



Qualified and Eligible Presentation

SUBMITTED TO:



TOWN OF RIVERHEAD
DAWN THOMAS
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TOWN OF RIVERHEAD

Riverhead Town Square
Project

July 22, 2025 - Riverhead
Town Hall

SUBMITTED BY:



**J. PETROCELLI
DEVELOPMENT
ASSOCIATES**

100 Comac Street
Ronkonkoma, NY 11779

J. Petrocelli Development Associates shares the town's vision of connecting East Main Street to the Peconic Riverfront, providing a beautiful river view from Main Street. We are confident that we can serve as the Master Developer for the new Riverhead Town Square.

It is our intention to continue to work with all the agencies, consultants and town partners to execute the elements of the Town Square. We envision building a destination with beautiful architecture and retail activation lining the Square for the community and visiting guests to enjoy year-round.

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List of documents provided to the Town

- Bond Reference Project Construction
- Certified Combined Financial Audit
- Development Budget: Summary
- Development Budget: Sources and Uses of Funds
- Bank Reference
- Project Revenue Projections – 10 years

OUR ORGANIZATION

- 1997, Petrocelli answered the call for the redevelopment plan for Riverhead. A plan was put in place for a multi-phase development, starting with the Aquarium, Hyatt Place East End, Sea Star Ballroom, Treasure Cove Resort Marina, Preston House and Hotel.
- We have also worked to preserve three historic buildings on Main Street, East Lawn House, Howell House and the Preston House. In addition, we support and house free of charge, the New York Marine Rescue Center, the only facility in New York State authorized to rescue, rehabilitate and release endangered sea turtles.
- Our commitment to the Town spans over **25 years**, with continued investment and vision to further develop Riverhead into a tourist destination
- J Petrocelli Contracting, Inc. has completed significant projects across Long Island and NYC (LI Ducks Stadium, Jones Beach Theatre renovation, various Long Island YMCA's, TD Banks and the LI Children's Museum & Hi-Rise Apartments in NYC).

1959 - 2025



Montauk Play House



Establishment

J Petrocelli Contracting was established in 1959 by John Petrocelli Sr. in Bohemia, NY.

Driven by his passion for construction and dedication to family, he built the foundation of what has become one of the most respected firms in the industry today. With a commitment to integrity and a client-centered approach, the company has experienced significant growth over the years. Today, J Petrocelli Contracting operates from a 30,000 sq/ft corporate office located in Ronkonkoma, NY.



Focus

Our extensive expertise in construction enables us to deliver an efficient process while prioritizing cost-effectiveness. As active developers with a portfolio of investments across Long Island, we offer a unique perspective, allowing us to approach each project from both the development and construction sides. This dual insight provides significant value to our clients, ensuring a deep understanding of project timelines and alignment with your development schedule. Over the years, we have had the privilege of serving numerous clients throughout the NY Metro region, consistently delivering results that meet their needs and exceed expectations. ⁶



PS 244

What We Focus On For You



Time

J Petrocelli in its 70 years of satisfying clientele has always delivered projects on time and within budget. Proper communication between field/office personnel guarantees a streamlined process resulting in overall project efficiency.



Riverhead
Town Hall



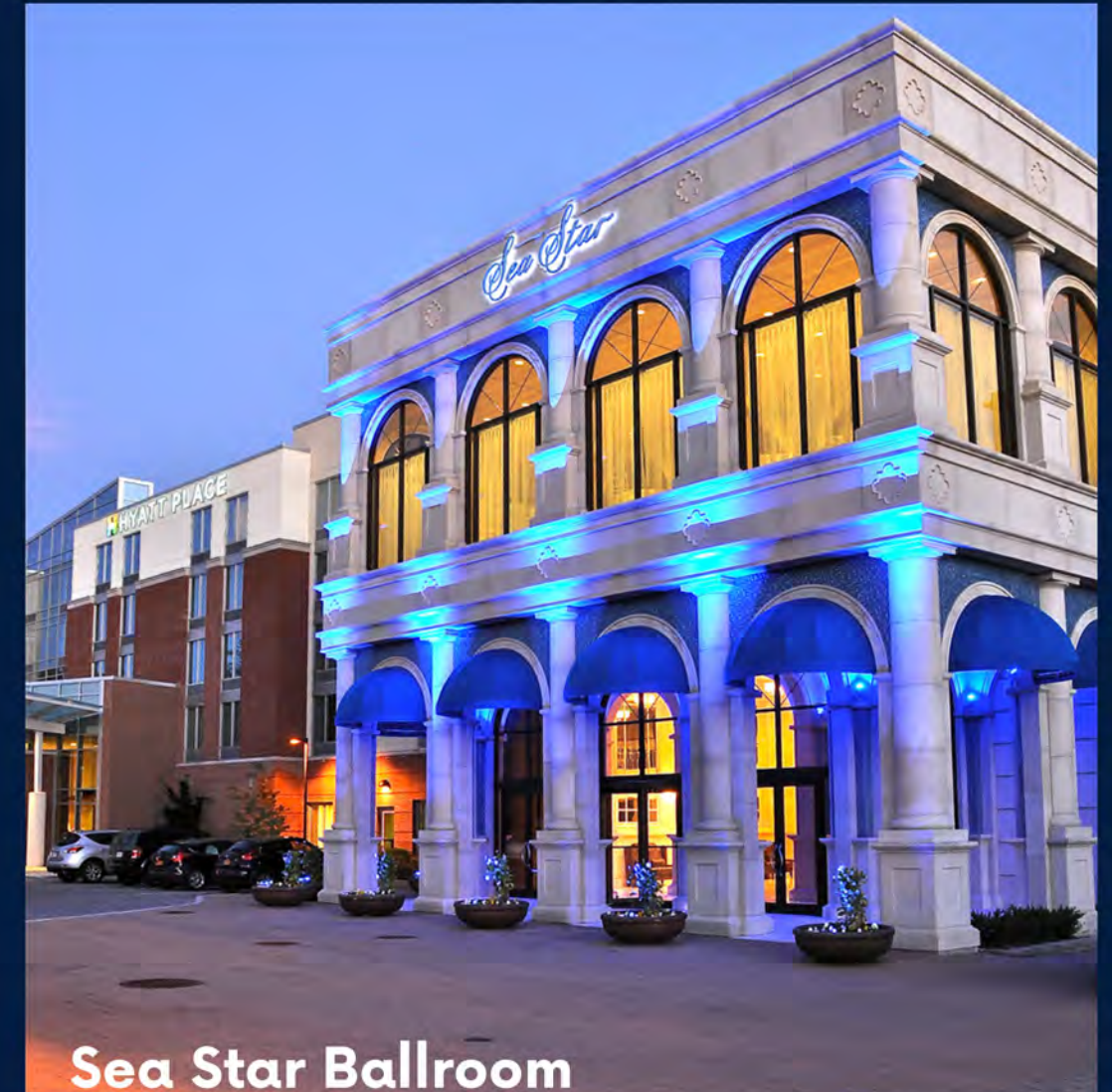
Cost

Pre construction services are critical to early project budgeting so as to identify various design impacts, and solutions to avoid cost overruns in keeping with the desired project design intent



Quality

Means and methods of construction when properly managed will promote the desired results. Our on site staff are properly equipped with the skillsets and experience to identify intended specifications and provide our clients a finished product as originally intended.



