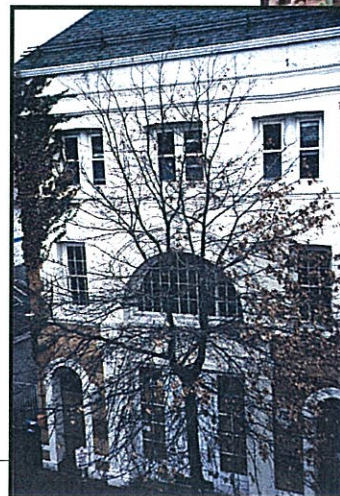
### PARKING AND TRAFFIC

An evaluation of existing parking conditions revealed that parking availability in the downtown's municipal lots is often limited, especially during the weekday "lunch" period. The study also indicated that fringe-parking areas such as Fireman's Field (next to the LIRR train station) are relatively underutilized. On weekends, use of the municipal lots is significantly reduced. There is a slight increase in occupancy in the municipal lot north of Audrey Avenue on Saturday evenings at dinnertime due to its proximity to several of the Hamlet's restaurants. A review of on-street parking in the immediate core area of the downtown indicated that many of the on-street segments are parked at or near capacity throughout the entire weekday. Weekends showed an average of 60% occupancy in on-street parking.



Parking facilities

A traffic inventory was conducted to evaluate existing circulation patterns in Oyster Bay Hamlet. The study showed that for the most part, the Hamlet's major intersections operated at acceptable levels - with the exception of the intersection of South Street / Pine Hollow Road and Lexington Avenue / Berry Hill Road. The levels of service ranged from fair to poor in this area. This four-way intersection carries the highest volume of traffic in the Hamlet, and is oriented in such a manner that turning movements are compromised and driver visibility is restricted.



### MASS TRANSIT

The only mass transit into the Hamlet is the Long Island Rail Road, as there is no bus service. The LIRR holds the distinction of being one of the busiest railroads in North America. The Oyster Bay Branch is one of the nine LIRR branches that provide service to New York City's Penn Station, to and from towns such as Glen Cove, Sea Cliff and the final stop, Oyster Bay. The trip is only 34.7 miles, but since it is a diesel line it takes approximately an hour and a half, deterring many commuters. The majority of Oyster Bay's daily commuters go to the Syosset or Hicksville Station for a more convenient commute, given that they are only 15-20 minutes from the Hamlet.

Located north of Audrey Avenue and west of East Main Street, the Oyster Bay Station is only a short walk to some of Oyster Bay's attractions, including Theodore Roosevelt Memorial Park, Town Hall and a number of Oyster Bay's restaurants.



In summary, The Island Properties Plan addresses some of the Hamlet's key challenges, including:

- Working with the Town, Main Street Association, Civic Association and Chamber of Commerce to improve parking conditions
- Freeing up street-level space for new retail establishments to spur more pedestrian activity
- Attracting family-oriented retailers and restaurant choices
- Mitigating the housing shortage to rectify the over-occupied, dangerous situations that exist
- Stimulating economic activity by diversifying the retail base for both local residents and visitors
- Promoting family and civic oriented activities and uses to restore the spirit of the community
- Improving the appearance of neglected and underutilized properties
- Making a more prominent connection from the Hamlet to the waterfront
- Vitalizing the downtown by increasing activity at the waterfront to entice more visitors
- Bringing visitors of local attractions through the downtown to further increase business for retailers

**RELIGIOUS AND EDUCATIONAL FACILITIES**

The Hamlet is serviced by an abundance of educational and religious facilities. Aside from being very active within the community, Oyster Bay residents are also very active within their churches and synagogue.

Oyster Bay and East Norwich are part of the same public school system, with facilities located on West Main Street and East Main Street in Oyster Bay Hamlet. There is also a large number of private and parochial schools within the immediate area. Within the Hamlet, there are a few scattered child care establishments, and there seems to be a demand for additional facilities.

**AMENITIES AND POINTS OF INTEREST**

There are many local attractions that further define the history and character of Oyster Bay. Within the downtown, Raynham Hall and the Oyster Bay Historical Society offer glimpses of what life was like back in the 1700 and 1800's. The waterfront area features Theodore Roosevelt Memorial Park and its beaches, as well as The Waterfront Center, which offers the community educational and recreational opportunities by working with organizations such as The Christeen Oyster Sloop Preservation Corporation, Oyster Bay Sailing School and Sagamore Rowing. Nearby attractions such as Sagamore Hill, Theodore Roosevelt Sanctuary and The Planting Fields Arboretum and State Historic Park draw families and schools from throughout Long Island to the area.

The main challenge to these attractions is that they are somewhat disconnected from the Hamlet. As a result, the retail stores in the downtown area are rarely able to capture revenue from these visitors. A trolley service linking the different attractions, and a change in traffic patterns to these destinations could bring more people into the downtown. Quaint bed and breakfast facilities could also attract a small number of visitors to the downtown.

With the exception of "tourist" destinations, there is a shortage of family-gearred activities in the Hamlet that would help attract families to the downtown. This type of activity would greatly enhance the sense of community in the Hamlet and diversify its economic base.



The Christeen



Raynham Hall



Open spaces; recreation and parks



Theodore Roosevelt Sanctuary



## 3.2 PLANNING VISION AND STRATEGIES

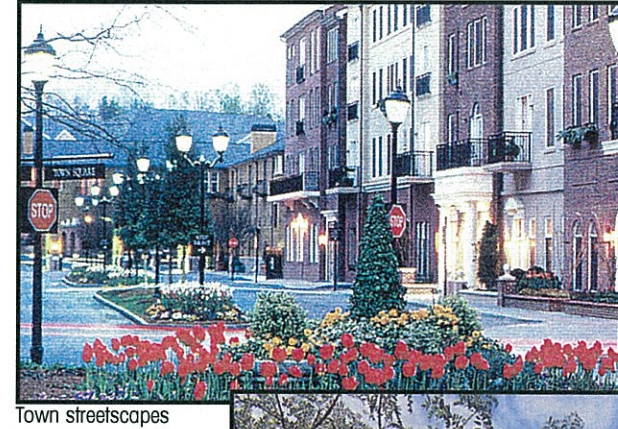
The revitalization effort should allow for the rebuilding of the Hamlet's original vitality by rehabilitating and preserving historic structures wherever possible, while improving the quality of life for residents. Future development in the downtown should follow the existing scale of construction and provide for greater retail and residential diversity. We will continue to work together with the local government and key groups in the community in the implementation of The Island Properties Plan, in such capacities as with our role as board member of the Main Street Association.

