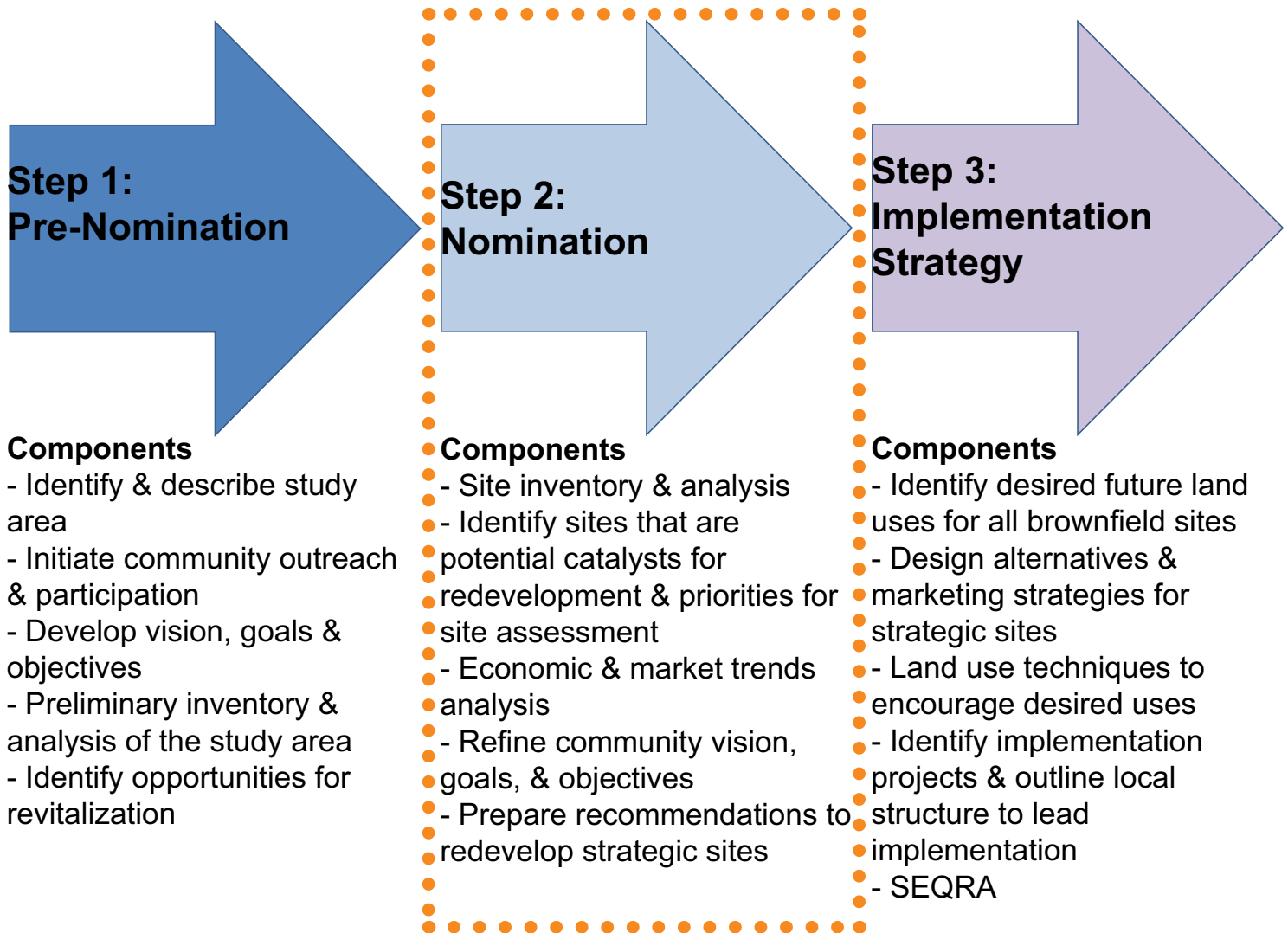


NYS Brownfield Opportunity Area (BOA) Program Overview

TOWN OF RIVERHEAD
PECONIC RIVER/ROUTE 25 CORRIDOR, NYS BOA STEP II NOMINATION



The New York State BOA Program:

Provides resources to New York communities to establish effective revitalization strategies to return vacant, abandoned, or underutilized properties to productive use. NYS works in partnership with local communities and organizations to develop and realize community visions for redevelopment and community revitalization. BOA grants are funded by the NYS Department of State, with the intent to:

- Identify solutions for a range of problems posed by brownfields
- Build consensus on the future uses of strategic sites
- Create partnerships necessary to leverage funding to support community revitalization

Project Overview

TOWN OF RIVERHEAD
PECONIC RIVER/ROUTE 25 CORRIDOR, NYS BOA STEP II NOMINATION

Process: What We've Done

Winter/Spring 2013

- Project Kick-Off
- Meeting with Town Department Heads
- Initial Interviews
- Begin analysis



Spring/Summer 2013

- Steering Committee Meetings
- Town Board Work Session
- Develop Outreach Strategy
- Field Tour
- Interviews, continued



Fall 2013

- Conduct Community Survey
- Steering Committee Meeting
- Meetings with Dept. of Transportation, Town Board Work Session
- Interviews, continued



Winter 2013/2014

- Dept. of Public Works Meeting
- Focus Groups
- Steering Committee Meeting
- Meetings on Marketing Strategy
- Town Board Work Session



Spring/Summer 2014

- First Public Workshop
- Steering Committee Meeting
- Town Board Work Session
- **Second Public Workshop**
- Prepare Draft Report

You Are Here!

Submit Draft & Final Report to Town and New York State



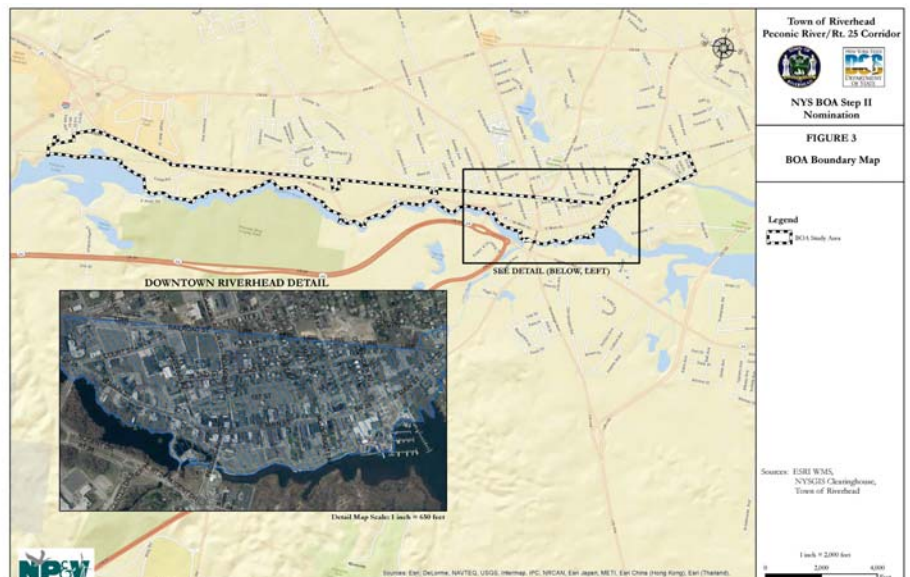
Milestones

Engagement:

- 7 steering committee meetings
- 812 survey respondents
- 19 interviews
- 4 focus groups with 34 participants
- 69 attendees at March 2014 Open House

Action Items:

- Community Vision Statement
- Town application for a new "Community" designation within the NYS DEC regulated Wild, Scenic and Recreational Rivers (WSRR) Area
- Potential roadway improvements by NYS DOT to alleviate traffic congestion in the downtown
- Assist with application for a new residential district on the National Register of Historic Places
- Retained branding and marketing specialist

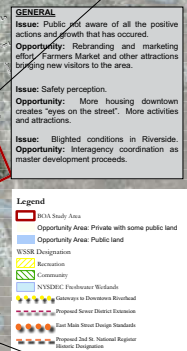




Peconic River/ Route 25 Corridor NYS BOA Step II Nomination

Issue: Pre-existing non-conforming use, noise concerns from Gershov recycling.

Opportunity: Consider re-use potential for conforming compatible uses in long term and provide incentives/ possible multi-family development.