Sea Star Ballroom

70 years of experience in the industry



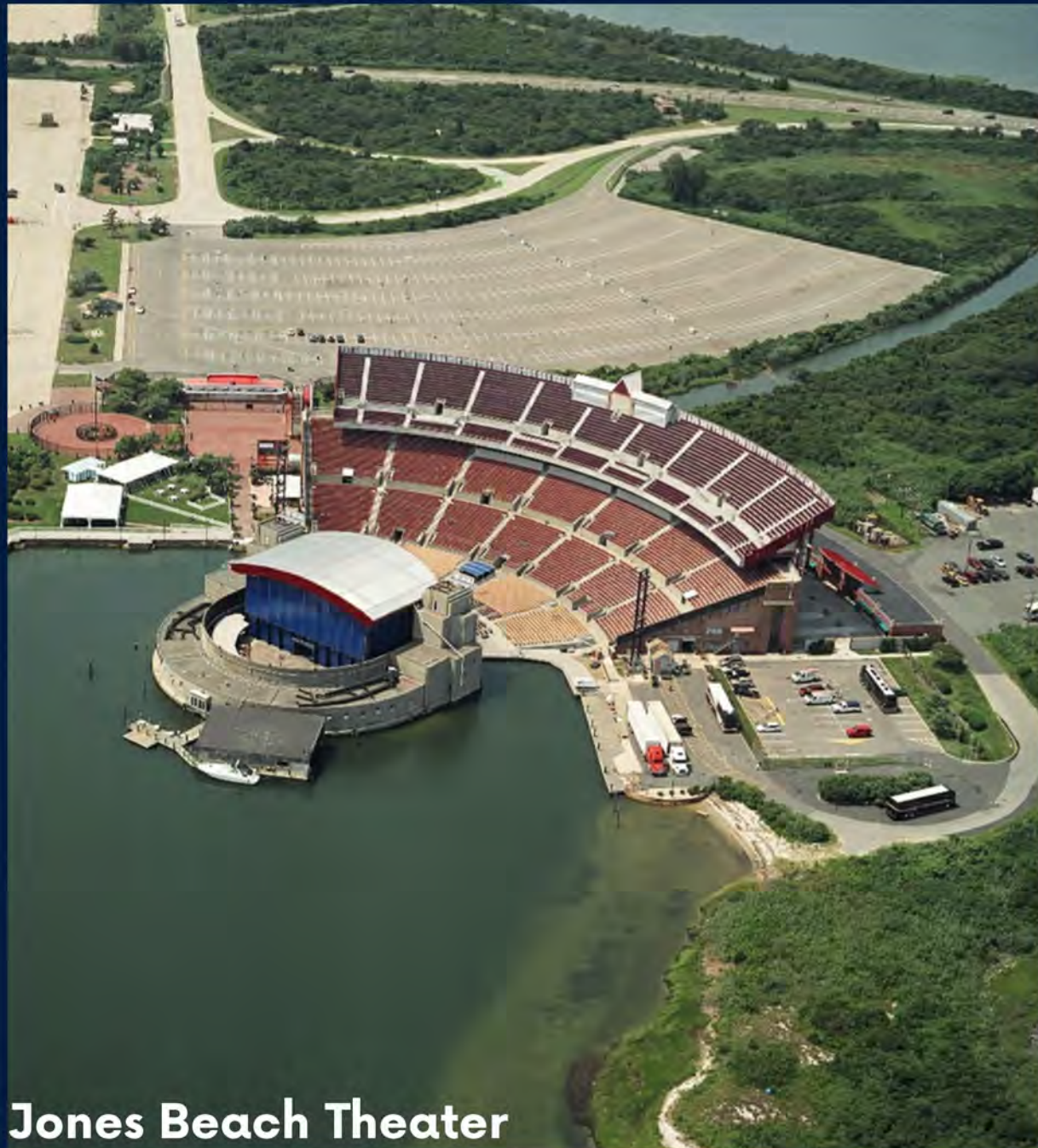
Pre Construction

J Petrocelli Contracting has the experience and expertise taking a broader view of your project. Our process promotes a seamless transition from the design phase to construction while providing assurances on feasibility, estimating and scheduling. This working environment benefits the entire project team and results in project confidence over the course of the build.



Collaboration

Our staff provides decades of experience streamlining the building process at every stage. Combined with strong execution and collaboration with owner representatives, we are constantly focused on achieving project goals so that your satisfaction is guaranteed throughout the project development.



Jones Beach Theater



Range Of Services

Ensuring Your Success

- Maintaining compliance with local regulations and safety standards, while also providing regular site inspections to address any issues promptly.
- Risk management, dispute resolution, and clear communication among all project stakeholders.
- Procurement, contract negotiation, and coordination with contractors and subcontractors.
- Detailed project planning and scheduling, budget management, and cost controls.



Previous Projects

Stew Leonard's

60,000 sq/ft shopping center fitted with a 10,000 sq/ft mezzanine. Interior finishes include rough sawn fascias in a barn style design, completed in 2018.



114,000 sq/ft housing 92 condominium units, this build is fully equipped with an underground garage, outdoor pool and gym area. Completed in 2012.

568 Union, Queens

Previous Projects

Monsoon, Islip

Built in 2016, this project was a bank conversion creating approximately 10,000 sq/ft of fine dining for the Bohlsen Restaurant Group. All interior custom woodwork, lounge and mezzanine construction.