Island Properties envisions that the Hamlet of Oyster Bay will be a place where:

- A diverse community enjoys a high quality of life and finds attractive opportunities for work, suitable and affordable housing and a lively downtown that offers daily retail needs, recreational activities and entertainment venues for the entire family
- Natural qualities, historic assets, and a thriving commercial center attract a moderation of visitors
- Businesses are provided with exciting opportunities for success

The Island Properties Plan incorporates the following principles:

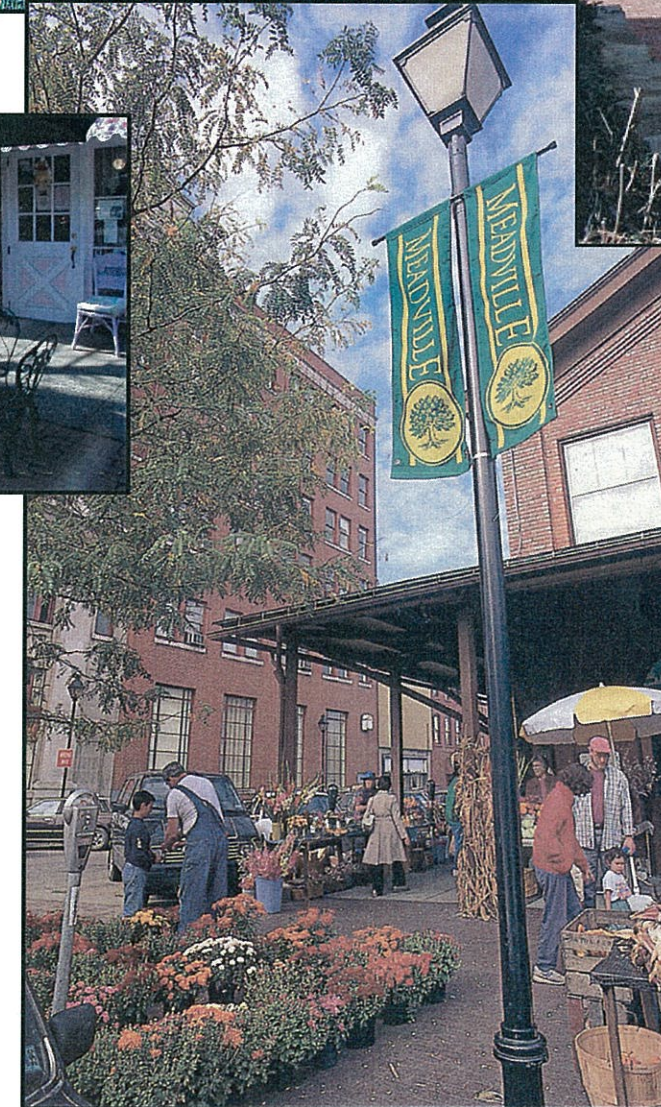
- Support improved parking in the downtown area, especially during peak hours
- Attract families from the Hamlet and the surrounding communities to the downtown area
- Help existing merchants to grow their business and attract new merchants to the Hamlet
- Support improved "walkability" and promote the development for public transportation to area attractions and shopping
- Protect natural resources and historic character
- Promote enforcement of parking, zoning and public safety regulations



Town streetscapes



Outside cafés



Small Hamlet parks with market activities



Street front dining



### 3.3 ISLAND PROPERTIES PORTFOLIO: CONTRIBUTING TO THE VISION

Key to Island Properties' vision is an implementation strategy that incrementally redevelops the Hamlet through managing the mix of its tenants and completing a series of "projects" that are designed to help draw from the Hamlet's existing markets. In implementing our plan, our design philosophy will draw upon the ingredients that promote the Hamlet's "traditional main street" character. We will incorporate findings from various studies of the Hamlet and work within the parameters established by such community initiatives as the Main Street Association's Facade Improvement Program. We have set a prioritization for the implementation of specific projects that would contribute to the realization of the vision for the Hamlet. Even though our primary acquisition phase has ended, Island Properties will continue to make strategic property acquisitions wherever it makes sense, in order to help the revitalization efforts take shape. Every project in the Hamlet should be seen as an integral part of the town's overall community structure, reflecting the guidelines recommended in this plan.

A general description of our properties, including our key holdings, is as follows:

#### GATEWAY TO THE HAMLET:

The key holdings in this area include the triangular parcel at the entrance to the Hamlet, the site of the American Legion Building and nearby properties.

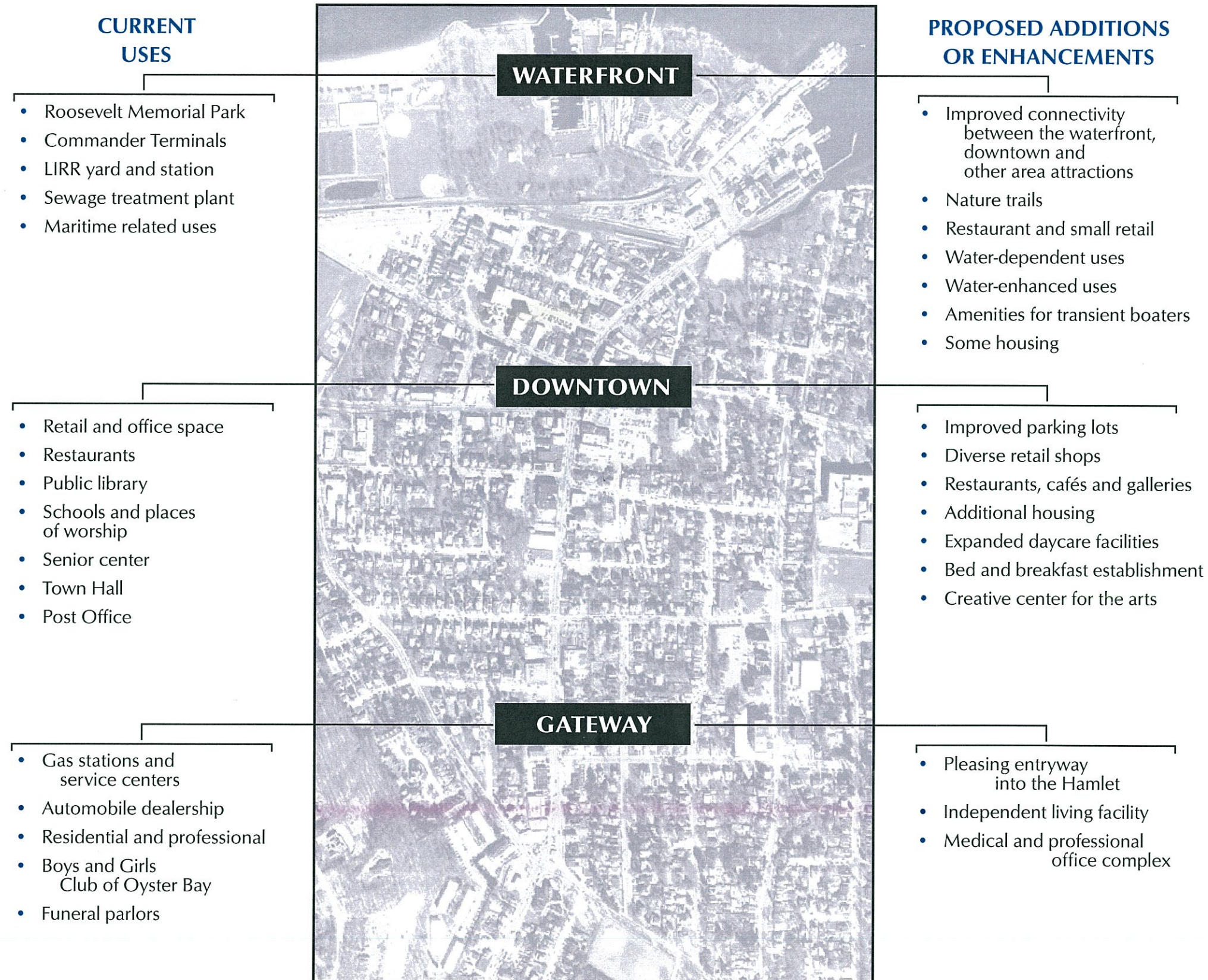
#### THE HAMLET'S DOWNTOWN:

The former NAPA building and adjacent properties, along with 10-24 Audrey Avenue and other properties along Audrey Avenue, East Main Street and South Street form the foundation of holdings in this area. These properties are located around a cluster of four key municipal parking lots.