Issue: Downtown zoning currently allows high density without amenities. Infrastructure cannot support full build-out.

Opportunity: Limit density and require amenities, parking. Establish TDR program to require TDR to achieve higher density in downtown by purchasing river front land on West Main Street for public use.

SHARE YOUR IDEAS

ECONOMIC & MARKET TRENDS ANALYSIS

TOWN OF RIVERHEAD
PECONIC RIVER/ROUTE 25 CORRIDOR, NYS BOA STEP II NOMINATION

	SUPPLY (Downtown)	SUPPLY (15 Min Drive)	Downtown Capture	SUPPLY (Downtown)	SUPPLY (15 Min Drive)	Downtown Capture	SUPPLY (Downtown)	SUPPLY (15 Min Drive)	Downtown Capture	SUPPLY (Downtown)	SUPPLY (15 Min Drive)	Downtown Capture	SUPPLY (Downtown)	SUPPLY (15 Min Drive)	Downtown Capture
Motor Vehicle & Parts Dealers	\$1,315,198	\$492,337,778	0.3%	\$531,734	\$535,296,584	0.1%	\$416,479	\$457,054,493	0.1%	\$5,796,306	\$488,850,776	1.2%	\$22,989,863	\$280,672,353	8.2%
Automobile Dealers	\$0	\$400,047,837	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$5,105,933	\$394,831,176	1.3%	\$22,686,561	\$260,932,012	8.7%
Other Motor Vehicle Dealers	\$170,845	\$56,766,368	0.3%	\$0	\$34,486,748	0.0%	\$150,265	\$15,580,943	1.0%	\$60,780	\$26,225,462	0.2%	\$0	\$14,187,697	0.0%
Auto Parts, Accessories & Tire Stores	\$114,435	\$35,523,573	3.2%	\$0	\$8,655,772	0.0%	\$266,213	\$41,502,984	0.6%	\$629,592	\$68,271,935	0.9%	\$303,302	\$5,552,644	5.5%
Furniture & Home Furnishings Stores	\$1,082	\$57,169,023	0.0%	\$1,892,634	\$66,052,949	0.0%	\$1,045	\$60,874,058	2.0%	\$1,238,236	\$62,738,453	2.0%	\$839,316	\$20,482,615	4.1%
Furniture Stores	\$0	\$26,263,398	0.0%	\$1,693,918	\$30,123,335	0.0%	\$0	\$29,419,333	0.0%	\$1,060,001	\$31,158,936	3.4%	\$839,316	\$6,685,291	12.6%
Home Furnishings Stores	\$1,082	\$30,905,625	0.0%	\$198,717	\$35,929,614	0.0%	\$1,045	\$31,454,725	3.9%	\$178,235	\$31,579,518	0.6%	\$0	\$13,797,323	0.0%
Electronics & Appliance Stores	\$1,588,975	\$96,478,176	1.6%	\$7,888,000	\$120,000,750	0.0%	\$8,915	\$81,853,540	0.2%	\$323,708	\$90,801,775	0.4%	\$141,279	\$47,482,914	0.3%
Build Materials, Garden Equip. & Supply Stores	\$3,366,591	\$132,460,168	2.5%	\$7,707,151	\$57,132,173	0.0%	\$0	\$90,748,635	0.1%	\$763,953	\$170,604,176	0.4%	\$397,186	\$51,575,452	0.8%
Build Material & Supplies Dealers	\$3,366,591	\$123,111,217	2.7%	\$355,109	\$50,499,308	0.0%	\$0	\$85,399,456	0.1%	\$763,953	\$160,964,748	0.5%	\$397,186	\$33,072,905	1.2%
Lawn & Garden Equipment Supply Stores	\$0	\$9,348,951	0.0%	\$345,823	\$6,632,865	0.0%	\$0	\$5,349,179	0.0%	\$0	\$9,639,428	0.0%	\$0	\$18,502,547	0.0%
Food & Beverage Stores	\$1,138,493	\$810,447,940	0.1%	\$9,414,003	\$30,454,236	0.0%	\$1,385	\$451,146,378	0.3%	\$2,316,323	\$614,388,302	0.4%	\$4,209,399	\$159,828,898	2.6%
Grocery Stores	\$985,560	\$705,812,199	0.1%	\$3,959,155	\$231,308,762	0.0%	\$9,191	\$410,651,107	0.1%	\$2,096,015	\$532,535,782	0.4%	\$3,980,903	\$128,814,328	3.1%
Specialty Food Stores	\$144,068	\$24,158,556	0.6%	\$1,039,960	\$22,021,957	0.0%	\$4,199	\$615,759	5.5%	\$220,308	\$21,750,946	1.0%	\$228,495	\$5,798,164	3.9%
Beer, Wine & Liquor Stores	\$8,866	\$80,477,184	0.0%	\$4,415,688	\$48,003,512	9.2%	\$452,535	\$29,397,917	1.5%	\$0	\$60,101,574	0.0%	\$0	\$25,216,406	0.0%
Health & Personal Care Stores	\$3,193,668	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%
