



# OYSTER BAY

## MAIN STREET ASSOCIATION NEWS

Volume 6

Winter 2018/2019

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## Town Center Revitalization Plan - Phase II Complete

A few years ago, OBMSA began a new approach to our design projects, focusing on interconnected, smaller-scale renovations beginning in the epicenter of the downtown and working outwards. We implemented Phase I of our Town Center Revitalization Plan in 2015 with a full renovation of Townsend Park. With **Main Street Nursery** of Huntington, we created a design for the park that was more attractive and appropriately scaled. The \$30,000 renovation transformed the park and reestablished viable green space in the heart of the downtown.

Phase II of our plan complimented and expanded on this renovation, with a focus on increasing green space and improving the aesthetic of the downtown by opening up the grounds of the historic Oyster Bay Post Office for public use. Working with a survey completed by **Bladykas & Panetta**, we partnered again with Main Street Nursery to put together a landscape design. With the help of our community partners, including: **Wonderland Tree Care**, **Glenwood Mason Supply Co.**, and the **Town of Oyster Bay** we completed the renovation in June 2018, which included:

- The removal and replacement of the existing hedges and plantings, as well as, the removal of the fence along the walkway between the post office and Sweet Tomato;
- The creation of a welcoming lawn that is open to the street, decorated with flowering trees and planted beds as well as a new irrigation system to assist with maintenance;
- The installation of new decorative post lights and up-lights to highlight the architecture of the building and to create a bright, safe, and inviting atmosphere; and
- The creation of a brick-paved seating area for residents and patrons to use.

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## Our Sixth Annual End of the Season Benefit

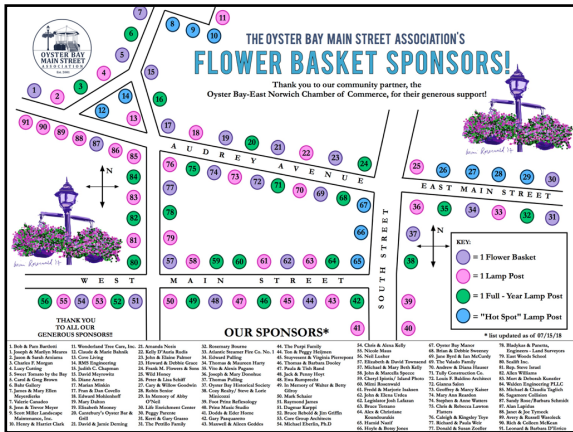
Thank you to all our sponsors and everyone who came to our benefit on September 26, 2018! It was another successful event, bringing in over \$30,000 to support OBMSA initiatives in the coming year!



... And the Initiatives they Fund.



# Our Seasonal Decorations



This past Spring, OBMSA kicked off our second annual Flower Basket Campaign to support the costs of our seasonal decorations in the downtown - with 168 hanging baskets in the summer, 168 wreaths during the holiday season, and the christmas tree and bandstand decorations for the annual tree lighting.

Starting with a generous donation from the Oyster Bay-East Norwich Chamber of Commerce, OBMSA was able to offer discounted sponsorship rates to help cover the cost of purchasing, installing, and maintaining the decorations. 115 sponsors from the community stepped up, fully funding us for the 2018 season!



*Look for your invitation to sponsor your basket this May!*



## 8th Season of Dancing in the Street

Due to popular demand, we expanded our Dancing in the Street celebration into August for a total of six nights of dancing. The premise remained the same: bringing people together with music and dancing in the heart of Oyster Bay!

Once 7pm on Friday hit, the street in front of Town Hall shut down and the DJs set up. In addition to the usual dance lessons, this year we also introduced dance contests with winners determined by crowd applause and prizes including gift certificates to local restaurants.

We are excited to announce that due to the continued generous support of our sponsor - **BMW of Oyster Bay** - we will, once again, be hosting 6 nights for our 2019 season (weather permitting)!

**2019 Dates: July 5th, 12th, 19th & 26th, August 2nd & 9th**



## Halloween Parade with Raynham Hall

OBMSA was excited once again to participate in the Third Annual Oyster Bay Halloween Parade organized by Raynham Hall. The parade, which has become a favorite among the local community, was again open to participants of all ages.