#### THE WATERFRONT:

Island Properties owns several large parcels of land on the Hamlet's eastern waterfront, including Commander Terminals and the former lumber yard. Most of the remaining waterfront land in the Hamlet is owned by the Municipality and is under permanent public open space use.

### SIGNIFICANT AREAS AND USES IN THE HAMLET





# 4.0 GATEWAY TO THE HAMLET

## 4.1 DEFINING CHARACTERISTICS AND CHALLENGES

The junction of Pine Hollow Road and Berry Hill Road / Lexington Avenue serves as the gateway to the Hamlet. North of this intersection, Pine Hollow Road (Route 106) becomes South Street. South Street is the main activity corridor that continues north to the waterfront.

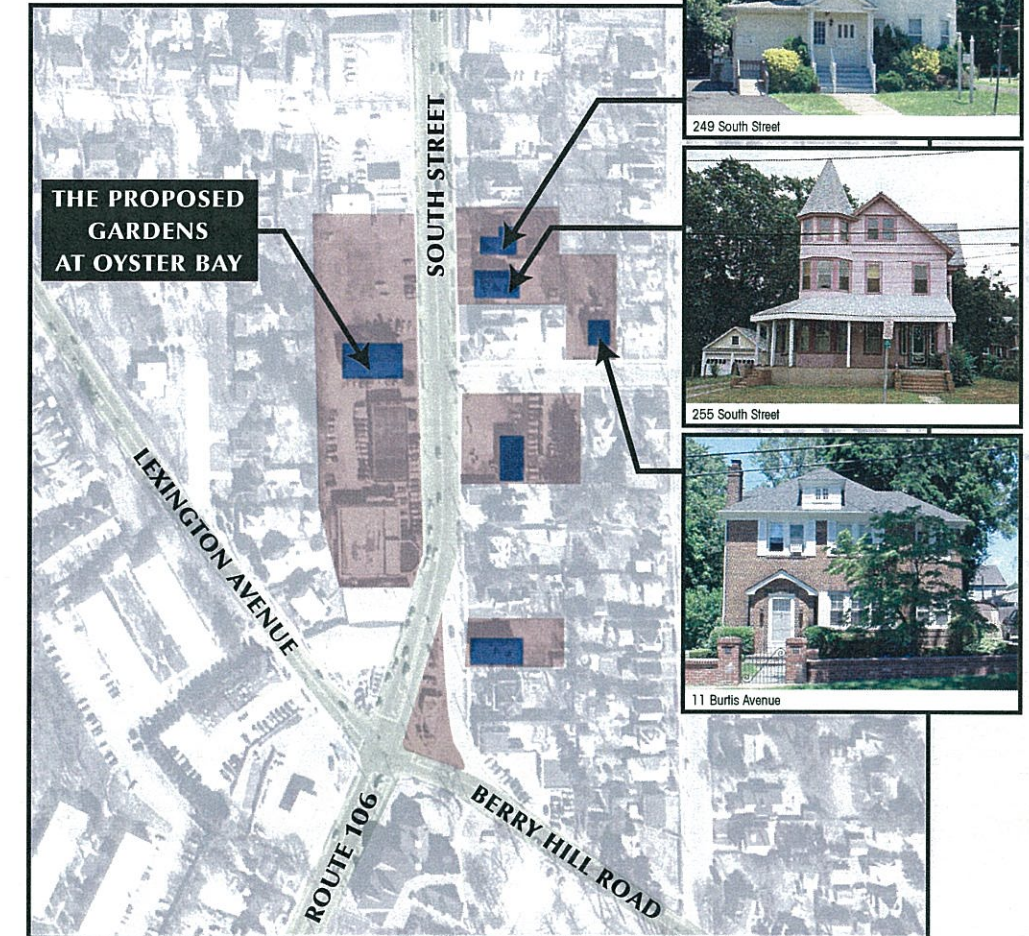
Predominantly residential, the gateway also contains scattered commercial and retail, as well as some institutional uses. It is characterized by inconsistent building setbacks, incongruous land uses and underutilized, often neglected properties. The lack of a continuous streetscape and a myriad of overhead utilities do not create an attractive sense of arrival. In turn, this challenges the Hamlet's ability to be seen as a cohesive and vibrant environment.



The gateway to the Hamlet

## 4.2 PLANNING VISION AND STRATEGIES

It is envisioned that the gateway will be developed as an appropriate transition zone to the Hamlet's downtown and waterfront, serving both the local and regional markets. It should have the effect of inviting residents and visitors to proceed down South Street, stroll in the downtown and relax at the waterfront. It is ideal for serving a more regional market with a mix of senior housing and professional offices, such as a small medical enclave. By offering additional housing, the downtown would be able to take advantage of the local residential market.



Map of gateway and related properties



Examples of Oyster Bay architecture which have been well maintained by other property owners within the Hamlet



## 4.3 ISLAND PROPERTIES PORTFOLIO: CONTRIBUTING TO THE VISION

Island Properties owns a cluster of largely contiguous properties along South Street at the southern end of the Hamlet, which are strategically located to enable the creation of an attractive gateway.

The properties fronting South Street in this district are zoned for business use. This zoning designation permits the range of uses and styles of development that will establish a significant and attractive "front door" to the Hamlet. Originally, Island Properties plan was to not address the Pine Hollow corridor leading up to the gateway, even though this area was clearly in need of beautification. However, due to community concerns and Island Properties concerns that yet another strip mall could be built in this area, we decided to purchase a number of properties in the area. These properties can now be used in a manner more consistent with the Oyster Bay Hamlet Plan.



## 4.3.1 CURRENT PROJECTS

### THE GARDENS AT OYSTER BAY

The American Legion and former Hallock Chevrolet site is a two-acre parcel located on South Street just north of the intersection of Lexington Avenue and South Street. An independent living facility is proposed for this site. At the center of this development is a planned combination of retail and amenity space such as a gym/spa, that will support the flanking residential buildings, and possibly the surrounding community.

The historic American Legion building will be maintained and its historic qualities will be celebrated with a flanking entry court using traditional elements such as the “stone” base on the window stiles and the brick facade.

The development will wrap around a series of three unique courts or gardens that open to the street, creating semi-public open space.

The courts will be flanked by residential structures, which will be enhanced by the views into the gardens. The residential program for this complex indicates a range of unit types, ranging from 1 to 3 bedrooms. The design of each unit was carefully considered to include high quality amenities such as bay windows, walk-in closets, and formal entry foyers. Also, many of the upper level units will offer cathedral and double height ceilings with lofts.

The proposed “Gardens at Oyster Bay”, in conjunction with other improvements to the gateway, will serve as a catalyst for the implementation of this transformation and will set the tone of high quality, street oriented development that is at once respectful and complementary to the Hamlet’s history and character.

### RESIDENTIAL AND PROFESSIONAL DISTRICT

Island Properties owns a few parcels on the east side of South Street, directly across from the American Legion site. Two of the adjacent parcels contain Victorian homes. These holdings present a great opportunity for Island Properties to accommodate medical and professional uses, which have been requested by residents of the area. The hope is that the existing structures can be retained and possibly connected by a common courtyard. Island Properties also owns a parking lot on Burtis Avenue that could benefit these plans. A feasibility study is underway to determine the extent of the work needed to restore these buildings and bring them up to code for their new proposed use.



