

THE REDEVELOPMENT OF
THE COMMERCIAL DISTRICT
OF HEMPSTEAD, NEW YORK

by

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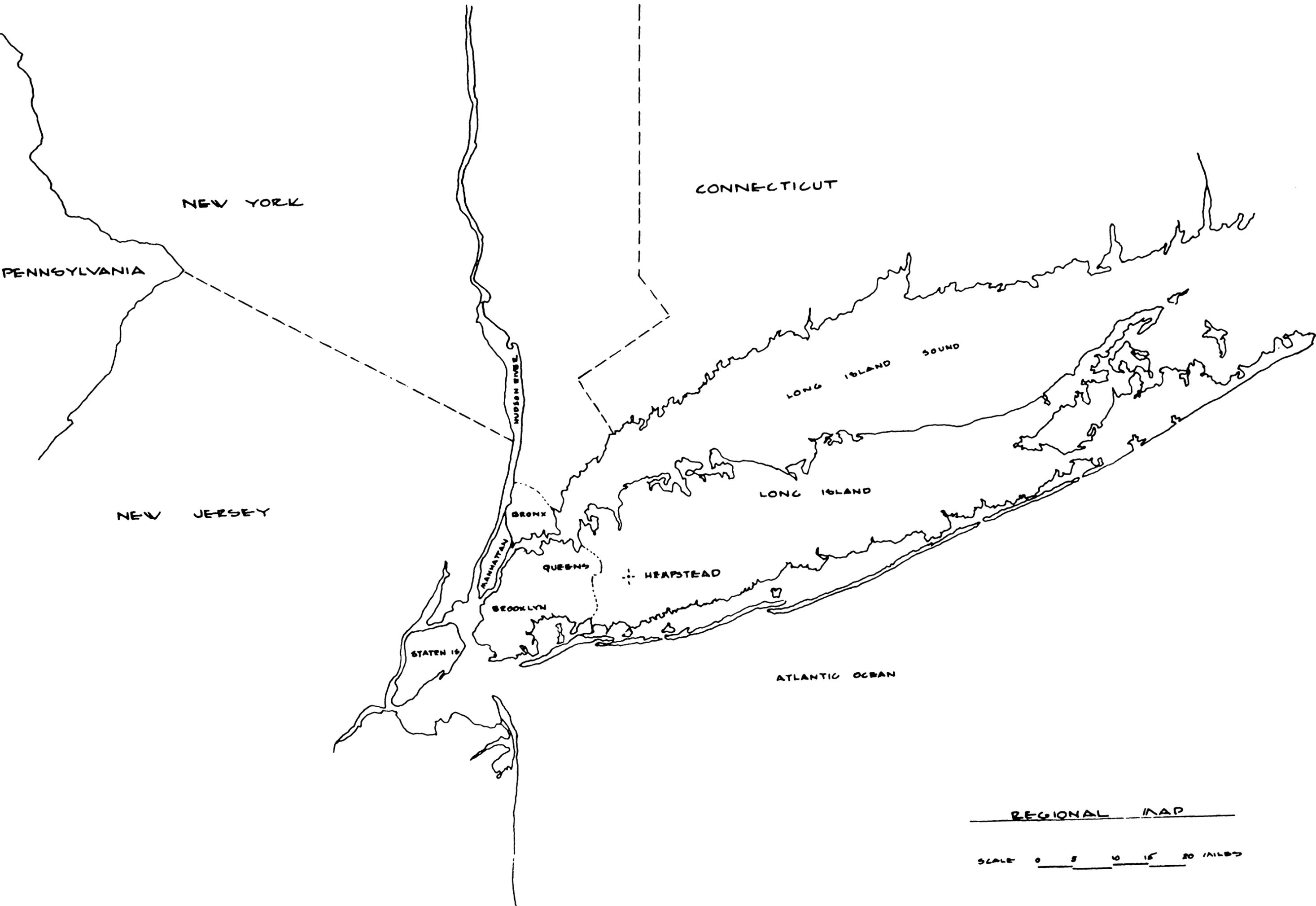
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August 31, 1957

Blacksburg, Virginia



NEW YORK

CONNECTICUT

PENNSYLVANIA

NEW JERSEY

HUDSON RIVER

BRONX

MANHATTAN

QUEENS

BROOKLYN

STATEN IS.

HEMPSTEAD

LONG ISLAND SOUND

LONG ISLAND

ATLANTIC OCEAN

REGIONAL MAP

SCALE 0 5 10 15 20 MILES

ANNEX

"The city of our day is unlike all cities of the past. Industry and mechanized transportation have forced changes, and misunderstanding of the effects of these new factors has permitted cities to expand so abnormally that chaos has resulted."

Ludwig Hilberseimer

ACKNOWLEDGMENTS

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MAPS

Village of Hempstead

Back cover pocket

PHOTOGRAPHS

Plate 1 - View of Model

Plate 2 - View of Model

INTRODUCTION

The Village of Hempstead is known as the hub of Long Island because it has a large commercial area that offers a wide selection of merchandise to the consumer.

Hempstead's business district has been expanding rapidly due to the recent large population increase on Long Island. The village is centrally located in Nassau County, the fastest growing county in the United States. This unplanned growth that Hempstead has experienced has caused the village to become extremely congested with the net result of making shoppers seek other retail areas that are more readily accessible and have improved parking facilities.

The recently constructed shopping centers located within five miles of Hempstead offer easier access, free parking and a pleasant atmosphere for shopping. Because of these advantages, more and more people are trading here rather than in the older commercial areas.

This thesis will be a study of problems of the commercial section of Hempstead, and following this investigation, an analysis will be made to formulate a program for a well-planned, long range redevelopment of the district.

PART ONE

PRELIMINARY
INVESTIGATION

The first settlers of Hempstead were English colonists who became dissatisfied with their living conditions in Stamford, Connecticut and decided to migrate southward across the Long Island Sound. Under the leadership of Rev. Richard Denton, these colonists arrived and settled in an area of level plains in 1644.

The center of Hempstead's business district is now located in the area occupied by the settlers.

Since Long Island was under Dutch rule until just after Hempstead was settled, it is not known where the name for the town originated. Some authorities claim it was named for the English town of Hemel-Hempstead, while others say the name originated from the Dutch island of Heemstede.

In 1645 a civil and religious building was erected from which to direct the affairs of the entire community and, following this, an assembly was convened and the English-formulated Duke's Laws were accepted as the basis for the town government. Certain parts of these laws were later made part of the Constitution.

In 1853 Hempstead was incorporated and, from the period of 1920-1940, eight areas were annexed to the village: this is its present day size.

The period from 1900 to 1950 is important to note, since the growth of Hempstead during that time is responsible for many of the problems in the village today. During this period, Hempstead grew more than in its entire history before 1900, and the population increased more than ten times over that of 1900.

The business area increased substantially with the establishment of Camp Mills on the outskirts of town during World War I, and Hempstead had

PRELIMINARY INVESTIGATIONSTATISTICS

now become the business and shopping center of Nassau County. During the depression the major bank in town failed; however, business recovered relatively quickly due to its previous strength.

World War II started another rapid development of business with the establishment of military installations at Mitchel Field and Camp Santini at the eastern limits of the town; these caused a great increase in population.

After the war there was a trend toward the building of apartment houses which became an important factor in Hempstead's rapid growth and produced a larger market for the expanding commercial district.

The growth of the business district of Hempstead caused it to be referred to as "Long Island's most concentrated shopping area", and in 1950 it became the fourth largest retail outlet in dollar volume in all of New York State. Also in 1950, there were 600 different business establishments, only 16 of which were established before World War I.

This rapid, unplanned development from a rural shopping center to a metropolitan type shopping and business area is the reason for many of the present-day problems of blight and congestion. Many of today's problems could have been avoided to a certain degree if a comprehensive program of planning for future growth had been established early in the period of rapid expansion of business and population.

STATISTICS

Hempstead is located midway between the Atlantic Ocean and the Long Island Sound, and is 22 miles east of New York City. It is in the center

PRELIMINARY INVESTIGATIONSTATISTICS

of Nassau County, which in 1957 had a population of 1,178,075 an increase of 505,310 since 1950. The growth in the village of Hempstead is indicated by a population increase of from 29,135 in 1950, to the present 32,388.

The reason for the more than 50% increase in the county compared to only 10% in the village is that Hempstead has almost reached the saturation point as far as home building is concerned, due to the small amount of vacant land that remains suitable for housing. The village covers an area of 3.72 square miles, and this cannot be expanded since the limits meet those of the village of West Hempstead to the west, Garden City to the north, Uniondale to the east, and Roosevelt, Baldwin, South Hempstead and Rockville Center to the south.

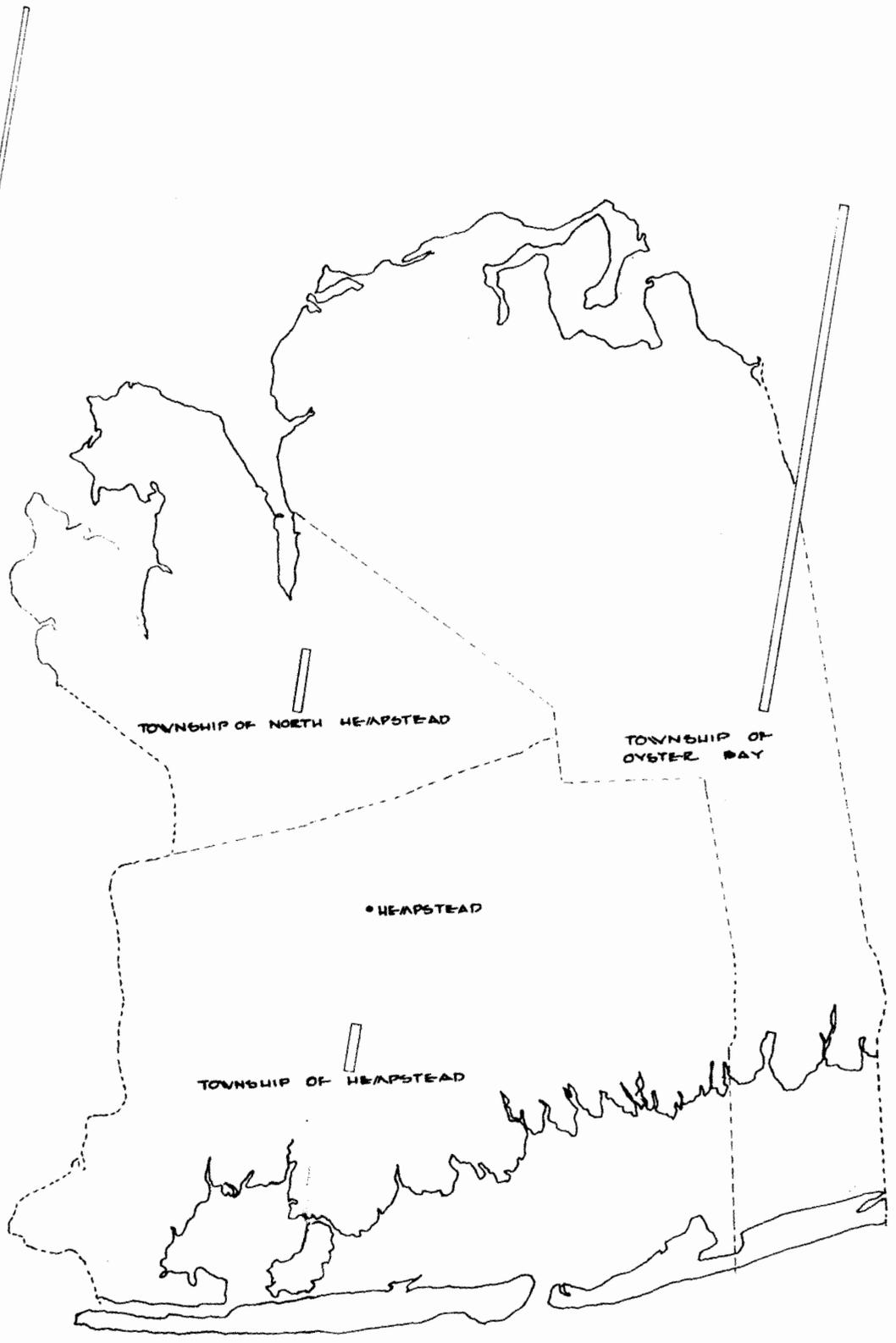
The present average population density is 13.5 persons per acre; however, this figure is typical of only half of Hempstead's area. The other half is made up of two extremes--large homes on spacious plots with only five persons per acre, and apartment buildings averaging three stories in height which have approximately fifty persons per acre.

In 1955, Hempstead was the largest incorporated village in the United States and, from a survey taken 10 years ago, it had a real estate valuation per capita of \$2,425 compared to a figure of \$1,271 for five cities in New York State with greater population.¹ The reason for Hempstead having the status of a village, when it has more than enough qualifications for becoming a city, are elucidated in the following survey concerning the status.

1. Source W.E. Weiler - The Corporate Status of the Village of Hempstead 1947

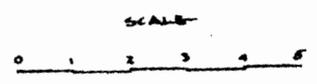


INCORPORATED VILLAGES



UNINCORPORATED AREAS

PERCENTAGE OF POPULATION
INCREASE IN NASSAU COUNTY
(1950-1957)



The advantages that Hempstead would have if it became a city would be an increase in allotments from shared taxes and an exemption from payment of town taxes. From the other point of view it was felt that the glamour of having a city status would bring about higher operating costs. Also, cities do not get state and county aid in the construction and maintenance of highways within their boundaries.

The conclusion reached by the survey was that the extra expense of becoming a city would not result in enough benefits for Hempstead to make the change.

Undoubtedly this question of status will again reappear; however, it does not seem that the further independence from the county, which is more evident in cities, would be helpful in solving Hempstead's problems. The solution to problems such as traffic congestion requires more cooperation with the county and the surrounding villages due to the concentration of heavily populated areas throughout Nassau County.

PART TWO

GENERAL PROBLEMS
OF TODAY'S CITIES

INTRODUCTION

The central shopping districts of our older urban areas no longer have the importance that they once had. The problems of congestion, obsolescence, and population movement are just a few of the major factors leading to their decline.

Thirty years ago the central shopping district was the heart of the city, since it was easy to reach by means of public transportation such as the streetcar and the rapid transit system. Now, with the growth of the suburbs and the increased use of private transportation, shopping areas have been established away from the center of town in places that can be easily reached by automobile.

This process of suburban expansion is generally referred to as decentralization; however, this is sometimes a misleading term since there is not actually a breaking up of our cities, rather, there is a much slower rate of growth within the city limits than in the suburban areas outside. The economic status of the city's business and resident population is made worse since businesses moving out are usually replaced by others with lower incomes and lower tax-paying capacity. The result is a serious condition of declining municipal revenues.

CONGESTION

Today's typical city is faced with the problem of internal suffocation due to the congestion of traffic. The causes of congestion are the result of attempts to make a city pattern which was barely adequate for pedestrians and horse-drawn vehicles, to meet the needs of the age of motor cars, trucks and buses.