Gasoline Stations	\$7,090	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%
Clothing & Clothing Accessories Stores	\$7,090	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%
Shoe Stores	\$7,090	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%
Jewelry, Luggage & Leather Goods Stores	\$387	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%
Sporting Goods, Hobby, Book & Music Stores	\$387	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%
Book, Periodical & Music Stores	\$387	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%
General Merchandise Stores	\$86	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%
Department Stores Excluding Leased Depts.	\$86	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%
Other General Merchandise Stores	\$86	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%
Miscellaneous Stores Retailers	\$1,699	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%
Florists	\$1,699	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%
Office Supplies, Stationery & Gift Stores	\$1,699	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%
Used Merchandise Stores	\$1,699	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%
Other Miscellaneous Store Retailers	\$1,699	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%
Nonstore Retailers	\$3,256	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%
Electronic Shopping & Mail Order Houses	\$3,256	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%
Vending Machine Operators	\$3,256	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%
Direct Selling Establishments	\$3,256	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%
Food Services & Drinking Places	\$4,478,92	\$130,351,802	2.2%	\$5,518,727	\$139,367,070	4.0%	\$3,803,000	\$113,574,983	5.4%	\$2,234,315	\$109,455,822	2.0%	\$2,384,681	\$30,105,438	7.9%
Full-Service Restaurants	\$2,929,338	\$124,120,244	0.7%	\$2,608,260	\$140,169,828	1.0%	\$1,784,902	\$68,250,111	2.6%	\$301,831	\$171,819,040	0.2%	\$682,759	\$55,583,331	1.2%
Limited-Service Eating Places	\$908,425	\$14,370,747	0.1%	\$58,388	\$24,952,993	0.2%	\$361,762	\$15,110,751	2.4%	\$681,227	\$27,604,255	2.5%	\$0	\$7,644,684	0.0%
Special Food Service	\$12,701	\$11,338,160	5.5%	\$752,457	\$9,127,516	8.2%	\$397,131	\$5,394,628	7.4%	\$165,363	\$13,984,801	1.2%	\$239,144	\$2,917,966	8.2%
Dining Places - Alcoholic Beverages	\$628,462	\$11,338,160	5.5%	\$752,457	\$9,127,516	8.2%	\$397,131	\$5,394,628	7.4%	\$165,363	\$13,984,801	1.2%	\$239,144	\$2,917,966	8.2%
Motor Vehicle & Parts Dealers	\$1,315,198	\$492,337,778	0.3%	\$531,734	\$535,296,584	0.1%	\$416,479	\$457,054,493	0.1%	\$5,796,306	\$488,850,776	1.2%	\$22,989,863	\$280,672,353	8.2%
Automobile Dealers	\$0	\$400,047,837	0.0%	\$0	\$0	0.0%	\$0	\$0	0.0%	\$5,105,933	\$394,831,176	1.3%	\$22,686,561	\$260,932,012	8.7%
Other Motor Vehicle Dealers	\$170,845	\$56,766,368	0.3%	\$0	\$34,486,748	0.0%	\$150,265	\$15,580,943	1.0%	\$60,780	\$26,225,462	0.2%	\$0	\$14,187,697	0.0%
Auto Parts, Accessories & Tire Stores	\$114,435	\$35,523,573	3.2%	\$0	\$8,655,772	0.0%	\$266,213	\$41,502,984	0.6%	\$629,592	\$68,271,935	0.9%	\$303,302	\$5,552,644	5.5%
Furniture & Home Furnishings Stores	\$1,082	\$57,169,023	0.0%	\$1,892,634	\$66,052,949	0.0%	\$1,045	\$60,874,058	2.0%	\$1,238,236	\$62,738,453	2.0%	\$839,316	\$20,482,615	4.1%