One of the designs proposed for the Gardens at Oyster Bay

Design by The Hillier Group

## 4.3.2 LONG TERM PROJECTS

### THE GATEWAY ENTRANCE

Island Properties purchased the triangular parcel located at the entrance to the Hamlet. The current tenant operates a gas station and mini convenience store on a long-term lease. Our immediate goal will be to make some visual improvements to the site. However, due to the nature of this operation and the lack of land to work with, there may be little that can be done in the short term. Eventually, this parcel is intended to be used for creating a visually appealing entryway to the Hamlet. Since this parcel is situated at an extremely busy intersection, Island Properties will work with the Town, our consultants and neighboring property owners to determine different ways this intersection could be reconfigured to help ease the traffic.



# 5.0 THE HAMLET'S DOWNTOWN

## 5.1 DEFINING CHARACTERISTICS AND CHALLENGES

The intersection of Audrey Avenue and South Street marks the heart of Oyster Bay Hamlet's business, cultural, religious, educational and municipal life. The Town Hall, Post Office, school, churches, Babcock Senior Center and nearby library help to instill a strong identity. A variety of small retail shops, cafes and service oriented establishments reinforce a "traditional main street" character. The combination of on-street parking and municipal parking lots provides a significant number of parking spaces for workers and visitors.

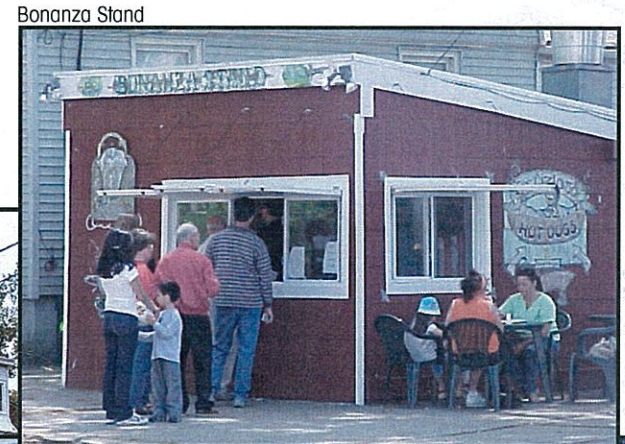
Currently, 2 and 3 story mixed-use buildings featuring ground floor retail space dominate the available building stock in the downtown. Both retailers and office users occupy storefronts, with upper levels reserved for both office and residential uses. The gradual decline of commercial activity in the Hamlet has caused vacancies and the consequential deterioration of some properties, diminishing the vitality of the downtown. As a result of this deterioration, the downtown does not adequately serve either the local residents who depend on adjacent areas for daily needs, or residents from neighboring villages who might otherwise come to the downtown area for dining, shopping and other family oriented activities.



Intersection of South Street and East Main Street



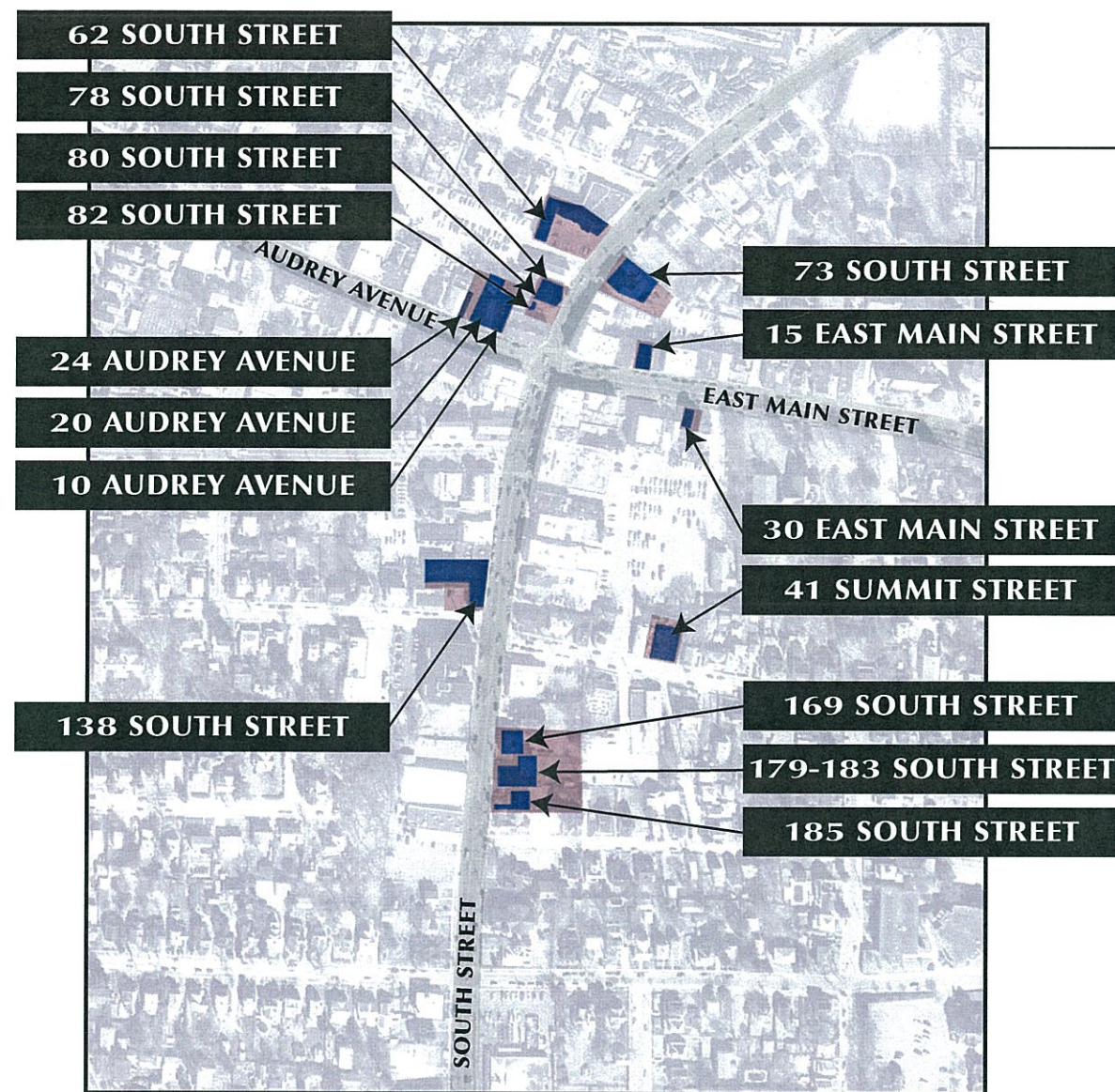
Doubleday Babcock Senior Center at East Main Street and White Street



Public library

A lack of diversity in retail is one of the challenges identified in a special study entitled "Downtown Oyster Bay Market Assessment". There are no overnight establishments, shoe stores or clothing stores. Although it is difficult for downtown apparel retailers to compete against malls, catalogs and the internet for people's clothing dollars, the study points out that the market might be able to support specialty stores emphasizing personal service and high quality. The Hamlet's distance from competing malls can be an asset. The relative weakness and/or distance of the competition means that the downtown can increase its market share for nighttime dining, home furnishings/improvement, comparison retailing, and all manner of higher-end specialty retailing. These later niches can further be bolstered by the significant latent potential for increased visitation and tourism from nearby places such as Sagamore Hill and the Planting Fields Arboretum.