The event attracted a large crowd despite having to use the scheduled rain date. Ghostly puppets led hundreds of participants along a new route through the downtown, terminating in the small municipal parking lot next to the Raynham Hall Campus. Revelers enjoyed music and performances by eccentrically clad stilt walkers, hula hoop artists and jugglers.

OBMSA joined in the fun again this year handing out glow-in-the-dark necklaces, bracelets and temporary tattoos to all participants.



## Pop-Up Holiday Ice Rink

For the third year in a row, OBMSA hosted a free pop-up skating rink in coordination with the Oyster Bay-East Norwich Chamber of Commerce's Christmas Tree Lighting & Holiday Market.

Hundreds of residents attended, enjoying skating, carriage rides provided by **Raynham Hall** and the **Oyster Bay Railroad Museum**, hot chocolate and cookies provided by the **Oyster Bay Civic Association**, a trolley to and from **Sagamore Hill National Historic Site**, and the great food and shopping experience provided by the many great merchants of the **Oyster Bay-East Norwich Chamber of Commerce!**

Plans are already underway for next year's holiday weekend, and we look forward to continuing this tradition in the downtown!

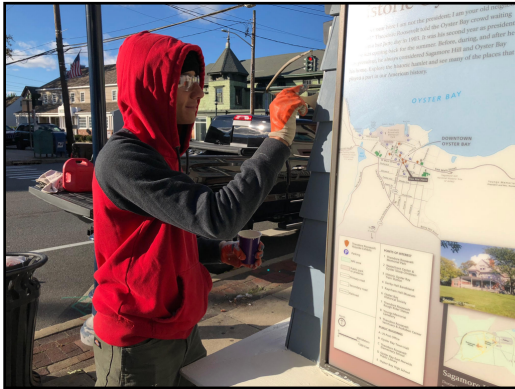
## Eagle Scout Project: Kiosk Renovation

The five kiosks in the downtown have been renovated as part of an Eagle Scout project by Gregory Wulffen of Troop 253!

As part of the project, Gregory examined the kiosks and created the scope of work; identified the materials and supplies that would be needed; and secured the donations to complete the renovations.

With just a few repairs remaining, we are looking forward to a ribbon cutting in the Spring to recognize Gregory's hard work. We also want to thank **Sagamore Hill National Historic Site** for their generous support and help throughout the project, as well as the other members of Troop 253 who helped with the physical repairs to the kiosks.

Moving forward OBMSA will be making a renewed effort to keep the kiosks fully stocked and updated with current event flyers, pamphlets and more!



## Downtown Clean-Up

In response to community concerns, OBMSA continues to advocate for appropriate solutions to the garbage problems that face the downtown.

As part of our immediate response, we have funded, with support from the **OB-EN Chamber of Commerce**, the 4th season of our Clean Sweep Initiative, in which we hire a part-time staffer to pick up the loose debris that litters our sidewalks during our peak visitor season - May through October.

With the help of our board members Rich McKean and Mario Gallo, owners of **Main Street Nursery** and **Forest Iron Works** respectively, we also organized a Community Clean Up day on February 3rd. The event was a great success that we are hoping to capitalize on by getting the Town of Oyster Bay more involved in finding solutions to this problem downtown.



## Site Selection

Choosing the right space is a major decision for any business, whether they are first opening or looking to expand. Size, price, and location are all important factors that must be taken into consideration.

In order to ease the search process, we keep a listing of available spaces including links and contact information on our website. In many cases we are also able to introduce businesses to local building owners and realtors.

OBMSA also uses the insights garnered from our market analysis and community surveys to identify certain types of businesses that would fill a need in the downtown. By using our market data and offering grant and technical assistance our staff works to attract appropriate businesses to the hamlet.

## Site Development

OBMSA leverages its positive relationship with the TOB Building Department to set up one-on-one consultations in order to encourage investment in our downtown and ease hurdles for small business start ups. This gives business and building owners the opportunity to discuss topics like zoning, permits, and variances as they apply specifically to their site.

Armed with this knowledge, businesses and building owners can budget and plan accordingly, often entirely avoiding unexpected expenses and costly delays.