Understand who Lives here or Nearby

(Local needs for goods and services, "3rd places" and more to do downtown)

Who shops here and how much they Spend

(Current and future spending patterns, available and forecasted expenditures, identify gaps in availability of retail goods and services)

Economic & Market Trends Analysis

Key Tasks:

- Expenditure Analysis
- Downtown Capture
- Leakage & Gap Analysis
- Annual Visitorship
- Downtown Business Mix
- Dominant Tapestry Segments

Visitors

- To Aquarium
- To Tanger Mall
- To Suffolk Theatre

(Visitors looking for more unique Restaurants & Shops and more things to do)

Who Works here or comes for Business

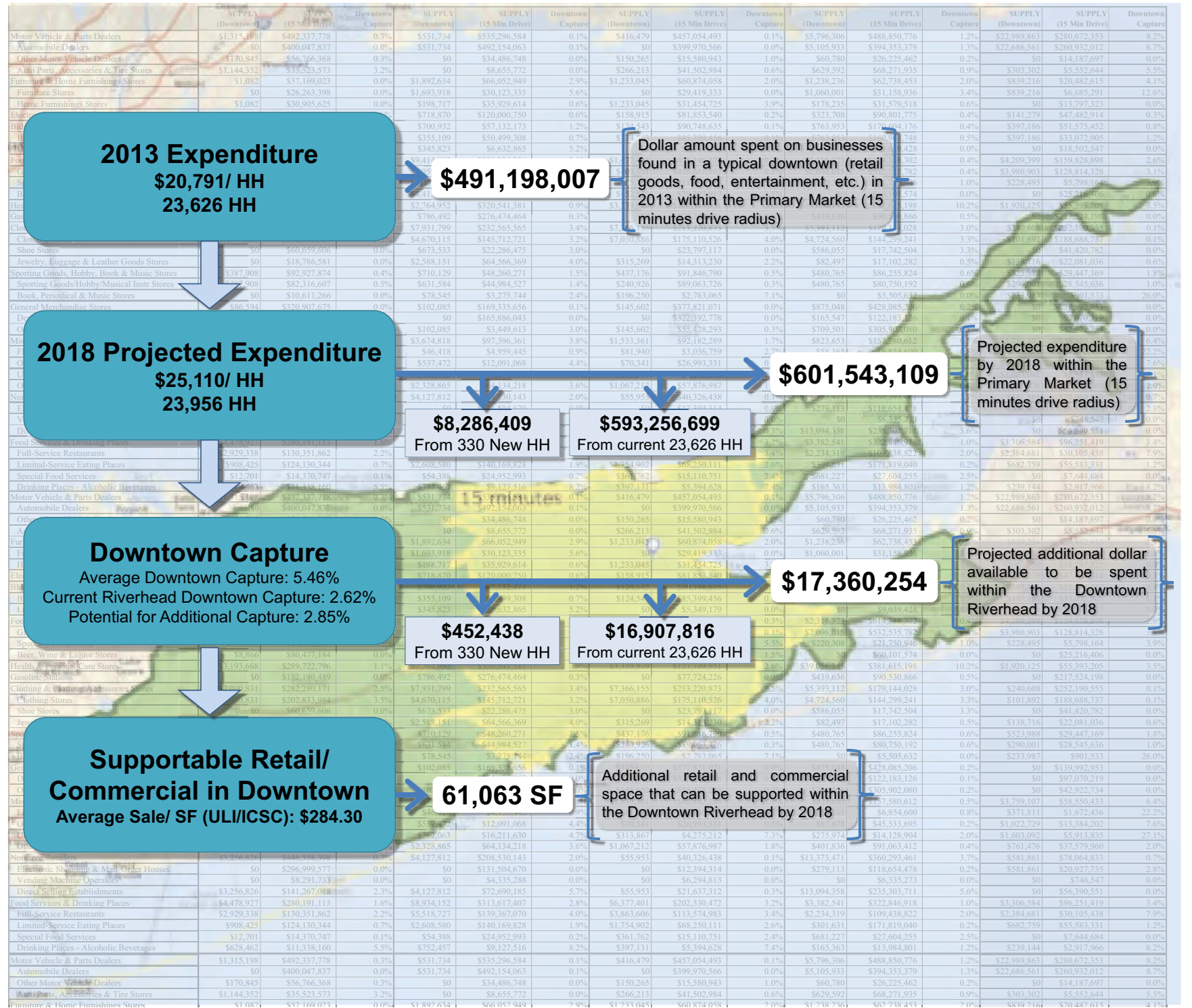
(Needs of the daytime population – food, personal services, business services, day care)