Map of downtown area and related projects

## 5.2 PLANNING VISION AND STRATEGIES

Island Properties agrees with the results of previous Hamlet studies, which concluded that retail establishments in the downtown area must serve Hamlet residents, residents from the nearby incorporated villages as well as other visitors to the area. The economic success of businesses is dependent on all three of these groups. Each successful business will bring activity to the area, which in turn will stimulate business for the other retailers in the Hamlet. Storefronts must be reserved for retail uses if the Hamlet business district is to be successfully revitalized.

It is envisioned that upper stories in the downtown area will continue to serve a local office market and offer opportunities for additional residential units. Audrey Avenue will contain a mix of small-scale shopping, street-level specialty retail and dining uses. East Main Street changes character and has the potential to serve an historic tourism market and offer more family oriented activities. South Street is envisioned to serve the local market with more shopping, and become a major corridor leading to the waterfront. There are a few locations in the downtown that have the potential to cater to visitors with bed and breakfast style establishments.

## 5.3 ISLAND PROPERTIES PORTFOLIO: CONTRIBUTING TO THE VISION

Island Properties owns a significant number of properties in the downtown area, most of which are zoned for business use. This will enable a range of retail uses, which we believe will result in the successful revival of the Hamlet. It is our hope that by improving our properties, we will inspire other property owners and entrepreneurs to follow suit.

### 5.3.1 CURRENT PROJECTS

#### 10 AUDREY AVENUE

10 Audrey Avenue, along with being the first purchase we made, is also the first renovation to be completed. It is occupied by a variety of office users. While the building interior was in good shape, the exterior was in need of some repairs, including the windows and masonry.

As part of the buildings' restoration, we replaced the doors and windows on the front of the building, and added beautiful arched windows over the doors. We also had the brick on the front of the building replaced, using a salmon colored brick on the 1st floor. The new arched windows and salmon colored brick were chosen to help compliment 20 Audrey Avenue, the neighboring building.



Design by Reilly + Associates Architects  
10 and 20 Audrey Avenue reuse and renovation - front design concept elevation

#### 20 AUDREY AVENUE

As the former offices of Theodore Roosevelt, this building has an exciting history, along with being an important contribution to the unique streetscape of Oyster Bay. The proposed renovation of 20 Audrey Avenue will reinforce Oyster Bay's "traditional main street" qualities, while signaling a fresh start and heightened pedestrian activity. The ground level will provide specialty and unique retail opportunities for residents and visitors alike. The second and third levels will house offices, which bring vitality and generate street activity for existing and future commercial developments in the area. There will be an entrance off Audrey Avenue, as well as in the rear of the building, adjacent to the municipal lot.



### 15 EAST MAIN STREET

Island Properties worked with Dillon Gallery in signing a lease on property that we did not yet own, but were in contract for. We were pleased to sign a long-term lease with an art gallery, knowing it would attract people from the surrounding communities. Local restaurants and retailers should benefit from these visitors who might not otherwise come to the downtown.

### 30 EAST MAIN STREET

We are partnering with Oyster Bay High School to develop a student-run business in the downtown area. The students will use this location to open an internet café, which will be called Obie's Juice and Java. This will give students the opportunity to experience all aspects of starting and running a business, while offering a service to the community



Charles Wang Addresses Oyster Bay High School Students

### 80 SOUTH STREET

Located just north of Audrey Avenue and adjacent to a municipal parking lot, 80 South Street was formerly known as "The Pony Express". Island Properties has entered discussions with several restaurant operators who are interested in leasing this space. The property behind the building could be used for outdoor dining.

### 82 SOUTH STREET

This parcel formerly housed an auto body shop. The vacant building is an eyesore and is in disrepair. A review of the building's history indicates that there is no compelling reason to retain it. Therefore, it is our intention to demolish the building, and, in the future, replace it with a new building that is more in character with the rest of the community. This building will provide additional retail on the ground level, and could offer some much needed residential units above.

### 138 SOUTH STREET

This location presents a great opportunity to bring in some basic retail, such as children's clothing, sporting goods, etc. This property and adjacent properties owned by Island Properties has the added advantage in that it can provide for some dedicated parking.

### 179-183, 185 SOUTH STREET

This site will be developed as a center for creative educational programs. The anchor, Not Just Art, a business that offers interactive programs for children and parents, was previously located in Cold Spring Harbor. Space will also be used for other programs and made available on a co-operative basis.



Not Just Art

These programs will bring parents and their children to the downtown area, where many of them will shop and dine. This center also offers the potential for a small-scale restaurant that would have the benefit of dedicated parking. It is likely that the upper floor will offer additional housing.

### OYSTER BAY HISTORICAL SOCIETY

Diagonally behind Not Just Art is the Oyster Bay Historical Society. We are discussing ideas with them on visually opening up their gardens, which are currently concealed by a stockade fence. The improvements in the rear of this property along with improvements to our properties at 179-183 South Street will make this a truly welcoming space.



## 5.3.2 LONG TERM PROJECTS

### 24 AUDREY AVENUE

A small one-story building with a large rear lot is located at 24 Audrey Avenue. Between 20 and 24 Audrey Avenue, there is a pass-through that connects Audrey Avenue to the municipal lot. Possible uses include turning 24 Audrey Avenue into a restaurant with al fresco dining. Alternatively, the lot behind the building can be used in conjunction with the future retail stores to be located at 20 Audrey Avenue, providing much needed open space within the downtown.

### 73 SOUTH STREET

The vacant building on this site is in very poor condition, and after a detailed survey it was found to have extensive structural problems. After determining that there is no historical significance to this building, we have decided to demolish the building and replace it with a building which follows the architecture of the Hamlet. There will be retail space on the first floor, and some much needed residential units above.



Concept design for 73 South Street

Design by The Hillier Group

### 169 SOUTH STREET

An investigation has been done at the site of the former NAPA building, to determine whether or not it can be salvaged. Our investigations show that the building has no historical value. Once it is determined if a new structure will be built, plans will be prepared for a retail area, possibly family oriented, with residential units above.

## 5.3.3 ADDITIONAL INITIATIVES

There are additional holdings of Island Properties which will undergo adaptive reuse or renovation. Some additional initiatives that we will be undertaking are:

- Working with the Town and the Main Street Association, along with other community groups, to find different ways to beautify the municipal parking lots, and improve access and circulation within them
- The opening of a new specialty market at 78 South Street, by the owner of A Taste Of Mexico.
- Working with the Chamber of Commerce to attract new retailers such as clothing, shoes and specialty foods, as well as restaurants
- Identifying properties which could be used for additional daycare facilities
- Working with the Mesorah Foundation, based in Huntington, to open a new location for their "Our Way" Hebrew School after-school program
- Working with Raynham Hall to open their gardens to the public, and provide a pass-through from West Main Street to Audrey Avenue. We own property next to Raynham Hall, and may be able to help address some of their needs
- Working with The Waterfront Center to have a presence in the business district, increasing awareness of their operations and encouraging more people to take advantage of their offerings



Knights of Columbus



Raynham Hall gardens





# 6.0 THE WATERFRONT

## 6.1 DEFINING CHARACTERISTICS AND CHALLENGES

The waterfront section of the Hamlet is roughly bounded by the Long Island Rail Road (LIRR) tracks to the south, Oyster Bay Harbor to the north, the Land at Whites Creek to the east, and Beekman Beach to the west.

The waterfront is one of Oyster Bay's most valuable natural resources. Theodore Roosevelt Memorial Park is located toward the western end of the waterfront. It offers some of the most spectacular views found anywhere on Long Island. Several water-related activities such as boating, public and private marinas, a beach and outdoor sports fields can all be found at the waterfront.

