



## **RDUAlaunches Renew Hempstead website**

March 26, 2012 - Long Island

Renaissance DowntownsUrbanAmerica LLC (RDUAl), designated master developer for the Village of Hempstead's downtown redevelopment project, has recently launched an interactive, bilingual website [www.renewhempstead.com](http://www.renewhempstead.com). The website is a tool which allows Hempstead residents and stakeholders to actively participate in the redevelopment process of the downtown area. The \$2 billion Hempstead mixed-use transit oriented redevelopment plan is a public-private partnership between RDUAl and the Village of Hempstead, New York.

"Renaissance Downtowns is committed to an inclusive and transparent approach during the planning and implementation stages of the redevelopment project in Hempstead," said Donald Monti, president and CEO of Renaissance Downtowns.

"By implementing a grass roots effort that utilizes social media as a major tool, specifically our patent pending crowdsourced placemaking process and the Renew Hempstead website , the community is encouraged to have a voice in the planning stages from the very beginning to ensure redevelopment plans are reflective of the community's character and desires."

In order to participate in the planning, the Renew Hempstead website requires Hempstead residents and stakeholders to register to ensure they have a valid interest in the redevelopment of the community. Once validated, users can engage with RDUAl and with each other discussing what they wish to see included in the revitalization plan, voice concerns and be kept informed of events pertaining to the redevelopment efforts. The website and the Renew Hempstead community is governed by the "Triple Bottom Line" philosophy of Economic, Social and Environmental responsibility and members must sign a "Triple Bottom Line" agreement to participate in the community, expressing their support for responsible redevelopment.

Ideas can include a central plaza surrounded by locally owned, ethnic restaurants, outdoor dining and live music, movie and performing arts theaters, an ice skating rink or a cultural arts center. User uploaded ideas can then be voted upon by other Renew Hempstead members, using a "likes" feature similar to Facebook, thus allowing the community to have a strong voice in the planning stages of their downtown area. When enough individual users "like" an idea, RDUAl will commission a feasibility study to determine the viability of implementing that idea within the redevelopment plan.

"Input from the community is vitally important to the redevelopment of the Village of Hempstead's downtown area," said Village of Hempstead Mayor Wayne Hall Sr. "This is where my constituents live and work and my administration and I are committed to ensuring every resident and business owner has the opportunity to express their thoughts on what they wish to have included in their own community. The Renew Hempstead website provides the opportunity to become involved anytime of the day or night, from any computer, laptop, or mobile device, and I encourage participation in shaping the future of their community that will not only be enjoyed by them but also for their family's future generations," said Hall.