The street pattern of our cities is the major cause of the congestion problem because our roads, streets and highways serve two purposes that are not consistent with each other. The first use is to serve as carrier of vehicles while the second is to serve as a pattern or guiding element for structures. The trucks, buses and cars serving these structures cause a suffocation of traffic and, in turn, the traffic attacks the inhabitants of these structures with noise, smell and dirt.

Another drawback of our present city street system is that it allows through, local and access traffic to be mixed. These three functions are so entirely different that traffic congestion and conflict are caused as each type of traffic tries to achieve its purpose generally at the expense of the other two types.

The cost of congestion is a staggering blow to the economy of a city. A recent estimate in New York showed that traffic delay cost its citizens more than one billion dollars a year, or more than two thirds of the city's budget.¹

Congestion has the serious result of driving business and industry away from town and this contributes to the lowering of property values and damages the tax base. "Often the decision to move is forced by congestion when, from every other point of view, the in-town location would be satisfactory."²

1. Chamber of Commerce of the United States, Urban Development Guidebook (Washington, D. C. 1955) p. 1
2. Automotive Safety Foundation - What Parking Means to Business (Washington, D. C. 1955) p.6

PARKING

Most of our cities have never really adjusted to the Motor Age, as is evidenced by the acute parking problems in so many of them. Although many cities are continually adding more off-street parking facilities, the majority still seem to be far behind the demand. "Surveys in representative cities have shown that from the shopper's point of view, lack of parking is without question the primary disadvantage of downtown areas."¹

With the advent of new shopping areas, the central business districts have experienced a steady contraction of their car-shopper trade. Many of the parking places are taken by workers and other long-time parkers, thus making the shoppers compete more frantically for available space and discouraging them from driving downtown.

The following table illustrates the relatively small number of shoppers that are now parking in the downtown areas of certain cities.

Accumulation of Parked Cars Downtown at Peak Periods²

| City | Metropolitan Population 1950 | Purpose | | | |
|---------------------|---------------------------------|----------|------|----------|-------|
| | | Shopping | Work | Business | Other |
| Roswell, N. M. | 25,572 | 24% | 49% | 16% | 11% |
| Fon Du Lac, Wisc. | 29,826 | 23% | 45% | 17% | 15% |
| Biddeford-Saco, Me. | 31,134 | 12% | 63% | 13% | 7% |
| Reno, Nevada | 32,225 | 16% | 31% | 23% | 36% |
| Eugene, Oregon | 35,819 | 14% | 50% | 21% | 15% |
| Independence, Mo. | 36,832 | 17% | 51% | 22% | 10% |

The fact that the car-shoppers constitute only a small minority of downtown parkers does not mean that customer parking problems are

1. Automotive Safety Foundation - What Parking Means to Business
(Washington, D.C. 1955) p.2
2. Ibid., p.19

negligible. Actually the failure to meet the needs of the customer is causing commercial establishments unnecessarily large losses of patronage.

Another fact that points out the importance of parking to today's shopper is that the suburban centers with their free parking have attracted the majority of their customers for this reason alone. Two-thirds of the major centers, including ones opened within the past year, have expanded their parking facilities at least once.¹

From the retailer's point of view, parking has become a major business consideration, since motorists do not become customers until they have stored their automobiles. "Anything that prevents people from parking conveniently or economically tends to alienate their patronage--if not at once, then in the course of time. Once their business is lost, it is hard to recapture."²

The areas where car shopping presents fewer problems are the ones that are gaining the largest amount of trade, since it is no longer imperative for the car-shopper to put up with downtown's inconveniences.

Business executives are now noting the importance of good off-street parking for their retail operations for the following reasons: they encourage family shopping, which induces a greater amount of impulsive buying while at the same time cutting down on the volume of good returned. The net result is more purchases and less overhead. Secondly, they stimulate the use of the automobile for shopping, which results in the "take-withs" and this tends to reduce the heavy expense of delivery

1. Urban Land Institute - Technical Bulletin No. 30, Shopping Centers Re-Studied, Part Two, Practical Experiences (Wash.D.C. May 1957)p.20
2. Automotive Safety Foundation - What Parking Means to Business (Washington, D.C. 1955) p.37

service.

In summing up the parking problems of our cities we have seen that the majority of the people today prefer the family car to other means of transportation, thus parking is now a vital factor both to retail merchandising and the economy of the whole city.

ZONING

More than three-quarters of our urban population is governed by some type of zoning regulations; however, in most cities these regulations do little to alleviate congestion or protect land values.

The design of commercial zoning retains the practice of lining highways and major streets with areas for commercial use. This "strip" zoning with its curb parking has become a curse upon the urban environment. Through traffic on highways does not mix with the ready ingress and egress for parking and service that is needed in shopping districts.

Present zoning laws concerning building density do nothing to insure any open spaces in the central parts of our cities since they permit a bulky volume far above our present acceptable standards.

Another major drawback of zoning ordinances is the fact that they do not prohibit mixed land uses except in single family districts. Entirely different functions are allowed to adjoin each other in other zones with a resulting damage to both.

In reviewing many of the present day zoning restrictions, it may be seen that most areas are zoned after they have been allowed to develop hapazardly. The ordinances thus imposed upon these areas really do nothing but confine their future growth after the damage has already been done.

PUBLIC TRANSIT

While passenger car travel sets new records every year, transit patronage has decreased more than 46% nationally since the 1946 peak. However, this does not mean that public transit is expendable since there are many millions of people who do not own cars and are dependent upon public transit.

Transit is a more economical user of street space than the automobile but almost all schemes to increase the number of transit shoppers has failed due to the strong preference of the majority of people to use their automobiles.

The rapid expansion of the suburbs found many of the newer residential areas sparsely served by transit, if at all. The result of this was that the suburbanite has had to rely on individual transportation to get downtown; however, the increase in the number of cars downtown is the basis for the parking and traffic problems that are plaguing out cities now. Gradually those motorists find it easier to patronize the outlying shopping areas and thus they depend upon their own cars and probably would not use transit facilities even if they were provided in the near future.

BUILDING OBSOLESCENCE

The uninviting run-down look of so many central business districts are contributing factors to the loss of the retail positions of these areas.

The sections of town immediately surrounding the average city are, in most cases, in a state of steady deterioration. Once they were fine

GENERAL PROBLEMS OF TODAY'S CITIESPOOR GROUPING OF FACILITIES

residential districts, but now, due to mixed land uses caused by the encroachment of commercial and industrial buildings, they have been abandoned as far as good residential usage is concerned, and have been allowed to become run-down because of their uncertain future. "These blighted areas encroaching on the business district constitute a direct threat to the economic health of many cities."¹

POOR GROUPING OF FACILITIES

In the central shopping districts a great many of the problems of congestion, parking and blight are caused by the adjacent locations of incompatible building types or land uses.

Establishments that handle trade that is mutually interchangeable are often not located near one another. They are separated by dead spots where a shopper loses interest in going further, driveways and other such physical breaks in the sidewalks, cross traffic and areas that are identified with hazard, noise, odor, unsightliness or other inhibiting qualities.

The traffic congestion in the center of a city is often aggravated by business which generates large volumes of traffic in the form of trucks, public vehicles, private automobiles or pedestrians.

A parking problem in certain commercial sections of our cities is sometimes caused by the location of businesses requiring long-time parking facilities. Such establishments sharply decrease the amount of parking space available to neighboring businesses that must rely on short-time parkers for their trade.

1. Automotive Safety Foundation - What Parking Means to Business
(Washington, D. C. 1955) p.49

CONCLUSIONS

The foregoing sections have outlined the many problems facing our central business districts today; however, these problems do not mean that downtown is going to disappear in the near future. In terms of assessed values, investments, and municipal tax returns, the central business area is the economic base of a city even though it is in a state of decline. If the older shopping district in a community were abandoned, the community would be subjected to a severe type of blight which would be almost impossible to eradicate.

In terms of consumer goods, downtown remains the one area where merchants provide the largest and most concentrated display of shopping goods with the widest variety of quality, style, price, color and size. In addition, downtown remains the hub of a wide range of other essential activities—transportation, commerce, finance, government; educational, culturê, and professional services; recreation and amusements.

Even though central business districts are not expanding like the suburban facilities, they are experiencing a trend to greater specialization of retail activity. In some cases, business establishments such as manufacturing, wholesale operations and warehouses are finding more economical space outside the city. This shift seems to indicate a future trend toward only retail and office use in the central core of our cities. Actually, this trend is a major step towards rehabilitation of the commercial district and, if a full-scale redevelopment program follows, downtown will regain its former status.

The following statement introduces another factor explaining why the decline of our cities' central business districts should be checked and positive action taken to redevelop the area. "Americans have always liked to go to town. The central city is not only the place with the most attractions, but the place that the greatest number of people in the metropolitan area can reach most economically. Impressive as are today's suburban developments, there is still nothing on the horizon to replace downtown".¹

1. Automotive Safety Foundation - What Parking Means to Business (Washington, D.C. 1955) p.

PART THREE
HEMSTED'S PROBLEMS

HEMPSTEAD'S PROBLEMSTRAFFIC AND PARKINGTRAFFIC AND PARKING

One way of showing the effect of traffic congestion on a municipality is by noting certain statistics compiled by the police. The following table is taken from recent police department reports:¹

| | <u>1956</u> | <u>1952</u> |
|---------------------------|-------------|-------------|
| Accidents Reported | 771 | 763 |
| Non-residents Involved | 845 | 877 |
| Residents Involved | 312 | 400 |
| Personal Injury Accidents | 260 | 224 |
| Property Damage Accidents | 466 | - |
| Persons Injured | 391 | 300 |
| Pedestrians Injured | 45 | 59 |
| Deaths | 4 | 3 |

A workable traffic system to reduce the number of intersections, to separate the various types of traffic, aid the separation of vehicular and pedestrian traffic to a high degree, will be a major step in reducing every one of the above figures. The steps involved in reaching a solution will be dealt with later in the text.

Included in the police report is the fact that, for the last five years, over 15,000 parking summonses have been given out annually. Still the same violations are committed over and over again with the result of just adding more to the problems of traffic congestions. This points out the need for an overall plan for parking to work in conjunction with the traffic plan so as to eliminate the need and opportunity for parking violations.

Hempstead is one of the old established communities that has been caught unprepared by the onslaught of cars. In the last ten years, the

1. Source - Hempstead Police Department Reports 1952, 1956

automobile registrations on Long Island have increased 186%. When this is coupled with the millions from New York City that invade the island, it is easy to see why communities such as Hempstead could not prepare for so great an increase of vehicles on its streets that were never meant for the automobile traffic of today.

The location of major roadways in relation to Hempstead are shown on Illustration Number 3. This gives a general idea of the traffic flow in and around the village.

Hempstead as a center of business and shopping activities attracts large amounts of people to the commercial district each day. At the same time there are many through cars and trucks that must use the same streets as the local traffic, thus the congestion begins.

The major east-west road through town is Hempstead Turnpike (Fulton Avenue) which serves as a connecting route from New York City to the eastern end of Nassau County. Over its entire length this state roadway is either four or six lanes with the exception of one mile in Hempstead where it narrows to two or three lanes. Unfortunately this road is heavily lined with commercial establishments which causes the conflict between vehicles servicing or patronizing these establishments and the through traffic.

At the present time Nassau County is constructing Peninsula Boulevard within the village limits. This four lane divided road will connect the city of Glen Cove in the northern part of the county with the village of Cedarhurst on the southwestern part. As indicated on the traffic pattern plan, this road will pass directly through the center of Hempstead and will

invite more through traffic to conflict with the existing local traffic.

The following three county roads have been improved and widened within the village limits in the past three years, but they have done little to alleviate traffic in the central business district:

South Franklin Street was rebuilt to four lanes to the point where it connects with North Franklin Street, which was already a four lane road. This improvement now provided a major north-south roadway, but there is constant congestion since a large number of the businesses have located on North Franklin Street, thus we again have the conflict of local and through traffic.

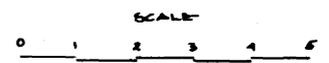
Baldwin Road, a four lane divided highway entering Hempstead at its southern boundary is better able to carry north-south traffic since it connects with the northern part of Peninsula Boulevard (Clinton Street). For the most part, this road does not pass through a concentrated commercial area; however, there is a large amount of cross traffic as is indicated by the 15 traffic signals needed over the two mile route.

The third county improved road is Jerusalem Avenue which has just been widened to a four lane artery from the eastern village limits to a point that is a few blocks south of the business district. Even though this road relieved the congestion that formerly existed on the old road, it still has a major drawback in that it affords no direct access for traffic desiring to go westward from its point of termination. The only alternative is to wind through residential streets or go directly through the center of the business area, neither of which



MAJOR TRAFFIC ROUTES

- LONG ISLAND EXPRESSWAY - WILL BE COMPLETED TO PENINSULA BLVD IN 1968
- == PARKWAY SYSTEM - NO COMMERCIAL USE
- ⊙ MAJOR STATE ROADS
- ⊙ PENINSULA BOULEVARD (COUNTY)

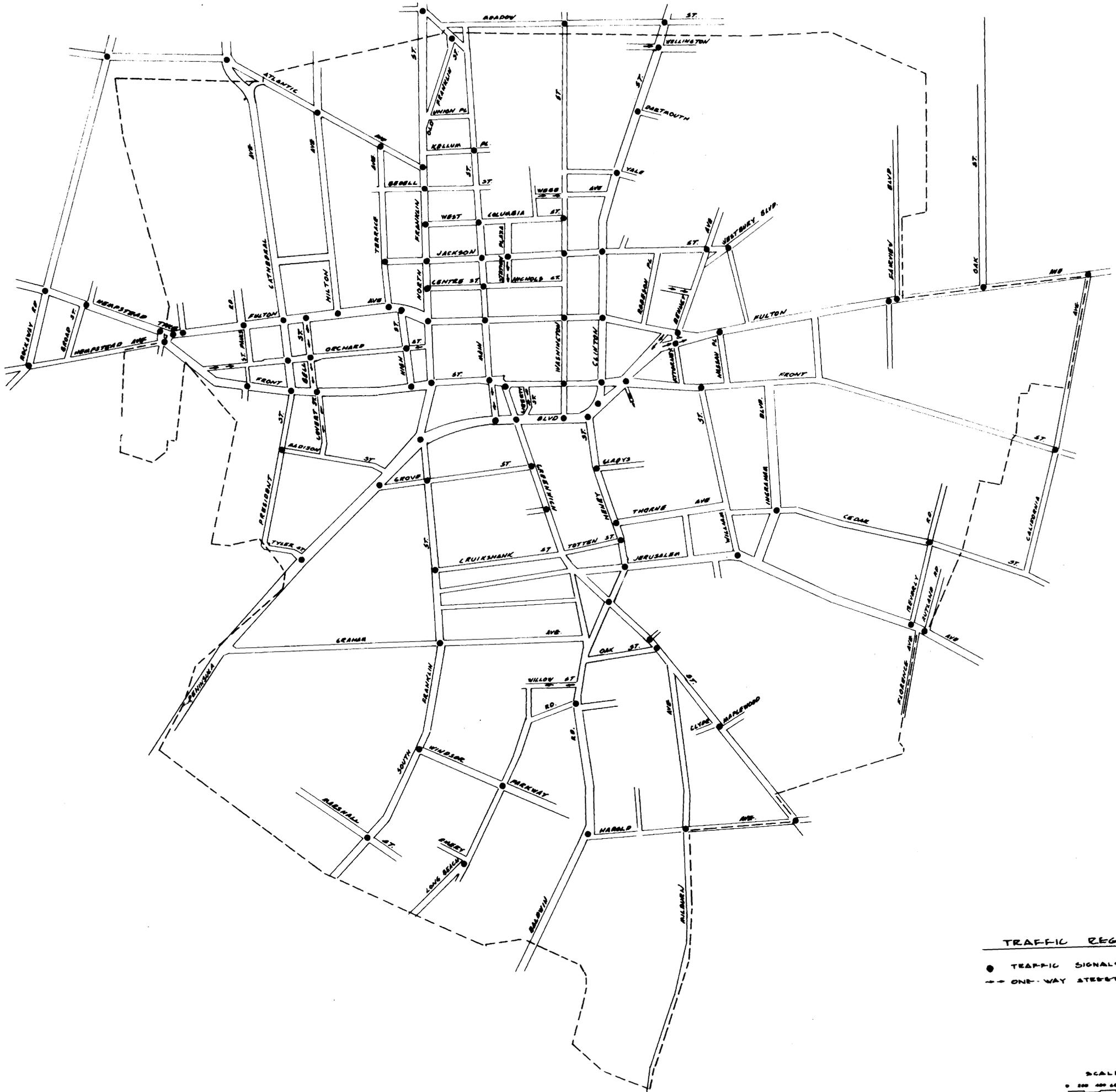


is desirable.