Expected Findings:

- Additional Available Expenditure for new businesses
- Estimated Annual Spending from Visitors
- Amount of Supportable "Commercial" SF
- List of "Retail & Service" Sectors appropriate for the Study Area
- Downtown Business Mix

ECONOMIC & MARKET TRENDS ANALYSIS

TOWN OF RIVERHEAD
PECONIC RIVER/ROUTE 25 CORRIDOR, NYS BOA STEP II NOMINATION





Community Vision

TOWN OF RIVERHEAD
PECONIC RIVER/ROUTE 25 CORRIDOR, NYS BOA STEP II NOMINATION

Help refine a vision statement for the Peconic River Corridor!

A vision statement is an **expression of your hopes for the future** of your community - it should clearly communicate the community's desired future.

Activity: Draft vision statements have been prepared using input and feedback gathered from the survey and first public Open House.

Review the three (3) statements below, consider what you want for the future of Riverhead, and **place a dot below the vision statement you prefer**. Or, write your own on an index card!

DRAFT A) Riverhead's **historic downtown** will be a **safe, inviting, clean** and **easily walkable** center of **thriving local businesses**, a variety of **cultural arts, restaurants** offering locally sourced products, and **recreational activities** all highlighting a **picturesque riverfront** that offers boating and fishing opportunities with accessible transit connections. Its **county seat** of government will be a **focal point** of legal, judicial, and government related business.

DRAFT B) Downtown Riverhead will be a **bustling town center** comprised of **restaurants** with **locally sourced products, theater, arts**, and a variety of **thriving small businesses**, all surrounding a **safe, accessible** and **beautiful riverfront**. Its **historic charm** will be a **source of pride** and the downtown will be a **destination** for **recreational activities, concerts, and events** and **day-trips**. The **county seat** of government is a **hub of legal, financial and professional activity** and there are **convenient, seamless transit connections** available.

DRAFT C) Riverhead is a **regional destination** with the **county seat of government** and a **vibrant town center** that serves as a **hub** for **recreational activities** and a **gateway to the East End** with **easy, accessible, intermodal transportation options**.