13 Story renovation of interior and exterior facade, mechanical system upgrades and expansion of their 301 bed long term care facility as well as a new building constructed at 100,000 sq/ft to house a new surgery center. Completed in 2015

Gouverneur Healthcare, Manhattan

**Multiple Phase Projects in
Downtown Riverhead**



Phase I
Long Island Aquarium
2000



Phase II B
Hyatt Place East End
2011



Phase II A
Sea Star Ballroom
2011



Phase III
The Preston Hotel
2018

PLAYING A ROLE IN OUR COMMUNITY

Our team, both past and present, volunteer for various organizations and committees to support our community and its goals. This continued support has a tremendous positive impact to not only our community at large, but within Downtown Riverhead



REFLECTION2

Riverhead
ART IN THE PARK



DISCOVER
LONG ISLAND[®]
NEW YORK

RIVERHEAD
CHAMBER OF COMMERCE

EASTENDGETAWAY.COM
End Up Here. Long Island NY

The Vision of Mixed Use and Activation



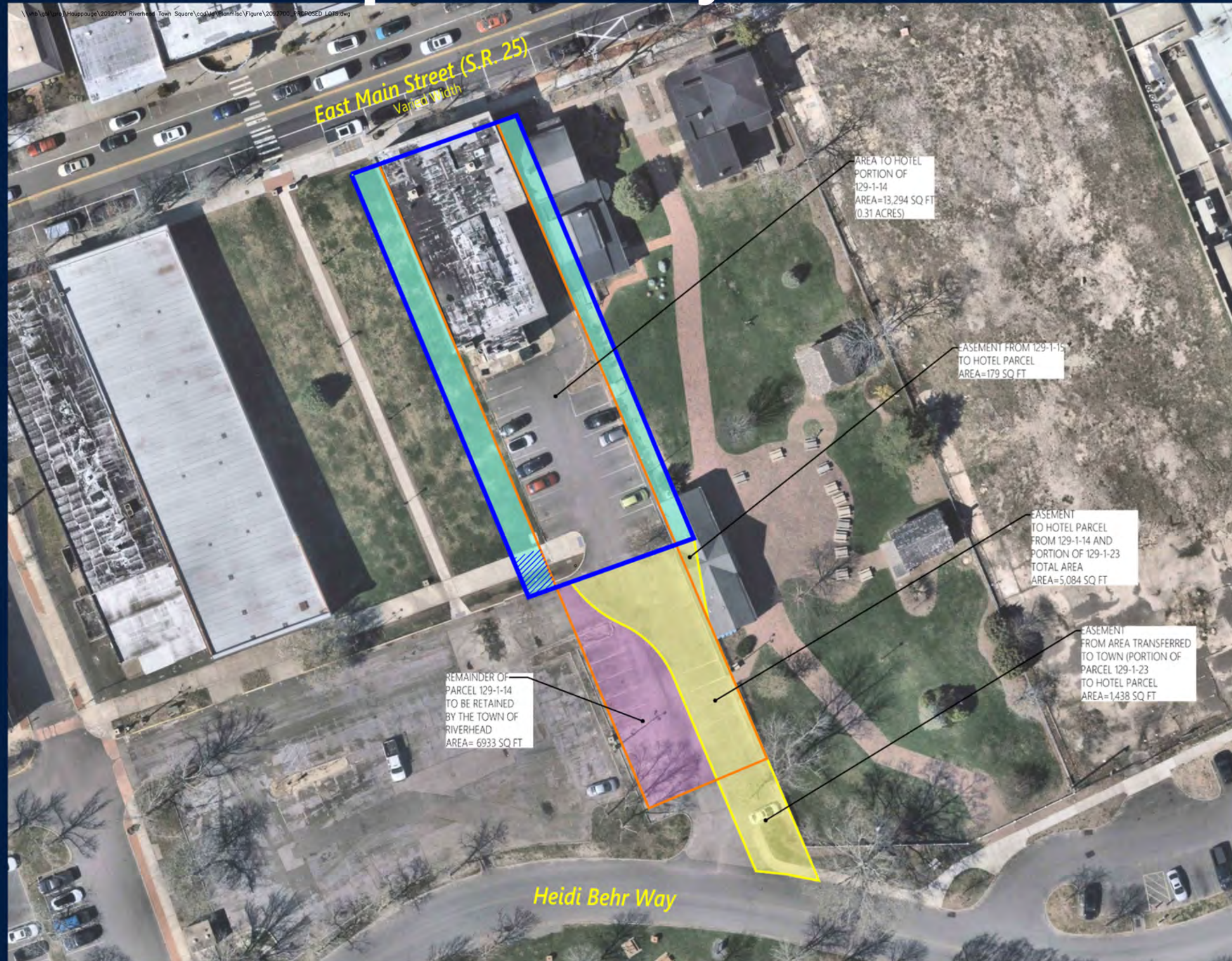
The Town Square itself would be open space for the public to enjoy with tiered levels from Main Street towards the river, in a manner that maintains the beautiful water view. This rising of the topography will assist in flood mitigation at the river's edge and create multi-level experiences in the open space creating a usable Square.

Our project includes retail, hotel accommodations, condominium units, and food & beverage outlets. All of which directly support the Pattern Book's recommendations for additional hospitality, unique local F&B, ancillary retail, and expanded downtown living options. It compliments nearby cultural and civic amenities, helping foster a more vibrant, year-round downtown Riverhead.

The Riverhead Town Square Mixed Use Development Project Location



Engineering,
Surveying,
Landscape
Architecture and
Geology, P.C.
100 MotorParkway
Suite 350 Hauppauge,
NY 11788
631.787.3400