At this writing, work has begun on the widening of Front Street to four lanes from the western village line to Franklin Street. Once the traffic reaches Franklin Street it has no alternative but to continue over the narrow section of the road which leads directly through three blocks of the business district. The widening of this three block section would be difficult and costly and undoubtedly would do little to reduce congestion since the widened street would attract more through traffic to again conflict with the traffic generated by the structures bordering on the street.

In July of 1954 a system of one-way streets was instituted for four thoroughfares passing through the center of town. By means of progressive traffic lights on these roads, through cars and trucks were able to move more freely but the congestion remained since more traffic than ever before passed through the village. Also the congestion on the feeder streets to these one-way arteries became critical during peak periods. Due to the opinion of the local merchants that the one-way system was harmful to business, plus the need for closing Front Street, one of the one-way roads, during its reconstruction, the remaining portion of the system was returned to two-way operation in May of 1957.

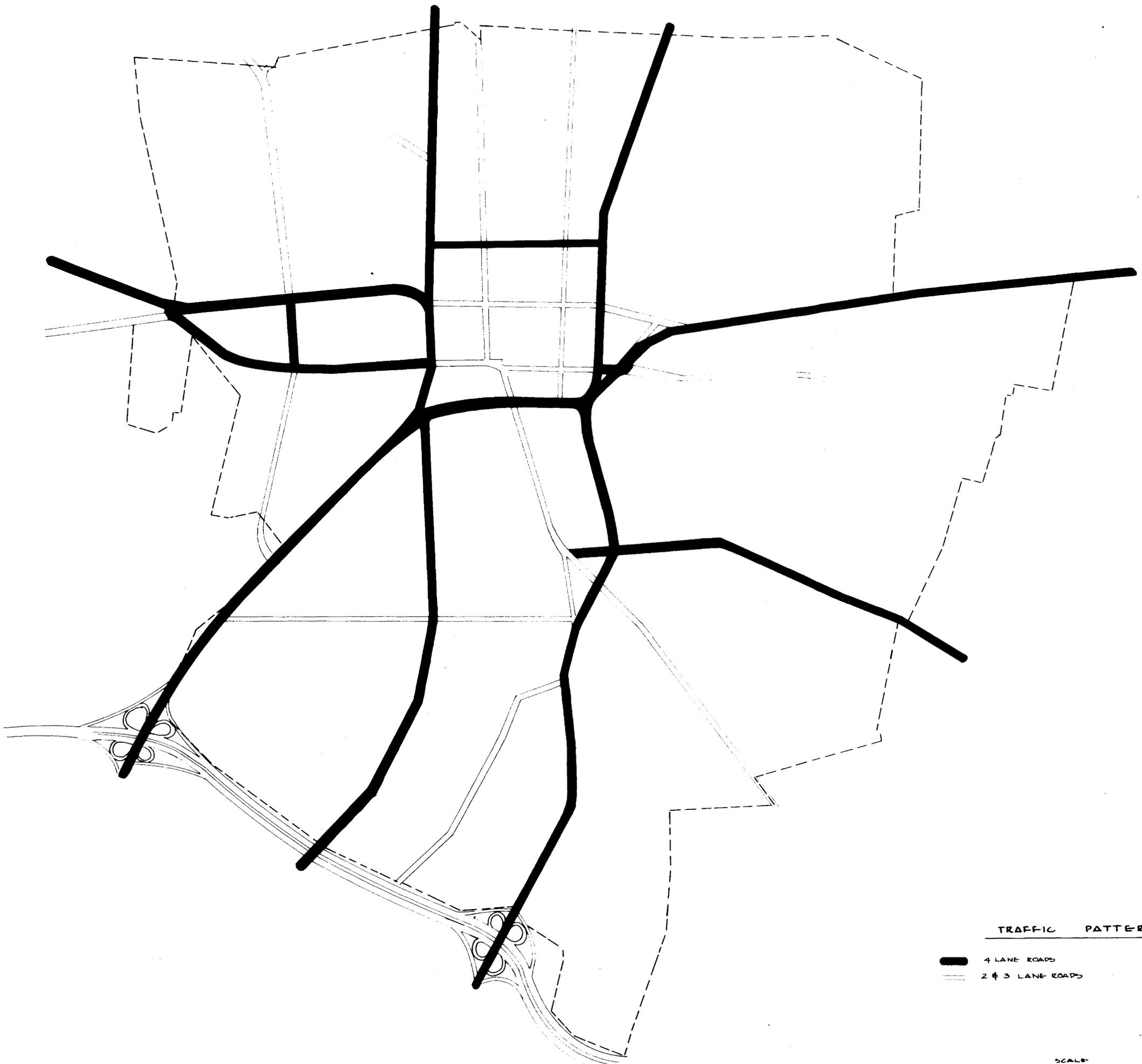
At present, accurate traffic information cannot be determined due to the Front Street and Peninsula Boulevard construction. The latter especially, will affect traffic in Hempstead greatly, but it will not



TRAFFIC REGULATIONS

- TRAFFIC SIGNALS
- - - ONE-WAY STREETS

SCALE
 0 200 400 600 800 1000



TRAFFIC PATTERN

-  4 LANE ROADS
-  2 or 3 LANE ROADS

SCALE
0 200 400 600 800 1000

HEMPSTEAD'S PROBLEMSTRAFFIC AND PARKING

be completed until 1959. Meanwhile the congestion remains.

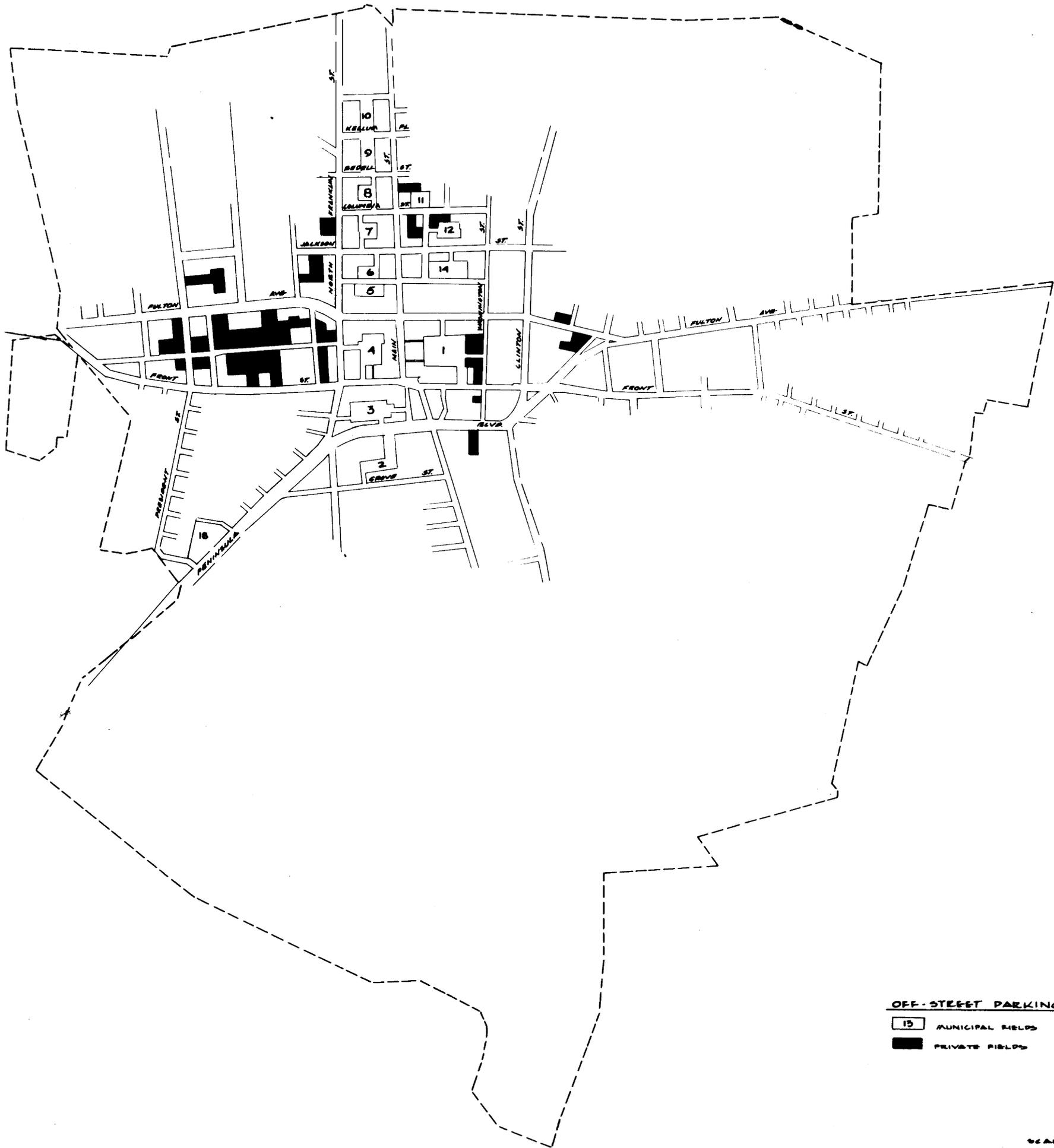
The majority of the streets in the entire village of Hempstead are laid out on a series of gridiron patterns. This type of street design produces a great amount of cross traffic, this is further indicated by the 98 traffic signals and over 350 stop signs within the 3.72 square miles that comprise the community.

In 1939 Hempstead began a program of parking lot construction in the downtown area with the construction of Cooper Field, an interior block lot that is 800 feet square and only 200 feet from the intersection of Main Street and Fulton Avenue, generally considered the center of the business district. Since 1939 many new fields have been added to give the town a system of parking fields that would have been more than adequate had it not been for the unforeseen increase of population and cars in such a short period of time.

The present parking system is as follows:

| <u>Field Number</u> | <u>Capacity</u> | <u>Type</u> | <u>Year Built</u> |
|---------------------|-----------------|----------------------|-------------------|
| 1 | 645 | Check in - check out | 1939 |
| 2 | 338 | Metered | 1951 |
| 3 | 334 | Free | 1940 |
| 4 | 275 | Check in - check out | 1955 |
| 5 | 150 | Check in - check out | 1947 |
| 6 | 142 | Check in - check out | 1947 |
| 7 | 120 | Free | 1949 |
| 8 | 114 | Free | 1949 |
| 9 | 164 | Metered | 1955 |
| 10 | 164 | Metered | 1955 |
| 11 | 210 | Comuter | 1942 |
| 12 | 133 | Metered | 1951 |
| 14 ¹ | 188 | Metered | 1950 |
| 13 | 133 | Metered | 1956 |

1. Present plans call for the construction of parking fields 15 and 16 in an area between Washington and Clinton Streets. Field 17 is contemplated in an area somewhere south of Front Street. There will be no field with the number 13.



OFF-STREET PARKING FACILITIES

- MUNICIPAL FIELDS
- PRIVATE FIELDS

SCALE

0 200 400 600 800 1000

HEMPSTEAD'S PROBLEMSTRAFFIC AND PARKING

| | |
|-------------------------|--------------|
| Total municipal parking | 3,140 |
| Total private parking | 3,500 |
| Total meters on street | <u>1,500</u> |
| Grand Total | 8,140 |

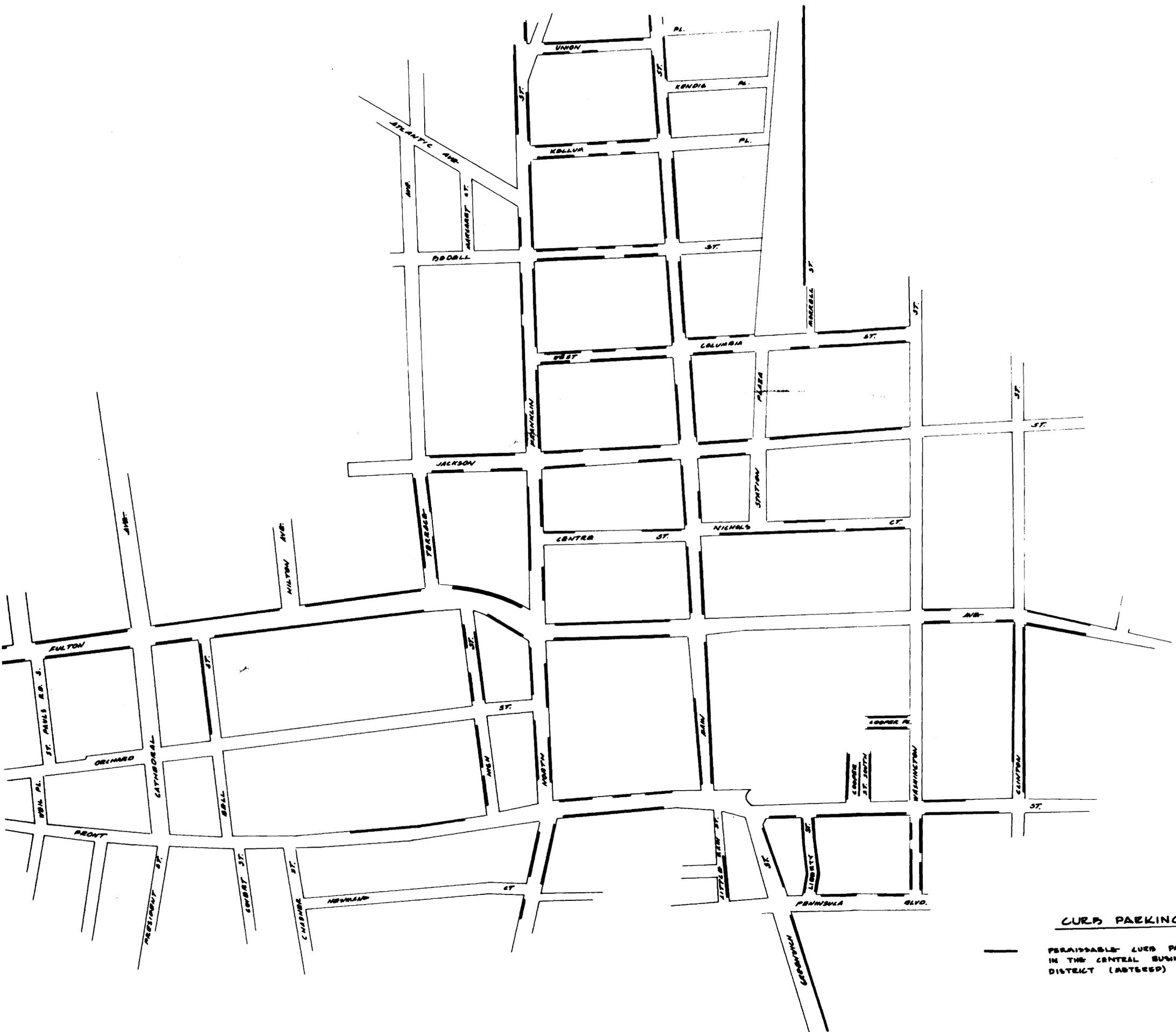
Judging by the total, it would seem that there are enough spaces to handle all of the parking needs for the business establishments. However, Hempstead's stores have over 2,000,000 square feet of shopping area and according to the standards of parking required for this amount of selling space¹, there should be double the amount of parking.

