



Featured project of the month: Revitalization from Mid-Island Plaza to The Shops on Broadway...a new destination

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Hicksville, NY Rosenbaum Design Group Architecture (RDG), a Lake Success, NY design firm, marks its 60th anniversary with one of its most prominent projects ever. As lead architect for the revitalization and redevelopment of The Shops on Broadway, beginning in April 2023, RDG was entrusted with contemplating the next breaths of life and refreshing the center's shopping and entertainment experiences from what had become the stale and mundane Broadway Mall [Broadway Commons]. Commissioned by who would become the new ownership of what was originally built in 1956 as the Mid-Island Plaza, the team's multiple concepts and iterations have now culminated in what is destined to become an exciting and revitalized modern destination. The new owners, K/BTF Broadway LLC, consisting of BTF Capital; KABR Group; and AJM BRE Ventures, have a vision of creating a successful and appealing retail and entertainment gallery on Long Island.

Along with other team members: Spector Companies, R&M Engineering, LaBella Associates and Weber Law Group, "we have visualized this project using a blank canvas and have combined creative juices to think outside the box, providing the community with something very special," said Dennis Flynn, a principal at RDG. According to Michael Ziatyk, senior associate at RDG, "We saw returning to the original open-air concept as a necessity, allowing its visitors to experience exciting and fun offerings from small shops to large national retailers."

Growing the current entertainment options into bigger and better ones, including 'The District,' a new 70,000 s/f destination for social gatherings and an array of dining opportunities, it was important for us to create a destination to attract friends and family. This required a deep dive into what previously existed, alternative modern options for the public at large, and drilling down into what the

possibilities were for future growth of the space at hand. The initial plans, recently filed with the local municipality, include the demolition of a long-shuttered five-story 300,000 s/f Macy's store, the demolition of 100,000 s/f of the current mall's interior to return the space to an open-air concept, and the addition of a new 100,000 s/f BJ's Wholesale Club, which will also include gasoline service and electric vehicle charging stations. Remaining anchor tenants are Long Island's only IKEA, a 240,000 s/f furniture store, and a 137,000 s/f Target store, one of the top 10 performing Targets in New York.

Founded in 1964 by their father, Roy Rosenbaum, brothers Jay and Rand, along with fellow principal Kevin O'Sullivan, help RDG to push the commercial architecture envelope, often pumping fresh life into what otherwise would be older, less desirable, non-flourishing properties.

"This is a prime example of a diamond property that had lost its luster and just needed some TLC to bring it back to all its glory," said Jay Rosenbaum.

Keeping safety and convenience in mind, significant site planning has been contemplated for better and safer navigation of the site by automobile, as well as the ability for the center's individual merchants to have their own unique identities, many of whom will welcome their consumers with separate entries.

Leading The Shops on Broadway's leasing opportunities as the complex's exclusive listing broker is Schuckman Realty. With over 45 years and millions of s/f of retail leasing experience, Schuckman Realty's approach to The Shops on Broadway is about embracing the center's return to its roots as an open-air destination, while also bringing it into the modern era with thoughtful design and planning.

"At Schuckman Realty, we believe that great spaces can honor their origins while evolving to meet modern demands. This philosophy drives our exciting redevelopment of The Shops on Broadway. From its origins, the property was a vibrant hub for the community. Now, through modern planning, we are reimagining it for the 21st century, blending retail, dining, and entertainment to create a dynamic destination," said president and CEO of Schuckman Realty, Kenneth Schuckman.

The Shops on Broadway is minutes from the Northern State Pkwy. and the Long Island Expwy., and it benefits from close proximity to the Hicksville train station, one of the busiest stations in Nassau County. With major retailers like IKEA and Target already drawing visitors, the redevelopment will position The Shops on Broadway as a premier destination for the region.

"Our vision combines the best aspects of the property's original open-air layout with the amenities and experiences today's consumers expect and can only be realized by bringing together the dream team of retail redevelopment. This reimagining will bring new energy to the property and support the economic vitality of Nassau County," said Schuckman.

The Shops on Broadway Project Team:

Schuckman Realty-exclusive leasing broker

Rosenbaum Design Group Architecture-lead architect

Spector Companies-architect

R&M Engineering-civil engineer

LaBella Associates-traffic engineer

Weber Law Group-zoning and land-use attorney

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