Legend



Riverhead Town
Square
E Main Street (Rt 25)
Riverhead, NY

Project Number
20927.00

Proposed Town Square Design



Proposed Town Square Design



UDA URBAN DESIGN ASSOCIATES



Conceptual Amphitheater Design

SKOLNICK
ARCHITECTURE



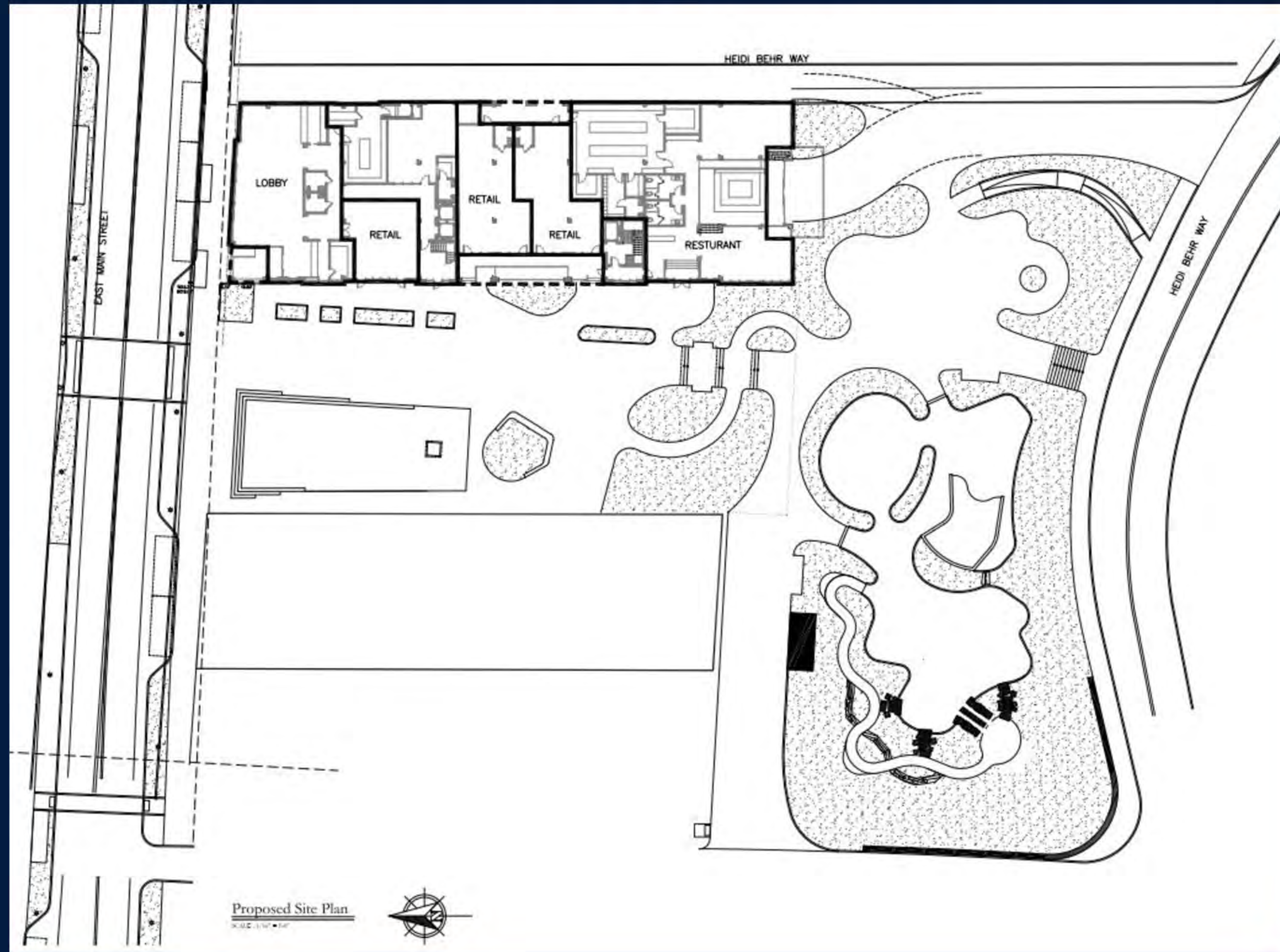
Conceptual Design



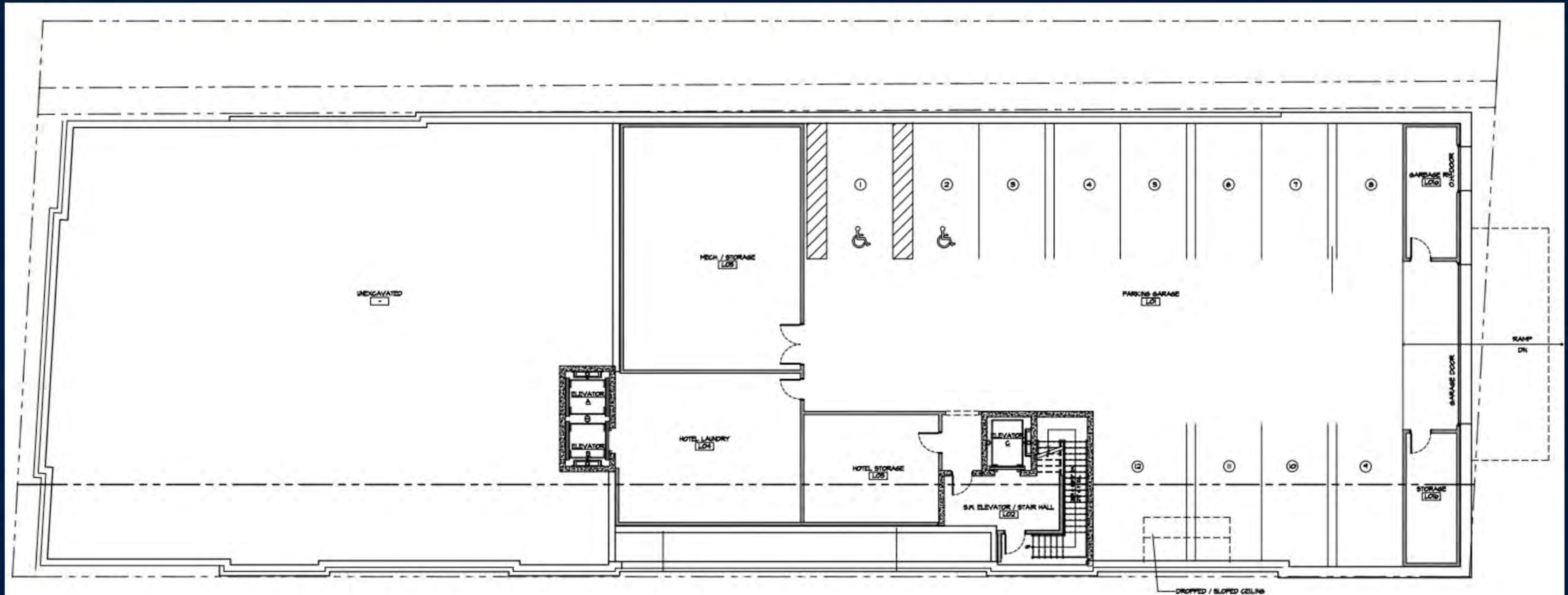
Conceptual Design



Conceptual Design: Site Plan



Conceptual Design: Lower Level



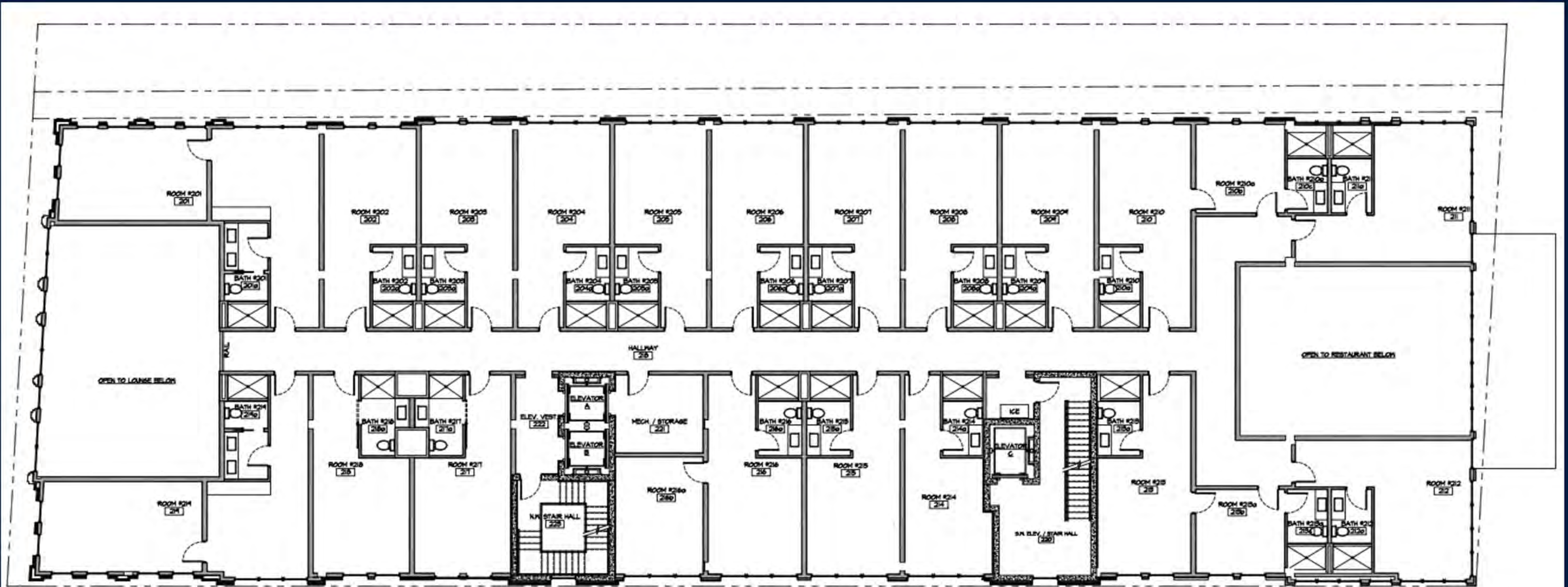
Lower Level Plan

SCALE: 1/8" = 1'-0"