OBMSA staff also regularly attends Zoning Board of Appeals meetings and Landmark Preservation Commission meetings to keep apprised of developments in the downtown and speak on behalf of our members.

## Site Improvement

OBMSA offers assistance to business and building owners interested in improving their sites. We offer in-house expertise on historic preservation, facade improvements and site plan review. We also work with building owners to secure funding to encourage appropriate historic designs.

We also kicked off our seventh cycle of funding for our Facade & Sign Grant program in September. Since 2013 we have assisted 38 businesses in the downtown, disbursing \$67,875 in grant money and leveraging an additional private investment of \$140,000 into the downtown.



## Business Development

OBMSA provides essential market and demographic data to new and existing businesses to support development with reliable data that accurately portrays the market. This allows people to make smart decisions for their business and encourages growth in the economy.

We also host a business workshop series for our members, which focuses on marketing, website building, and social media engagement. If there is a specific topic you would like to learn about, please contact our staff and let us know!

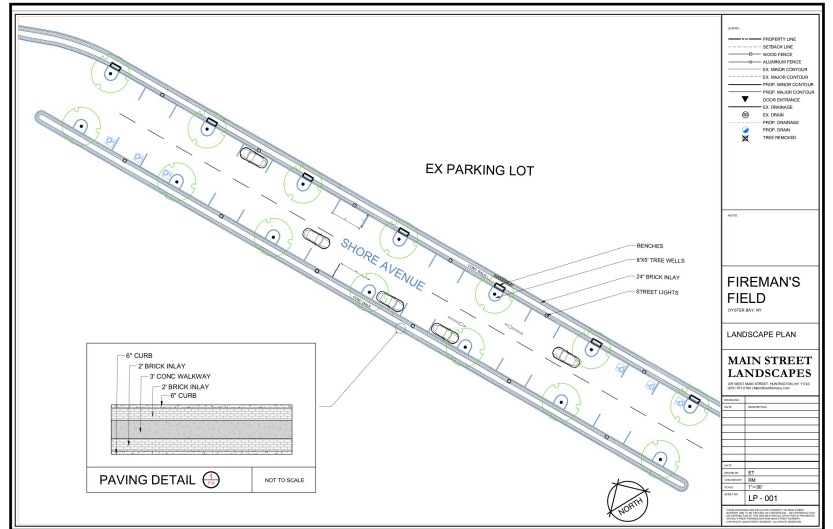
Members of OBMSA can also take advantage of one-on-one consultations with experts from the Small Business Administration, covering a range of topics specific to their individual businesses, such as financial planning, business plans, expansion plans, etc.

# Town Center Revitalization Plan: Phase II Complete



Phase II of our Revialization Plan significantly enhanced the landscape of our town center and also advanced OBMSA's mission by:

- Opening the lawn and improving public access to the historic post office and flagpole, which were built in 1936 as part of a Works Progress Administration project;
- Creating more public green space in the downtown; and
- Improving access to an underutilized walkway between Audrey Avenue and Maxwell Avenue that we are hopeful will encourage use of Fireman's Field after improvements are made to that lot.



To celebrate these accomplishments and thank our generous sponsors, we held a ribbon cutting on July 27, 2018 at the newly created Post Office Plaza.

OBMSA is currently in the planning stage of Phase III of our Town Center Revitalization Plan. The plan will focus on the sidewalk along Shore Avenue that abuts Fireman's Field. We hope to add trees, benches, and streetlights, as well as continue the brick paver detail, to a sidewalk that is currently just a barren strip of concrete. We believe that by adding these features, we will be improving the aesthetics and safety of the area, which will further incentivize individuals to use Fireman's Field as a parking option. Next steps involve working with the community groups to receive feedback on our designs and working with the Town of Oyster Bay to clear the plans and any permitting. Then let the fundraising begin!

# Thank you to our Fiscal Year 2018 (9/1/17- 8/31/18) Contributors!

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Anonymous  
The Bahnik Foundation  
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Glenwood Mason Supply Co.  
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Main Street Nursery  
Abby & George O'Neill  
Oyster Bay Community Foundation  
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