Much of the waterfront was a commercial area zoned for light industrial use. Commander Terminals, the Oyster Bay Sewage Treatment Plant and the LIRR train station and repair area are some of the industrial uses in this area.

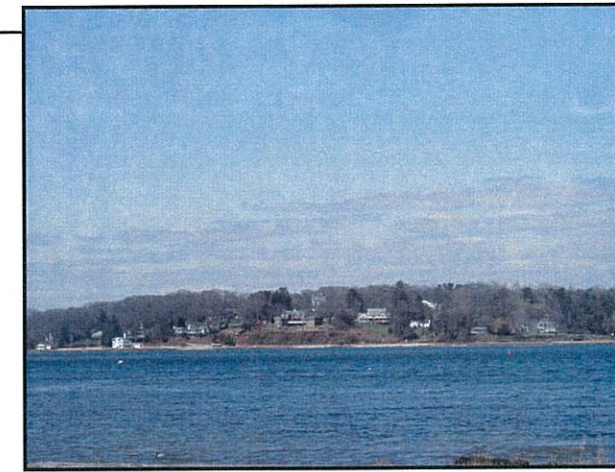
South Street is unable to serve as a linkage between the Hamlet and its waterfront due to the current configuration of properties, particularly the LIRR site. There is a grade-level crossing over the tracks toward the west end of the Hamlet which provides a circuitous and not-so-attractive linkage with Audrey Avenue, one of the Hamlet's main commercial corridors. Better connectivity between the waterfront and the downtown would greatly improve the vitality and image of the Hamlet.



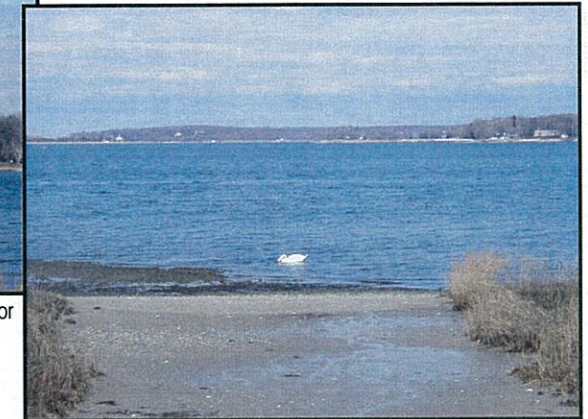
Current industrial uses



Sewage Treatment Plant



Oyster Bay Harbor



## 6.2 PLANNING VISION AND STRATEGIES

Island Properties realizes that a redevelopment of the eastern waterfront is important to the overall revitalization of the Hamlet. The Island Properties public survey and the Dan Burden charrette gave voice to the communities' belief that a restaurant, small retail, water enhanced and water dependent uses, and some housing should be made available on the waterfront. Another key step to the improvements would be to create additional facilities for transient boaters which would welcome boaters and bring them ashore, helping to stimulate the local economy.

The waterfront is, without doubt, the most difficult planning challenge of the Hamlet. There is limited, if any, space within the Hamlet that can accommodate the industrial businesses now located at the waterfront. Some of the current commercial uses are important resources for the community. Before these uses are removed from this area, a determination must be made as to where they can best be accommodated. The importance of revitalizing the waterfront will have to be weighed against these critical uses.

The Town's master planning efforts include a change of zoning categories in the Hamlet. If these changes are approved, it will open up opportunities to relocate some of the industrial uses in the waterfront area and create uses that are more consistent with utilizing the waterfront to help improve the downtowns' overall business environment.



## 6.3 ISLAND PROPERTIES PORTFOLIO: CONTRIBUTING TO THE VISION

We own several large, and some contiguous parcels of land on the Hamlet's eastern waterfront. As noted earlier, many of these parcels house industrial uses that service the community. While feasibility studies are being performed to help determine the future of the waterfront parcels, some interim improvements such as cleaning and landscaping will be done on the properties.

We will be speaking to other property owners and community organizations to develop additional ways to attract more people to the area, which in turn will increase activity in the downtown area.

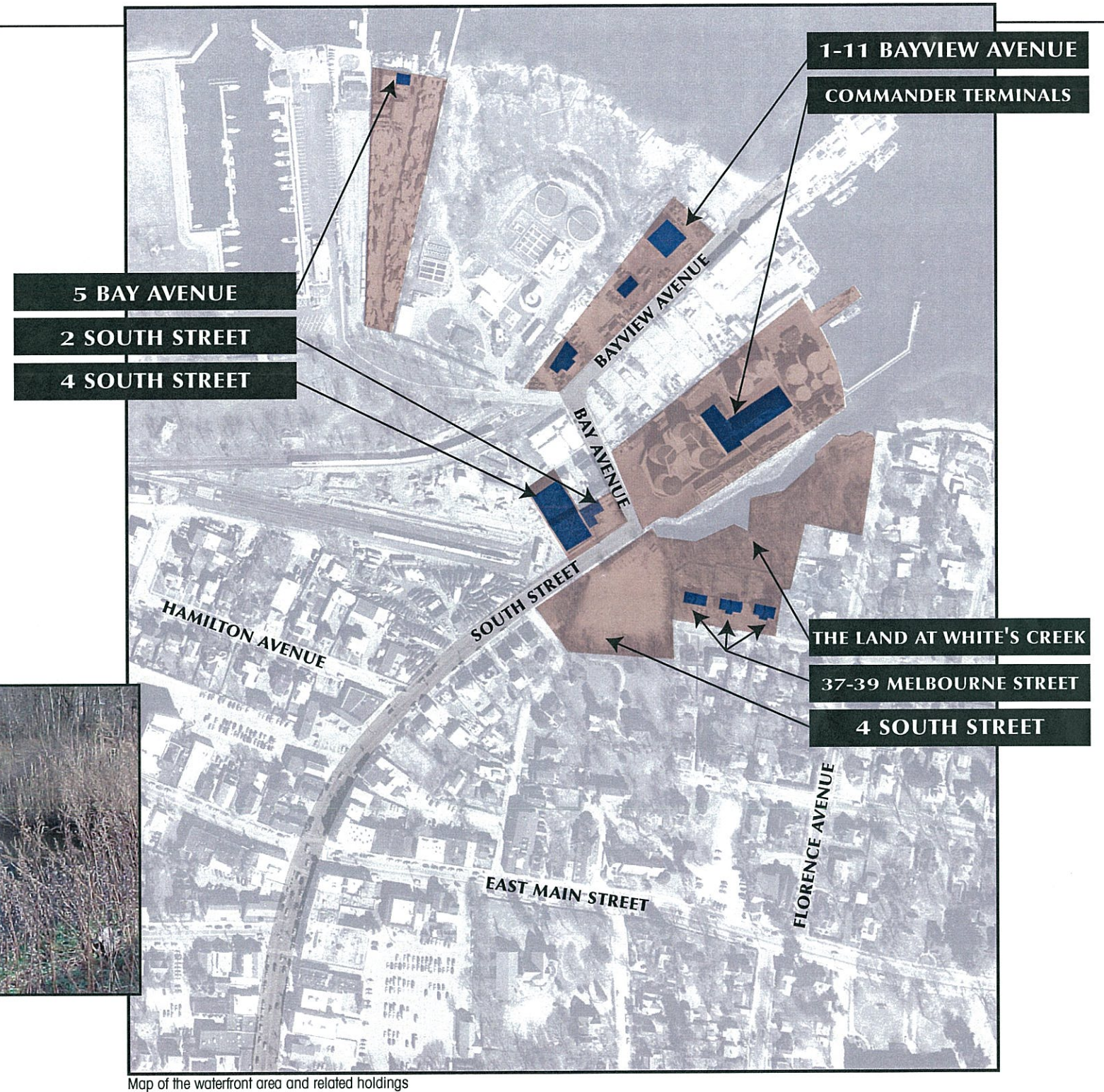


Oyster Bay Marine



2 South Street

The Land at Whites Creek





# 7.0 A FINAL NOTE

*Over the last several years, a partnership has developed between Island Properties, The Town of Oyster Bay, and various community groups with the common goal of revitalizing and beautifying the Hamlet. We look forward to a continuation and enhancement of these relationships while working toward the ultimate goal of improving the community for everyone. We are extremely excited with the prospect of being able to realize the visions outlined in this plan, and with the knowledge that all of us working together can impact the future of the Hamlet for the benefit of us and our families over the coming century.*