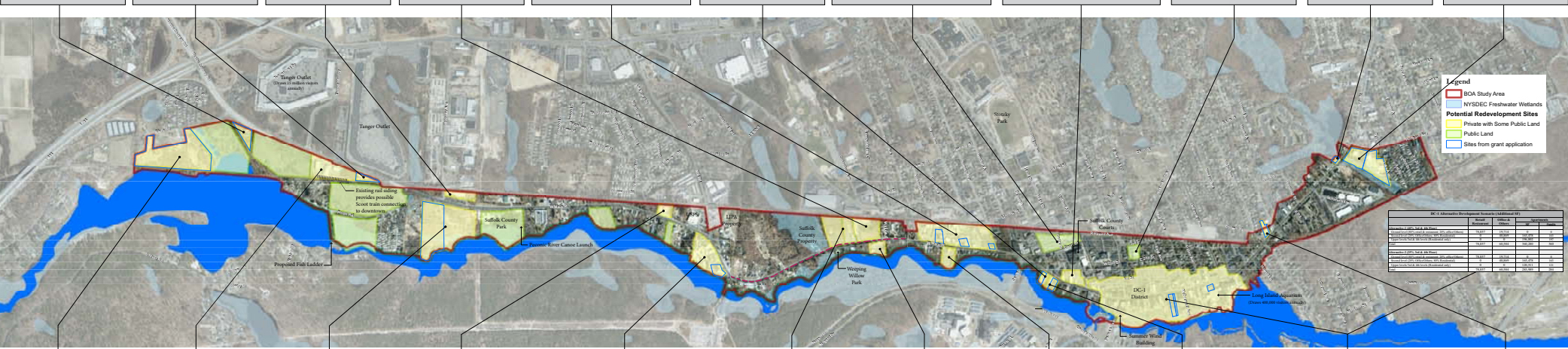


Peconic River/Route 25 Corridor NYS BOA Step II Nomination

RIVERHEAD BOA ALTERNATIVE DEVELOPMENT SCENARIOS



Site ID: W2: 1.55 Acres Existing: Dynamic Auto (existing non-conforming use) Build-out: Alternative-1: Compatible commercial use Alternative-2: Alternative-3:	Site ID: W4: 0.84 Acres Existing: Auto Lab (existing non-conforming use) Build-out: Alternative-1: Compatible commercial use Alternative-2: Alternative-3:	Site ID: W6: 1.66 Acres Existing: Industrial, Outdoor Storage Build-out: Alternative-1: Compatible commercial use of same building size Alternative-2: Alternative-3:	Site ID: C3: 3.89 Acres Existing: Blackman Plumbing (18,225 SF) Build-out: Alternative-1: New showroom approved plan 40,000 SF total Alternative-2: Alternative-3:	Site ID: C5: 10.84 Acres Existing: Mix of light industrial and commercial uses Build-out: Alternative-1: Planned Business Park Alternative-2: Alternative-3:	Site ID: D2: 0.74 Acres Existing: Vacant Building Build-out: Alternative-1: 2,400SF Simple Table Restaurant Alternative-2: Alternative-3:	Site ID: D1: 3.42 Acres (Both Private & Public Land) Existing: Parking Lot, Retail, Commercial, Residential Build-out: Alternative-1: Coordinated Mixed Use (SEE DREAM CONCEPT) Alternative-2: Multiplex with parking structure Alternative-3:	Site ID: D4: 1.82 Acres (Multiple Lots Privately Owned) Existing: Commercial, Office Build-out: Alternative-1: Griffing & Main St. (SEE DREAM CONCEPT) Alternative-2: Alternative-3:	Site ID: D5: 1.68 Acres Existing: Fire Department HQ Build-out: Alternative-1: Re-use of existing building for public use Alternative-2: Alternative-3:	Site ID: E2: 0.22 Acres Existing: Sap Enterprises Auto Repair Build-out: Alternative-1: Compatible Use per Code Alternative-2: One (1) Single-Family Unit Alternative-3: Gateway Park	Site ID: E3: 5.94 Acres Existing: Auto Salvage (non-conforming use) Build-out: Alternative-1: Approx. 28 multifamily units Alternative-2: Alternative-3:
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Site ID: W1: 13.81 Acres Existing: Former Duck Farm Build-out: Alternative-1: Transient lodging Alternative-2: Recreational Use Alternative-3: Single family homes	Site ID: W3: 5.52 Acres Existing: Former 84 Lumber (used 40,000 SF bldg.) Build-out: Alternative-1: 10,000 SF Visitor Center/ food court with Scoot train Alternative-2: Multiplex/ IMAX Theatre with food court Alternative-3:	Site ID: W5: 16.2 Acres Existing: Former Duck Farm Build-out: Alternative-1: River oriented transient lodging Alternative-2: Five (5) single family homes Alternative-3:	Site ID: W7: 1.33 Acres Existing: "For Sale" Propane Business Build-out: Alternative-1: Approx. 4,500 SF commercial (Per DEC 2008 Maps) Alternative-2: Alternative-3:	Site ID: C1: 1.38 Acres Existing: Auto, Commercial, Restaurant, Residential Build-out: Alternative-1: Peconic Overlook (SEE DREAM CONCEPT) (9,000 SF Retail & Restaurant; 8,000 SF B&B) Alternative-2: Alternative-3:	Site ID: C2 + C8: 3.61 Acres + 2.06 Acres Existing: Former MOSF Site & 5,000 SF bldg. Build-out: Alternative-1: Approx. 20,000 SF compatible commercial use Alternative-2: Alternative-3:	Site ID: C4: 1.49 Acres Existing: National Propane Build-out: Alternative-1: Approx. 6,000 SF commercial Alternative-2: Compatible commercial use of same building size Alternative-3:	Site ID: C6: 1.93 Acres Existing: Art Sites Build-out: Alternative-1: Continuation of existing use Alternative-2: Alternative compatible commercial use Alternative-3:	Site ID: D3: 0.95 Acres Existing: Marathon Motors/ Used Car Sale Build-out: Alternative-1: Approx. 4,000 SF compatible commercial use Alternative-2: Alternative-3:	Site ID: D6: DC-1 District (Approx. 47.28 Acres) Existing: Various conforming and non-conforming uses Build-out: Alternative-1: Reduced build-out (please refer to the table above) Alternative-2: Reduced build-out (please refer to the table above) Alternative-3:	Site ID: E1: 0.53 Acres Existing: Vojvod's Cleaners Build-out: Alternative-1: Continue existing use Alternative-2: Alternative compatible use Alternative-3:
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PROVIDE YOUR IDEAS FOR SPECIFIC LOCATIONS ON THE FLIP CHART (USE # STICKERS TO LABEL SITE OR NOTE GENERAL IDEA)



