

## **7. Economic Development Element**

### **7.1 VISION STATEMENT**

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With the increasing popularity of the North Fork as a tourist destination, Riverhead should develop attractions that can capture a significant portion of the emerging tourist industry in general and agro-tourism in particular. At the same time, Riverhead should continue to pursue a diverse economic base by promoting office and industrial development, agriculture, retail development, and entrepreneurial and small-business activity in appropriate locations. Economic development pursuits must be balanced with the conservation policies expressed in the other sections of this plan, particularly with regard to historic, scenic, and natural resources.

## **7.2 INTRODUCTION**

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Riverhead has a strong and diverse economic base, with significant opportunities for growth in the future. Riverhead's major growth opportunity is in the area of tourism. Over the course of the 1990s, the North Fork became a significant tourist destination for the first time. The wine country, outdoor recreation activities, the Atlantis Aquarium, Splish Splash, Tanger Mall, and other attractions started drawing a significant flow of day-trippers, weekenders, and vacationers. Riverhead can implement a wide variety of strategies to encourage travelers to spend more time and money in Town.

In addition to tourism, there is likely to be demand for additional office and industrial development. Historically, office and industrial development have been concentrated in the western parts of Long Island, closer to New York City and the densely settled suburbs of Nassau and western Suffolk counties. However, as land becomes more scarce and expensive in those areas, development pressure will leapfrog over the Central Pine Barrens region and land in western Riverhead.

There is also enormous potential for retail growth, not only in conjunction with tourism, but also in the form of "destination retail centers" like Tanger Mall. The Downtown Revitalization Strategy of August 2000 and Chapter 6, the Business Districts Element, call for tourism-oriented retail in downtown Riverhead and the Jamesport hamlet center. These places are well-suited for tourism retail, because they can build off of nearby tourist attractions, downtown having the Aquarium, various other cultural attractions, and annual summertime events, and Jamesport having an established niche of antique and crafts stores and proximity to the wine country. There is also potential for development of additional destination retail centers like Tanger Mall that draw upon a regional consumer market.

While Riverhead has the largest concentration of farm activity in the County and a high volume of farm sales, the agricultural industry has continued to be vulnerable to the depletion of land resources in the face of suburban sprawl. Chapter 3, the Agriculture Element, lays out a comprehensive strategy for farmland preservation. Provided that land resources remain available, agriculture can continue to be a strong and viable industry in the local economy. The agricultural industry is undergoing a shift toward the production of wines, organic produce, and landscaping products. These high-value product lines are helping farms remain competitive in the marketplace.

### **RIVERHEAD'S ASSETS**

Riverhead has several major assets that can be harnessed to promote economic development. First and foremost, Riverhead is the gateway to the North Fork and is located at the terminus of the Long Island Expressway (LIE). As more and more people travel through Town bound for North Fork attractions, they can be enticed to visit attractions in Riverhead, stay in local hotels and bed-and-breakfast inns, spend money in local shops, and eat in local restaurants. Also, because Riverhead is located at the juncture of the North and South Forks, it has the

potential to draw upon the tourism markets of both forks, as well as the suburban market of western Long Island.

Another major asset is the Town's abundant land resources. Riverhead has the potential to accommodate a great deal of new commercial and residential development, even after large areas of open space are preserved. This concept leads to the third major asset — the Town's character. The Town's rural and open space reserves and historic fabric lend character to Riverhead, distinguishing it from sprawling suburban areas to the west and the built out beach communities to the south. Tourists, visitors, homebuyers, and business are attracted to Riverhead by its beautiful scenery and historic character. Degradation of those scenic and historic resources could actually diminish the Town's ability to attract business (see Chapter 5, the Scenic and Historic Resources Preservation Element).

### **7.3 TOURISM**

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As noted, the North Fork of Long Island became a popular tourist destination for the first time in the 1990s. There were several reasons for this phenomenon.

1. First, heavy summer traffic and overcrowding on the South Fork of the island caused more and more people to explore the North Fork as an alternative destination.
2. Second, people seeking less expensive summer rentals, hotel rooms, and vacation properties started looking to the North Fork.
3. Third, agro-tourism (in general) and the East End wine country (more specifically) grew in popularity.
4. Fourth, other forms of non-beach activities grew in popularity. These include antique-hunting, cultural activities, hiking, biking, horseback riding, and other forms of cultural and outdoor recreation.

As tourism activities became more diversified, the tourist season started to outgrow the summer, beginning in the springtime and spilling over into the fall and even winter. Also, people are taking fewer vacations (lasting one week or more) and making more frequent weekend and day trips.

#### **TOURIST ATTRACTIONS**

Building up the tourism industry in Riverhead will require a multi-faceted strategy. The first step is to continue to develop attractions that appeal to tourists. The Town has already pursued this goal for many years. The key to tourism development in Riverhead is to develop the types of attractions and destinations that tourists are actively seeking, based on current national and local trends. This section summarizes some of the major attractions that already existing in Town.

### **Downtown Attractions**

Downtown Riverhead already has a number of successful cultural attractions that appeal to tourists: the Atlantis Aquarium, the Suffolk County Historical Society (museum), the Long Island Railroad Museum, the East End Arts Council, and the Leavitt Music Hall. Annual downtown events, including the Country Fair, the Polish Fair, the Blues Festival, and the Community Mosaic, have also been successful in attracting visitors. While these attractions and events have had an extremely positive impact, downtown has not reached its full potential as a tourist attraction. While continuing to develop downtown attractions, the Town should work on cultivating "market niches" oriented to tourists, so that downtown shops, services, and restaurants can better capitalize on the tourist traffic.

### **Long Island Wine Country**

Although the first vines were planted in 1973, the East End wine country did not start attracting significant tourism traffic until the mid- to late-1990s. Following in the footsteps of Northern California's Napa Valley, the East End vineyards and wineries have developed tourist facilities and activities, such as guided tours, wine tasting, wine sales, eateries, gourmet delis, and gift shops. Many also have banquet facilities for parties, weddings, business functions, and other events. The success of wine country tourism is not just a matter of high-quality wine, it is also a matter of providing good transportation options and protecting the North Fork's rural character — two factors critical to the success of Napa Valley as a tourism destination. The small rural hamlets that dot Riverhead and Southold have a unique opportunity to reposition themselves for wine country-oriented tourism, with restaurants, specialty shopping, gourmet food stores, bed-and-breakfast inns, and events.

### **Other Agro-tourism**

Wine country tourism falls into the more general category of agro-tourism, defined as any agricultural activity that attracts tourists who are interested in seeing, learning about, or participating in that activity, or who want to purchase fresh farm products. Some farms in Riverhead and Southold currently provide tours, allow visitors to pick-their-own produce, and sell locally grown and homemade products. One example is Woodside Farm in Jamesport, which grows blueberries, peaches, and other fruits. Tours are offered, and farm products are sold. In the future, there may be the potential for "farm experience" vacations or farm-based bed-and-breakfasts — two vacation concepts that are growing in popularity nationally and internationally.