Conceptual Design: Second Floor

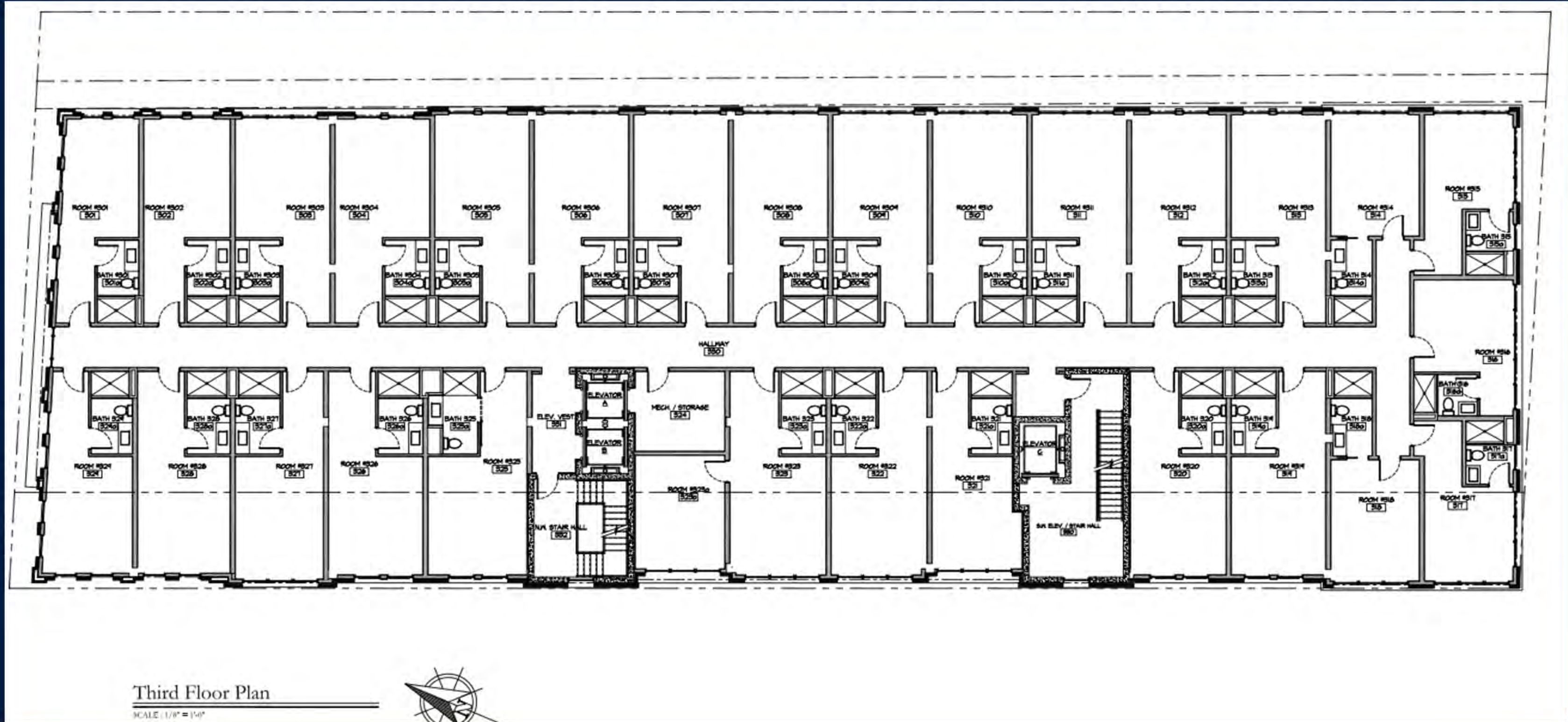


Second Floor Plan

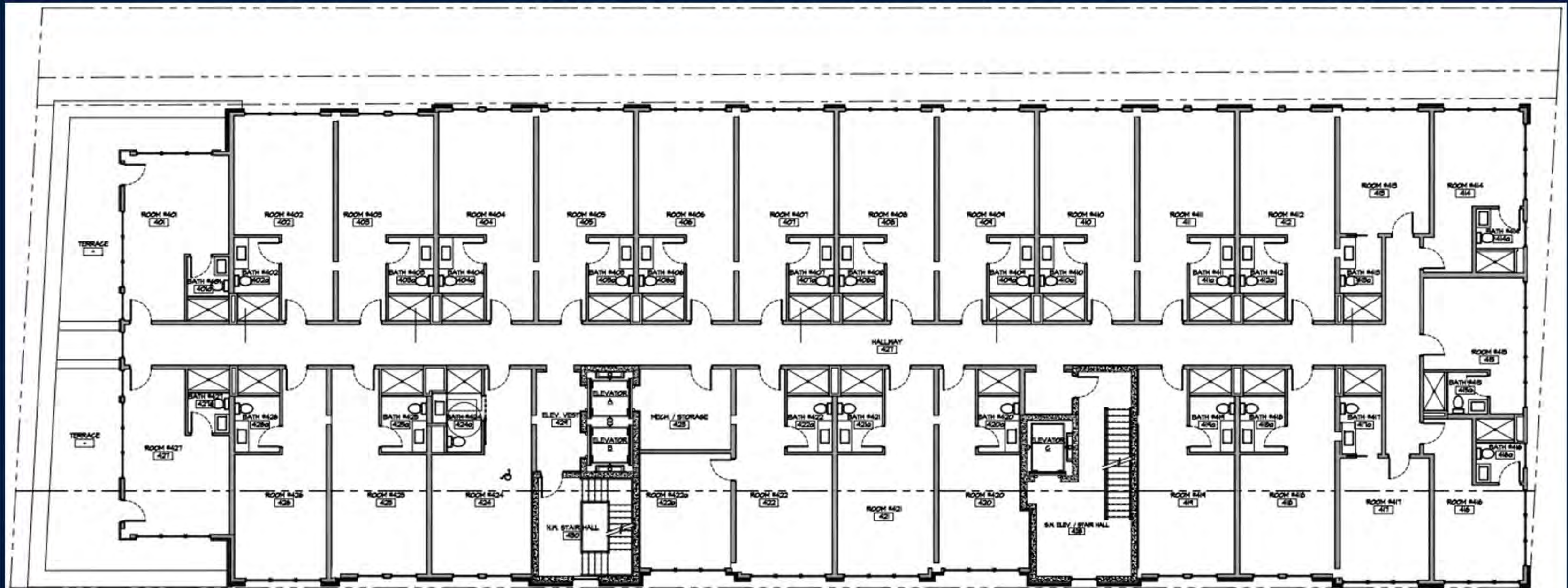
SCALE: 1/8" = 1'-0"