The system of check-in, check-out in four of the most used fields was established last year to discourage all day parking, especially by the people who work downtown, and thus reduce the number of spaces available for shoppers. Parking is free for the first three hours, and an hourly rate is charged after that. The metered fields allow twelve hour parking for 25 cents.

In many parts of the village curb parking has been banned, either at all times or during certain peak periods, to facilitate the flow of traffic. The curb parking conditions are shown by Illustration Number 7.

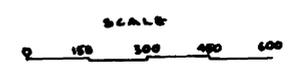
In most instances merchants are opposed to the abolition of parking in front of their stores for fear of a loss of trade; however, it has been proven that in a large business district the curb parker is a very minor factor in the sales at the types of stores usually found in the district. The improvements to the whole community, resulting from a better

1. Urban Land Institute - Community Builders' Handbook (Wash., D.C. 1954)



CURB PARKING

PERMISSIBLE CURB PARKING
IN THE CENTRAL BUSINESS
DISTRICT (ASTERISK)



HEMPSTEAD'S PROBLEMSBUSINESS SITUATION

and safer movement of traffic if curb parking were prohibited, would far exceed the advantage to the individual of being able to park on the street.

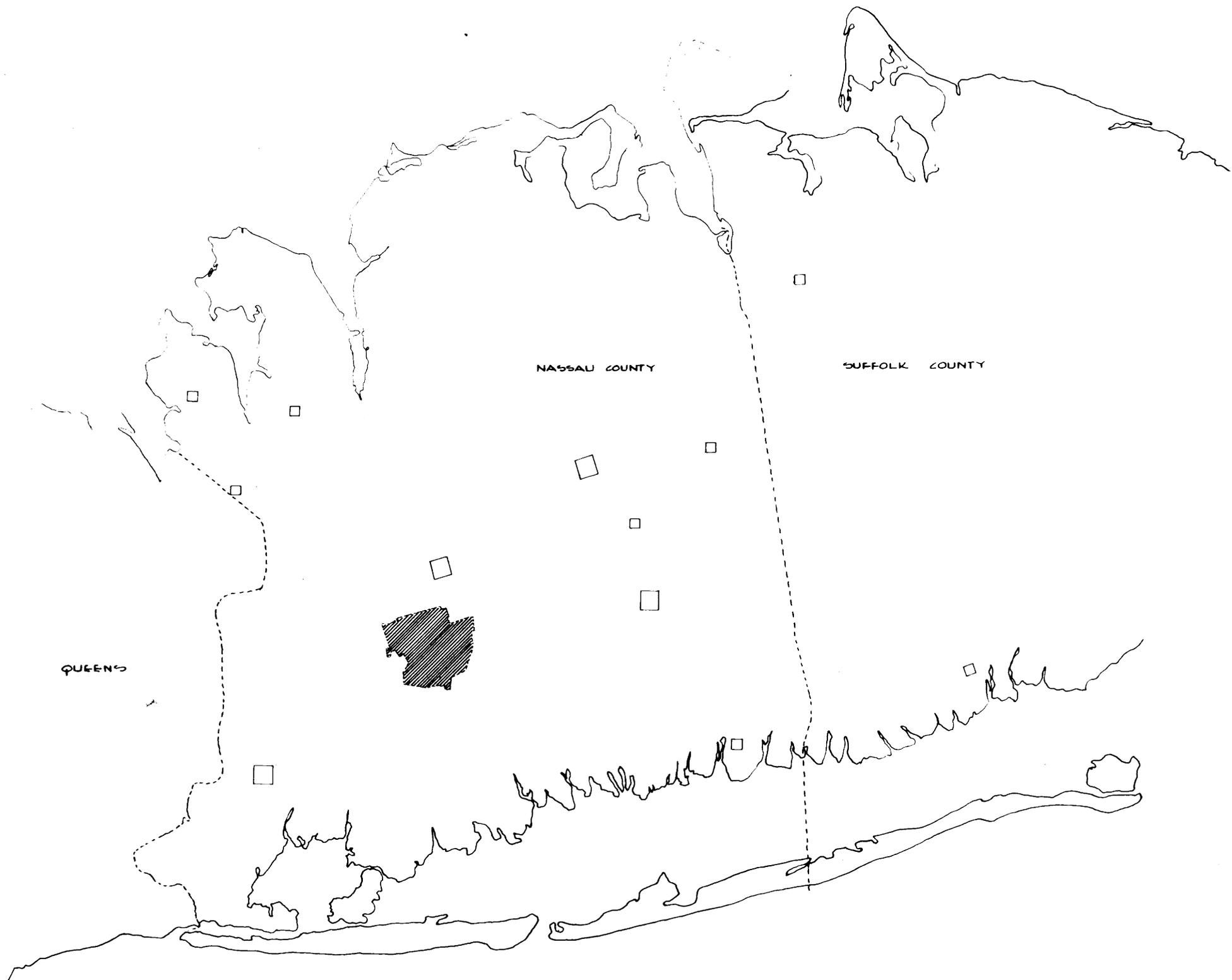
Considering previous opposition to the elimination of curb parking on heavily traveled roads, it seems that it will remain in many areas until a completely new system of parking and traffic is instituted.

BUSINESS SITUATION

Mr. D. G. McLaren, Manager of the Hempstead Chamber of Commerce, states that the shopping center competition is one of the major detriments to business in Hempstead. All over Nassau County new shopping centers are being built and, despite the wide range of sizes, the centers all have this in common, easy access by motorists and plenty of parking space.

The downtown merchants in the older business districts such as Hempstead all admit they have lost business since the centers have been opened but there are no figures available as yet. Many of the businessmen have come to realize that the only way to meet the challenge is by constructive, long range planning to improve sales methods and to study traffic and parking problems.

An interesting note on the retail picture in Nassau County was brought out by the Hofstra College Bureau of Business and Community Research which warned that the rate of providing new stores is increasing faster than the increases in population, which, in itself, is enormous. This fact has also been noted by the Hempstead Chamber of Commerce when



NASSAU COUNTY

SUFFOLK COUNTY

QUEENS

MAJOR SHOPPING CENTERS

- OVER 75 STORES
- 25-75 STORES

SCALE
0 1 2 3 4 5

HEMPSTEAD'S PROBLEMSBUSINESS SITUATION

it declared that Hempstead is overmerchandised at the present time. There are now three major department stores, six junior department stores, 100 chain and 639 independent stores for a grand total of 748 retail outlets. A count of the various types of businesses showed that in almost every case, according to business support standards¹, the population of Hempstead is only about half the size requiring this many stores. This indicates that there are still many people who patronize Hempstead's businesses but live outside the village. These are the people who will seek easier places to shop if Hempstead does not improve its facilities.

After considering the causes of business decline in Hempstead, it seems necessary to take into account the present advantages of the commercial district both to the consumer and to the merchant.

Since there are many offices, such as those at finance companies, accounting firms, and insurance companies located in the central business district; Hempstead had a daytime advantage over the shopping centers because of its captive market of employees. Also, with the large variety of stores, the shopper has a more varied selection at a lower price due to intense competition. The various attractions of downtown listed in Part Two, will apply to Hempstead too.

In summarizing the business situation in Hempstead, it seems apparent that there will continue to be a gradual business decline, especially in the less stable or stiff competition types; however, there are far too many investments to allow the commercial district to decline to a state from which it cannot recover.

1. Urban Land Institute, The Community of Builders Handbook (Wash. D.C. 1954) p. 168

TRANSIT

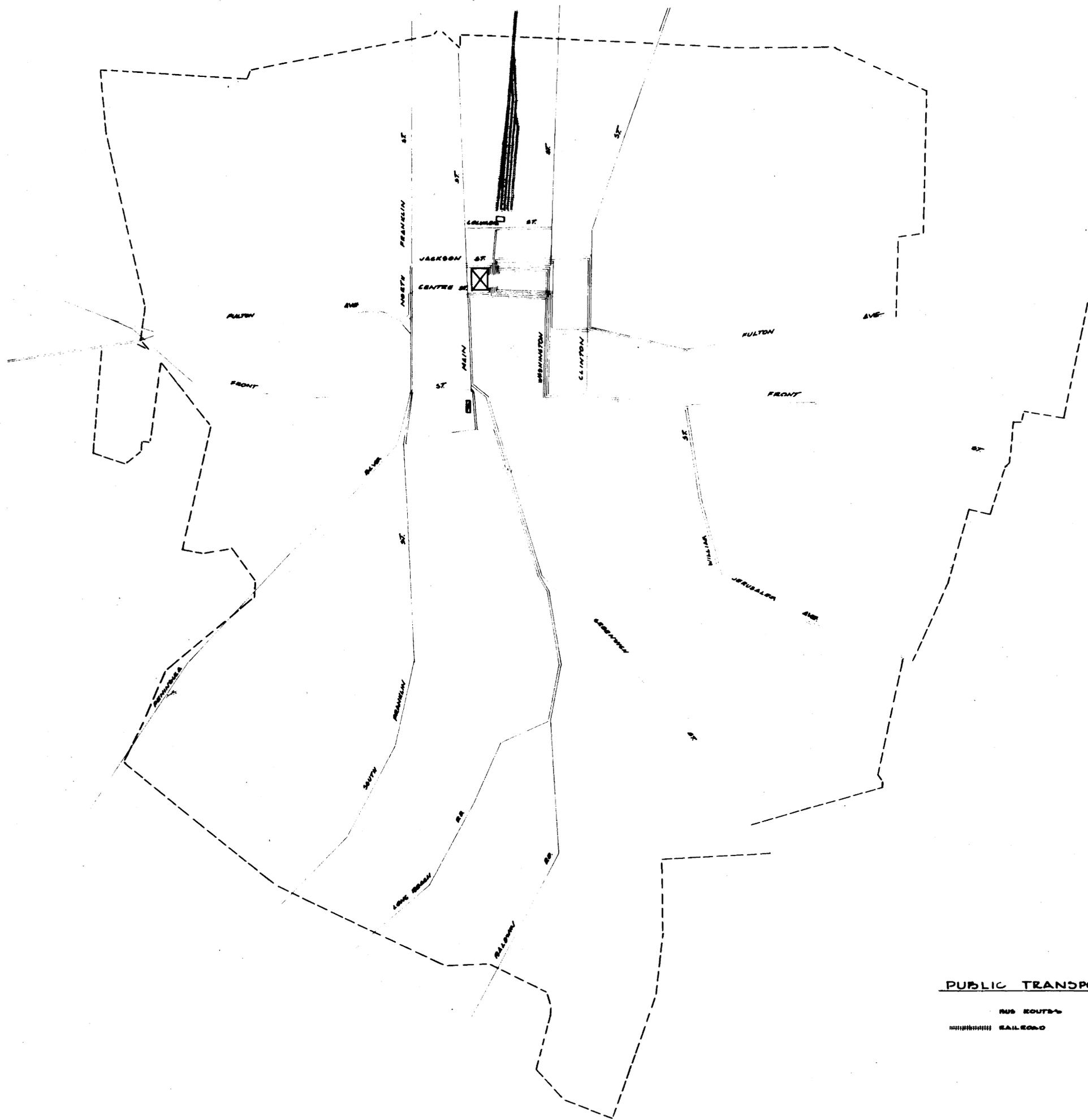
In Hempstead, and in all of Long Island, there has been a sharp decrease in the use of public transportation, especially the Long Island Railroad. In the five years following 1950, the railroad had a decrease of 7,000,000 riders per year. Factors such as the two disastrous wrecks in 1950, extremely high fare increases, poor service and the fact that more people are finding employment on the Island, rather than depending on New York City, have contributed to this decline. Unfortunately the railroad's loss has been the highway's gain.

A survey of Long Island families taken in 1955 shows why there has been less and less dependency on public transportation. The families owning one car numbered 77%, while there were 17% owning two or more cars. This is well above the national average of 58% with one car and eight percent with two or more.

In spite of the above mentioned trends, the Long Island Railroad operated 79 trains daily from the Hempstead Station, which is at the end of a branch line, and there are 214 buses that operate out of Hempstead over 19 routes. Both the train and bus terminals are conveniently located for access to the commercial district. These facts show that transit still is important and must be considered in any future planning for the village.