### **Theme Park Attractions**

Theme parks cater to children and families, one of the largest segments of the travel market. To be successful, theme parks need several essential factors: (1) activities and events that are appealing to children; (2) activities that parents feel will be rewarding for their children (i.e., educational, cultural, and/or fun); and (3) excellent access and visibility, ideally from a major

highway. Riverhead already has one of the most popular and successful theme parks on Long Island — Splish Splash. Two other popular theme parks, the Animal Farm and the Long Island Gamefarm, are located nearby in Manorville. In Enterprise Park, there is the opportunity to add additional theme park attractions. One issue to consider with theme parks is how to encourage spillover economic impacts on surrounding areas. There may be ways to entice theme park visitors to visit other parts of Town, patronizing other attractions and businesses. The Town should work with theme park operators to encourage cross-fertilization.

### **Race Track**

The existing race track on Route 58 is a popular destination, particularly during the summer months. As one of the only race track facilities on the East End, the race track draws loyal crowds who patronize local businesses. There has been discussion of the potential for establishing a new race track at the Enterprise Park at Calverton, but no firm plans have been determined. If the new race track were built, it is unclear what would happen to the existing facility. In all likelihood, two race tracks would not be needed, meaning that if the new facility were built, the Route 58 track would be vacated and could eventually become available for redevelopment as a different use.

### **Active Outdoor Recreation**

Parks and recreational facilities not only serve local residents, but they often attract out-of-town visitors as well. According to the Travel Industry Association of America, "adventure" travel (such as off-road mountain biking) and biking vacations are on the rise. Equestrian riding is also experiencing a resurgence in popularity. The second largest annual horse show on Long Island — the North Fork Classic — is now held in Enterprise Park.<sup>1</sup>

Riverhead has a variety of public and private parks and recreational facilities that provide opportunities for sailing, canoeing, kayaking, fishing, hunting, swimming, bird watching, golf, tennis, horseback riding, and all sorts of team sports. As of 2001, the Town has plenty of parkland to accommodate both residents and tourists, as discussed in Chapter 11, the Parks and Recreation Element. However, the Town is lacking some types of facilities that would appeal to tourists, particularly walking, hiking, or biking trails.

### **Beaches**

Trips to the beach are one of the most popular forms of tourism. Riverhead has five public beaches that attract numerous visitors during the summer months: Wading River Beach, Wildwood State Park, Reeves Park Beach, Iron Pier Beach, and South Jamesport Park. There

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<sup>1</sup> Bob Liepa, "The Heart of Horse Country," *The Times Review*, <[www.timesreview.com](http://www.timesreview.com)>, visited December 19, 2001.

are also numerous private beaches on the Sound and Flanders Bay. However, the primary beach destinations on the East End have traditionally been on the south shore of the island: Fire Island, West Hampton Beach, and other locations in the towns of Brookhaven, Southampton, and East Hampton. Because these beach environments are so well-known and well-tooled for beach recreation, Riverhead would have difficulty competing for beach-bound tourists. Instead, Riverhead should focus on alternate forms of tourism, as discussed in the other sections of this chapter — cultural attractions, agro-tourism, and active recreation.

### **Golf Courses**

Golf courses have been demonstrated to attract visitors, as well as provide recreation for residents. The Town of Riverhead currently has seven (7) golf courses (135 holes) that are privately owned and open to the public: Calverton Links, Cherry Creek Golf Links (36 holes), Fox Hill Golf and Country Club, Great Rock Golf Club, Long Island National, Sandy Pond Golf Course (9-hole Par 3) and Swan Lake Golf Club; one (1) municipal course (18 holes): Indian Island Golf Course; and two (2) private clubs (36 holes): Friars Head Golf Club and Olde Vines Golf Club

### **OVERNIGHT ACCOMMODATIONS**

Riverhead will require additional hotel space in the future, as the tourism market increases in volume. Unlike the South Fork, which caters to households with second homes spending the whole summer, the North Fork's emerging tourist industry caters more toward day-trippers and weekend travelers. These tourists rely primarily on hotel accommodations or bed-and-breakfast inns, as opposed to summer homes, or they may stay with friends or relatives. Those tourists who do look to Riverhead for seasonal accommodations are typically seeking out housing that is more affordable than what can be found on the South Fork.

- **Hotels and Motels.** The largest hotel in Riverhead is the Best Western, located next to Tanger Mall on Route 25. This hotel caters to a wide range of people, from tourists seeking an inexpensive alternative to the South Fork to out-of-town business travelers. The Ramada Inn benefits enormously from its visibility and easy access from the LIE. There are also several small hotels and motels in the Jamesport and Aquebogue areas, including two waterfront motels.
- **Rental Cottages.** There are several places in Riverhead that offer summer cottages (for example, J&S Reeves Summer Cottages in Aquebogue; Woodcliff Park and Cottages in Baiting Hollow; Moore's Cottages in Jamesport). These provide a lower-cost alternative to more expensive summer rentals on the South Fork.
- **Bed-and-Breakfast Inns.** A bed-and-breakfast inn is typically defined as a private residence, where the live-in owner provides overnight accommodations and a meal to a traveler. There are several bed-and-breakfast inns found throughout Riverhead. Many are found in historic Victorian houses, Arts and Crafts homes, or farmhouses, which evoke old-style domestic charm.

- **Country Inns.** The Riverhead Town Code defines a country inn as a commercial use of real property consisting of a building not to exceed two stories and which contains no more than 20 rooms arranged or designed to be made available as overnight accommodations for guests for a stay of no longer than a two-week rental. Accessory restaurant or tavern use of a premises shall be housed within the principal building with a total restaurant seating not to exceed six times the number of guest units and total tavern seating not to exceed one-third of the restaurant seating. In the event that a parcel is improved with a country inn, the subject property is restricted from improvement with any other permitted or specially permitted uses. Accessory uses within the country inn building are limited to recreational use, conference room, or library not to exceed 10% of the total floor area of rooms provided.
- **Country Clubs, Resorts, and Spas.** Country clubs, resorts, and spas facilities provide hotel rooms in combination with a variety of private recreational facilities and health-oriented activities, such as golf courses, tennis courts, swimming pools, running tracks, health clubs, marinas, or therapeutic facilities that offer massages, mineral pools, mud baths, etc. Typically, country clubs, resorts, and spas are located on a private campus, providing a private, quiet, and relaxing environment, picturesque views, and access to waterfront areas or open space. Riverhead does not currently have any resorts or spas, and although there are several golfing country clubs, they do not have overnight accommodations. Such facilities could be extremely successful in Riverhead, as they would cater to the vineyard tourists eager to enjoy a scenic, serene experience in the countryside.
- **Banquet and Convention Facilities.** Banquet facilities provide venues for private parties, such as weddings, and convention facilities provide space for professional meetings, events, and expositions. Banquet facilities are often provided in conjunction with hotels, resorts, spas, bed-and-breakfasts, wineries, or country clubs. Many take advantage of a picturesque or characteristic setting, with scenic views that provide a beautiful backdrop for photographs and an evocative setting for personal/family gatherings. Convention halls are sometimes provided in conjunction with hotels. The success of a convention facility is typically less dependent on scenery, but more dependent upon good access, a central location, and facilities of an adequate size.