Conceptual Design: Third floor



Conceptual Design: Fourth floor

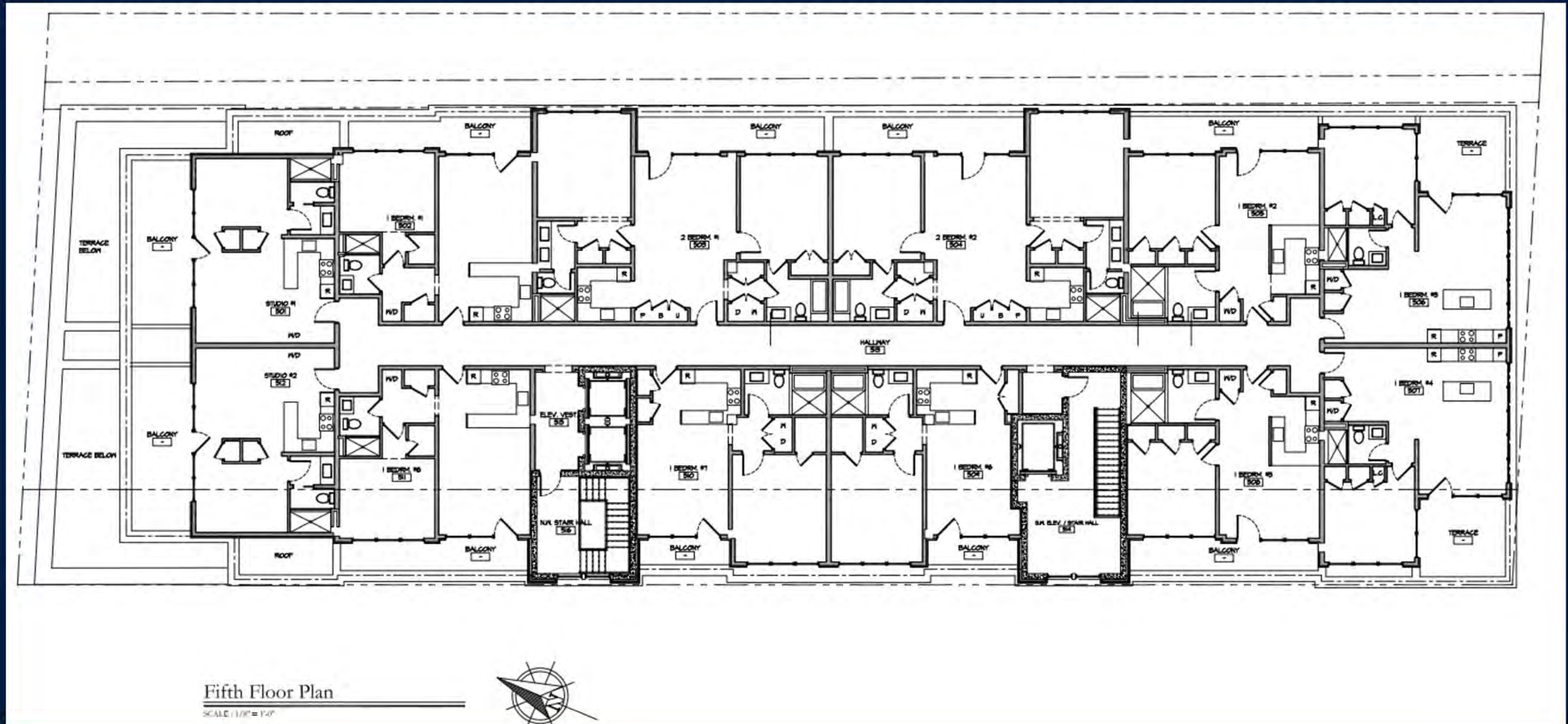


Fourth Floor Plan

SCALE: 1/8" = 1'-0"