# 8.0 APPENDIX

## 8.1 PREVIOUS STUDIES

In preparing our plan, we've taken into account the various studies that were conceived for the Hamlet over the years including:

- Oyster Bay Hamlet Plan – 2001
- Downtown Oyster Bay Market Assessment – 2001
- Oyster Bay: Your Town, Your Future – 2001
- Oyster Bay Hamlet Parking Survey - 2000
- Oyster Bay Hamlet Community Feedback Survey - 2000
- Oyster Bay Western Waterfront Conceptual Land Use Plan - 1998
- Long Island Sound Coastal Management Program – 1994
- Oyster Bay Waterfront Redevelopment Study – 1990
- Oyster Bay Railroad Study
- Parking Study of the Hamlet of Oyster Bay – 1985
- Townscape Revitalization Guide - 1975

Our research for The Island Properties Plan revealed that many of the issues, problems and opportunities identified in the prior planning studies still exist today. As a result, many of the goals and objectives offered in these documents provide an excellent framework to guide future site-specific redevelopment plans for properties in the Hamlet. Most of these prior studies can be found on our website or at the local library.

### OYSTER BAY HAMLET PLAN – 2001

The Oyster Bay Hamlet Plan, which is a result of the efforts of the Quality Communities Steering Committee, is intended to be a blueprint for guiding the community in their planning of the Hamlets revitalization. Many of the issues raised in the prior studies have been incorporated into the Oyster Bay Hamlet Plan. This plan identifies the important attributes of the community, and contains goals and objectives of various subject matters from quality of life to community services. It identifies hundreds of specific implementation strategies and recommendations, which the Town, Hamlet residents, businesses, property owners and organizations can initiate.

These recommendations are generally consistent with Island Properties' vision for the Hamlet. Following are some of the initiatives that were identified in the plan:

- Roadway landscaping; Creation of facade and site improvement programs; Trash and debris removal; Appropriate wayfinding and commercial signage
- Ensure future developments are consistent with the current scale and historic character of the community
- Creation of promotional packages; Business recruitment; Establishment of a performing arts foundation; Support for year-round cultural programs and events through development of a theater or playhouse; Restoration of the Oyster Festival as a more family-friendly event; Sponsoring community events, such as weekend music events; A small jitney service for visitors; Creation of pedestrian friendly outdoor courtyards, seating areas, etc.
- Promotion of employee parking at remote lots to free parking in the village core for shoppers; Cooperation to share parking lots and improve connections between properties; Development of a parking signage plan; Working with the LIRR and County to initiate new bus routes; Provision of bicycle and walking trail maps
- Enlistment of property owners and land trusts to protect open space and parkland; Protection of passive open space and greenbelts through Adopt-a-Spot and Adopt-a-Highway programs; Enhancement of Tree City USA designation of the Hamlet; Promoting public awareness about the benefits of environmental protection; Establishment of an integrated open space and trail network
- Sponsorship of Homebuyer Fairs and organized clean-up days and programs like "Christmas in April" or "Neighborhood Pride"
- Public-private coordination of recreation programs; New programs to serve teens and single adults such as a skate park; Coordinated posting and dissemination of information; Development of a pool; Establishment of an "adopt-a-park and "adopt-a-stream" programs
- Installation of information kiosks at key locations; Sponsorship of an International Heritage event; Establishment of a Teen Panel or Kidspeak Program to better involve youth in projects; More access for all Hamlet seniors to programs and services offered in existing and proposed senior developments
- Coordination of improvements to properties to create linkages between the waterfront and the downtown area; Identification of opportunities to preserve historic elements connected to Oyster Bay's maritime history
- Advocacy of 21st Century educational services and facilities; Cooperation between schools and businesses to provide adequate training to meet the needs of the workforce; Coordinated after-hours use of school facilities for town recreation and community groups



## **DOWNTOWN OYSTER BAY MARKET ASSESSMENT – 2001**

The Downtown Oyster Bay Market Assessment was undertaken to gauge the current performance of the downtown in terms of its ability to capture the retail dollars of the people who live and work in and around the Hamlet. It concludes that Downtown Oyster Bay draws from three very different markets:

- Oyster Bay Hamlet, which has a diverse mix of income groups and household types living in a variety of housing configurations. Although still a prosperous community, its level of income and wealth is below the norm for Nassau County. Moreover, throughout the 1990s the total level of income in the Hamlet has fallen slightly, as incomes have failed to keep pace with inflation.
- Oyster Bay Hamlet's primary market of 6,900 residents have a median household income of \$57,500, compared with an average of \$73,600 in Nassau County.
- The secondary market is the residential area surrounding the Hamlet, which is very prosperous with incomes far above the already high averages for the county. Most households are comprised of families with children, and a large proportion live in houses costing in excess of a half million dollars. This upscale target market will expect a very different shopping environment, type of goods, and level of service than the local market in the Hamlet. And, unlike the Hamlet, total income in this area has been increasing.
- The third market, tourism and visitors to the downtown, is dependent on attractions in and around the downtown.

The study also looks at the retail potential that could be generated by increased tourism and visitation in the downtown and surrounding area. The goal is to increase the size of the downtown's trade area, increase capture from existing trade areas and increase tourism and visitation.

### **Some of the recommendations from the plan include:**

- Upgrade operations of existing retailers – conduct outreach with existing merchants to improve window displays and merchandising; Create a facade improvement program with assistance from an architect who specializes in facades
- Attract new merchants - Create a local entity which can sustain a tenant recruitment effort; Create promotional packages that can be used to entice new businesses to the downtown; Pursue fusion niches that appeal to both the local residents and the more affluent households in the surrounding villages, as well as a visitor population
- Build on the downtown's home-furnishings niche
- Fill gaps within the downtown's retail and service mix
- Welcome, but do not focus on, upscale and boutique retail
- Attract new visitors – reinvent the Oyster Festival into a more family-friendly event
- Explore local support for a small performing arts foundation
- Pursue opportunities for development of bed and breakfast establishments
- Route traffic to and from Sagamore Hill through the downtown
- Create a small weekend jitney service to connect the downtown to Sagamore Hill and Planting Fields

## **OYSTER BAY: YOUR TOWN, YOUR FUTURE – 2001**

The Oyster Bay: Your Town, Your Future plan was developed after a four-day community-wide planning event which was sponsored by the Oyster Bay Main Street Association in an effort to find ways to reverse the deterioration of the Hamlets downtown core. Many of the recommendations from this plan were incorporated into the Oyster Bay Hamlet Plan.