## TOURIST-ORIENTED RETAIL

As discussed in Chapter 6, the Business Districts Element, there are two locations in the Town where tourist-oriented shops, restaurants, entertainment, and events should be concentrated: downtown Riverhead and the Jamesport hamlet center. Downtown has a traditional Main Street with turn-of-the-century buildings; a waterfront park along the Peconic River; and a variety of cultural attractions, including the popular Atlantis Aquarium. Jamesport is located in the North Fork wine country, and it has a cluster of historic buildings with a row of antique stores that form a traditional hamlet center. Tanger Mall and other forms of retail are discussed in greater detail in Section 7.6.

## **TOURISM: GOALS & POLICIES**

**Goal 7.1: Continue to attract tourists by developing a wide variety of attractions throughout the Town, with particular emphasis on those attractions that appeal to weekenders and day-trippers.**

Many of the policies stated throughout this Element are in support of this general goal.

***Policy 7.1A: Develop a coordinated theme for tourist signage and post signs along major roadways in downtown, and in the hamlet centers.***

Signs should convey a coordinated "Riverhead theme," with images, words, colors, and/or lettering that reflect those characteristics that contribute to the Town's identity (e.g., the Peconic waterfront, the agricultural belt, and wine country). This unified theme would convey the message that Riverhead has a package of attractions that can be enjoyed over the course of a visit. Roadside signage would help direct visitors to their destinations. Signs in downtown and the hamlet centers could be more elaborate, providing a directory of local shops, restaurants, and attractions, as well as transit information and descriptions of historical sites and natural features.

**Goal 7.2: Promote cultural attractions in downtown Riverhead.**

The Downtown Revitalization Strategy and Chapter 6, the Business District Element, contain many strategies and policies in support of this goal.

***Policy 7.2A: Support the development and growth of cultural attractions in downtown.***

Cultural attractions include not only quasi-public facilities like museums, aquariums, and theaters, but also smaller, private facilities like art galleries and entertainment venues (i.e., piano bars, jazz clubs).

***Policy 7.2B: Cluster multiple cultural attractions along Main Street in downtown.***

With a mix of different cultural attractions, downtown can appeal to a wider range of tourists, and each cultural anchor can build off the success of the other. That is, with some creative marketing, visitors can be encouraged to circulate throughout downtown on foot, visiting multiple destinations and patronizing shops and restaurants on the way.

***Policy 7.2C: Encourage coordinated marketing and programming for cultural attractions.***

This can encourage visitors to extend their stay. During longer visits, weekenders and daytrippers are more likely to spend money in local shops and restaurants. Coordinated marketing could include ticket packaging (such as a unified one-day pass) or excursion trips

through the Long Island Railroad. Programming involves the coordination of "theme" events between different venues. For instance, picking up on the Aquarium's aquatic theme, the Historical Society could offer a whaling exhibit or the Arts Council could host an exhibit on maritime-related artwork.

**Goal 7.3: Promote the growth of the wine industry and agro-tourism in Riverhead.**

***Policy 7.3A: Encourage vineyards and wineries to develop facilities, amenities, and attractions that cater to tourists.***

Such amenities include wine tasting, tours, gift shops, banquet facilities, eateries, and related parking (for cars and tour buses). The Town's zoning provisions need to be flexible enough to allow such uses. Nevertheless, the size of these facilities should be limited, in order to allow some beneficial economic spill-over to the nearby hamlet centers. This could be achieved by allowing such uses to be accessory in nature and by limiting the number of seats per square foot of total floor area for eateries. Businesses in hamlet centers should work together to market themselves to vineyard-bound tourists (see Chapter 6, the Business Districts Element).

***Policy 7.3B: Work with the Metropolitan Transportation Authority to explore the feasibility of using the Long Island Railroad tracks and equipment for "wine train" excursions.***

In Northern California's Napa Valley, the wine train concept has been a great success. Visitors can park at the south entrance of the valley, buy a day pass for the train, and hop on and off the train, which stops in front of individual wineries. The wine train is particularly attractive for visitors who are interested in wine tasting but do not want to risk driving with elevated blood alcohol levels or bother having a designated driver. However, unlike Napa, the train line on the East End does not run parallel to the road that provides access to the vineyards. A wine train excursion on the East End would need to be combined with trolley services that would connect people from train stations to wineries.

The current Engine 39 project would restore a vintage LIRR locomotive and carriages and would run a wine/dine train from the Riverhead Station to the Greenport Station with a return. This concept would be greatly enhanced with the re-construction of the old Jamesport Station, which would provide a connection to trolleys and/or buses touring the wineries and vineyards on the North Fork.

***Policy 7.3C: Encourage private bus and limousine operators to offer "package" excursion trips to the wine country from East End hotels and hamlet centers, as well as tourist-oriented hotels in New York City, Connecticut, or Rhode Island.***

***Policy 7.3D: In addition to the vineyards and wineries, promote the growth of other forms of agro-tourism.***

Town zoning policies should be flexible enough to allow agro-tourism uses on active farms. At the same time, performance standards can be used to limit undue impacts on nearby residential areas.

***Policy 7.3E: Explore the feasibility of developing "farm experience" vacations and farm-based bed-and-breakfast accommodations in Riverhead.***

**Goal 7.4: Promote theme parks and commercial recreation facilities in Enterprise Park and in the area between Enterprise Park and the Long Island Expressway.**

These locations take advantage of the excellent accessibility provided by the LIE.