Conceptual Design: Fifth Floor



Conceptual Design: Elevations



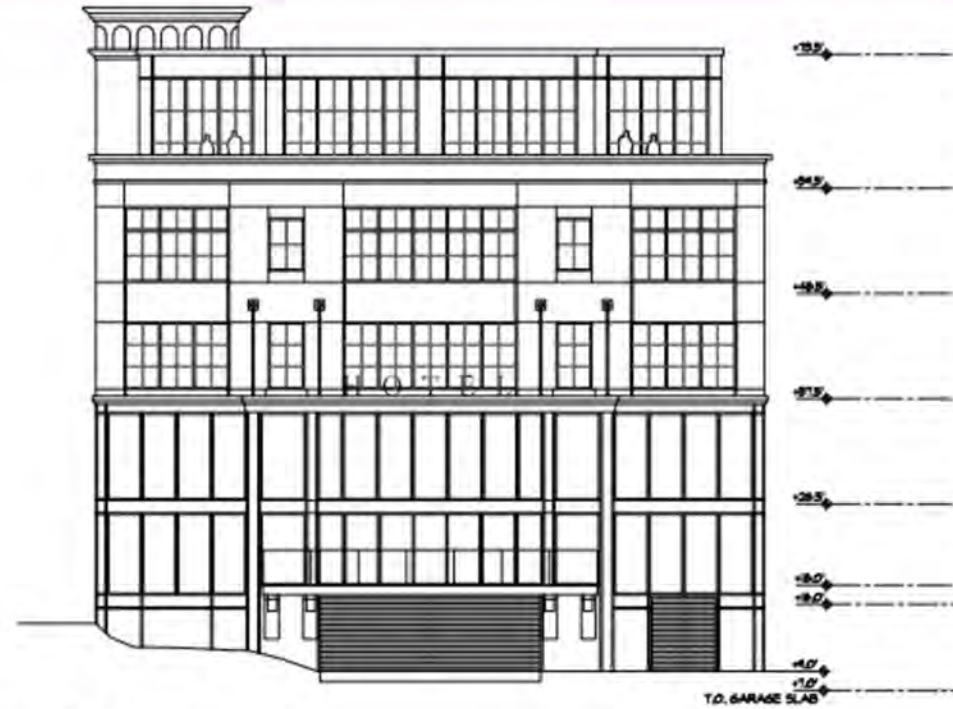
North Elevation - View From Main Street

SCALE: 1/8" = 1'-0"



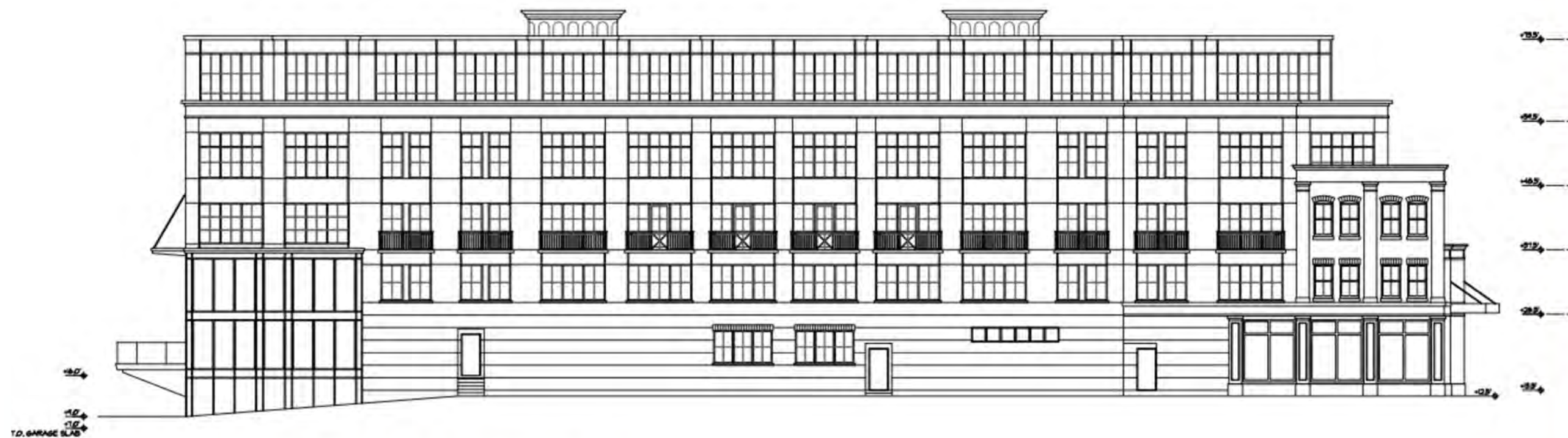
Hotel & Retail Bldg. - West Elevation (View from Plaza/Community Green)

Conceptual Design: Elevations



South Elevation

SCALE: 1/32" = 1'-0"