Peconic River/ Route 25 Corridor NYS BOA Step II Nomination
FEATURES AND ATTRACTIONS



PLEASE INDICATE YOUR PREFERENCE FOR THESE FEATURES AND SHOW US WHERE YOU WOULD LOCATE THEM BY DRAWING A LINE BETWEEN A PHOTO AND A LOCATION ON THE MAP - OR DESCRIBE ON AN INDEX CARD AND PLACE IT IN THE "DREAM BOX."

DARE TO DREAM!

BELOW IS A CONCEPT FOR A REDEVELOPMENT OF THE RIVERFRONT AREA NEAR MILL ROAD

WHAT WOULD YOU IMAGINE FOR THIS LOCATION?



WHAT TYPE OF REDEVELOPMENT WOULD YOU ENVISION HERE?
(Please feel free to draw or describe below)

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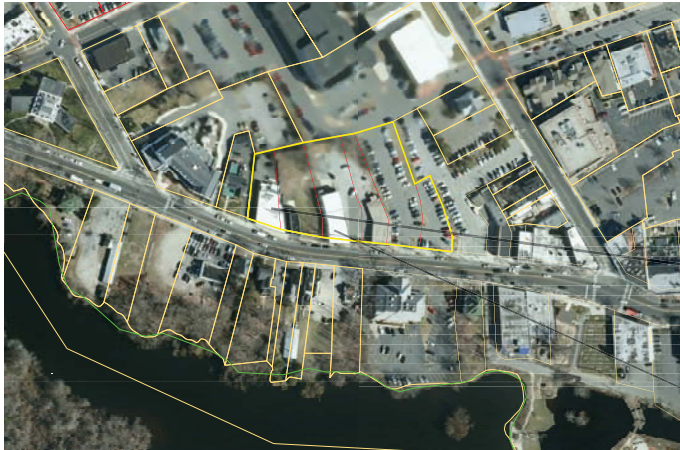
DO YOU SUPPORT THE CONCEPT SHOWN ABOVE?
(Please indicate whether you support this concept and feel free to provide other ideas and feedback below)

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DARE TO DREAM!

BELOW IS A CONCEPT FOR A REDEVELOPMENT OF GRIFFING AVE & MAIN ST

WHAT WOULD YOU IMAGINE FOR THIS LOCATION?



Source: Bing Maps



Source: Google Maps



Source: Google Maps



Source: Google Maps



DO YOU SUPPORT THE CONCEPT SHOWN ABOVE?

(Please indicate whether you support this concept and feel free to provide other ideas and feedback below)

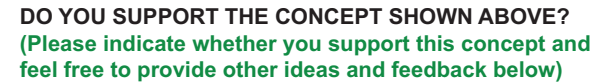
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TOWN OF RIVERHEAD

An aerial photograph of a commercial property. A large rectangular area is outlined in yellow, containing a parking lot filled with cars and a building with a red roof. This yellow-outlined area is further divided into several smaller sections by red lines. Surrounding this central area are other commercial buildings, parking lots, and streets, all also outlined in yellow. The image is taken from a high angle, showing the layout of the property and its surroundings.



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	YES	NOT SURE	COMMENTS/ SUGGESTIONS
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