***Policy 7.4A: Continue to pursue the development of an additional theme park in Riverhead, ideally in Enterprise Park.***

***Policy 7.4B: Work with theme park operators to develop a multi-faceted marketing strategy to encourage theme park visitors to explore other parts of Riverhead.***

Theme park tourists can be encouraged to explore other parts of Town for shopping or eating through the following strategies:

- Combined multi-day admission between theme parks and the Atlantis Aquarium. The Aquarium is a unique attraction that is a hybrid between a traditional cultural/educational attraction and a theme park. It has the same basic market as most theme parks — children and their families — and thus, cross-fertilization between such attractions is a possibility. Splish Splash and the Aquarium have an excellent potential for combined marketing, since they share the same "water" theme.
- Flexible parking rules and admission tickets at theme parks, such that people can leave midday for lunch or shopping and then return later without having to pay again.
- Supervised children's events and programs, such that parents can drop off their children for a morning or afternoon at the theme park, and then visit downtown, Tanger Mall, or other destinations on their own.
- Distribution of coupons and advertisements for downtown and Enterprise Park attractions at theme park entrances, such that visitors become aware of other recreational opportunities in Riverhead. This would encourage people to explore other locations in Riverhead later in the day or on another trip.

**Goal 7.5: Promote the establishment of equestrian facilities throughout Riverhead.**

***Policy 7.5A: Facilitate the development of a state-of-the-art equestrian show facility and bridle trails in Enterprise Park.***

Equestrian show facilities can have beneficial economic impacts, as evidenced on the South Fork of the island. Unlike some other sporting or entertainment venues, equestrian shows occur year-round, and patrons spend several days at a time in the host community, staying in local hotels and patronizing local restaurants and shops. There is more than enough room to accommodate such a facility in Enterprise Park and still fit all the other proposed uses for the site. Perhaps, the equestrian facility could be linked to the proposed theme park and family entertainment uses on the site by providing horse-riding lessons.

Building off the equestrian show facility, bridle trails could be built throughout Enterprise Park. Not only would this provide an additional amenity for equestrian enthusiasts, but the horses would also add a unique sense of identity to the park. These bridle trails could be connected to the Townwide greenway system through the Pine Barrens Core Barrens Area. (see Chapter 11, the Parks and Recreation Element).

***Policy 7.5B: Encourage the development of horse barns, equestrian clubs, and riding academies throughout Riverhead.***

Ensure that the Town's zoning provisions allow for such uses in agricultural areas.

**Goal 7.6: Expand and improve parks and recreational facilities in Riverhead, and make them accessible to tourists by fee.**

This goal generally echoes the goals and policies expressed in Chapter 11, the Parks and Community Facilities Element. The policies herein focus on the idea of making Town parks tourist-friendly. It would behoove the Town to establish an appropriate rate schedule for residents and visitors.

***Policy 7.6A: Develop a greenway system with walking trails, and potentially biking and equestrian trails as well, all of which could be used by both residents and tourists.***

This policy is expressed in greater detail in Chapter 11, the Parks and Recreation Element.

***Policy 7.6B: Develop a marketing campaign intended to draw attention to Riverhead's outdoor recreational opportunities.***

In order to attract additional tourists to Riverhead's parks and recreational facilities, the Town must not only provide the appropriate facilities, but also advertise their availability. The Town should work with business leaders, business organizations, and the Chamber of

Commerce on several initiatives to market Riverhead as a good place for pursuing active recreational activities:

- Often, when considering potential vacation destinations, prospective tourists explore their options online or in travel guides. One advertising strategy is to provide web sites and publishers with pre-prepared information on Riverhead's recreational opportunities.
- Another option is to prepare brochures that are made available in restaurant lobbies, hotel lobbies, concierge desks, and other similar locations in both Riverhead and other East End towns. Such information could also be made available in retail stores that cater to outdoor recreation, such as bike shops, kayak rental outlets, camping stores, etc. These locations would target people who are already on the East End for a weekend or vacation, as well as people interested in recreational activities.

***Policy 7.6C: Ensure that parks, recreational facilities, and greenways can be easily found and accessed by out-of-town visitors.***

The Town should work with State and County officials to install directional signs to parks and greenway entrances. Information signs should also be placed at the entrances to parks and greenways. Convenient, safe parking should be available at those entrances as well.

***Policy 7.6D: Provide essential visitor amenities near the entrances of parks, recreational sites, and greenways.***

In appropriate locations (ideally, near park entrances), the Town should allow parks to have concession stands that provide beverages, snacks, essential supplies like batteries, and even equipment rental, such as bicycles and kayaks. Also, public restrooms should be available in certain locations.

***Policy 7.6E: Concentrate commercial recreation facilities in Enterprise Park and the area located between Enterprise Park and the terminus of the Long Island Expressway.***

These include golf courses, family entertainment, facilities providing sports instruction, and so on.

**Goal 7.7: Encourage development of additional overnight accommodations in the appropriate locations, subject to design, development, and environmental standards.**

In the future, additional hotel space is likely to be needed in Riverhead, due to increasing tourism. New hotel space should be provided in locations and designed in a manner that are appealing to tourists. Hotels should be permitted in a variety of different locations, in order to tap into different segments of the accommodations market.

***Policy 7.7A: Allow hotel and convention center development within Enterprise Park at Calverton and in areas adjacent to the Long Island Expressway.***

These locations are attractive because they have convenient access and a central location. They appeal to business travelers, people needing to stay in a convenient, central location, and tourists seeking out an affordable alternative to other accommodation options.

***Policy 7.7B: Encourage cottage accommodations, bed-and-breakfast accommodations, and banquet facilities in downtown and the hamlet centers.***

Summer cottages, bed-and-breakfast accommodations, and banquet facilities can fit into an environment like downtown Riverhead or Jamesport, where there are residences, restaurants, entertainment venues, and shopping, and where there are opportunities for visitors to circulate on foot.

***Policy 7.7C: Encourage cottage accommodations, bed-and-breakfast accommodations, motels, country clubs, resorts, spas, and banquet facilities in picturesque settings throughout Town.***

Many tourists prefer to stay in places that are picturesque, quiet, quaint, or off-the-beaten-path. Therefore, some types of accommodations should be permitted adjacent to waterfront areas, open space preserves, or popular recreational attractions like beaches, marinas, hiking trails, equestrian facilities. Certain types of accommodations could be permitted in the midst of residential areas.

Some of the older, smaller, historic homes along Flanders Bay or Long Island Sound could be converted into rental cottages or bed-and-breakfasts. Also, country inns can continue to be permitted, provided that they are smaller in size and compatible with surrounding rural and residential areas in their design. However, motel, country club, resort, spa, and banquet facilities should be avoided in residential neighborhoods, because they could be incompatible with the off-the-beaten-path quality of those areas. Such facilities should be located only in designated tourism/resort areas, as discussed in Chapter 2, the Land Use Element. Hotel and convention center development should not be located in the rural and residential areas of the Town, between business districts.