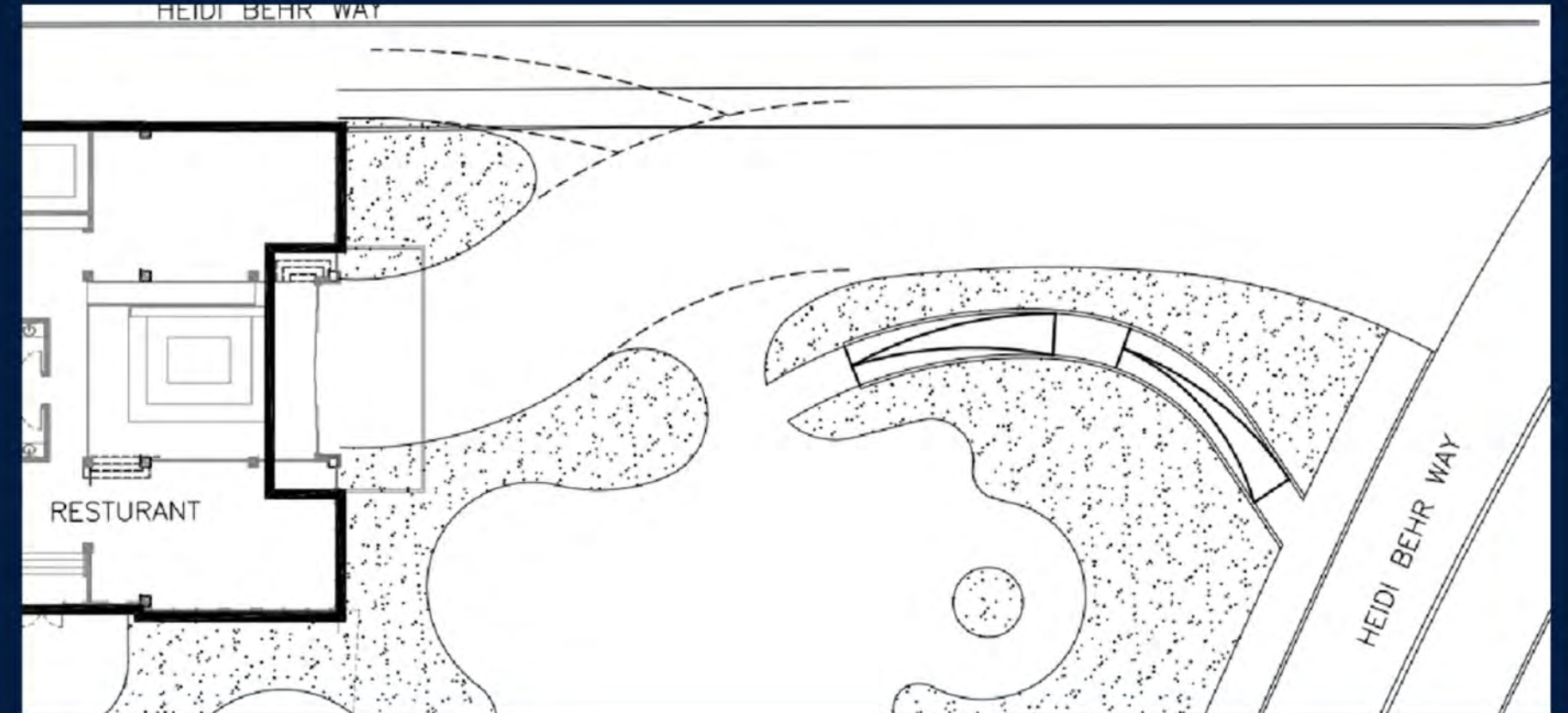
Hotel & Retail Bldg. - East Elevation

Conceptual Design: West Elevation



Flood Plain Management & Condominium Parking

Our design will be based on the 100-Year Flood Plain Elevation as recommended by the study and the data provided by the US Army Corps of Engineers.

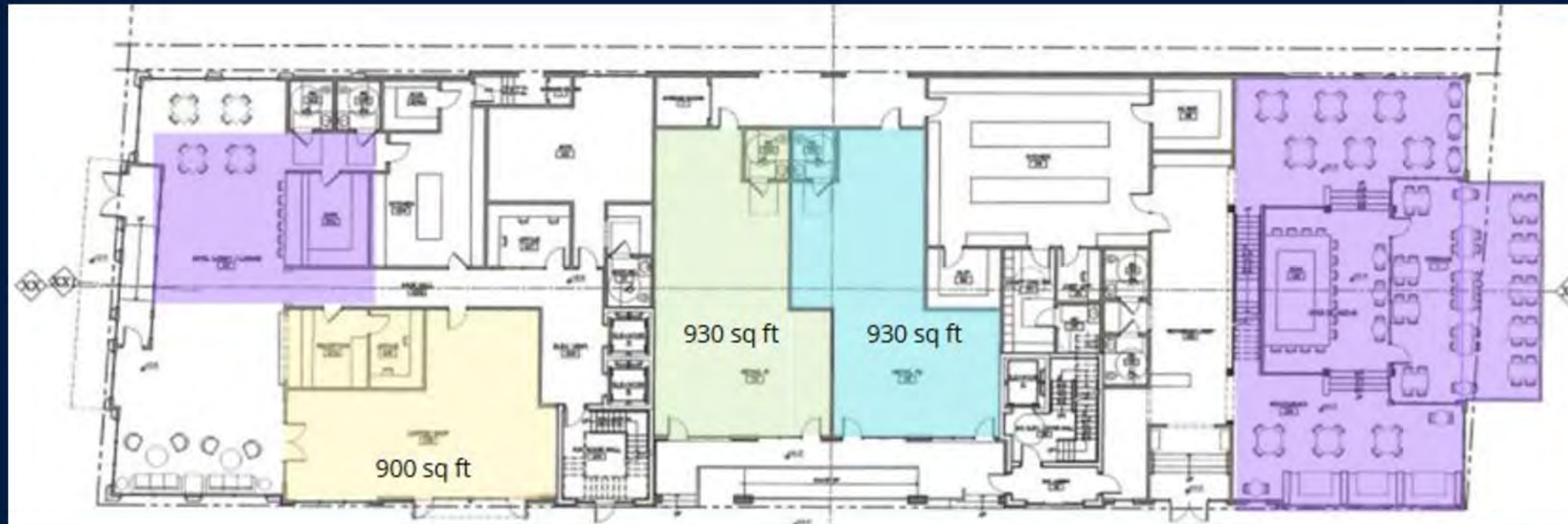


Strategic Activation Through Multi-Use Development - Hotel



- Our vision is to develop approximately 78,000 square feet of building space, total project estimated at \$29-\$32 million dollars.
- We propose to build a branded hotel with 76 rooms. We have had discussions with the top three international chain hotel brands who are embracing the concept of a Town Square Hotel on Main Street. Once complete, guests of the hotel would utilize the proposed First Street Parking Garage.
- This hotel footprint is planned for the east side of the Upper Town Square adjacent to the East End Arts Building. Hotel lobby and entrance would be Main Street side of the building.

Strategic Activation Through Multi-Use Development - Retail



- Our portfolio includes three retail spaces, ranging from 900 to 930 square feet, perfect for a boutique, coffee shop, café, or full-service restaurant on the first floor, which is 2,800 square feet with an outdoor terrace overlooking the river.
- Additional space outside on the town square for 30-40 alfresco seating.
- While in the pre-construction phase of this project, we can customize your build-out to meet your specific requirements.

Condominiums

Resident Ownership



The fifth floor will expand downtown living options by introducing 12 condominium units, offering ownership opportunities in the heart of Riverhead. Units will range from studios to two bedrooms. Our concept includes dedicated parking for condominium owners beneath a portion of the building, with access from Heidi Behr Way.



- 12 total condominium units
- 8 One-Bedroom Units
- 2 Studio Units
- 2 Two-Bedroom Units

Progress to Date

Oversaw demolition of the former Sears and Swezey's buildings (October 2021)

Proposed active involvement in the Town Square project beginning February 2022

Collaborated with Town of Riverhead consultants, UDA, Skolnick Architecture, and LVF throughout the concept design process

Participated in public hearings to support community engagement and gather stakeholder input

Worked closely with the Town of Riverhead and the CDA to secure Downtown Revitalization Initiative (DRI) grant funding

Partook in the DRI committee, helping guide the strategic allocation of awarded funds

R.A.P- Recommended Action Plan



Develop and Submit the RAP

Work with the Town to create and submit a development plan.

Coordinate with Town Team

Set up a project team and hold regular meetings to stay aligned on goals and progress.

Start Site Plan and Track Milestones

Begin the site plan process within 60 days of the study period and track key project milestones.

Build and Maintain the Project

Develop hotel, condos, retail, and public spaces; maintain the Town Square for 10 years.

Town Square Milestone Schedule

JPDA Town Square Mixed Use Development Preliminary Schedule (Issued 07-10-25)

[illegible]

Town Controlled	
Hotel Controlled	
Site Town Square Controlled	
Site Playground controlled	
Amphitheatre Controlled	
Arts Controlled	
Crafted Controlled	
Utility Controlled	



We stand ready... J. Petrocelli Development Assoc.