AESTHETIC CHARACTER

Hempstead's business district, like that of most other long-established communities, has a mixture of building styles, materials, and



PUBLIC TRANSPORTATION ROUTES

SOLID LINE BUS ROUTES
 HATCHED RAILROADS

SCALE
 0 200 400 600 800 1000

HEMPSTEAD'S PROBLEMSZONING

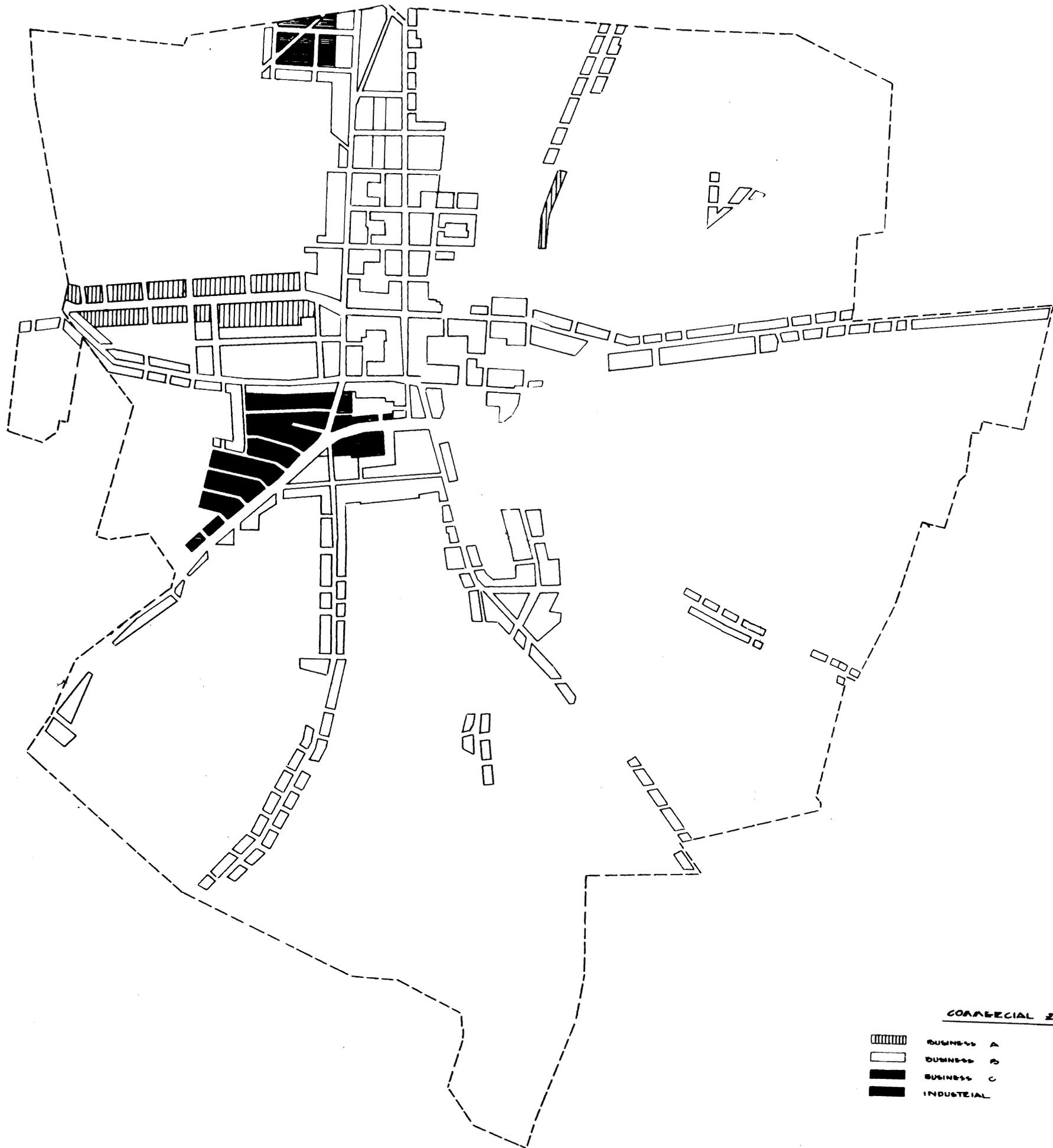
heights that make it difficult to achieve any unity of structure in the area. At present some of the older buildings are being replaced but, for the most part, a face lift has been the means of giving the retail establishments a new look. Too often large signs have been erected in an attempt to have them seen from the farthest distance possible, but the end result always seems to be an endless clutter of various signs that only adds to the aesthetic deterioration. The only detriment to even more chaos has been the long-standing village ordinance that prohibits signs which protrude over the sidewalk.

There is almost a complete absence of trees and other forms of landscaping in the central business district, except for Denton Green Park, which covers less than one block. Even the immediate area around the business section has taken on a barren look, due to the need for street widening which has claimed hundreds of trees as its victims.

The complex traffic and parking situation in Hempstead has created a need for an endless variety of signs which are an added detriment to the aesthetic character of the town. To cite one example, the 1954 police report noted that there were 751 signs of 68 different types erected in that year alone.

ZONING

There are nine different zoning classifications in Hempstead as indicated on the Zoning Map. There is an exceptionally wide range of residential areas due to a very wide variation in the income of the residents, and the types of housing they occupy.



COMMERCIAL ZONING

-  BUSINESS A
-  BUSINESS B
-  BUSINESS C
-  INDUSTRIAL

SCALE
0 200 400 600 800 1000

HEMPSTEAD'S PROBLEMSASSESSED VALUATIONS

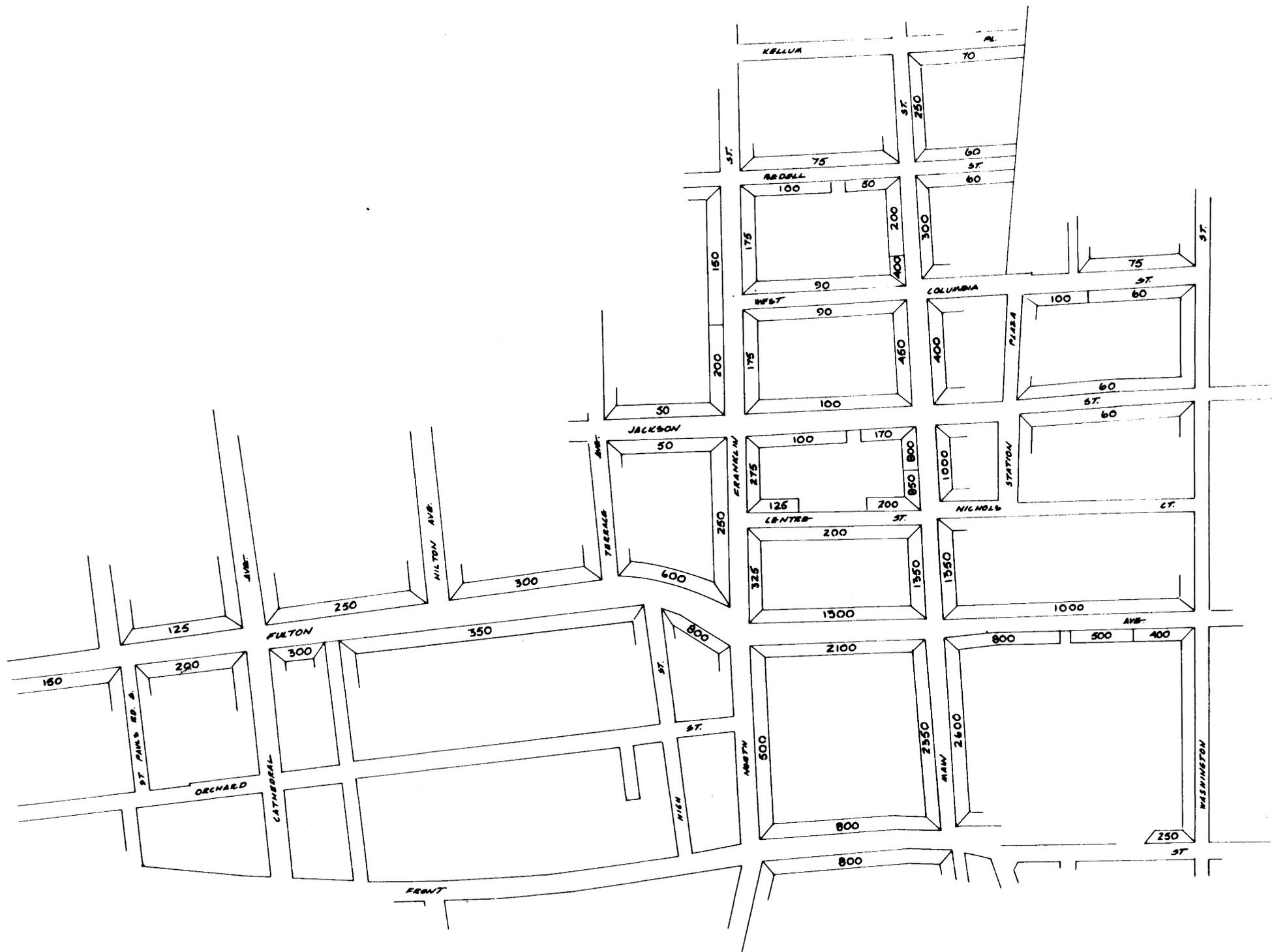
Hempstead is no different than any other city in that every major thoroughfare leading in to town is strip zoned with a business classification which allows stores, gas stations, and similar businesses to be located adjacent to homes. It also causes interruptions in traffic due to the cars entering or leaving the establishments.

Recently a limit of three stories has been set as the maximum height for a building within the village. Just prior to this ruling, a few buildings of six or seven stories had been erected, but structures of this height are very few throughout Hempstead.

Actually the zoning ordinance does not prohibit mixed land use except in the better residential zones. In zones of other classification there can be housing in business or industrial zones, and there can be any type of business or residence in the industrial zone. These areas permitting indiscriminate usage of land create slum conditions due to the damaging effect that non-compatible adjacent land uses has on each other.

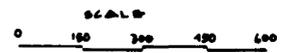
ASSESSED VALUATIONS

The assessed valuation diagram gives a relative idea of the valuations in the central business district of Hempstead. The southern end of Main Street has the highest valuation per front foot and has experienced a large turnover of retail establishments in previous years. The apparent reason for this is that the village tax rate is \$2.08 per \$100 of assessed valuation; therefore, a 20 x 100 plot on the lower part of Main Street would have an annual tax of over \$1,000. This amount added to the extremely high rent, demands that a retail store have a profit large enough to offset these expenditures.



ASSESSED VALUATIONS

INDICATED FIGURE IS VALUE PER FRONT FOOT BASED ON 100 FOOT DEEP LOTS



HEMPSTEAD'S PROBLEMSLACK OF PLANNING

A decline in Hempstead's business due to congestion, parking or outside competition will have a greater effect on the businessmen in these areas of high assessment since they rely on a large volume of customers to realize a profit.

LACK OF PLANNING

In Hempstead and in all of Nassau County, the problems of planning especially for traffic, are similar. Current traffic problems are so numerous that the solving of these requires all the time of the police and public works agencies, thus leaving no time for future planning which is so necessary to a county in which more than one million persons live.

Neither Nassau County, or any township, city or village within the county employs a full-time traffic engineer, thus the complex problems now posed by today's cities must be dealt with by the enforcement arm of a police agency, rather than the science of engineering. The free service of traffic engineers of the Automobile Club of New York has been used by some communities, including Hempstead, but the club has a limited staff, and the situation is the same for most agencies of this type.

Since there is not a long-range planning commission to work out problems on a county-wide level, the individual towns and villages must solve their own problems, but in a heavily built-up area like Nassau County this can lead to even more complex problems. The need for centralized planning, especially in traffic problems, is vital if a workable solution is to be reached in the not too distant future.

State, county, town and village officials are all working on present day problems that affect each others area, and even though they consult

HEMPSTEAD'S PROBLEMSLACK OF PLANNING

with one another they frequently go their own way. An example of this problem of overlapping jurisdiction may be found in highway construction and maintenance in Hempstead. There are a total of 81.7 miles of road within the village limits; 66.5 miles are controlled by the village; 13.2 by the county and 2.0 by the state. Often it is difficult to get all three agencies to agree on future plans, since each is interested in its own problems and in solutions that will result in the greatest benefit to itself.

At present there is no master plan for the future development of Hempstead, since the day-to-day problems that arise are so numerous that the village personnel must spend all of their time dealing with problems as they arise, and this leaves no time for long-range planning.

PART FOUR

ORGANIZATION OF A
REDEVELOPMENT PROGRAM

INTRODUCTION

A complete redevelopment program will encompass all of the problems in a city and the various ways they can be solved. The program will deal with the improvement of existing traffic problems, the most desirable use of land and the replacement of worn out or obsolete facilities.

"If a redevelopment program is well planned, it will have the four major objectives of (a) improving the economic base of the city, (b) improving living conditions (c) improving circulation facilities and (d) preventing the spread of blight. It will also be comprehensive, in that most of all of its projects will fit together and serve multiple purposes."¹

The plan for redevelopment must be recognized officially by the community as a vital part of the whole city plan. If the program is to be effective, it will have to be large-scale and will require a substantial period of time to execute. Above all, the program must not recreate conditions similar to those it is intended to eradicate.

Also, the successful rehabilitation and redevelopment program will need a definite coordination between city and county planning agencies, school boards and various other agencies of special function.

AUTHORITY NEEDED

In order to have an effective redevelopment program, a city must grant certain powers and establish agencies that are necessary to formulate the program.

1. Urban Land Institute Technical Bulletin No. 22, Conservation and Rehabilitation of Major Shopping Districts, (Wash., D.C. 1954) p. 29

ORGANIZATION OF A REDEVELOPMENT PROGRAMPREPARATION FOR PLANNING

The major implements needed for a program are as follows:

1. Legislation to create a planning board or agency if none exists.

This group will be required to prepare the master plan and by means of various studies determine the areas needing redevelopment.

2. Legislation to establish an agency that will be able to acquire sites for redevelopment and for other municipal purposes.

3. Legislation empowering the city through the above agency to take full and clear title to tax-delinquent and tax-abandoned properties.

4. Legislation to vest the power of condemnation of property, under proper safeguards, for the purpose of replanning and redeveloping the city as a function of the agency created in Item 2.

5. Legislation authorizing the organization of urban redevelopment corporations, through the operation of which private capital may be invested to design, build and manage the redevelopment projects which are to take the place of parts of the blighted or slum areas.

PREPARATION FOR PLANNING

Before a planning agency can begin work, it must have the existing patterns that exist in the city plotted on maps that will be valuable in clarifying the thinking of the agency. Also it is important that the agency be familiar with what survey information exists in usable form. All of these facts needed in planning should be available in such form that they can be interpreted and compared easily.

Before replanning the central business district, the planning agency should make a careful study of its relation to the whole city and should

know the extent of the enterprises located therein and the needs of each to remain there with or without additional facilities.

Another important consideration is the study of vehicle patterns. Those having no business-producing function should be diverted elsewhere.

The general ideas the planning agency should be concerned with may be listed as follows:

1. Most appropriate uses of extensive cleared areas.
2. Trying to encourage less intensive layout of buildings.
3. Interpretation of the following ideas:
 - a. Creation of detour routes
 - b. Creation of encircling arteries to be collectors and distributors of in and out traffic.
 - c. Designing of special intersections.
 - d. Location of proper parking facilities.
 - e. Improving mass transportation facilities and routings.
 - f. Re-designing and rebuilding close-in areas to recreate part of the central business district's patronage.