***Policy 7.7D: Ensure that overnight accommodations located in residential, rural, open space, and waterfront locations are environmentally and aesthetically compatible with their surroundings.***

Currently, the Town's zoning provisions for "country inns" provide for moderate-size hotel development in areas throughout Riverhead. The Town should implement reductions in the 50 room maximum for country inns, as well as design standards and guidelines for such hotels, so that they fit into the neighboring residential, open space, and rural areas. The Riverhead Planning Board has established policy in this regard and a public hearing has been

held upon the legislation. Buffering and landscaping standards should be considered, as one way to reduce visual impacts. Design standards should limit total floor area and impervious coverage, establish a maximum building size, and impose design standards for façades, building massing, and parking lots. Site plan review and architectural design review should also be required.

In addition, the Town should ensure that accommodations are developed in such a way that they do not result in unnecessary clearing, excessive runoff or erosion, excessive traffic impacts on residential areas, or other potentially harmful environmental impacts. Adverse impacts due to site lighting and illumination are notable in this regard. Wastewater disposal methods are reviewed and approved by the County, but the Town should consult with the County to ensure that appropriate standards are applied.

Pursuant to Resolution 456 dated May 6, 2003, the Riverhead Town Board has revised the definition of Country Inn, in order to ensure the compatibility of the use with the rural character of the Town of Riverhead. The revision reduces the allowable number of rooms from fifty (50) to twenty (20) rooms, and further regulates the intensity of accessory restaurant and tavern uses.

**Goal 7.8: Building off their historic character and unique setting, concentrate tourism-oriented retail in downtown Riverhead and Jamesport.**

***Policy 7.8A: In downtown Riverhead, attract tourist-oriented shops and restaurants that build off of the cultural attractions there.***

Downtown has an eclectic mix of shops and eateries, meeting the needs of a number of different submarkets, including local residents and employees, tourists and other visitors, and people conducting business at Town Hall, the Courthouse, or one of the small private offices located in downtown. Downtown can and should continue to serve these groups, but at the same time, there is room to accommodate additional tourist-oriented shops and eateries that build off of the popularity of the Atlantis Aquarium and other downtown attractions. The Downtown Revitalization Strategy makes a variety of specific recommendations for tourist-oriented retail:

- Specialty food markets and sit-down restaurants (with outdoor dining) that provide tourists with options for lunch and dinner.
- Family-oriented shops and restaurants that cater to families. Exhibits at the Aquarium are primarily directed toward young children.
- Antique, crafts, and furniture stores, as well as art galleries, that appeal to "cultural tourists," such as those that may be visiting the Suffolk County Historical Museum, the Long Island Railroad Museum, the East End Arts Council, the Vail-Levitt Music Hall, or the Suffolk Theater (if restored). Such stores also appeal to adults who may be in the process of settling into a new home or a vacation home.

- Stores selling recorded music (particularly music that may be hard to find in a mass-market retail store, for example), sheet music, or musical instruments. These stores would benefit from the tourist traffic created by the annual Blues Festival and the summertime concert series.

***Policy 7.8B: Implement strategies that strive to maintain the historic charm and character of downtown, promote pedestrian circulation, and enhance the Peconic River waterfront.***

Downtown Riverhead has a unique and attractive building stock dating from the late 19<sup>th</sup> to the mid 20<sup>th</sup> centuries. Buildings were placed close to the sidewalk and were designed in a pedestrian-oriented (rather than an auto-oriented) format. Many buildings have attractive architectural details. Tourists are known to enjoy traveling to such historic places. Preserving and enhancing these characteristics can help promote downtown Riverhead as a tourist destination.

The Downtown Revitalization Strategy recommends improving the waterfront park, promoting a compact, fine-grain, mixed-use pattern of development, preserving historic sites, requiring traditional design formats, and giving preference to pedestrian and bicycle circulation through sidewalk and street improvements. All of these strategies would support the overall economic development strategy to promote tourism in downtown.

***Policy 7.8C: In Jamesport, attract tourist-oriented shops and restaurants that build off of wine country tourism and its established niche of antique stores.***

As discussed in Chapter 6, the Business Districts Element, Jamesport has a cluster of antique stores and small eateries that currently attract locals and some out-of-town visitors. However, because of its small size, deferred maintenance, and lack of promotion, Jamesport has yet to attract significant tourist traffic. In order for the hamlet center to meet its full business potential, the Town should build up the hamlet's specialty shopping and restaurant niche, while limiting auto-oriented and convenience retail. The reconstruction of the Jamesport LIRR station would be an important improvement in this regard. Building on the established niche of antique stores, Jamesport should provide space for additional furnishings stores, as well as art galleries, arts and crafts shops, sit-down restaurants, cafes, specialty food stores, wine shops, and other similar businesses.

***Policy 7.8D: In Jamesport, add a variety of amenities and implement a number of physical improvements along the main shopping street, in order to encourage strolling and browsing.***

A variety of public amenities could be added to Jamesport in order to further increase tourist interest. One idea is to consider rebuilding the Jamesport railroad station and re-introducing train service, in combination with the "wine train" concept. Another concept is to establish a pedestrian and bicycle trail along South Jamesport Avenue from the historic center to Jamesport Beach. In this way, Jamesport could become a pit stop for touring bicyclists. Also,

a tourist information kiosk should be provided, such that Jamesport is marketed as the gateway into wine country, where tourists can make their first stop and plan out their day over coffee or an early lunch.

In addition, investment is needed to improve the physical quality of the Jamesport environment. Chapter 6, the Business Districts Element, calls for a wide variety of strategies that can make Jamesport more attractive to tourists, including pedestrian-oriented sidewalk and street improvements; traditional design standards for new development; and façade improvements and landscaping.

#### **7.4 OFFICE AND INDUSTRY**

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The service sector<sup>2</sup> in Suffolk County economy generated roughly \$18.8 billion in sales in 1998, representing 26 percent of the County economy. Throughout the 1990s, the major locus of office growth was in western Suffolk County, particularly in Brookhaven, Huntington, and Islip. Riverhead, by way of comparison, had relatively little office growth during this period. But in the future, demand for office and industrial space in Riverhead is likely to grow, for several of reasons.

- First, as land becomes more scarce and expensive in Towns to the west, more businesses will look to Riverhead for space.
- Second, although Riverhead is about 15 to 20 miles east of the more developed areas of the County, the Central Pine Barrens region restricts development for much of that stretch. This means that despite Riverhead's distance from existing business centers, it is the next major location available for significant office and industrial growth.
- Third, Riverhead has a great deal of developable land available for office and industrial development, particularly in Enterprise Park and adjacent areas.
- Fourth, the Long Island Expressway (LIE) provides excellent accessibility to the Town's major office and industrial locations.

Based on recent trends, Riverhead is likely to experience a greater demand for office space than industrial space. However, current economic outlooks remain uncertain. Riverhead's land use regulations should be flexible enough to accommodate both office and industrial development, allowing the market to decide how much of each will ultimately be built.