## **OYSTER BAY HAMLET PARKING SURVEY – 2000**

Island Properties commissioned RMS Engineering to perform a survey of the existing parking conditions in the Hamlet. The data collection was performed in June 2000 and October 2000. The study included both municipal and private parking lots as well as on-street parking.

### **The following conditions were found as a result of this survey:**

- The peak demand for weekday parking in the Hamlet occurred during lunchtime
- Parking occupancy on a Saturday in the summer ranged from 45% to 63%
- On-street parking was at or near capacity
- Private parking fields were active during the week, but relatively inactive on Saturdays
- The municipal lot at Fireman's Field is underutilized

## **OYSTER BAY HAMLET COMMUNITY FEEDBACK SURVEY – 2000**

The Oyster Bay Hamlet Community Feedback Survey was conducted on behalf of Island Properties, LLC to gauge community opinion regarding development in the Hamlet of Oyster Bay. Questions relating to the development of the downtown area, traffic patterns and congestion, waterfront development, and shopping patterns were included in the study.

Approximately 5,000 survey packets were mailed out to residents and business owners in the Hamlet of Oyster Bay, with a phenomenal return rate of 24%. The complete results of the survey are posted on our website, at [www.islandpropertiesllc.com](http://www.islandpropertiesllc.com). We encourage everyone to study these results.



### **OYSTER BAY WESTERN WATERFRONT CONCEPTUAL LAND USE PLAN - 1998**

The Oyster Bay Western Waterfront Plan was a study jointly commissioned and funded by the New York State Department of State (NYS DOS) and the Town of Oyster Bay to take a comprehensive look at properties along the western portion of Oyster Bay Harbor. The study area included Beekman Beach, the former Jakobson Shipyard and the former Capone Property. With the exception of five (5) acres owned by New York State on the former Jakobson site, the remaining properties included in the study area are owned by the Town of Oyster Bay. A Steering Committee was formed by the NYS DOS to oversee the project and facilitate public participation.

#### **The goals of the Western Waterfront Conceptual Land Use Plan were to:**

- Increase public access to the waterfront,
- Increase water-based recreation opportunities,
- Preserve the maritime character of the site,
- Preserve open space,
- Enhance the visual quality of the site and protect its scenic resources,
- Preserve a portion of Oyster Bay's historic maritime resources,
- Protect the natural resources of the property, and
- Educate the public about the maritime environment.

The Plan, completed in March 1998, called for the removal of existing structures north of West End Avenue on the Jakobson property and limited on-site development. Planned facilities included a Community/Environmental Education Center, a maritime museum, and accommodations for sailing and rowing groups, municipal, State, and Federal agencies. Passive recreation opportunities would be expanded, as would more active pursuits such as fishing, boating, and swimming. Wetlands would be restored, expanded and enhanced to improve surface water quality, aesthetics, and wildlife habitat. The grounds would be landscaped with native shoreline plants, and planned facilities would be designed to have minimal impact on the environment. The plan did not provide for any commercial or business uses to complement the other activities proposed for the site.

### **THE LONG ISLAND SOUND COASTAL MANAGEMENT PROGRAM - 1994**

The Long Island Sound Coastal Management Program (LIS CMP) was prepared by the New York State Department of State, as part of an overall plan to strengthen the State's coastal management efforts. The effort revised and updated the existing State program to reflect the specific conservation and development needs of each distinct coastal region throughout New York. The LIS CMP contains an analysis of the physical, social, and economic characteristics and trends in the Long Island Sound coastal area. Based on this work, specific recommendations for coastal policies were made to reflect regional needs and sensitive environmental areas. Further, areas suitable for development were identified, and necessary state actions were defined. The document also provides recommendations for local government to undertake with respect to their coastal areas.

### **OYSTER BAY WATERFRONT REDEVELOPMENT STUDY - 1990**

The firm of Donham and Sweeney, Inc., Architects, was commissioned by the Town of Oyster Bay Department of Intergovernmental Affairs to do a redevelopment study of approximately sixty-four (64) acres of waterfront property located on Oyster Bay Harbor in 1988. The initial study area extended along the harbor waterfront properties from Beekman Beach on the west, toward Commander Terminals to the east. As the study progressed, the study area was expanded to encompass additional parcels within close proximity to the waterfront. The final study issued in February 1990, was based for the most part on recommendations prepared by the consultant. However, recommendations that deviate from the Donham and Sweeney study represent the product of review and analysis by the Town's Department of Intergovernmental Affairs, and the Environmental Control Division of the Department of Public Works.

The major planning objectives offered in the Donham and Sweeney plan focused on concepts to improve the environmental quality and amenities associated with the harbor, increase public recreational use and access to the waterfront, strengthen the economic and social connection between downtown Oyster Bay and its waterfront area, and promote water-enhanced and water-dependent uses along the harbor.

#### **The redevelopment study included the following key land use recommendations:**

- Maintain and enhance the public open space and recreational areas along the waterfront, specifically Beekman Beach and Theodore Roosevelt Memorial Park
- Promote the redevelopment of the Jakobson's Shipyard property for a year-round, economically self-sustaining use such as housing, marine-related retail, sales and office
- Relocate the LIRR train station and lay-up tracks to the under-utilized town parking lot west of Maxwell Avenue. Redevelop the LIRR site to promote business uses that create a link between downtown Oyster Bay and the waterfront area
- Maintain existing private business operations such as the Commander Oil facility, various boat yards and marine centers, and commercial fishing operations



## OYSTER BAY RAILROAD STUDY

The Oyster Bay Railroad Study was the plan that originated the concept of relocating the LIRR train station and lay-up tracks endorsed in the Donham and Sweeney Redevelopment Plan. The plan recommends moving the LIRR train station, lay-up tracks and storage area from its present site situated west of South Street, to the municipally-owned parking lot to the west of Maxwell Avenue. The new train station site and parking would be more accessible to the general public from the currently under-utilized town parking lot. This in turn would make available a key development site to promote downtown revitalization and increase access to the harbor.

## PARKING STUDY OF THE HAMLET OF OYSTER BAY - 1985

The Parking Study of the Hamlet of Oyster Bay was prepared by Edward J. Sharsky, P.E, P.C., Consulting Engineers for the Oyster Bay Chamber of Commerce. This 1985 parking analysis was an update of a 1983 study prepared by Sharsky designed to appraise downtown Oyster Bay's existing off-street and on-street parking facilities, examine current parking practices, determine the need for additions or changes to available parking services, and develop a series of recommendations to address identified problems.

The study evaluated parking conditions at seven (7) municipal parking fields located for the most part, in close proximity to the Audrey Avenue/South Street intersection in downtown Oyster Bay. Generally, the study found that the parking fields closer to the subject intersection had a greater level of utilization. The major parking issue in Oyster Bay is that long-term parkers are utilizing parking spaces in the business district thereby limiting opportunities for short-term customer parking. The plan proposed recommendations to shift long-term parkers to under-utilized parking lots, such as Fields #6 and #7, located on the outer perimeter of the business district, while reserving parking areas closer to the Audrey Avenue/South Street intersection for short-term users. It should be noted that Parking Field #6 is the municipal parking lot west of Maxwell Avenue, which was proposed for the relocation of the LIRR train facilities as recommended in the "Oyster Bay Railroad Study."

## 1975 TOWNSCAPE REVITALIZATION GUIDE

The Townscape Revitalization Guide was a design guide prepared by the Oyster Bay Chamber of Commerce in 1975. The guide proposes a series of design principles that would help enhance the streetscape and beautify the town.