Maps that will be needed to carry out the planning program are as follows:¹

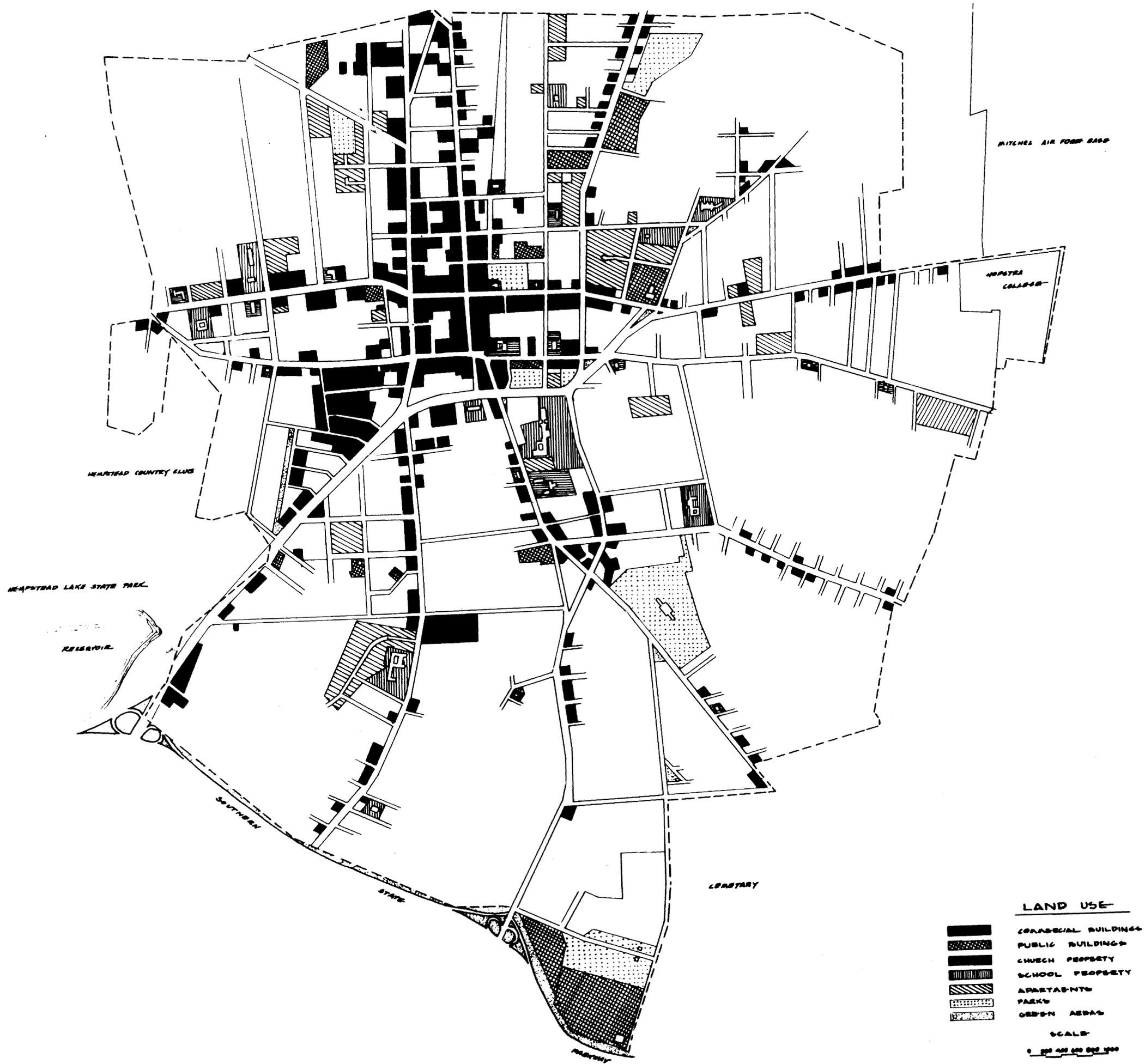
1. Base Maps
 2. Street Plans
 3. Sewer and Water Supplies
 4. Topography
 5. Zoning Pattern
 6. Land Uses
 - a. Waste lands, not otherwise classified
 - b. Parks and parkways
 - c. Constitutional grounds and golf courses
1. Federal Housing Administration, A Handbook on Urban Redevelopment for Cities in the United States (Washington, D.C. 1941) p. 23

- d. Farm land
 - e. Vacant, private land not recorded as subdivided
 - f. Vacant, private land officially recorded as subdivided
 - g. Detached dwellings
 - h. Semi-detached dwellings
 - i. Row houses
 - j. Apartments
 - k. Local neighborhood retail business use
 - l. General commercial or business uses
 - m. Light industry
 - n. Heavy industry
- 7. Population
 - 8. Assessed valuations
 - 9. Schools: Distribution and service areas
 - 10. Recreation: Distribution and service areas
 - 11. Freight transportation
 - 12. Airports and Terminals
 - 13. Mass transportation

The planning for the redevelopment of the commercial district of Hempstead will require some form of every type listed. Base maps are identical sheets used to plot and compare general information. The street plan, zoning pattern, assessed valuations and mass transportation maps are found in Part Three. The land use map is indicated on the following page and includes school, recreation and airport locations. Topography is a minor consideration due to the fact that the area to be studied has an overall variation in elevation of not more than ten feet.

MASTER PLAN

For the guidance of sound community redevelopment there must be a general or master plan to prescribe the overall physical pattern of the whole community for the near future and for the long range. Basically the master plan is a plan of proposed land uses. It is never completed since it must be adjusted frequently to meet new conditions and needs as they arise.





MAJOR BUILDINGS

- MORE THAN 10 YEARS OLD
- LESS THAN 10 YEARS OLD
- MULTI-STORY

SCALE
 0 100 200 300 400 500

The further into the future the general planning extends, the less definite it can be in its proposals therefore the ultimate goals and to some the intermediate goals, can be indicated only by a general direction of progress.

In the case of Hempstead, once the master plan has been devised, a planning program can be established. It is neither economically possible nor feasible to begin every aspect of the redevelopment program at once so that a three stage plan covering ten year intervals seems the most desirable way to begin. By doing the work in stages there would be a minimum of inconvenience and less change of loss of trade during construction work.

ARCHITECTURAL ANALYSIS

The architectural analysis for redevelopment should be marked by special skill and imagination since it calls for the mastering relationships and bringing order out of disorder. This is much more difficult than the simple development of raw land.

The first objective of the architectural analysis is to develop means of giving "architectural strength" to the district which will require that all dimensions of the land and buildings be coordinated into a realistic re-design.

The consideration of pedestrian malls, arcades, and merchandising displays to replace the hazards and nuisances of traffic are also of great importance along with an analysis of possibilities for coordinated re-design of facades to give a visual as well as functional cohesion to the entire idea.

In summarizing the architectural analysis it may be said that it is the detailed examination of the existing district in comparison with a hypothetically "perfect center" so that no opportunity is overlooked for incorporating into the old district the benefits of experience and new ideas which mark modern shopping center design.

COST ANALYSIS

As a community grows it has to meet increasing demands for more and better services and still must keep taxes within reasonable limits. The situation is typical of most communities and Hempstead is no different, therefore it would seem that financing a redevelopment program of the extent that is needed would be almost impossible; however, in recent years the federal government has established programs whereby cities may obtain financial aid for urban redevelopment programs.

The following is an example of the financing of an urban renewal project.¹

Table 5

Example of the Financing of an Urban Renewal Project

\$4,000,000 - Total cost of carrying out project (land organization, demolition of structure, administrative overhead, etc.) - financed by Federal Loan

\$1,000,000 - Proceeds from sale or lease of cleared land at fair value

\$3,000,000 - Net project cost (loss)

\$2,000,000 - Federal capital grant (2/3 of net project cost)

\$1,000,000 - Local share (1/3 of net project cost) (May be supplied through such items as site work, installation of site improvements and supporting facilities, donations of land, and cost)

1. Urban Renewal Administration - Technical Memorandum No. 11, Financing Urban Renewal (Washington, D. C. 1957)

In the early stages of the redevelopment program the local share could be met by the sale of authorized bonds which could later be repaid as the program progresses to the state whereby land valuations are increased with a resulting increase in tax revenue.

Other financial assistance can be expected from private enterprise such as the utility and telephone companies. A long range redevelopment program would assure them of a stable amount of customers in the business district and thus protect their investments in service for this area.

The preceding examples have been presented just to demonstrate that the financing of a long-range redevelopment program is not impossible and in the long run will more than repay itself in benefits to the community.

PART FIVE

PLANNING

PLANNINGTRAFFICPRIMARY OBJECTIVES

The ultimate aim of this thesis is to formulate a plan for the re-development of Hempstead's business area during the next 30 years and as stated in part four, the plan will be most effective if certain steps are required to be completed at the end of the ten year periods. The first ten year stage should be concerned with the traffic, since it is the most pressing problem at the present time. A new secondary street plan and provisions for better parking facilities should be the major considerations in the second decade. The final phase should plan the replacement of obsolete buildings, the renovating of existing buildings, and an extensive landscaping program.

In order to make Hempstead attractive to the average shopper, it must incorporate some of the more desirable features of today's well-designed shopping centers, such as areas devoted primarily to the needs of the pedestrians, easy accessibility and parking and numerous other features that all combine to give a pleasing aesthetic character throughout the center.

To achieve the advantages of a shopping center, it is necessary to close all of the streets in the area bounded by Clinton Street, Peninsula Boulevard, Franklin and Jackson Streets, to create one major business section and to close those in the area bounded by Franklin and Front Streets for another. Once these sections are defined, it will be possible to develop them as large, well-planned shopping areas.

TRAFFIC

The major roadways inside the corporate limits of the village funnel the traffic directly through the heart of the village and there is no

logical way to reroute through traffic completely around the village. Therefore, it is still necessary to route it through town, yet keep it from interfering with the local and pedestrian traffic.

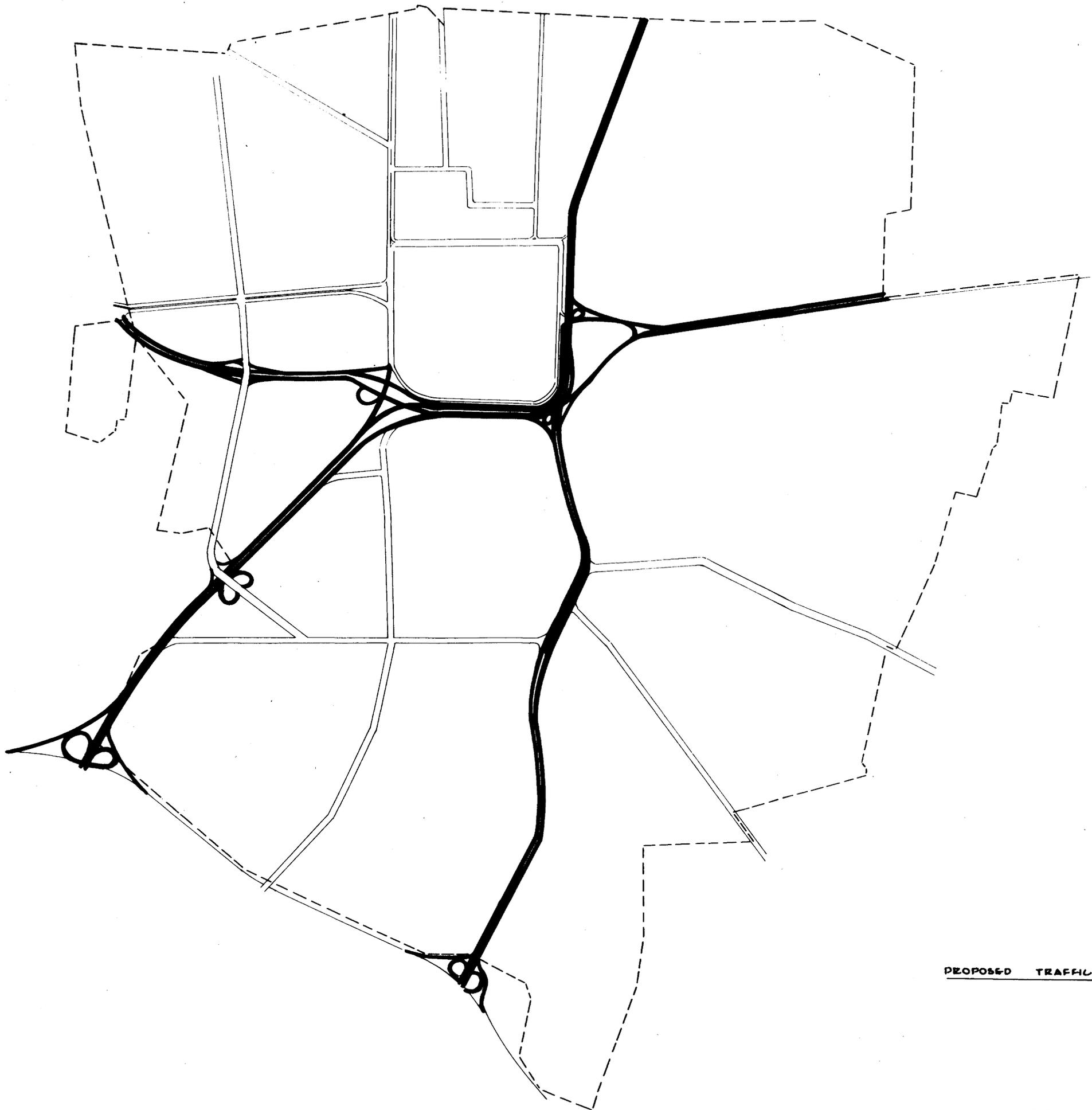
Since the western end of Front Street is being widened and has a minimum of valuable commercial property on each side of it now, it is most suitable to be transformed into an express route. The same situation is true of Peninsula Boulevard; therefore, it is proposed that Front Street be connected by means of an interchange, to Peninsula Boulevard approximately at the points where South Franklin Street intersected these two roads. The required land for this interchange is at this time either cleared or occupied by a poor class of commercial buildings.

At the intersection of Peninsula Boulevard, Clinton and Henry Streets, another form of interchange is proposed to carry traffic to and from Fulton Avenue (Hempstead Turnpike). Much of the required property is clear right now and the remainder is obsolete residential or commercial property.

The construction of these interchanges will permit the uninterrupted flow of traffic directly through the central portion of Hempstead plus easy access to the shopping area from all directions.

The express route through the village will confine the through traffic to a minimum amount of streets thereby leaving other streets to carry local and service vehicles more efficiently.

In order to provide access to the shopping area contained in the area bounded by Clinton and Jackson Streets, Peninsula Boulevard and North Franklin Street, a proposed road parallel to and west of Clinton Street and another one parallel to and north of Peninsula Boulevard will have to



PROPOSED TRAFFIC PATTERN

SCALE
0 200 400 600 800 1000

be constructed to join with Jackson and North Franklin Streets in forming a loop street around the entire area. To avoid conflicts, vehicles will move only one way, in a counter-clockwise direction. In addition to the major entrance to this loop street which will be located approximately at the intersection of Fulton Avenue, and Clinton Street, there will be other access points from the northern parts of Clinton and Washington Streets, North Franklin Street and the western portion of Fulton Avenue. Traffic signals will not be necessary at these points due to the special patterns for merging traffic.

The western end of Fulton Avenue will become an access road with no through traffic thus reducing most of the conflict caused by the vehicles attracted to the many new commercial establishments that line both sides of the street.

The traffic that comes into Hempstead from the east or the south and desires to go west has long been a problem since it usually meant going straight through the business district. To form a better route, it is desirable to widen Graham Avenue so it may be used as a collector road to lead traffic from the east, westward across Peninsula Boulevard and then north on President Street thereby keeping a great many vehicles completely away from the central business district and not forcing it to wind through many residential streets.

Greenwich Street will become a service road for the schools, churches and surrounding residential buildings. The traffic formerly using this narrow street will use Henry and Clinton Streets which will be better able

PLANNINGPARKING

to handle the traffic due to the elimination of four dangerous intersections that previously existed.