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2 Includes sectors with NAICS codes 60-67, 73, 80, 81, 87. There are depository institutions; nondepository credit institutions; security/commodity brokers and services; insurance carriers; insurance agents, brokers, and service; real estate; holding and other investment offices; business services, health services, legal services; and engineering, accounting, and related services.

## **OFFICE AND INDUSTRY: GOALS AND POLICIES**

### **Goal 7.9: Concentrate major office and industrial development in Enterprise Park.**

Enterprise Park is uniquely suited for office and industrial development, because of its central location and convenient access from the LIE. Also, the site is already outfitted with some of the essential infrastructure necessary for large-scale development, including sewage treatment capacity. Because most of the site is publicly owned, the Town has a unique opportunity to effectuate appropriate development. The Town can hold onto the remaining parts of the site until development pressures are ripe and the best development proposal is put forward. The Town is under no pressure or obligation to sell the site in the short run, as there is no shortage of land elsewhere in Town for private development. As parcels are ultimately conveyed to private developers, the Town can use its status as the original owner to negotiate for specific improvements or design requirements.

***Policy 7.9A: Continue to implement the Reuse Plan for the Calverton Enterprise Park site, or any amendments thereto.***

The U.S. Government has the authority to sell or otherwise dispose of publicly owned properties, for reuse by private parties, even if that property had originally been condemned for a public use. The Grumman site was used for a legitimate public purpose for a long period of time, and the closure of the site was part of a nationwide initiative to close military bases under the administration of President Clinton. The federal government worked with the Town, which has land use regulatory authority, to develop a reuse plan for the site. The plan was completed in March 1996 and was prepared jointly by the Town's Community Development Agency and the Calverton Air Facility Joint Planning and Redevelopment Commission.

***Policy 7.9B: Continue working with private developers, surrounding residents, and surrounding property owners to ensure that development at Enterprise Park is compatible with the scale and character of surrounding areas.***

Development in Enterprise Park can be made to fit into the Town's rural landscape. As a single compound with an enormous land area, the site can be surrounded with wide setbacks and densely vegetated buffers that screen office and industrial development and their parking lots from the surrounding residential and rural areas.

**Goal 7.10: Strengthen the industrial zoning outside the Enterprise Park to be more responsive to market demands and surrounding uses.**

***Policy 7.10A: Allow commercial recreation uses in some of the industrial area located between Enterprise Park and the Long Island Expressway.***

The industrially zoned areas located between the LIE and the Enterprise Park should continue to allow moderate-size industrial and warehouse development. This provides an ideal location for businesses that would not necessarily want to be located in Enterprise Park, such as contractor's offices and other industries in which businesses tend to have less than 40 employees. Businesses of such sizes are well-suited to the smaller lots permitted in that area.

At the same time, the Town should also permit and encourage commercial recreational uses in some of those areas. This provides an alternative in case industrial development does not materialize or is smaller in quantity than anticipated.

***Policy 7.10B: Maintain a cluster of light industrial uses and zoning adjacent to the Route 25 exit of the Long Island Expressway, on the northwest side of the expressway.***

There is an existing cluster of moderate-size industrial uses in this area, as well as the Splish Splash amusement park. Many of the businesses located in this area provide a variety of important services, serving not only residents, but also Riverhead businesses.

***Policy 7.10C: Maintain a cluster of light industrial uses and zoning in the area that lies roughly between Pulaski Street, Mill Road, and West Main Street, west of downtown.***

There is an existing cluster of moderate-size industrial uses in this area. The site is ideally situated between Route 58 and downtown and provides business support services for both areas.

***Policy 7.10D: In the eastern part of Riverhead, rezone the following four existing industrial/utility sites:***

- (1) Site on Edgar Avenue, (including the existing Crescent Duck Farm);***
- (2) Site on West Lane (the existing industrial site);***
- (3) Site on Sound Shore Road (the existing Tosco utility site); and***
- (4) Site on Long Island Sound (KeySpan Property).***

These sites are surrounded by residential and rural uses, and conversion to more compatible uses would be appropriate in the long-term. The Tosco site is an industrial use that was

constructed before Riverhead had adopted land use regulations. The Crescent Duck Farm is currently zoned for industrial use, as many duck farms were zoned in the past, but its primary function is that of an agricultural site. The KeySpan property is unimproved and is an important site for agriculture and recreational use. It is important to note that subsequent to zoning map amendment, the Crescent Farm, Tosco, and a former Photocircuits site would enjoy non-conforming status and continue to operate.

***Policy 7.10E: Continue to allow and encourage a mix of office and industrial development in the industrial zones.***

***Policy 7.10F: Eliminate industrial zoning in locations along Route 58 and Upper East Main Street , as well as in the residential areas immediately north of downtown.***

As discussed in Chapter 6, the Business Districts Element, these areas are not well-suited to industrial development. Much of the area along Upper East Main Street and north of downtown area primarily residential in use, and industrial development would generally be incompatible. Much of the area along Route 58 is under pressure for commercial development and is ideally suited for retail.

**Goal 7.11: Ensure that office and industrial development fits into the Town's rural character.**

While continuing to allow office and industrial development in appropriate locations, the Town must balance development with environmental conservation, open space preservation, and good site planning. Riverhead's zoning regulations can be strengthened in terms of environmental protection.

***Policy 7.11A: Increase the minimum lot size for development in the industrial zones, in order to reserve those areas for large-scale development and to require greater open space preservation.***

Currently, the zoning provisions require a minimum lot size of 40,000 square feet in the Industrial A zone and requires no minimum lot size for the Industrial B zone. In order to accommodate large-scale office and industrial development (typically 50,000 square feet in size or more), a minimum lot size of 10 to 15 acres would be needed. The Industrial/Recreational zone can have smaller lot sizes for industrial development, but should still be larger than the current requirement in order to provide more open space on these lots. About one-acre to two-acre lots might be appropriate.

***Policy 7.11B: Reduce the maximum floor area ratio (FAR) for industrial and office development in the industrial zones in order to provide more open space and landscaping, and other appropriate amenities.***

***Policy 7.11C: Establish environmental performance standards for development in the industrial zones.***

Industrial and office development should be required to meet performance standards for noise, emissions, effluent, glare, and other environmental factors. Performance standards are flexible, in that they allow a wide variety of industrial uses, provided that the off-site impacts can be limited or contained.

***Policy 7.11D: Establish more stringent requirements for open space preservation, setbacks, buffers, and landscaping on individual lots in the industrial zones.***

Preserved open space areas could continue to be used for agriculture, through rental agreements between the office/industrial proprietor and local farmers, or they can be maintained as woodlands or meadows, providing habitat areas for plants and animals. Wide setbacks and densely vegetated buffers should also be provided. Riverhead's relatively flat landscape makes such buffers absolutely critical, because without them, there would be nothing to prevent new office or industrial buildings from being seen from miles away, ruining the Town's scenic quality. Parking lots in these areas should also be subject to stringent landscaping standards.

***Policy 7.11E: Maintain open space preserves in Enterprise Park, as well as any site in an industrial zone that is subject to subdivision.***

***Policy 7.11F: Provide wide setbacks and landscaped buffers around the perimeter of Enterprise Park, as well as any site in an industrial zone that is subject to subdivision.***

This policy is consistent with the Calverton NWIRP reuse plan.

***Policy 7.11G: Adopt design guidelines for office and industrial development in the industrial zones, as well as roadways and parking lots in those areas.***

This policy is intended to encourage site planning, building design, and parking lot design that is both viable for the marketplace, aesthetically attractive, and compatible with the Town's character. Roadways and parking lots should be designed not just with automobile circulation in mind, but also pedestrian, bicycle, and bus circulation.

***Policy 7.11H: Consider requiring review by the Town's Architectural Review Board of all newly proposed development in Enterprise Park.***

This would help ensure high-quality design. Review standards and guidelines specific to Enterprise Park should be developed and used as the basis for review.

**Goal 7.12: Concentrate moderate- and small-scale professional offices in proximity to residential areas.**

*Policy 7.12A: As discussed in Chapter 6, the Business Districts Element, concentrate small-scale professional office development in downtown Riverhead and in the hamlet centers.*

Small-scale professional office development should be discouraged in Enterprise Park, and in the industrial areas between Enterprise Park and the Long Island Expressway. These areas, as discussed, should be reserved for larger-scale development.

*Policy 7.12B: As discussed in Chapter 6, the Business Districts Element, allow moderate-scale professional office development along Route 58, along Route 25A in the Wading River area, and along Upper East Main Street.*

Through the CRC zone, moderate-size office campuses can be established in these areas.

## **7.5 AGRICULTURE**

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As discussed in Chapter 2, the Agriculture Element, farming plays an important role in the economy of the Town and the County. With one third of the County's remaining farmland located in Riverhead, the Town is still very much the center of the regional agricultural industry. Important agricultural products in the County include: nursery and greenhouse products, potatoes, rye, cauliflower, broccoli, pumpkins, and spinach. Also, as noted, a growing part of Suffolk County's agricultural economy is the wine industry.

### **AGRICULTURE: GOALS AND POLICIES**

**Goal 7.13: Preserve agricultural land.**

The viability of the agricultural industry in Riverhead relies upon the availability of farmland. Chapter 2, the Agricultural Element, includes a variety of strategies for farmland preservation. These strategies are reaffirmed through the following policies.

*Policy 7.13A: Implement the provisions of the Agriculture Element that strengthen the Town's Transfer of Development Rights (TDR) program and encourage cluster development in the APZ.*

*Policy 7.13B: Work more aggressively toward the purchase of conservation easements on farmland in Riverhead and encourage State and County agencies, foundations, and local non-profit organizations to do the same.*

**Goal 7.14: Provide farmers with tools, incentives, and protections to keep farming.**

*Policy 7.14A: Ensure that the Town's zoning provisions continue to allow diverse agricultural operations and facilities, as well as agro-tourism facilities and equestrian facilities.*

*Policy 7.14B: Allow accessory units in accessory structures within the Agricultural Protection Zone (APZ), so as to allow farmers to derive rental income from underutilized structures.*

Cluster subdivision within the APZ will result in large agricultural lots with a right to construct a single family residence or homestead. These agricultural lots should be provided the right to construct an accessory single family unit, in order to provide additional housing stock for small families or agricultural worker housing. In this regard, the principle structure shall be owner occupied with a minimum lot size of five (5) acres. In the event that the accessory unit is to house agricultural workers, the workers must work on the premises.

*Policy 7.14C: Work with the State's Department of Agriculture, the Cooperative Extension Service, and/or the Long Island Farm Bureau to provide farmers with technical assistance to convert their crops to agricultural product lines with expanding demand, such as organic foods, grapes, wine, pumpkins, and nurseries.*

There may be additional products as well, including more traditional products like potatoes, that may continue to be commercially successful. The Town should continue to stay abreast of evolving trends in the local agricultural industry.

*Policy 7.14D: Work with the State's Department of Agriculture, the Cooperative Extension Service, and/or the Long Island Farm Bureau to develop a program in community-supported agriculture, wherein residents make a commitment to purchase a certain amount of produce or other products during a given year from local farms.*

*Policy 7.14E: Work with the Long Island Farm Bureau to match prospective farmers with available farmland.*

*Policy 7.14F: Work with the New York State Department of Agriculture's "Grow New York" program to implement agricultural economic development strategies in Riverhead.*

Grow New York makes grant funding available for capital and technological improvements on farms, as well as marketing programs to increased demand for local farm products.

***Policy 7.14G: Encourage farmers to explore agro-tourism as means of supplementing farm income.***

***Policy 7.14H: Create greater opportunities for the local sale of farm products through the creation of improved regular farmers' markets in downtown Riverhead and new seasonal farmers markets at the western end of Route 58.***

See discussion in Chapter 3—Agricultural Element.

***Policy 7.14I: Encourage farmers to take advantage of the State's Agricultural Environmental Management Initiative, which offers grant funding to farms to help farmers come into compliance with environmental regulations, while improving productivity and neighbor relations.***

***Policy 7.14J: Strengthen the Town's Right to Farm ordinance, by:***

- ***Requiring any new development or subdivision within 500 feet of agricultural land, agricultural operations, or agricultural processing facilities to adopt a deed restriction that recognizes the presence of farm activity and obligates future residents to accept the related inconvenience or discomfort as normal and necessary.***
- ***Requiring a signature by each property transferee, such that the transferee acknowledges and agrees to the "right to farm" provision***

Agricultural sites actually have a diversity of uses and activities (i.e., production and storage facilities, temporary housing for seasonal shelters, frequent truck activity, noise from tractors and other machinery, odor from farm animals), some of which may be perceived as nuisances by the residents of new subdivisions. It is not uncommon for the residents of new rural-area subdivisions to complain about these "nuisance" activities and eventually take legal action to have those activities halted. Such actions can be financially devastating to farmers and can accelerate the loss of agricultural activity and farmland. The Town already has adopted a right-to-farm ordinance that is intended to protect existing farmers from such "nuisance" suits, but the ordinance can be strengthened.

***Policy 7.14K: Require additional setbacks and buffers for any new development or subdivision located adjacent to agricultural sites.***

In the revision of clustered subdivisions within the APZ, the Planning Board should recognize the inherent conflicts between residential and agricultural uses and provide adequate buffer yards and planting to minimize nuisances. A specification for a standard vegetated buffer or hedgerow should be devised.