The eastern end of Front Street is almost entirely lined with residential buildings so that the proposed scheme will discourage through traffic on this part of the street. This can be accomplished by not providing direct access to the business district at its termination. It will then become an access road for the surrounding residential areas.

PARKING

To provide adequate parking for the number of stores and offices in Hempstead's central business district would require much more land than it would be economically possible to convert to parking lots; therefore, the more logical solution is the construction of a series of parking garages conveniently located in relation to the retail outlets. The cost of these garages could be borne by the businessmen with the aid of public funds. The proposed garages will have a definite advantage in that they are able to provide a large amount of parking space within short distances of the shoppers' destination and will permit the space saved, considering parking lots were used, to be allocated for additional commercial use and some clear spaces to help give a feeling of openness to the entire business district.

In order to make the garages successful, they will have to be of the type in which customers may park their own cars quickly and easily. The proposed garages can be designed for lift-slab construction consisting of a series of three slabs with the center one being placed halfway between the two end ones to permit ramps to be shorter and less steeper than the types usually encountered. The maximum height of the garages will be

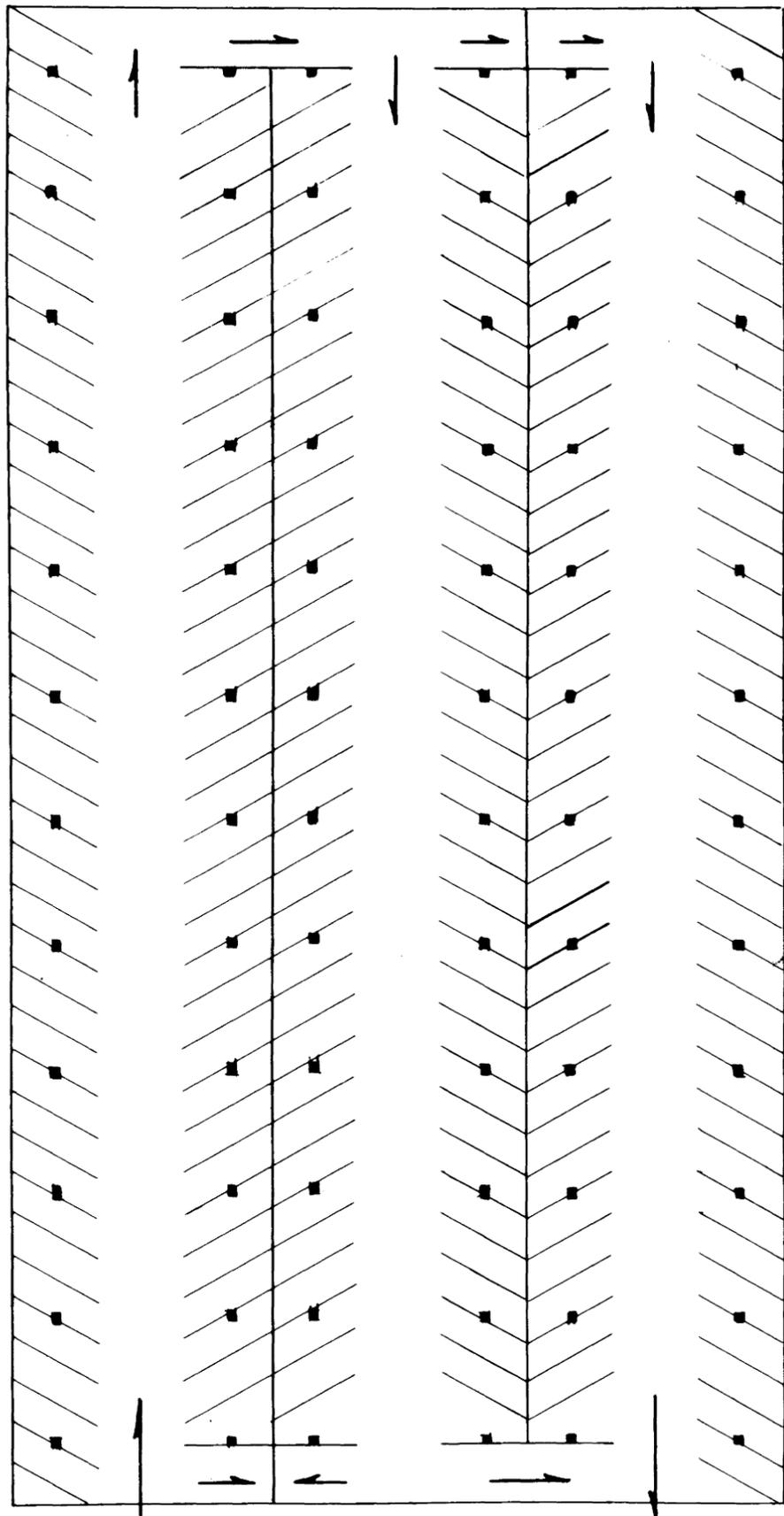
PLANNINGPARKING

four levels including the roof and one level below grade. In addition to the economy of the lift-slab design and self-park operations, there are other factors that help to make the garages economically possible. They are the elimination of all walls which have been made possible by recent changes in codes that required fireproof construction plus the fact that even in the northern climates snow has not been a problem in existing open garages. All of the ramps except those leading to the roof are under cover and those could contain heating coils, if necessary.

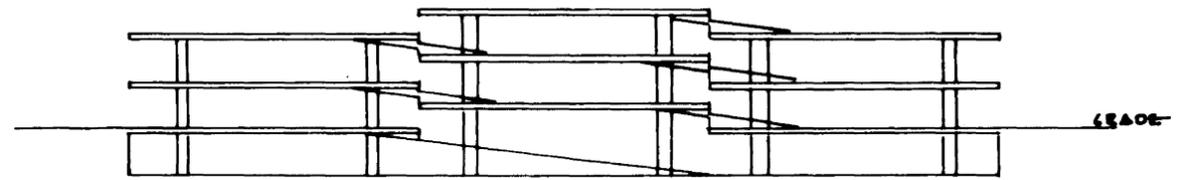
The lanes within the garages will be one-way to work in conjunction with the one-way loop road to keep conflicts to a minimum. To prohibit cars from going the wrong way, the parking stalls have been placed on 60 degree angles. It is also easier to park in these stalls computed to the right angle type of layout and this is an important point to consider since many women will be using the parking facilities and they prefer to park with as little maneuvering as possible. Even though the right angle stalls are easier to plan and permit a few more cars to park in each floor, they do not seem justified in this case especially when considering the delay caused when the parking and un-parking operations are difficult.

The proposed plan of redevelopment calls for the majority of the commercial establishments to face towards the newly created pedestrian malls which will greatly eliminate the need for curb parking, a use of street space that was shown to be unsuitable earlier in this discussion. Therefore, it is proposed that curb parking be abolished in the business A zones.

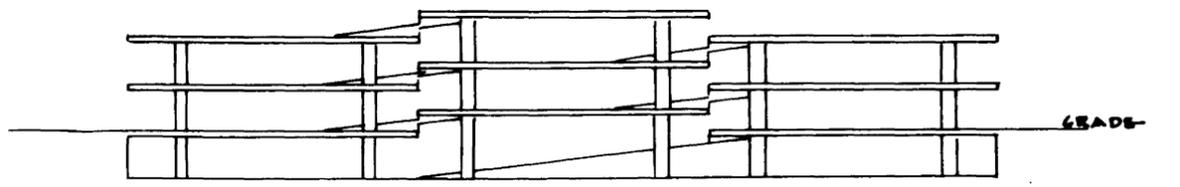
There are various churches, office buildings, and apartment houses in and about the central business district. These can best be served by small, adjoining parking areas that will be well landscaped.



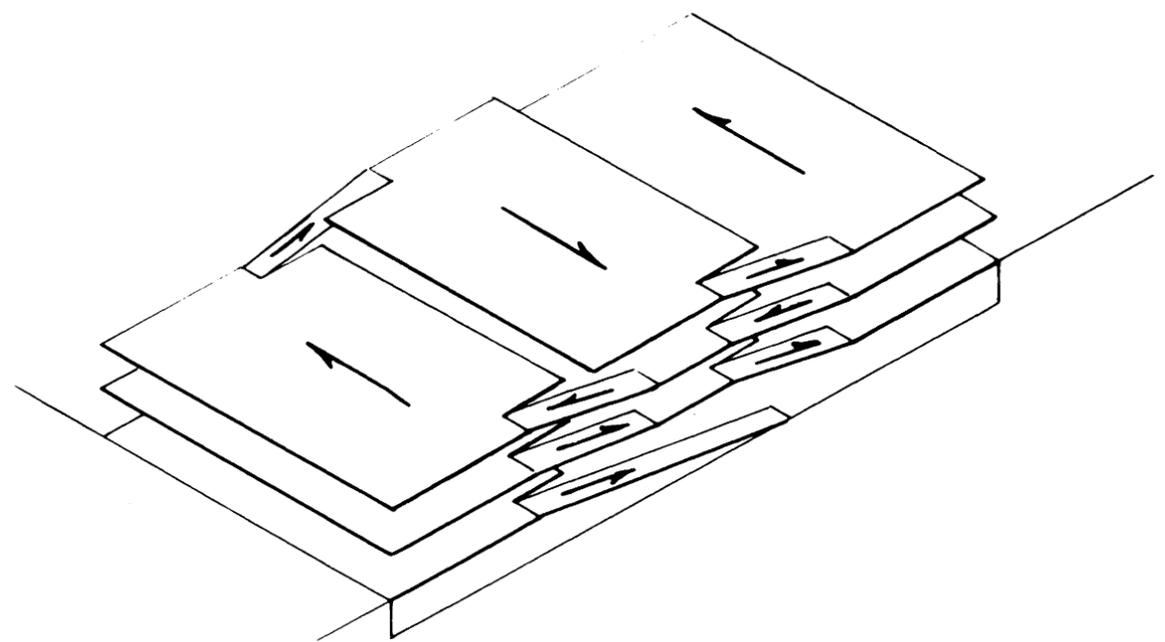
GROUND FLOOR



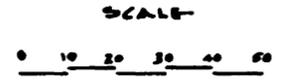
FRONT RAMP



REAR RAMP



PARKING GARAGE



TRANSIT

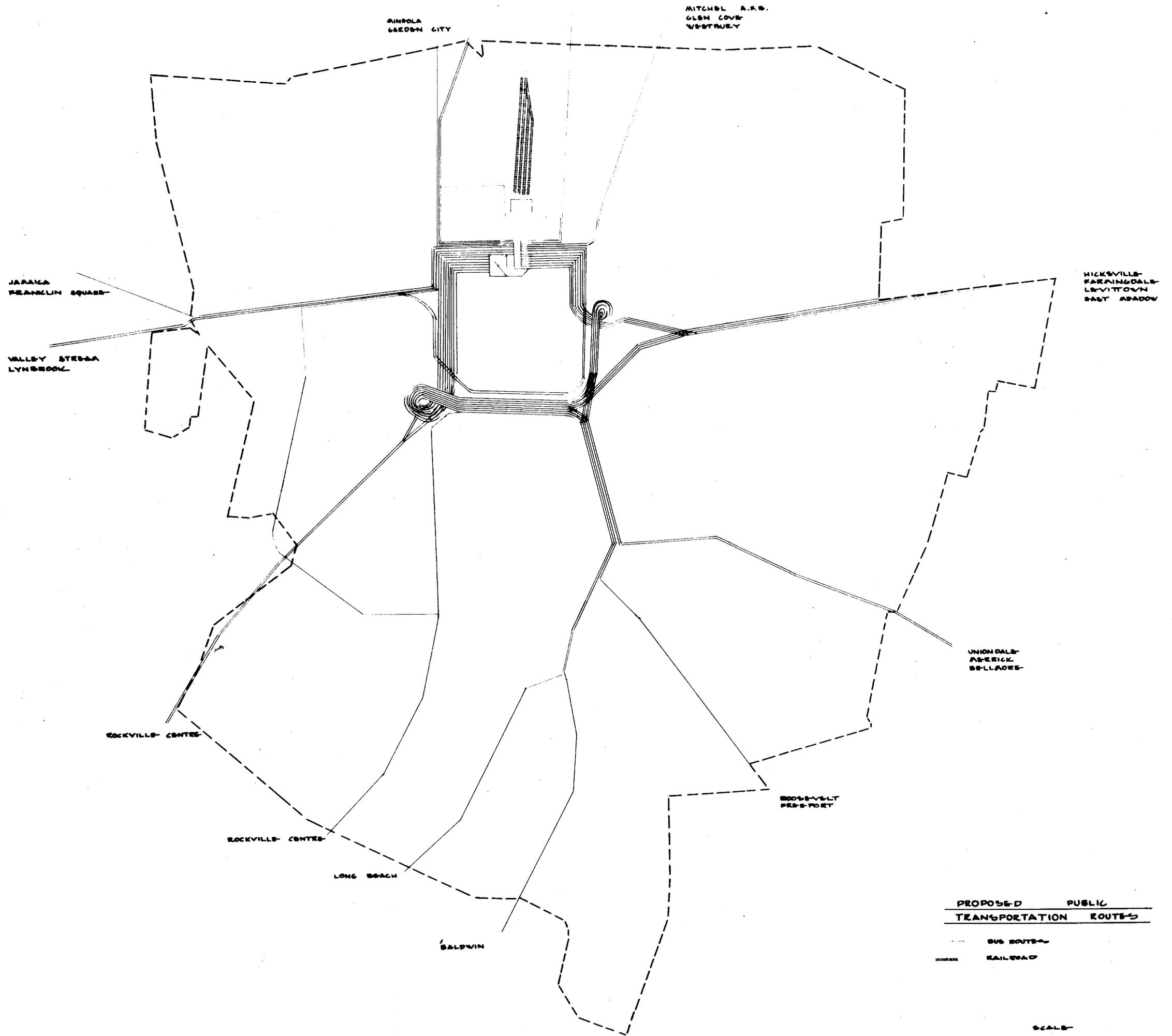
Unless there is a radical change in our current way of life, there will be no major increase in the number of public transportation patrons; however, the proposed redevelopment plan will improve the bus and railroad terminal facilities and the reduction in congestion will lead to faster service for bus riders.

All of the bus lines entering the village will be routed onto the loop streets surrounding the business district. This street provides direct access to the terminal. It will be necessary to construct a u-shaped street directly east of the present terminal to allow buses to enter and leave without conflicting with one another.

The construction of a large parking garage adjoining the railroad station will provide ample space for commuters. Access to the station will be from Bedell Street extended from the west, and from the east, vehicles will use Columbia Street which is already wide enough to handle the traffic.

ZONING

The proposed zoning plan will classify the central area of the village as a business A zone in which only retail shops and offices will be allowed. The business B sections will be confined to Main and Franklin Streets north of the A zone. This area will be devoted to auto showrooms, used car lots, wholesale establishments, building supplies and other activities which have no advantages to being located in the concentrated shopping area.



PLANNINGBUILDING AESTHETICS

The industrial area is defined as the land to the south of Front Street, east of President Street and northwest of Peninsula Boulevard. The majority of the property in this area is now devoted to light industry but it is unsightly for the most part. A certain amount of landscaping is necessary to increase the aesthetic value of this area so it does not remain as a blight to the adjoining sections of town.

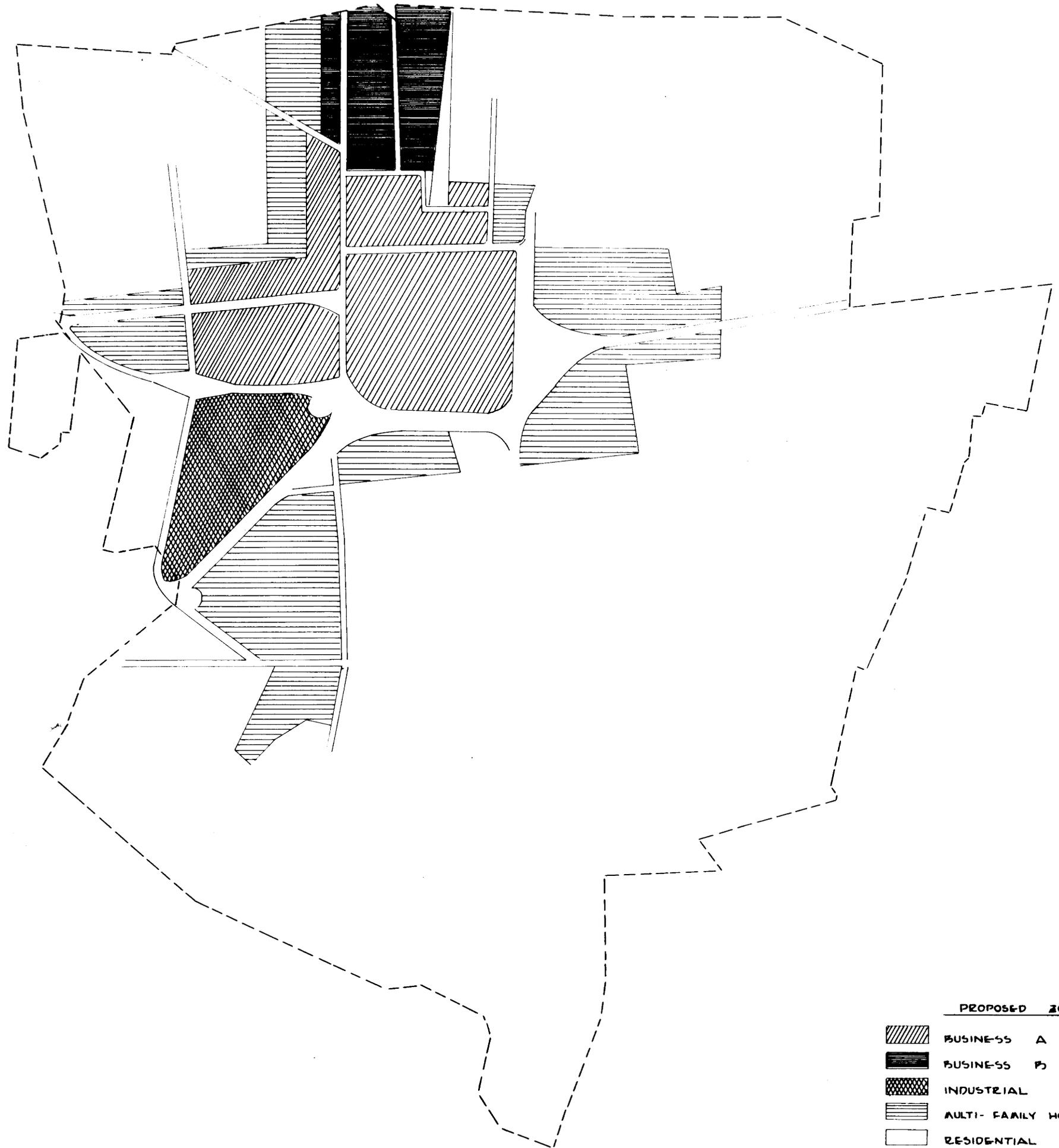
Much of the area designated for multi-family use already contains a majority of apartment buildings and it is proposed to eventually have just apartments or row housing in these zones. Most of the residences in these zones are obsolete or in various stages of deterioration. The multi-family zones are so located so as to provide a buffer between the commercial areas and the single family residential areas.

BUILDING AESTHETICS

The proposed redevelopment program provides for the conservation of nearly all major buildings since most of them have an economical life that will extend beyond the scope of the program.

The majority of the work that can be done towards improving the appearance of existing buildings can only be accomplished by the cooperation of the owners. One of the objectives of this thesis is to provide a pattern for new buildings to show how they will relate to existing buildings and to provide an alteration pattern for the existing buildings to conform with the overall plan to give a unified look of a shopping center to the entire business district.

The accompanying perspectives suggest certain changes and propose various new structures which will help to achieve the above mentioned idea.



PROPOSED ZONING

-  BUSINESS A
-  BUSINESS P
-  INDUSTRIAL
-  MULTI-FAMILY HOUSING
-  RESIDENTIAL

SCALE
0 200 400 600 800 1000

PLANNINGLANDSCAPING

The proposed land use plan indicates a less concentrated use of the property than there is at the present time. By reducing the number of buildings in the more densely built-up areas and providing better facilities in nearby less concentrated sections, it will be possible to alleviate the feeling of congestion that now exists, but with no decrease in merchandising space.

PEDESTRIAN AREAS

The existing streets within the loop road will be converted to pedestrian malls, and a variety of planting areas, benches and small shops in these former streets will do a great deal to make the area more attractive to the shoppers.

The walks from the parking garages can be made more interesting by including displays along them.

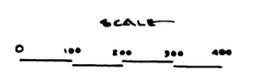
A second shopping level for pedestrians will be constructed over some sections of the business district. The advantages of a scheme such as this are that it will provide more display and retail space without increasing the ground area that will be covered with buildings, it will increase the separation of pedestrians and vehicular traffic by providing pedestrian crossings over Peninsula Boulevard, it will provide a shelter in bad weather and finally it will help to tie the entire commercial district into a single unit.

LANDSCAPING

To obtain more pleasant surroundings in the commercial area, it is necessary to introduce some planting in addition to the major park areas,



PROPOSED LAND USE



PLANNINGCONCLUSIONS

Denton Green and Harper's Park, both of which will be contained within the central section of the business district. The proposed plan suggests the planting of trees and shrubs in the pedestrian malls and in other small locations throughout the area.

Other areas where landscaping is planned to be restored are on both sides of the express roadway and between different building zones to prevent conflicting land uses from affecting one another.

CONCLUSIONS

When the final phase of the redevelopment program is complete, there will be many factors to consider that will justify a full-scale program such as this.

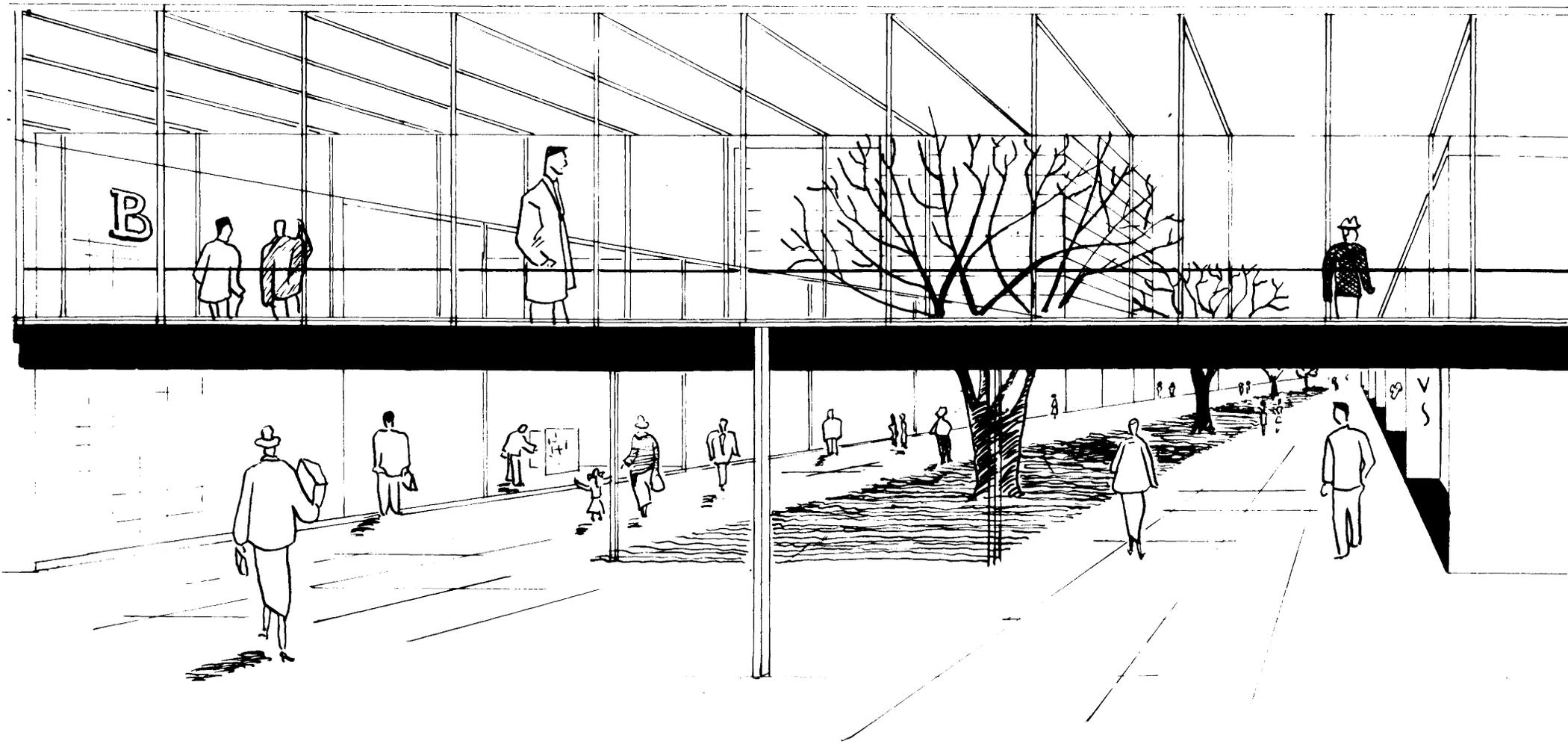
First of all, the assessed valuations will be increased due to the major improvement of so much property and this will mean a higher tax reserve will be collected by the village to maintain in such a way so as to assure the continuance of a high valuation throughout all of Hempstead. This factor will tend to keep business stable rather than follow a pattern of decline, a condition that is prevalent today due to mounting problems.

The more efficient flow of traffic made possible by the redevelopment means not only a saving in time and money due to the reduction of traffic congestion, but an important increase in safety both to the motorist and pedestrian.

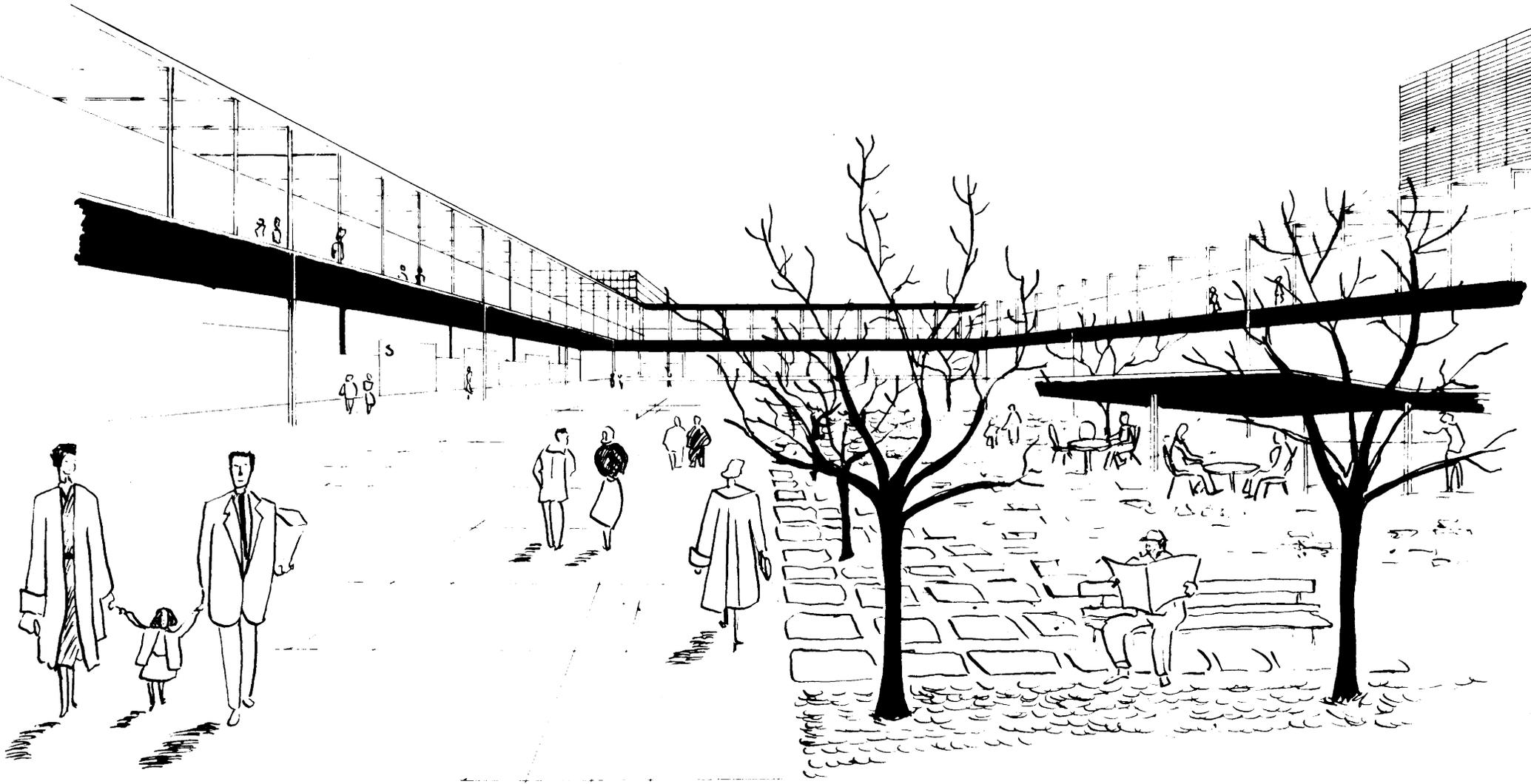
The initial cost of the new roadways in and around the business district should soon be offset by the overall reduction of streets requiring maintenance, a situation that was made possible by the elimination of many needless streets and means of traffic regulation.



VIEW OF FULTON AVENUE LOOKING WEST FROM WASHINGTON



VIEW OF FULTON AVENUE LOOKING WEST FROM MAIN STREET



CENTRE STREET PLAZA

PLANNINGCONCLUSIONS

At the completion of the redeveloping program, Hempstead will be an excellent example of how comprehensive city planning today will affect tomorrow's cities, for the successful city of the future will be the one planning its development now.

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