## 7.6 RETAIL

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As discussed in Chapter 6, the Business Districts Element, retail is one of the largest sectors of the Riverhead economy. As its market base, Riverhead retailers not only rely on local residents and employees, but also tap into the market potential of tourists and other visitors. In 1998, Riverhead residents spent approximately \$138 million in non-gasoline products. However, in the same year, Riverhead's stores had retail sales in excess of \$310 million, far surpassing the expenditure of the residents alone. Seasonal residents, tourist populations, and residents of other nearby towns are the primary sources of the higher-than-expected retail sales figures.

In the future, Riverhead must continue to meet the shopping needs of both residents and visitors, in order to maintain the strength of the retail sector. Chapter 6, the Business Districts Element, provides a comprehensive strategy for strengthening the market draw of Riverhead's various business districts. It calls for convenience and excursion shopping along Route 58 and Route 25A and specialty shopping, sit-down restaurants, and entertainment in downtown and Jamesport. Small market niches are also to be developed for each of the hamlet centers.

In each business district, future retail growth should be coupled with policies to improve the character of the built environment (landscaping, parking lots, streetscapes, building design, signs), and provisions to improve access and circulation. In downtown and the hamlet centers, an emphasis is placed on creating an attractive pedestrian environment that promotes walking and window shopping.

### DESTINATION RETAIL

Some retail establishments are so large and so desirable, that they function as destinations in and of themselves. That is, people take day-long or half-day excursions solely for the purpose of shopping at that particular location. Tanger Mall is just such a destination. It provides a large selection of brand-name, discount products, and it is located adjacent to the last exit of the LIE, providing easy access from points west. Due to its location at the end of the expressway, as well as the availability of large land parcels, the western end of Route 58 is ideally situated for destination retail.

### RETAIL: GOALS AND POLICIES

**Goal 7.15: Concentrate convenience retail on Route 58 and in the hamlet centers, and concentrate destination retail on the western end of Route, near the Long Island Expressway.**

***Policy 7.15A: Implement the provisions of Chapter 6, the Business Districts Element, regarding commercial zoning along the Route 58 corridor and in the hamlet centers.***

As discussed in Section 7.3, tourist-oriented specialty shops and restaurants should be focused in downtown Riverhead and the Jamesport hamlet center. Concentrating convenience shopping along Route 58 and the hamlet centers ensures that everyday products and services are made available to residents in central locations. Destination retail is well-suited to the western end of Route 58, where the proximity to the LIE can draw a regional clientele.

**Goal 7.16: Limit commercial sprawl and improve the aesthetic quality of the Town's business districts.**

***Policy 7.16A: Reduce commercial zoning in areas with underdeveloped commercial zoning, particularly in Roanoke, Laurel, Calverton West, Calverton East, Wading River East, and north of downtown.***

This is intended to reduce the proliferation of commercial uses along rural corridors, detracting from scenic views.

***Policy 7.16B: Impose more stringent standards for building design, parking lot design, signage, landscaping, and open space in all commercial zones.***

Aesthetic improvement such as these can bolster the attractiveness of the business districts, improving the ability of stores to attract and retain customers.

## **7.7 HOME OCCUPATIONS AND BUSINESSES**

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Home occupations and home businesses provide opportunities for entrepreneurial activity in Riverhead. An entrepreneur starting his or her own business, who may not have abundant start-up resources, can operate the business out of the home on a temporary basis until the business gets underway. Similarly, if flexible live-work arrangements are permitted, someone who may be spending the summer or other parts of the year on the East End has the opportunity to work from home, rather than enduring a long daily commute. With the dawn of the high-speed telecommunications and the internet, workers can easily work from home and still communicate closely with their offices throughout the course of the day.

However, some restrictions on home occupations and home businesses are necessary and appropriate, in order to prevent impacts on adjacent residences. Home occupations (a home office or workshop used only by residents living on the premises) would not typically have off-site impacts, but home businesses could generate noise or visual nuisances that are inappropriate in a residential area. For example, while a computer programmer could set up a home office with virtually no impact on the neighborhood, a plumbing contractor working out of home would have greater impacts. Contractors require indoor and outdoor storage for materials and equipment, and their operations are often associated with truck activity.

Similarly, artist or artisan space (i.e., a cabinet-maker's workshop) may involve off-site impacts like noise or fumes that ought to be regulated.

## **HOME OCCUPATIONS AND BUSINESSES: GOALS AND POLICIES**

**Goal 7.17: Maintain the ability of residents to establish home occupations in all residential areas.**

***Policy 7.17A: Revise zoning provisions to permit home occupations in all residence zones throughout the Town.***

Currently, the zoning provisions allow home occupations as a permitted accessory use in the Agriculture, Residence B, Residence C, and Residence D districts. The zoning regulations should be amended in order to allow a home occupation anywhere that a residential use is permitted. During CAC meetings, some participants expressed concern that allowing home occupations could result in an increased level of residential development. It is unlikely that this would happen. Riverhead would not be unique among towns in allowing home businesses, so it is unlikely that a person would seek a home in Riverhead solely for the purpose of being able to set up a home business. Housing demand is more strongly influenced by other factors, such as housing cost, property taxes, the quality of the local schools, location relative to highways and transit, and location relative to place of work.

***Policy 7.17B: Modify the definition of "Home Occupation" to address the following at a minimum:***

- ***Prohibit outdoor storage;***
- ***Prohibit retail sales;***
- ***Limit the size of the home occupation, relative to the size of the residential use;***
- ***Limit hours of operation and hours of deliveries or shipments;***
- ***Require that no additions or accessory structures be built for the purpose of accommodating the home occupation;***
- ***Prohibit signs related to the home occupation;***
- ***Limit on-site parking to what is necessary for the residential use;***
- ***Limit the area of impervious surfaces of residential lots for home occupations;***
- ***Limit the weight of vehicles that are parked upon residential lots for home occupations;***
- ***Require that the only people working on the home occupation be residents of the housing unit in which the home occupation is located.***

To enforce these requirements, the Town can consider subjecting home occupations to the special permit review process, or some other appropriate review process.

*Policy 7.17C: Require home occupations to comply with performance standards for noise, odor, glare, and other environmental impacts.*

**Goal 7.18: Allow residents to set up home businesses in residential areas, provided that adequate space is available and that the business can be compatible with the neighborhood.**

*Policy 7.18A: Revise zoning provisions to permit home businesses on single-family residential lots of 40,000 square feet or more in size.*

Smaller lots or lots in clustered subdivisions would not be of adequate size to accommodate home businesses, with their parking and storage needs, as well as their potential off-site impacts.